



December 14, 2025

Hello to the Wisconsin Hereford Association!

Enclosed you will find the WHA Annual Mailing:

- 2026 WHA Membership Form
- 2026 WHA Annual Meeting Announcement
- 2026 WHA Annual Educational Program Information
- 2026 WHA Annual Meeting Agenda
- 2025 WHA Annual Meeting Minutes
- 2026 District Election Ballots
- Summary of WHA Bylaw Changes
- WHA Bylaw Proposed Changes
- 2026 Annual Meeting Food Pantry Collection & Bake Sale/ Silent Auction Information
- 2026 Annual Mailing payment Form
- 2026 WI Review Magazine & WHA Website Advertising Rates & Details

Items to be completed and returned are:

- 2026 WHA Membership Form
- 2026 District Election Ballots
- 2026 Annual Mailing payment form

Please mail the above three items by January 17, 2026, to ensure that the election ballot will arrive to the Secretary, before the WHA Annual Meeting (January 24). Otherwise, please bring the items to the WHA Annual Meeting. Or, you could scan the above three items and email to [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com), and mail payment to the address below.

Mailing & Payment Address:

Lisa Davis, Secretary  
Wisconsin Hereford Association  
P. O. Box 232  
Plain, WI 53577

Any questions please email [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com), or call Lisa Davis at 608-697-9633.

**Important – Please Read & Review Proposed Bylaw Changes**

The WHA Board of Directors has been working on proposed bylaw changes with the goal of modernizing the bylaws to enhance representation of the membership on the Board of Directors, and adapt the structure of the WHA to fit efficiently with the current and future activities of the organization. These bylaw updates will be voted on at the WHA Annual Meeting on January 24, 2025. A summary and the proposed updates are included in this packet. Included in the proposed updates is a structural change to the WHA, which would remove the 4 individual districts, unifying the state, and have Board of Directors elections be state-wide, rather than from individual districts. If any questions about the proposed bylaw updates, please contact Liz Johnson, chair of the Bylaws committee, at 608-343-9052 or [liz.bowen1832@gmail.com](mailto:liz.bowen1832@gmail.com).

# 2026 Wisconsin Hereford Association Membership Form

\$50 Yearly Membership Dues

(includes free listing in WHA Website Member Directory & printed WHA Directory; The Wisconsin Review subscription, & free listings in The Wisconsin Review Market-Place)

Farm or Ranch Name \_\_\_\_\_

Owner's Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

Farm Website (if available) \_\_\_\_\_

Farm Facebook Page (if available) \_\_\_\_\_

Herd Information \_\_\_\_\_

\_\_\_\_\_

For \$50/year membership dues, please make check payable to  
"Wisconsin Hereford Association".

Return Completed Membership Form, and Dues Check to:

Lisa Davis, WHA Secretary

P.O. Box 232

Plain, WI 53577

Questions? Please email WHA Secretary at [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com). Thanks!

# WHA Annual Meeting Information

## 1/24/26

Announcement & Notice  
Educational Program Information  
Annual Meeting Agenda  
2025 WHA Annual Meeting Minutes  
2026 Director Elections Voting Ballot  
Summary of Changes – WHA By laws  
WHA By laws Proposed Changes  
Annual Meeting Food Pantry Drive & Bake Sale  
Annual Meeting Payment Sheet

## 2026 WHA Annual Meeting Announcement & Notice

Date: Saturday, January 24, 2026

Place: The Lodge at Mauston

Address: 104 Lodge Lane, Mauston WI, 53948

Schedule:

- Educational Program: 10 a.m.
- Networking & Social Time: 11 a.m.
- Luncheon: 12 p.m.
- Meeting: 12:30 p.m.

The WHA Annual Meeting will start immediately following the luncheon, at approximately 12:30 pm.

All WHA Members are welcome to attend the Annual Meeting. Please join the WHA for a delicious luncheon and social time, followed by the Annual Meeting. If your schedule for the day doesn't permit you to join for the meal, please feel free to still attend the meeting at approximately 12:30 pm. At the Annual Meeting, the year 2025 will be reviewed through WHA organization and committee reports. Information will be presented for upcoming WHA events in 2026.

The WHA's Annual meeting day will also include an educational program in the morning, prior to the Annual Meeting. In addition, the WHA will host a Bake Sale, Silent Auction, and Food Pantry Collection, on the Annual Meeting day. It will be an educational and fun day of networking with fellow Hereford Enthusiasts, while supporting the WHA and the local community!

