

WHA Minutes June 6, 2021

Meeting called to order by Jerry Huth at 2:00 p.m.

Secretary report not given

Treasurer's report given by Melissa Berggren

Charles Badertscher moved to accept it; Jackie Bevan seconded it. Motion approved.

Steve Folkman gave report on Wisconsin Review

The review is in the black. More advertising is being sought.

General discussion if a Wisconsin Directory should be printed in 2022 or if monies should be diverted to Wisconsin Review

A meeting was scheduled for June 10th to decide on which company to go with for new Wisconsin web page.

Rick Starck gave update on advertising committee. He is working with is limited budget to procure advertising for WHA

Farm Tech Days were discussed. Three farms will have cattle there on consecutive days Brookview Acres-Larson Hereford Farm-SNL Farm. The Secretary for the WHA created and maintained the booth.

Jim Wiechert gave report on the distribution of the Junior Scotch Comb Distribution for county fairs in Wisconsin. Upon winning the division they are showing in a card will be presented to the junior and they will mail it in and at that time a comb will be mailed to them.

The feeder calf sale program will be addressed at the next meeting.

Jerry Huth raised the concern that the membership does not feel they are getting the bang for their buck in belonging to the WHA. What can be done to keep old members and bring new members in?

Next meeting scheduled for Sept. 24th at World Beef Expo.

Jackie Bevan made motion to adjourn meeting, Charles Badertscher seconded. Motion approved

Meeting closed at 3:45

Loxi Smythe