

# WHA 2025 Annual Meeting – January 25, 2025

The Lodge at Mauston, Mauston, WI

President Rob Ash called the meeting to order at 12:46 pm and welcomed attendees to the meeting. The Meal invocation was given by Doug Schulz. Corbin Cowles provided an update on the 2024 American Hereford Association registration statistics and Hereford-influenced feeder cattle marketing. Corbin also reported on the upcoming 2025 World Hereford Conference to be held in conjunction with the annual AHA meeting and the American Royal. Lisa Davis gave the Secretary's report, with minutes of the 2024 WHA Annual Meeting. Dave Steinhoff moved to accept, and Jim Wiechert seconded the motion. Secretary's report was accepted. The Financial Report was given by Lisa Davis. Eric Katzenberger moved to accept, with Kevin Bennet second. Financial Report was accepted. Steve Merry gave the Audit report, indicating that the 2024 financial records were acceptable. BJ Jones moved to accept the Audit report, with Tony Weber second. The audit report was accepted.

Steve Merry gave the Budget Report. Part of the Budget report was focused on The Wisconsin Review Magazine, as its' income and expenditure has a significant impact in the WHA's Budget. Due to increased printing and postage expenses, The Review was printed only 2 times in 2024. By making a change in the paper weight of the Review cover, and holding advertising prices the same as 2024, it is projected to be economically feasible to go back to 4 issues of The Wisconsin Review in 2025. The projected incomes and expenses shown in the Budget reflected 4 issues of the magazine in 2025. Steve also reviewed the projected incomes and expenses of the WHA's activities for year 2025. Katrina Edge moved to approve the Budget Report, with Doug Schulz second. The Budget report was approved.

Jackie Bevan provided the Royalty report, thanking the 2024 Wisconsin Hereford Royalty for their service and representation throughout the year 2024. Jackie reported that the first HYFA disbursement from 2024 is supporting the Royalty program well. The 2024 Royalty were Madison Kegley, Allison Bartlett, Elayna Aue, Makenna Smith, Amari Edge, Charlie Kent, and Liberty Wetenkamp. 2024 Wisconsin Hereford Queen Madison Kegley gave her farewell speech. The 2025 Wisconsin Hereford Royalty was named at the meeting. Allison Bartlett and Tessa Smith will be the 2025 Wisconsin Hereford Princesses, and Amari Edge and Liberty Wetenkamp will be Wisconsin Hereford Sweethearts. Rosie and Madison Katzenberger reported on their membership and participation in the National Hereford Women Board, and encouraged ladies' membership in the National Hereford Women organization.

Steve Merry provided a report on The Wisconsin Review magazine. To help facilitate the economics of going back to 4 issues of the magazine per year, a change in the weight of the cover paper is proposed, with the cover being the same paper as the interior pages (self-cover). BJ Jones moved to go back to 4 issues of The Review, utilizing the self-cover, with Liz Johnson second. Motion was approved and The Wisconsin Review magazine will be published 4 times in 2025. Steve also reported on the upcoming new Directory. Prime pages were auctioned for the Review and the Directory.

Rick Starck provided a report on the activities of the Advertising Committee in 2024. The WHA exhibited at the WPS Farm Show and Wisconsin Farm Technology Days. Promotional materials of pens and magnets were purchased for give-aways at the shows. BJ Jones and Hannah Oleson provided the WJHA report. BJ announced the WJHA Scholarship winners: Madison Kegley, Allison George, Jordan Lamb, and Hannah Oleson (Espenscheid Scholarship). 2025 WJHA president Hannah Oleson provided information on upcoming activities for the year, including the Spring Preview weekend and JNHE. Hannah and the WJHA thank C & B Farms for providing the Donation Heifer in 2024, and MGM Polled Herefords for the 2025 Donation Heifer. The WJHA greatly appreciates the support of the heifer donors and all ticket purchasers. Hannah reported that the WJHA voted at their Annual Meeting to help the WHA with funding of the County Youth Award program in 2025, by paying for 50% of the cost of the new scotch combs to be purchased.

Dr. Amy Radunz, President of the Wisconsin Beef Council Board of Directors, and provided an update on the activities of the Wisconsin Beef Council, to support and benefit Wisconsin's Beef Industry, including the Best Burger contest, Quality Beef Workshops, Beef in the Classroom, Direct Marketing into Schools, and the Beef Leadership Institute.

Caleb Ahrens reported on a successful 2024 Summer Tour at host farms Plum River Ranch, CMA Herefords, Wildcat Cattle Company, and SandRock Ranch Herefords/ Thousand Hills Polled Herefrods. Liz Johnson provided information about the upcoming 2025 Tour on August 23. Kermit Rhiner reported on the 2024 Jackpot Hereford Steer Class at the Wisconsin State Fair. Katrina Edge reported on Hereford Feeder Calf marketing opportunities. Feeder cattle prices remain strong. The Wiechert Family reported on a successful County Youth Awards Program in 2024. Approximately 50 scotch combs were mailed to top Hereford Showman at Wisconsin's County Fairs. A new supply of combs will be purchased for 2025 & 2026; the WHA and WJHA will cost-share the purchase of the combs. Steve Merry provided information on the upcoming WHA Spring Sale. The sale has a great selection of cattle to complement many different herd breeding programs.

New business was a report by Kevin Bennett, on the Driftless Region Beef Conference at Dubuque. Kevin set up the WHA Booth at the Driftless Conference and reported there was a lot of interest in Hereford Bulls. Hereford bulls are a good match for the grazing cattle in the Driftless Region.

Rob Ash and Steve Merry recognized retiring WHA Directors Shawn Prodell (NE District), and Jamie Kent (SE District) for their service to the WHA. The WHA Hall of Fame Award, traditionally presented at the Annual Meeting, will be presented at the upcoming Spring Sale Banquet on February 28, at The Cottonwood, Fennimore, WI.

New and re-elected board members were announced: BJ Jones, Wildcat Cattle Company (SW District), Kelly Oleson (NW District), Janet Wiechert, Maple Crest Farm (NE District), and Dave Steinhoff, Steiny's Herefords (Director At-Large).

At completion of the meeting, Tony Weber moved to adjourn, and Jackie Bevan seconded. The meeting was adjourned at 2:56 pm.

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Reorganizational Board of Directors Meeting – immediately following adjournment of the Annual Meeting January 25, 2025, at The Lodge at Mauston.

Attending: Rob Ash, Steve Merry, Rick Starck, Kelly Oleson, Liz Johnson, Janet Wiechert, Dave Steinhoff, BJ Jones, Katrina Edge, Caleb Ahrens, Lisa Davis.

The meeting started with Election of officers. Kelly Oleson nominated Steve Merry for President, with Rick Starck second. Steve was elected President. Rick Starck nominated Kelly Oleson for Vice President. Kelly was elected Vice President.

The Board discussed potential future meeting dates, and locations, and decided to meet in March at the Pizza Ranch in Portage, WI. Lisa Davis will contact the Pizza Ranch for meeting room details and available dates.

Rick Starck moved to adjourn the meeting, and Liz Johnson seconded. Meeting was adjourned.