

## WHA 2024 COMMITTEES

**EXECUTIVE COMMITTEE:** Rob Ash, President; Steve Merry, Vice President; Lisa Davis, Secretary

**Advertising/Promotions:** Rick Starck, Chair; Katrina Edge, Rob Ash, Liz Johnson, Jerry Huth.

- 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:** Kelly Oleson, Chair; Katrina Edge (Facebook), Rob Ash, Liz Johnson, Janet Wiechert (Website)

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

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

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

**Feeder Calf Sale Opportunities:** Katrina Edge, Chair; Jerry Huth.

- Explore marketing options for Wisconsin Hereford based feeder calves.

**Finance Committee/Audit/By Laws/ Hall of Fame:** Steve Merry, Chair; BJ Jones, Jamie Kent, Caleb Ahrens.

- In charge of assisting Treasurer in carrying out financial functions and financial concerns.

**Review/Directory committee:** Kim Johnson, Chair; Steve Merry.

- This committee is in charge of the WHA Review developing advertiser relationships, explore advertising possibilities, and develop the future WHA Directories.

**Royalty Program:** Kelly Oleson Chair; Katrina Edge, Nicky Folkman, Jackie Bevan, Madison Katzenberger.

- Work on funding the present program, continue building the endowment, and analyze the structure and opportunities for the program.

**State Fair Liaison:** Bruce Thorson, Chair; BJ Jones, Shawn Prodell, Kermit Rhiner

- Coordinate between state fair and WHA/WJHA the happenings at the Wisconsin State Fair and Jackpot Steer Show.

**State Sale & Banquet:** Chuck Badertscher & Steve Merry, Co-Chairs; Melissa Berggren, Sale Manager; Shawn Prodell, Kelly Oleson, Caleb Ahrens, Rob Ash.

- Arrange and coordinate for 2024 WHA State Sale.

**Tour:** Southwest district: (Directors of Southwest district) Caleb Ahrens, Chair; BJ Jones, Katrina Edge.

- Plan and coordinate yearly District Event

**WJHA Liaison:** BJ Jones, Chair; Katrina Edge, Kelly Oleson, Caleb Ahrens, Liz Johnson

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

**World Beef Expo:** Jamie Kent, Chair; Shawn Prodell.

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

**WCA Liaison:** Jerry Huth.

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