

# WHA Board of Director's Agenda

Saturday, December 13, 2025 11 am

via Zoom

**Attendees:** Steve Merry, Kelly Oleson, Rob Ash, Janet Wiechert, Caleb Ahrens, BJ Jones, Rick Starck, Liz Johnson, Dave Steinhoff, Lisa Davis

## Call to Order – 11:02 am by President Steve Merry

### President's Comments – Steve

- World Hereford Conference was a great event!

### Secretary's Report – Lisa

- October 2025 Board Meeting Minutes
- Dave Steinhoff moved to accept; Rick Starck 2<sup>nd</sup>. Motion carried.

### Treasury/ Accounting Update Report – Lisa

- Checking & Savings Balances; Updated Budget Spreadsheet
- Upcoming expenses for the remainder of 2025 reviewed
  - Wisconsin Review magazine
  - Advertising: purchase 2 ads in Agri-View to promote the Annual Meeting; WI Farm Tech Days booth; pens
  - WJHA Scholarship
  - Payment to Morgan Firlus for National Queen Competition (from HYFA Funds)
  - Kelly Oleson moved to make payment; Rick Starck 2<sup>nd</sup>. Motion carried.
  - Secretary
- Estimates of expenses for 2026 reviewed
  - Website (remain same)
  - Wisconsin Review: approximately 3% increase in printing fees (28 pages, 70# Gloss text, Self-Cover, quantity of 1,100)
  - The Board approved contracting for accounting services with Compeer Financial for 2026, and for 2025 Tax Preparation
    - Rob Ash moved to contract with Compeer Financial for accounting services 2026 & tax preparation for 2025; Caleb Ahrens 2<sup>nd</sup>. Motion carried.
- Notes for 2026 Budget:
  - Separate all Royalty Expenses into own Line Item(s) (combine National Queen Award into Royalty Expenses line item)/ Rename
    - Kelly Oleson moved to separate all Royalty expenses into new line item; Dave Steinhoff 2<sup>nd</sup>; motion carried.
  - Add a line item for WJHA Cost Share of expenses
    - Caleb Ahrens moved to add line item for WJHA Cost Share; Rick Starck 2<sup>nd</sup>; motion carried.
  - Several line items proposed to re-name for efficiency
- Kelly Oleson moved to accept Accounting / Treasury report; Rick Starck 2<sup>nd</sup>. Accounting/ Treasury Report approved.

**Committee Reports: 2025 WHA Committee List shown below.**

- Advertising/ Promotions – Rick
  - 2026 Trade Shows: WPS (March 2026); WI Farm Technology Days (August 2026)
  - Volunteers will be needed
  
- Communications
  - WHA Website Analytics/ Use Year 2025
  - 2025 WHA Annual Meeting details
    - Alyssa Walsh from Sweetbriar Creative will present the educational program at the Annual Meeting
    - Luncheon cost for adult & kids' meals same as 2025 (\$35 and \$12.50 each, respectively)
    - Annual Meeting Agenda Review
    - Janet will be working on an updated Member Slide Show for the 2026 Annual Meeting and 2026 Trade Shows
  
- County Youth Awards – Janet
  - 2025 Showmanship Award program was successful. Receiving updated photos & feedback from and feedback from county beef barn superintendents.
  
- Finance/ Audit – Rob
  - Estimates for several 2026 expenses (accounting fees, website fees, tax preparation, etc.) as discussed in Accounting/ Treasury report
  - Audit report will be needed for the 2025 Financials
  - Caleb will work with 2026 projected budget suggestions
  
- Bylaws/ Hall of Fame – Liz
  - 2026 Hall of Fame recipients – Jim and Diana Wiechert
    - Dave Steinhoff moved to award Jim & Diana Wiechert the 2026 Wisconsin Hereford Hall of Fame award; Rob Ash 2<sup>nd</sup>. Motion carried.
  - BJ Jones will give the introduction at Annual Meeting
  - Bylaw Updates to be introduced at Annual Meeting as New Business
  
- Review/ Directory – Kelly
  - December 2025 issue reviewed
  - Advertising income for 2025 is expected to cover costs
  - Slides for Annual Meeting auction of prime advertising pages
  
- Royalty Program – Kelly
  - 2026 Applications upcoming
  - 2025 Wisconsin Hereford Queen Morgan Firlus will be the first recipient of the new Royalty scholarship: \$1000; paid from HYFA Funds
  
- State Sale/ Banquet – Rob
  - Banquet will be at Crossroads Supper Club, Platteville, WI on March 20, 2026
  - Questions of consignor bringing bulls with no females discussed
  - Discussion of sale fees for AB lots – consignors to be charged sale fees for all animals catalogued, even if is AB lots and one animal sold and the other taken home.

- Tour – Liz
  - 2025 Tour very well attended
  - Due to JNHE in Madison in 2026, the Tour is postponed until 2027
  
- WCA Liaison – Rick
  - Proposed fee increases for market licensing had been reduced due to opposition
  
- WJHA Liaison – BJ
  - Scholarship application deadline coming up
  - Update on 2026 JNHE activities

**Future Board Meetings In Person/ZOOM**

- January 23, 2026 – The Lodge at Mauston

**Adjourned at 12:08 pm by President Steve Merry**

- Liz Johnson moved to adjourn; Kelly Oleson 2<sup>nd</sup>. Meeting adjourned.