

# WHA Annual Meeting Minutes - Saturday, January 20, 2024

The Lodge at Mauston, Mauston, WI

The 2024 WHA Annual Meeting was called to order at 12:30 pm by President Rick Starck. The invocation was given by Doug Schulz. Steve Folkman presented the 2024 WHA Hall of Fame award to the Kevin Bennett Family, SandRock Ranch Herefords. Steve highlighted the Bennett's commitment to optimal carcass characteristics and cattle quality over the years in both their registered and commercial herds. The AHA update was presented by Shane Bedwell, with a question-and-answer session over Zoom, about the new Delayed Blindness (DB) genetic defect. Information was provided on the background of the defect, testing process, and future direction.

The Secretary's report of minutes from the 2023 Annual Meeting was read by Lisa Davis. The Financial Report was given by Dan Coulthard, of Compeer Financial. Steve Merry provided the Audit report, indicating that the detail of financial records for the year 2023 were acceptable to the Audit Committee. The Secretary, Financial, and Audit reports were voted upon and approved. Rick Starck presented the proposed 2024 WHA Budget, which was voted upon and approved.

The Wisconsin Hereford Royalty for 2023 were recognized for their time commitment and service to Hereford Events by Kelly Oleson and the Royalty Committee. The 2024 Wisconsin Hereford Royalty were named. Marie Prodel, 2023 Wisconsin Hereford Queen and 2024 National Hereford Queen, gave her Farewell Speech and crowned Madison Kegley as the 2024 Wisconsin Hereford Queen. 2024 Royalty Princesses are Allison Bartlett and Elayna Aue, and Sweethearts will be Amari Edge, and Charlie Kent. The Royalty Committee wishes to recognize and thank everyone that has contributed to the Wisconsin Queen HYFA Fund which will provide funding for the Wisconsin Hereford Royalty program in the future. C & L Hereford Ranch and Oleson Family Farm were recognized for their donation of heifers to be sold at the Cattlemen's Congress National Sale, to benefit the Wisconsin Queen HYFA fund.

The WJHA Report was provided by BJ Jones and 2024 WJHA President Hannah Oleson. Scholarship winners were named: Jordan Lamb, Morgan Firlus, Hannah Oleson, and Madison Kegley. The WJHA is very grateful to the Graber Family for providing the 2024 Donation Heifer, to be sold at the Spring Sale. The WJHA had a successful Faces of Leadership of Wisconsin (FOLOW) conference in Fall 2023 based at UW River Falls, and wishes to thank Larson Hereford Farm and Windy Hills Herefords for hosting farm tours for the FOLOW Conference.

Steve Folkman provided a report on The Wisconsin Review. Printing and postage costs have greatly increased, and as a result, The Wisconsin Review will be published two times in 2024. The contract ad period for 2-ad contracts will be August 2024, and February 2025. Steve presented the new 2024 advertising rates, and the "Prime Pages" were auctioned by Jerry Huth. The WHA wishes to thank everyone for their support of the Wisconsin Review magazine.

Melissa Berggren reported on the upcoming 2024 WHA Spring Sale, March 2, at Fennimore Livestock, Fennimore, WI. There are 51 catalogued lots, and 4 embryo packages offered. The catalog is going to print next week. The WHA hopes to see everyone at the Spring Sale on March 2.

The Advertising Committee report was provided by Rick Starck, summarizing the Education and Outreach activities of the year 2023. The WHA participated in trade shows (Driftless, Grass Works, WPS Farm Show, and WI Farm Technology Days) in 2023. Also in 2023, four member farms were featured in articles in the Agri-View newspaper, providing additional publicity for Herefords in Wisconsin. Banner ads are available on the WHA Website for purchase to promote member farms. In 2024, the WHA will exhibit at the WPS Farm Show and WI Farm Technology Days.

The Communications Report was provided by Fred Larson. The WHA website continues to be an internal and external communication tool for the WHA. Lisa Davis provided a brief report of the year 2023 WHA Website analytics.

Jim Wiechert provided an update on the County Youth Awards Program. Approximately 50 scotch combs in gift boxes were mailed to top Hereford Showmanship exhibitors at Wisconsin County Fairs in 2023. There are enough scotch combs to last through 2024 and then new inventory will need to be purchased. Please stop by and see the display of photos from the 2023 winners. The State Fair report was provided by Kermit Rhiner. Thirteen steers were shown in the

2023 WHA Jackpot Steer class. The 2023 WHA Jackpot Steer Class champion was Ashlynn Norgard, and Tessa Smith was Reserve. Elayna Aue, Ryan Oleson, and Alisha Klemme were 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> places, respectively.

Katrina Edge reported on Feeder calf marketing opportunities. \$2.90 was the high selling price at the Hereford Feeder Sale at Carthage. Red-hided feeder sales are offered through Equity Livestock and Bloomington Livestock. Tressa Lacy from Wisconsin Cattlemen's Association provided an update on the activities of the WCA. Caleb Ahrens provided information on the 2024 WHA Summer Tour in the Southwest District. The Tour will be August 24, 2024. Host Farms will be Plum River Ranch, CMA Herefords, Wildcat Cattle Company, and SandRock Ranch Herefords. More details will be available in the coming months. The WHA hopes to see everyone at the summer tour!

By-Law updates were presented by President Rick Starck. Proposed updates were: By-Law III, Section 3, and By-Law IV, Section 1 (a)(b): Option to offer members either paper, or electronic annual mailing and voting options in the future; District Representation of 2 Directors per District & 4 Statewide Directors at Large. By-Law updates were discussed, voted on, and approved.

Retiring Directors were recognized and thanked for their service. Retiring directors were Doug Schulz, Steve Folkman, and Fred Larson. New and re-elected Directors welcomed to the 2024 Board are: Katrina Edge, Kim Johnson, Liz Johnson, and Bruce Thorson.

After recognition of the retiring Directors, and naming of the new Directors, the meeting was adjourned.

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Re-organizational Board Meeting for the 2024 Board of Directors (following the Annual Meeting):  
January 20, 2024 - The Lodge at Mauston

Attending: Rob Ash, Shawn Prodell, Kim Johnson, Jamie Kent, Steve Merry, BJ Jones, Caleb Ahrens, Katrina Edge, Rick Starck, Liz Johnson, Kelly Oleson.

The 2024 Board of Directors elected Rob Ash as President, and Steve Merry as Vice President.

The meeting was adjourned.