

WHA Board of Director's Agenda

Wednesday, October 8, 2025 7 pm via Zoom

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

Call to Order by President Steve Merry at 7:02 pm

President's Comments – Steve Merry

- Cattlemen's Delight Sale (10/4/25) and Badger Southern Select Sale (10/5/25) were very positive sales for Wisconsin Herefords

Secretary's Report – Lisa Davis

- August 2025 Board Meeting Minutes Emailed
- Steve Merry Moved to accept the minutes, Rob Ash 2nd; minutes accepted

Treasury/ Accounting Update Report – Lisa Davis

- Checking, Savings, HYFA Balances, Budget Spreadsheet
- Kelly Oleson moved to accept; Rick Starck 2nd; report accepted

Committee Reports: 2025 WHA Committee List

- Advertising/ Promotions – Rick Starck
 - 2026 Events/ Items for Advertising Budget
 - Discussion of exhibiting at Trade shows – volunteers, coordination, literature & promotional items given to attendees, costs
 - Discussion of trade shows providing a targeted audience, good opportunity to talk to attendees about Wisconsin Herefords & promote the WHA – does the Board of Directors want to exhibit at the WPS Farm Show & WI Farm Technology Days in 2026?
 - Kelly Oleson moved to proceed with exhibiting at the WPS Farm Show & WI Farm Technology Days in 2026; 2nd by Dave Steinhoff; motion carried
- Communications – Katrina
 - Good traffic and participation on WHA Facebook Page
 - Royalty posts bring additional highlight to the Royalty program
 - WHA Website Analytics/ Use Year 2025 – report from Lisa
 - 2025 WHA Annual Meeting
 - Sponsorship Program will continue for 2026
- County Youth Awards – Janet Wiechert
- Feeder Calf Sale/ Promotion – Katrina Edge
 - Beef prices continue to be good at local sales
- Finance/ Audit – Rob Ash
 - Review WHA financial numbers & audit after the end of the year
- Bylaws/ Hall of Fame – Liz Johnson
 - The Board talked through the proposed by-law changes in detail

- Discussion of possible Election Committee in the future
- Dave Steinhoff moved to approve the proposed by-law changes to be presented to the WHA Membership; Kelly Oleson 2nd; motion carried
- Proposed by-law changes & summary/ explanation of the changes will be posted on the WHA Website for the Membership to review

- Review/ Directory – Kelly Oleson
 - WHA Directory is going to print soon
 - 2500 copies – 1100 for The Wisconsin Review mailing list; 900 for 2026 JNHE; 500 for WHA Events

- Royalty Program – Kelly Oleson
 - Wisconsin Hereford Queen Morgan Firlus is running for National queen and has put in significant preparation work for the contest and activities.

- State Sale/ Banquet – Rob Ash
 - The state sale is set to take place at the Dutch Valley Sale Pavilion, Platteville, WI, March 21, 2026. Will Epperly will be the auctioneer.
 - The sale nomination deadline is being extended to attract additional consignors.
 - Crossroads Supper Club has been identified as a possible location for the banquet on March 20, 2026. The banquet facility would meet the logistical needs of the evening. Estimated meal price is \$25-27 per person for a buffet.
 - Liz Johnson moved to have the State Sale Banquet at Crossroads Supper Club; Janet Wiechert 2nd; motion carried.

- Tour – Liz Johnson
 - The Central WI Hereford Tour was well attended, with 117 RSVP. Educational topics were well received. The WHA Board of Directors thanks Liz Johnson for her organization and planning of the 2025 Tour.
 - Dave Steinhoff volunteered to coordinate the Tour for 2026.

- WCA Liaison – Rick Starck
 - The Wisconsin Cattlemen's Association raised concerns about proposed fee increases for animal market licensing, which will affect fees that livestock farmers pay. The WCA has information on how to voice concerns about the proposed fees.

- WJHA Liaison – BJ Jones
 - JNHE coming to Madison in 2026. Volunteers will be needed to help with the event.

- World Beef Expo – Rob Ash
 - 44 Herefords exhibited in the Open Show
 - 24 Herefords exhibited in the Junior Show
 - Overall show numbers down; difficulty finding Board Members for WBE

Future Board Meetings In Person/ZOOM

- Discussion of potential meeting dates in December. December 13, 2025 appears to be the most ideal date for meeting – in person at a restaurant in Portage, WI

Adjourn

- Liz Johnson moved to adjourn
- Kelly Oleson 2nd
- Meeting adjourned at 8:17 pm by President Steve Merry