The details of the WHA Annual Meeting day activities, including meeting notice, luncheon, RSVP, meeting agenda, Board of Directors election ballots, and minutes of the previous year's Annual Meeting have traditionally been printed and postal mailed to the WHA Membership in the WHA Annual Mailing packet prior to the Annual meeting. Due to rising postage and printing costs, the 2026 WHA Annual Meeting Announcement was printed in The Wisconsin Review, and serves as notification of the meeting to the WHA Membership. The 2026 Annual Mailing will be available electronically on the WHA Website page in December 2025, but will not be postal mailed, to save on printing and postage costs. WHA Members will be notified by email when the Annual Mailing information is available on the WHA Website. Please watch your email and visit the WHA Website for the 2026 Annual Mailing materials.

2026 Board of Directors Election Results will be announced at the Annual Meeting. This packet contains an Election Ballot which may be returned via email, postal mail, or brought to the WHA Annual meeting. Members may request a paper ballot be mailed to them, for Director Election voting if they wish. To request a paper ballot, please contact Lisa Davis, WHA Secretary, at [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com) or by phone at 608-697-9633.

Hope to see you at the WHA Annual Meeting on January 24, 2026!



# Wisconsin Hereford Association 2026 Annual Meeting Educational Session

## Marketing in the Livestock Industry

**Presented by: Alyssa Walsh, Sweet Briar Creative**

Alyssa Walsh is the owner and founder of Sweet Briar Creative. She's a proud 'Cyclone' graduate, an Iowa native, and has recently set roots in Kansas with her husband Daniel. Located in the heart of the Flint Hills, Alyssa is surrounded by the pulse of the cattle industry, which fuels her inspiration daily. Together they run Regal Cattle, an operation focused on equipping youth with the tools to succeed in the show ring for a season, & the genetics to build a business for generations.

Alyssa started Sweet Briar Creative from the ground up during her time at Iowa State University. The original goals of the business was to display her self-taught videography and graphic design skills to future employers. As the business grew, she leaned on God's calling for her life and took it full-time following graduation. Alyssa moved to Fort Worth, Texas where the business truly had the chance to grow from a college portfolio into the uniquely specialized marketing agency that it is today. Sweet Briar Creative now serves clients all across the country & even worldwide.

Since that leap of faith, Alyssa has loved the opportunity to speak on stages near and far about the importance of starting to chase your dreams now, not later. Committed to igniting the entrepreneurial spark in young people, she is enthusiastic about continuing to grow awareness and drive positive change on this topic.

Alongside these efforts, Alyssa recently launched a set of digital courses, instructing eager students of all ages how to learn design and video techniques.

Above all she attributes her success in business to God's sovereign plan for her life. She hopes that SBC continues to point her audience towards Christ, and aims to keep Him at the forefront of it all.

You can walk with Alyssa on her entrepreneurship adventures at @SweetBriarCreative & @Regal\_Cattle



# SWEET BRIAR

**Saturday, January 24, 2026**

**10:00 AM**

**The Lodge at Mauston  
Mauston, WI 53948**

**Reach out to Lisa Davis,  
WHA Secretary with  
questions and to RSVP for  
the luncheon.**

# WHA Annual Meeting Agenda - Saturday, January 24, 2026

The Lodge at Mauston, Mauston, WI

8:00 a.m. WJHA Scholarship Interviews

8:30 a.m. Wisconsin Hereford Royalty Interviews

10:00 a.m. Educational Presentation: by Alyssa Walsh, Sweet Briar Creative

10:00 a.m. WJHA Annual Meeting

11:00 a.m. WHA Social Gathering: Networking, Bake Sale, Silent Auction

12:00 p.m. Invocation & Luncheon

12:30 p.m. WHA Annual Meeting

## WHA ANNUAL MEETING AGENDA

1. Call to Order: President Steve Merry
2. AHA Update: Corbin Cowles
3. Secretary's Report: Lisa Davis
4. Financial Report: Compeer Financial
5. Audit Report: Rob Ash
6. Budget Report: Caleb Ahrens
7. Hall of Fame Presentation: BJ Jones
8. Naming of 2026 WHA Royalty: Kelly Oleson
9. WJHA Report: WJHA President/ BJ Jones
  - a. 2026 Junior National Hereford Expo – Madison, WI
10. Committee Reports
  - a. Advertising/ Promotions: Rick Starck
  - b. Communications: Katrina Edge
  - c. County Youth Awards: Janet Wiechert
  - d. Feeder Calf Sale/ Promotion: Katrina Edge
  - e. Wisconsin Review Report: Kelly Oleson
    - i. Auction of prime advertising pages
  - f. State Fair Jackpot Show: Kermit Rhiner
  - g. State Sale & Banquet: Melissa Berggren
  - h. Tour 2025 (Central WI): Liz Johnson
  - i. Wisconsin Cattlemen's Association update
  - j. World Beef Expo: Rob Ash
11. Old Business
12. New Business
  - a. Presentation of By-Law Updates: Liz Johnson
    - i. Voting
13. Recognizing of retiring Directors
14. Announcement of new Directors
15. Adjournment of meeting
16. Reorganizational Board Meeting - All current and new Directors

