

WHA Board of Director's Meeting

Wednesday, June 18, 7 pm via Zoom

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

Call to Order

President's Comments – Steve Merry

- WHA Member Marie Prodell, Algoma, WI has recently started working for Certified Hereford Beef as an account executive for retail and food service. It is great to see Marie's success in the Hereford Industry!
- Very nice photo by Chloe Wynn on the cover of the May 2025 Review Magazine!

Secretary's Report – Lisa Davis

- Minutes of the March 2025 Board Meeting
- Katrina Edge moved to accept the minutes as presented; BJ Jones 2nd. Secretary's report approved.

Treasury/ Accounting Update Report – Lisa Davis

- Checking, Savings, HYFA balances given
- 2025 Budget to date reviewed
- Kelly Oleson moved to accept the report; Bruce Thorson 2nd. Treasury/ Accounting Update report approved.

Committee Reports:

- Advertising/ Promotions – Rick Starck
 - WI Farm Technology Days is August 5-7 at Clinton Farms, Bear Creek, WI. WI Farm Technology Days and WI State Fair have overlapping dates. Thank you to the Wiechert Family for helping out and bringing cattle for the WHA Booth.
 - Monies available for external advertising of the upcoming Tour on Aug. 23.
- Communications – Katrina Edge
 - Lots of activity and interest on WHA Facebook page due to State Sale and Review Magazine Cover Photo Contest
 - WHA Website Analytics 2025 Year to Date: 2600 users; 1 min. 5 seconds average time; Top 5 pages: Main, Sale, Members, Calendar, Juniors; Visitors from top 5 states: WI, IL, CA, IA, MN
 - 2026 & 2027 Annual Meetings at the Lodge at Mauston are booked
- County Youth Awards – Janet Wiechert
 - 50 Counties have responded for participation in the program – everything is ready to go!
- Feeder Calf Sale/ Promotion – Katrina Edge
 - Back to Grass and Red Hided Feeder Calf sales are being scheduled
 - Prices staying very strong
- Finance/ Audit – Lisa Davis
 - 2024 WHA Taxes have been filed & paid

- By-Laws/ Hall of Fame – Liz Johnson
 - Discussion of proposed bylaw updates to remove Districts, and streamline/ clarify Elections to the Board of Directors
 - Proposed timeline for future Elections Process: Outline open seats for upcoming year in June/ July; Communication to membership on upcoming open seats August – October. All interest in open seats must be received by October 31.

- Review/ Directory – Kelly Oleson
 - 2025 Review – 4 Issues
 - Thanks to all farms for their purchase & payment for advertising
 - Approximately \$5,000 remaining to be received on committed contract advertising
 - Directory Update – Lisa Davis
 - Purchased advertising is in process of being formatted & completed
 - Continuing to work with Creative Services on the Directory details

- Royalty Program – Kelly Oleson
 - Wisconsin Hereford Royalty did an outstanding job at the Spring Preview Weekend in June. Wisconsin Queen Morgan Firlus participated both days, at the WLBA show and the Open Jackpot show.
 - Morgan will be running for the National Hereford Queen in fall 2025.
 - Three Wisconsin Hereford Royalty will be participating in Royalty activities at JNHE: Morgan Firlus, Tessa Smith, and Amari Edge

- State Fair Liaison – BJ Jones
 - WHA Jackpot Hereford Steer Class has 8 or 9 entries.

- State Sale/ Banquet – Rob Ash
 - Liz Johnson reviewed the responses to the State Sale Survey
 - Survey respondents expressed concern of the sale location. Group discussion of Pro's & Con's of the current locations for the Sale Banquet and Sale. Rob will check into potential alternative site(s)/ date(s) for the Banquet & Sale.
 - Group discussion of the importance of picture quality for the catalog. Perhaps could identify a list of photographers in different parts of the state and distribute to consignors.

- Tour – Liz Johnson
 - 2025 Central WI Hereford Tour Host Farms: Oleson Family Farms, Steiny's Herefords, Crooked Creek Herefords, Pierce's Hereford Haven
 - Several sponsors have committed to support and/or provide educational programming for the stops on the Tour: Oleson's - Merck; Steiny's – AHA, Allied Cooperative; Crooked Creek – USDA; Pierce's – no sponsor, but the Pierces will generously be providing tours, educational program, and supper for the group

- WCA Liaison – Rick Starck
 - Wisconsin Cattlemen's Association Summer Tour is June 28 in SE WI

- WJHA Liaison – BJ Jones
 - Spring Preview & Jackpot Show weekend was successful, with shows and contests. 73 Herefords in the Junior Show & 83 in the Open Show
 - JNHE is coming up in July (Louisville, KY). 2026 JNHE will be in Madison, WI
 - WI State Fair will have 19 WJHA Exhibitors
 - Faces of Leadership Conference is at St. Louis in 2025.

- World Beef Expo – Rob Ash
 - Sept. 18-20, 2025. Judges are being Announced soon.

Old Business

New Business

- Memorial Donations for Heifer Grants - Kelly Oleson – The Family and Friends of Gary Reinke has generously donated \$1230 in Memorial Donations to support the WHA's Heifer Grant program. Currently, there are two grants offered per year, at \$500 each: one sponsored by WHA, and one sponsored by the State Sale Consignors.
 - Group discussion of structure and use of the Memorial monies for the Heifer Grants in 2026.
 - Dave Steinhoff moved that the WHA would give 2 Heifer Grants in Gary Reinke's memory in 2026, in addition to the current program of one grant sponsored by the WHA, and one sponsored by the State Sale Consignors. Katrina Edge seconded the motion. Motion carried.
- State Sale Rules – No changes on the State Sale Rules for 2026 as were shared to the Board.
- Rob Ash shared with the Board that the Heifer Grant program has been a very good project for his Grandson, Vincent Wetenkamp. Vincent received the WHA Sponsored Grant and purchased a heifer at the State Sale in March. Vincent has had great success showing his heifer this spring and summer!

Future Board Meetings In Person/ZOOM

- September 2025 – Zoom

Adjournment: 8:40 pm

- Liz Johnson moved to adjourn
- Dave Steinhoff 2nd
- Motion carried & meeting adjourned.