

# WHA Board of Director's Agenda

Monday, Sept. 23. 7 pm Via Zoom

**Attendees:** Rob Ash, Shawn Prodell, Bruce Thorson, Liz Johnson, Kelly Oleson, Rick Starck, Caleb Ahrens, BJ Jones, Lisa Davis

## Call to Order by President Rob Ash at 7:09 pm

### President's Comments – Rob Ash

- Thanks to everyone for joining the meeting.

### Secretary's Report – Lisa Davis

- June Board Meeting Highlights
- Rick Starck moved to approve as emailed; 2<sup>nd</sup> by Bruce Thorson. Report approved.

### Treasury/ Accounting Update Report – Lisa Davis

- Checking, Savings, HYFA Balances given
- Discussion of several financial details
  - Payment has been received for most of The Wisconsin Review contract advertising. However, >\$2400 has yet to be received for the contract advertising. Discussion of collection & follow up activities for receipt of payments.
  - Self-funding of the Royalty Program: yearly HYFA Disbursement will fund Wisconsin Hereford Royalty Program activities
  - Self-funding of Youth Outreach Programs: Monies generated from the State Sale Pie & Fun'd Auction to be divided as needed to fund yearly Youth Outreach Programs: Heifer Grant, County Youth Awards Program, WHA Scholarship, and State Fair Jackpot Steer Class.
- Bruce Thorson moved to accept the Treasury/ Accounting Update report; Rick Starck 2<sup>nd</sup>. Treasury/ Accounting Report approved.

### Committee Reports: 2024 WHA Committee List shown below

- Advertising/ Promotions – Rick Starck
  - 2024 Events Review
  - WHA had a great show at the Farm Technology Days in August, at Cadott. An estimated 50,000 people attended. Good discussions with visitors about WI Beef Industry and Herefords. Thank you to all that helped staff the booth at the show.
- Communications
  - WHA Website Analytics – Lisa - brief report on Analytics/ Use Year 2024 to date
    - 4,300 visitors from 1/1/24 – 9/15/24
    - Typical time on website 1:02 - ~1:30
    - Top pages: Main, Sale, Calendar, Members, Juniors
    - Top States: WI, IL, IA, TX, WA
  - 2025 Website Fees: Quoted to remain same as current rate
  - WHA Website Blog
  - 2025 WHA Annual Meeting planning is starting
    - Educational Program – in the morning before the Annual Meeting.
    - Sponsorship Program will be available for the 2025 meeting.

- County Youth Awards
  - 2024 Scotch Comb program is in progress (mailed in box with packing material & WHA Directory, pen, & magnet). The Wiechert Family is mailing comb gift boxes as they receive postcards back from top-placing Hereford Showmanship Exhibitors.
  - Several Board Members have received very positive feedback on the program – youth are excited that they are receiving a gift. Combs are of good quality and have “WHA” imprinted on the comb.
  - Current inventory of scotch combs will be used up after 2024 season. A new inventory or gift will need to be purchased for 2025
  - Discussion of possible details for 2025 program
    - Potential industry or retailer sponsor for combs?
    - WJHA provide assistance with shipping/ postage?
    - Need to look at total cost per unit of the comb gift boxes
    - Kelly Oleson moved to create a sub-committee to come up with options before next Board Meeting; Liz Johnson 2<sup>nd</sup>. Motion carried.
      - Sub-committee: BJ Jones, Kelly Oleson, Liz Johnson
- Feeder Calf Sale/ Promotion
  - Certified Hereford Feeder Calf sale in January at Carthage Livestock
- Finance
  - Continue communication for planning/ Budgeting for 2025 WHA Financial Fees
    - Accounting Fees
    - Tax Preparation Fees
- Review/ Directory
  - Previous discussion of advertising payments.
  - Next issue will be February 2025.
- Royalty Program – Kelly Oleson
  - Good attendance at WHA and Hereford Events
  - If someone is interested in having the Royalty attend an event, please contact Kelly Oleson
- State Fair Liaison
  - Nothing new
- State Sale/ Banquet
  - Nominations are due October 7, 2024
- Tour (Southwest District in 2024)
  - August 24, 2024
  - Thank you to the host farms! Plum River Ranch, CMA Herefords, Wildcat Cattle Company, Thousand Hills Polled Herefords, SandRock Ranch Herefords. Thank you to Caleb for organizing the Tour!
  - Tour had good attendance and was a great day for the WHA.
  - Jayde Reilly of Midwest Herdsman has created a short video of the tour. Video will be shown at the WHA Annual Meeting in January.

- Discussion of Tour format – one day or two day – both have advantages. When Tour stops are close distance apart, that helps facilitate the one day format.
  - \$500 designated in WHA budget for 2024 Tour; these monies have not been spent, as the SandRock and Thousand Hills have generously have sponsored the evening meal. Caleb will check again if they would accept the \$500.
  - Discussion of tour hosting – if ever a District did not have any farms interested in hosting, the Tour would move to the next district.
  - Tour in NW district 2025. Liz Johnson will reach out to NW district members to determine interest from potential tour hosts.
- WCA Liaison
    - Nothing new
  - WJHA Liaison
    - Good summer show season!
    - 2025 Donation Heifer will be a cow from the Merry's MGM Polled Herefords. Her cow family has been one of the best for the Merry's over many years.
  - World Beef Expo
    - 66 Herefords in the Open Show
    - 26 Herefords in the Junior Show
    - Good event for the Herefords and the Industry
    - Harvest Fair is now separate from the show.

#### **Old Business**

- None

#### **New Business**

- Donation Heifers: Where they are now, and how they have helped the WJHA and the Recipient farms. Suggested by Liz Johnson. BJ will work on the information for the February issue of The Wisconsin Review.
- 2025 Elections – need to re-elect eligible Director positions

#### **Future Board Meetings In Person/ZOOM**

- December 2024 – discussion of possible dates

#### **Closing Comments: Rob Ash**

- Good luck to all in the Fall Sale season: Cattlemen's Delight, Badger Southern Select, Huth Polled Herefords. Please attend sales and see great Hereford People and good quality cattle!

#### **Adjourn**

- Liz Johnson moved to adjourn; Bruce Thorson 2<sup>nd</sup>
- Meeting adjourned at 9 pm.