# WHA Annual Meeting Minutes - Saturday, 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.

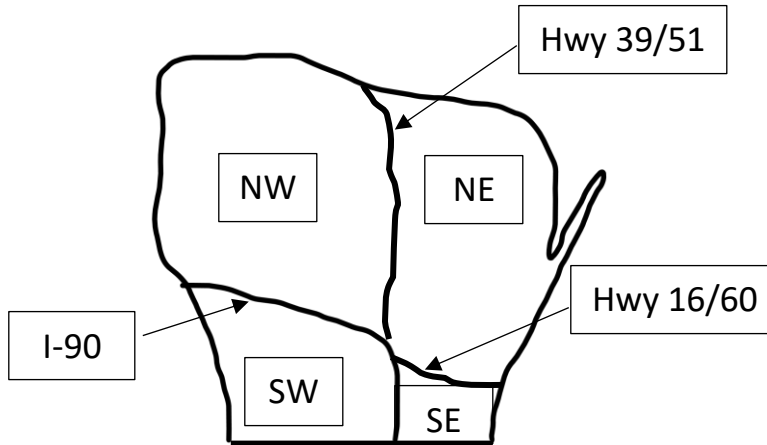
Rick Starck moved to adjourn the meeting, and Liz Johnson seconded. Meeting was adjourned.

# 2026 Wisconsin Hereford Association Voting Ballot

The Wisconsin Hereford Association is divided into 4 districts — NW, NE, SW, and SE.

The dividing line from east to west is Hwy 39/51.

The dividing line from south to north is I-90 to Hwy 16, 60.



Vote only for your district of residence, and for one candidate only. For example, if you live in the Northwest District, vote only in the Northwest District election. Vote for a listed candidate by circling the name. Or, write in one candidate's name. Please sign and date your ballot.

Northwest District	Northeast District
	Michele Dahnert
Write In: _____	Write In: _____
Southwest District	Southeast District
Caleb Ahrens	Steve Merry
Dawson Firlus	Write In: _____

## Casting your ballot:

**By Mail:**  
 Mail completed ballot by January 17, 2026 to:  
 Lisa Davis, WHA Secretary  
 P. O. Box 232  
 Plain, WI 53577

**At the WHA Annual Meeting:**  
 Bring completed ballot to the WHA Annual Meeting on January 24, 2026 at The Lodge at Mauston.

Sign: \_\_\_\_\_

**By Email:**  
 Scan and email the ballot to:  
 secretarywihereford@gmail.com

Date: \_\_\_\_\_

# Summary of Changes – WHA By-Laws – July 2025

## BY-LAW I

Formatting change, removal of unnecessary hyphens

## BY-LAW II

Formatting change, removal of unnecessary hyphens

## BY-LAW III

Formatting change, removal of unnecessary hyphens

## BY-LAW IV

Formatting change, removal of unnecessary hyphens, change in election process and districting within the state.

### **Section 1. Election:**

#### **SBAR**

##### **S – Situation**

The current WHA by-laws divide the state into four membership districts, with board members elected by district. A proposed change eliminates the geographic district model in favor of a statewide, at-large election process for all directors.

##### **B – Background**

Previously, the WHA Board of Directors consisted of district-based representation:

- The state was divided into four districts of approximately equal membership.
- Each district elected two directors, and four directors were elected at-large.
- Directors were nominated by the retiring director or president and elected by members within their districts.
- Directors served three-year terms with the option for re-election to a second term.

##### **A – Assessment**

The proposed revision:

- Eliminates district-based representation in favor of **12 at-large directors** elected by the full membership.
- Ensures equitable representation without geographic limitations, allowing for more flexibility and broader candidate pools.

- Aligns nomination and voting procedures with current practices (e.g., electronic communication and ballots).
- Updates term limits to **two consecutive three-year terms**, requiring a one-year lapse before re-election.

This change supports consistency, operational simplicity, and potential improvement in board diversity and engagement by removing geographic barriers.

