

WHA Board of Director's Meeting

Wednesday, April 1, 2026

via Zoom

Attendance: Steve Merry, Caleb Ahrens, Janet Wiechert, Kelly Oleson, Dave Steinhoff, Dawson Firlus, Katrin Edge, Liz Johnson, Melissa Berggren, Michel Dahnert, BJ Jones Kim Johnson, Bruce Thorson

Call to Order 7 pm by President Steve Merry

President's Comments – Steve

- Very successful WHA Spring Sale in March. Great day for the WHA!

Secretary's Report – Lisa

- Notes from March 2, 2026 Board Meeting emailed
- Dave Steinhoff moved to accept minutes as emailed; Katrina Edge 2nd. Minutes accepted.

Treasury/ Accounting Update Report – Lisa

- Checking
- Savings
- HYFA
- Budget Spreadsheet

Committee Reports: 2026 WHA Committee List shown below.

- State Sale/ Banquet – Melissa, Caleb
 - WHA had a good sale on March 2 at the Dutch Valley Auction Building, Platteville, WI.
 - Concerns such as wi-fi discussed. Planned facility improvements for next year include a wash rack & restrooms. Additional details discussed include advertising strategy; representation of Herefords; stall signs; catalog details; Sale Consultant Job Description.
 - Discussion of contracts for Sale Facility, Auctioneer, & Sale Consultant. Board suggests term 5 years.
 - Dawson Firlus moved that the WHA would seek out & pursue conditions of contract length for Sale Facility, Auctioneer, & Sale Consultant; Janet Wiechert 2nd. Motion carried.
 - Melissa is working on a survey for sale feedback. The Board suggests that the survey is sent to all bidders & buyers.
- Advertising/ Promotions – Janet
 - WHA had a good show at the WPS Farm show in March. Had Hereford-themed give aways, Review magazines, and Directories.
- Communications – Katrina
 - WHA Facebook page had ~10,000 views per day around Sale date. 31,000 views for the WHA Facebook page in March 2026.
- County Youth Awards – Janet
 - 60% of counties have responded back with their interest for the WHA's 2026 xCounty Youth Awards program

- Feeder Calf Sale/ Promotion – Katrina
 - Red-hided & back to grass sales start in May
 - No CHB feedlot in WI yet but hopefully in the future
- Finance/ Audit – Caleb
 - Youth Programs Benefit/ Pie Auction was very successful at the State Sale Banquet
- Bylaws/ Hall of Fame – Dave, Liz
 - Please let Dave and Liz know any nominations for the Hall of Fame
- Review/ Directory – Kelly
 - Reprint & mailing of ~50% of February copies went smoothly
 - Discussion of 2025 Cover Photo Contest success. Katrina moved to do the Cover Photo contest again in 2026; Janet Wiechert 2nd. Motion carried. Liz and Kelly will coordinate the details of the contest and photo submission.
- Royalty Program – Kelly
 - New 2026 Wisconsin Hereford Queen is Tessa Smith
- State Fair Liaison – BJ
 - The 2025 champion winnings (\$500) was donated back to the WHA. BJ Jones moved to incorporate the donation from 2025 into the payouts for 2026. Motion carried. Payouts to increase based on how Kermit Rhiner, Jackpot Steer Class Coordinator, would like to distribute the funds.
- Tour – Dave
 - No tour in 2026 due to JNHE. Narrows Creek Farm & Weber Livestock have volunteered to host in the future. If anyone is interested in hosting, please contact Dave.
 - Place a note in future issue of The Review magazine, calling for host farms.
- WCA Liaison – Katrina
 - Next quarterly meeting is May 2025. WHA Member Sam Schwer might attend Ag Day in Washington DC as part of Wisconsin Cattleman's Association.
- WJHA Liaison – BJ
 - WJHA is grateful for the 2026 Donation Heifer provided by Bergman Farms. >\$13k was raised through sale of the heifer. Proceeds will be used to fund WJHA youth programs.
 - Spring Preview – Jackpot weekend is June 5-7, 2026 at Jefferson, WI
 - 2 WJHA members attended the BOLD Leadership conference: Madison Kegley & Allison George
 - JNHE is in Madison in July. WJHA is planning details of the entertainment, food, & scavenger hunt.
- World Beef Expo – Bruce
 - Planning for 2026 show.

Old Business - None

New Business - None

Future Board Meetings In Person/ZOOM

- June 10, 2026 via Zoom

Adjourn

- BJ Jones moved to adjourn; Janet Wiechert 2nd. Motion carried. Meeting Adjourned at 8:05 pm.