

WHA Board of Directors Meeting

Wednesday, December 18. 7 pm Via Zoom

Attendance: Rob Ash, Steve Merry, Kelly Oleson, Bruce Thorson, Katrina Edge, Rick Starck, Caleb Ahrens, Liz Johnson, Shawn Prodell, BJ Jones, Lisa Davis

Call to Order at 7:06 pm by President Rob Ash

President's Comments – Rob Ash

- Thanks everyone for joining
- “Beef Tip” – be safe around the cattle

Secretary's Report – Lisa Davis

- Minutes from September 2024 Board Meeting
- Bruce Thorson moved to accept; Kelly Oleson 2nd. Secretary's Report accepted.

Treasury/ Accounting Update Report – Lisa Davis

- Checking, Savings, HYFA Balances given
- Updated 2024 budget provided; there are several additional projected incomes & expenses before end of 2024
- Discussion of HYFA funds for Royalty program
 - Disbursements in future will be used for clothing and scholarship
 - Royalty program is through WHA; has always been separate program from the WJHA and not part of the WJHA programs. Royalty program formerly with the Pollettes and now is with the WHA. Royalty program is a reflection of the WHA.
- Katrina Edge moved to accept the Treasury/ Accounting Update report; Kelly Oleson 2nd. Treasury/ Accounting report accepted.

Committee Reports: 2024 WHA Committee List shown below

- Advertising/ Promotions
 - WPS & Farm Tech Days 2025 booth registrations are paid for within the 2024 Advertising budget
- Communications
 - WHA Website Analytics – Lisa - brief report on Analytics/ Use Year 2024 to date
 - 4900 visitors; average time on web page 1 minute 4 seconds
 - Top pages: Main, Sale, Members, Calendar, Juniors
 - Top states: WI, IL, TX, IA
 - 2025 WHA Annual Meeting
 - Sponsorship Program Update & Projected financial summary given
 - Educational Program
 - Dr. Amy Radunz, sponsored by Allied CoOperative
 - Adding value in the cow herd at a time of historically low national cattle inventory
 - Annual Mailing Files will be emailed to all members with email addresses and posted on WHA Website
 - Will be mailed to anyone requesting paper copy/ members with no email address

- District Director Elections – discussion of election process
 - Volunteers are needed to run for open Director seats (Northeast, Southeast)
 - More communication is needed and clarification/ simplification of election process for 2026
 - Annual Meeting bake sale & silent auction – Members are welcome to bring goodies and gift baskets for the event
- County Youth Awards
 - 2025 County Youth Awards Program Details discussion
 - Funding options discussed: potential sponsorship option from supplier, WJHA, and/or remaining funds from 2024 State Sale Youth Outreach Program Auction
 - Gift options discussed: comb, brush, etc.
 - Sub-Committee to meet before the Annual Meeting for further discussion
- Feeder Calf Sale/ Promotion – Katrina Edge
 - Upcoming red-hided/ Hereford Influence Feeder Calf sales
 - January 3 – Bloomington Livestock
 - January 4 – Carthage Livestock
 - Is a list of participant farms available?
- Finance
 - Preparing for 2025 Budget
 - 2024 Tax preparation & filing
 - 2024 Tax preparation quotes from two companies were provided
 - Steve Merry moved to contract 2024 tax preparation with the company providing the more economical quote; 2nd by Rick Starck. Motion carried. Lisa will reach out to the quoting company to start the 2024 tax preparation process.
- Review/ Directory
 - All advertising – 2-issue contract, & non-contract from Aug. 2024 has been paid
 - Members had expressed concerns on going from 4 issues down to 2, as The Review is the WHA's flagship publication and is a great way to reach out to potential members and buyers of Hereford cattle
 - 2025 potential plans discussed & how to save monies on publication costs
 - Alternative Printer options? Reduce mailing list?
 - Need to make sure the mailing list is current with contacts that are actively involved in the cattle market and helpful for the WHA.
 - Steve and Lisa will review the mailing list to see if there are any names that are easily recognized as no longer involved in the cattle market
 - Additional discussion at next Board Meeting
- Royalty Program – Kelly Oleson
 - WHA Royalty group recently met – reviewing educational requirements & expectations for programs
 - Royalty Scholarship for Queen – if no Queen, will open to WJHA member for scholarship
- State Fair Liaison – Bruce Thorson
 - A few questions/ items to discuss in future

- State Sale/ Banquet – Steve Merry
 - Good number of heifers in the upcoming Sale – bred & young heifers
 - 16-17 bulls
 - Overall good cattle numbers for the sale
 - Importance of good pictures for catalog
 - Hall of Fame award will be presented at the State Sale Banquet

- Tour
 - SW District 2024 – Caleb Ahrens - Midwest Herdsman created a nice video which can be shown at the Annual Meeting
 - The WHA has purchased a \$500 sponsorship for the Driftless Region Beef Conference at Dubuque (Jan. 23-24, 2025). The Bennett’s requested that the 2024 Tour Budget monies be utilized to purchase the conference sponsorship, rather than payment for their Tour meal. Kevin Bennett will attend the conference and staff the WHA Booth.
 - 2025 Northwest District Tour – Liz Johnson – Several farms have expressed interest in hosting
 - Might have a “combination” tour with farms from the NW District in addition to farm(s) from the northern part of the SW District. The WHA has done a “combination” tour in the past, based on interest of the host farms. Liz will continue to coordinate with the interested host farms.

- WCA Liaison
 - Wisconsin Beef Council will send a representative to the WHA Annual Meeting

- WJHA Liaison
 - Scholarship Applications will be due in a few weeks
 - Thank you to Steve Merry for donating a cow in honor of Gordon Merry, for the 2025 WJHA Donation Heifer at the State Sale

- World Beef Expo (no report)

Future Board Meetings In Person/ZOOM

- January 24, 2025 7 pm at The Lodge at Mauston

President Rob Ash adjourned the meeting at 9 pm. Kelly Oleson moved to adjourn, and Bruce Thorson 2nd. Meeting adjourned.