### **R – Recommendation**

Approve the proposed amendment to remove district-based board representation and implement a statewide at-large election model for all WHA Directors. This update will modernize governance practices, streamline the election process, and support equitable member representation across the state.

### **Verbiage removed:**

- (a) The State of Wisconsin shall be divided into four districts of approximate equal membership. Each district shall be represented by 2 board members and 4 (statewide) at large members, elected by mail or electronic ballot from their respective districts. The membership districts should be reapportioned every ten years.
- (b) The retiring director, or in his absence, the president, shall present nominations from his district to the secretary forty---five days prior to the Annual Meeting. The secretary shall notify each member electronically with the Annual Meeting notice. All countable mail in ballots/electronic votes must be submitted to the secretary prior to the Annual Meeting or brought to the Annual Meeting. Write---in candidates will be permitted on the ballots.
- (c) Directors are elected to a three year term. A director may be re---elected for one second year term. At the conclusion of that second term, there must be a lapse of one year before re-election to the board.

### **Verbiage added:**

- (a) The Board of Directors shall consist of twelve (12) members, all elected at large by the full membership. Directors shall represent the organization on a statewide basis, with no geographic district divisions. All directors shall be nominated and elected without regard to regional affiliation, giving equitable representation of the membership throughout Wisconsin. Directors shall be elected by mail or electronic ballot.
- (b) The retiring director, or in their absence, the president, shall present nominations to the secretary no later than forty-five (45) days prior to the Annual Meeting. The secretary shall distribute notice of the nominees and ballots electronically along with the Annual Meeting announcement. All valid mail-in or electronic ballots must be submitted to the secretary prior to the Annual Meeting or delivered in person at the meeting. Write-in candidates will be permitted on the ballots.

- (c) Directors are elected to a three-year term. A director may be re-elected for one consecutive three-year term. After serving two consecutive terms, the director must step down for at least one year before being eligible for re-election.

**Section 7. Officers** - Addition of “or contracted account firm” to align with current practice of utilizing an accounting firm vs treasurer.

**Section 10 – Bonding** – remove

**Section 11 – Insurance** – additional language on fidelity insurance.

## **SBAR:**

### **S – Situation**

The WHA is proposing to remove Section 10: Bonding, which requires bonding for officers managing over \$1,000 in association funds. In its place, Section 11: Insurance will be revised to include a requirement that the board "maintain fidelity insurance to safeguard the association’s financial assets."

### **B – Background**

- Bonding was previously addressed separately, requiring individual officers with financial responsibilities to be bonded in amounts determined by the board.
- Liability insurance for employees, members, and the public was addressed in a separate section (Section 11), without mention of protection for the association’s assets.

### **A – Assessment**

The consolidation:

- Modernizes financial risk management by replacing individual officer bonding with broader fidelity insurance, which offers similar protection against financial loss due to dishonest acts.
- Reflects common nonprofit and association practice by shifting from bonding individuals to insuring the organization as a whole.
- Reduces administrative burden while maintaining strong financial safeguards.
- Clarifies the board’s responsibility to ensure adequate and appropriate insurance coverage.

### **R – Recommendation**

Approve the removal of Section 10 (Bonding) and the revision of Section 11 to include fidelity insurance. This update maintains financial protection for the association while aligning with current standards in nonprofit governance and risk management.

## **BY-LAW V:**

Formatting change, removal of unnecessary hyphens

Section 2 – Treasurer – Addition of “or contracted account firm” to align with current practice of utilizing an accounting firm vs treasurer.

#### **BY-LAW VI:**

Formatting change, removal of unnecessary hyphens

**Section 1 – Audits** - Addition of “or contracted account firm” to align with current practice of utilizing an accounting firm vs treasurer.

#### **BY-LAW VII:**

Formatting change, removal of unnecessary hyphens

#### **BY-LAW VIII:**

Formatting change, removal of unnecessary hyphens

#### **BY-LAW IX:**

Formatting change, removal of unnecessary hyphens

#### **Signature Page:**

Addition of Date lines next to signature lines

WISCONSIN HEREFORD ASSOCIATION  
(cooperative)

Proposed By Law changes to be  
voted on at the WHA Annual  
Meeting 1/24/26 at The Lodge  
at Mauston

~~BY~~BYLAW I

Section 1. The provisions of the Article of Incorporation of the association are hereby made a part of these ~~by~~  
~~-~~laws.

