

WHA Board of Director's Special Meeting

Monday, March 2, 2026 7 pm

via Zoom

Attendance: Steve Merry, Caleb Ahrens, Katrina Edge, Janet Wiechert, Dawson Firlus, Dave Steinhoff, Bruce Thorson, Kelly Oleson, Liz Johnson, BJ Jones, Lisa Davis

Call to Order – President Steve Merry at 7 pm

President's Comments – Steve Merry

- Thank you to the Board for attending the special meeting

Secretary's Report – Lisa Davis

- Notes from 1/24/26 WHA Annual Meeting & reorganizational Board Meeting
- Katrina Edge moved to accept; Caleb Ahrens 2nd. Notes approved.

Treasury/ Accounting Update Report – Lisa Davis

- Checking & Savings Balances

Wisconsin Review Magazine Information & Discussion – Kelly Oleson, Lisa Davis

- Delivery of approximately 550 copies of the February Wisconsin Review magazine is in question, due to an outside error with the mailing list that resulted in mis-matched names and addresses.
- The Board emphasized the need to be fair to advertisers to make sure that their ads are reaching the intended audience.
- Livestock Direct has provided quotes for reprinting and mailing copies with mis-matched names & addresses (standard or first class postage). Board discussion of the costs and potential impact to the overall economics of the magazine for 2026. The Board discussed the need for timely delivery of the reprints due to the upcoming WHA Spring Sale.
- BJ Jones moved to reprint the additional copies of The Review with first class mailing. Kelly Oleson 2nd. Motion carried.
- Contacts will be made regarding opportunity to share cost of printing and mailing of the 550 reprinted copies.
- Since the Review is mailed with return service for copies that are not delivered to the recipient, the Board is approving of the WHA secretary of not picking up and paying for any additional returned copies of the magazine.

Old Business - None

New Business - None

Future Board Meeting

- 4/1/26 at 7 pm, via Zoom

Adjourn – Bruce Thorson moved to adjourn, BJ Jones 2nd. Meeting adjourned at 7:36 pm.