

WHA 2026 COMMITTEES

Executive Committee: Steve Merry, President; Caleb Ahrens, Vice President; Lisa Davis, Secretary

Advertising/Promotions: Janet Wiechert, Chair; Caleb Ahrens, Liz Johnson, Michel Dahnert

- Promote the WHA, explore advertising options, develop press releases to media outlets.
- Arrange and coordinate WHA show events such as the WPS Farm Show, Farm Technology Days, WCA Conference and developing relationships with the UW Extension and local and regional farms shows.

Communications Committee: Katrina Edge, Chair (and Facebook); Janet Wiechert (Website), Kelly Oleson, Lisa Davis

- Handles Facebook, WHA website, association mailings, and other necessary communications.

County Youth Awards: Janet Wiechert, Chair; Diana Wiechert.

- Continue the awards program as set by the WHA Board.

Feeder Calf Sale Opportunities: Katrina Edge, Chair; Kim Johnson, Bruce Thorson.

- Explore marketing options for Wisconsin Hereford based feeder calves.

Finance Committee/Audit/ Caleb Ahrens, Chair; Kelly Oleson, Dawson Firlus, Dave Steinhoff

- Assist treasurer/secretary in carrying out financial functions and financial concerns; Audit WHA financial records

By Laws/ Hall of Fame: Dave Steinhoff, Chair; Liz Johnson, Dawson Firlus, Katrina Edge

- Evaluate election process and By laws revision, Hall of Fame nomination

Review/Directory: Kelly Oleson, Chair; Michel Dahnert, Steve Merry, Lisa Davis

- Oversee publication of The Wisconsin Review magazine, develop and maintain advertiser relationships, explore advertising possibilities, and develop the future WHA Directories.

Royalty Program: Kelly Oleson, Chair & Communication Contact; Katrina Edge, Jackie Bevan, Madison Katzenberger

- Recruit Wisconsin Hereford Royalty participants & monitor the Royalty; analyze the structure and opportunities for the program, and continue building the endowment when needed.

State Fair Liaison: Kermit Rhiner (Jackpot Steer Show); BJ Jones

- Coordinate State Fair Shows, Jackpot Steer Show and other WHA/WJHA events at the State Fair

State Sale & Banquet: Caleb Ahrens, Chair; Melissa Berggren, Sale Manager; Michel Dahnert, Chuck Badertscher, Steve Merry

- Arrange and coordinate for 2026 WHA State Sale.

Tour 2027: Dave Steinhoff, Chair; Kim Johnson, Michel Dahnert, Bruce Thorson, Dawson Firlus

- Plan and coordinate 2027 Tour

WJHA Liaison: BJ Jones

- Coordinate WHA and WJHA programs and work together in promoting Wisconsin Herefords.

World Beef Expo: Bruce Thorson, Caleb Ahrens

- Keep the WHA informed on the happenings of the WBE.

WCA Liaison: Katrina Edge

- Communicate between the Wisconsin Cattlemen's Association and the WHA.