Section 2. Purpose of the WHA

- (a) To develop and promote the Hereford breed through education, research, and sponsorship of shows, breed improvement programs, breeder institutes, and other programs to encourage improved genetics to advance the breed.
- (b) To promote the Hereford breed by owning and publishing newsletters, and periodicals devoted primarily to the breed and to prepare and distribute pamphlets, circulars, news releases, directories, and all other kinds of publications as well as using every type of communication media to aid the growth and development of the Hereford breed.
- (c) To do any or all other things necessary, legal, and proper to advance the interests of Herefords.
- (d) The Wisconsin Hereford Association is organized exclusively for the purpose of providing educational information and services to any person/persons who have an interest in beef cattle.

~~BY~~BYLAW II Fiscal Year

The fiscal year of the association shall end on December 31 of each year.

~~BY~~BYLAW III Meetings Section 1.

Meetings

- (a) The Annual Meeting of the association shall be held within sixty days of the end of the fiscal year, at such time as the Board of Directors determine. Notice of said meeting shall be sent thirty days in advance to all members.
- (b) Regular meetings of the association may be held throughout the fiscal year. Notices of the time and place of these meetings will be sent to all members within thirty days of said meeting.
- (c) Special meetings may be called by the president of the association. Members of the association shall be informed of the time and place and purpose of special meetings within thirty days of said meeting.
- (d) Special meetings may be called upon written demand of at least twenty percent of the membership. Notification of such meetings will follow the procedures as stated above.

## Section 2. Quorums

The number of members necessary to constitute a quorum at a meeting of this association shall be as follows:

- (a) At the Annual Meeting and regular meetings, a quorum shall consist of 15% of the membership.
- (b) At any special meetings, a quorum shall consist of 10% of the membership. This quorum may transact any business other than amending the Articles of Incorporation, which must be done at an Annual Meeting.

## Section 3. Voting

Each membership is entitled to one vote on each question. Voting by proxy and e-voting will be accepted as prepared by the association. If paper ballot is needed member must request.

## Section 4. Order of Business

The order of business of the Annual Meeting, and so far as applicable, at all other meetings shall be substantially as follows:

- (a) Meeting called to order
- (b) Secretary's report
- (c) Treasurer's report
- (d) Reports of officers and committees
- (e) Old Business
- (f) New Business
- (g) Election of Directors
- (h) Adjournment

Rules of order: Meetings of the members and of the Board of Directors shall be conducted according to Roberts Rules of Order (revised) except as otherwise provided in these ~~By-By~~ laws.

## Section 5. Membership

- (a) Active Membership – available to individuals who are interested in the breeding of Hereford cattle. A membership may be issued under a breeder-member's individual name or a breeder-member's firm name. Memberships are issued and renewable annually by paying the annual membership fees. Each membership carries with it full voting privileges – one vote per membership.
- (b) Associate Membership – available to those involved in commercial herds, education and research stations, and others who desire the privilege of receiving circular letter information and periodicals from the WHA. They would not receive voting privileges. Memberships are issued and renewable annually by paying the annual associate membership fees.
- (c) Junior Membership – available to any boy or girl under 21 years of age who is interested in Hereford cattle, by paying the designated junior membership fee. A junior membership carries no voting privileges and shall cease upon reaching the age of 21, at which time they receive a one year free membership in the WHA.

## Section 1. Election

- ~~(a) The State of Wisconsin shall be divided into four districts of approximate equal membership. Each district shall be represented by 2 board members and 4 (statewide) at large members, elected by mail or electronic ballot from their respective districts. The membership districts should be reapportioned every ten years.~~
- ~~(b) The retiring director, or in his absence, the president, shall present nominations from his district to the secretary forty-five days prior to the Annual Meeting. The secretary shall notify each member electronically with the Annual Meeting notice. All countable mail in ballots/electronic votes must be submitted to the secretary prior to the Annual Meeting or brought to the Annual Meeting. Write-in candidates will be permitted on the ballots.~~
- ~~(c) Directors are elected to a three-year term. A director may be re-elected for one second year term. At the conclusion of that second term, there must be a lapse of one year before re-election to the board.~~
- (a) The Board of Directors shall consist of twelve (12) members, all elected at large by the full membership. Directors shall represent the organization on a statewide basis, with no geographic district divisions. All directors shall be nominated and elected without regard to regional affiliation, giving equitable representation of the membership throughout Wisconsin. Directors shall be elected by mail or electronic ballot.
- (b) The retiring director, or in their absence, the president, shall present nominations to the secretary no later than forty-five (45) days prior to the Annual Meeting. The secretary shall distribute notice of the nominees and ballots electronically along with the Annual Meeting announcement. All valid mail-in or electronic ballots must be submitted to the secretary prior to the Annual Meeting or delivered in person at the meeting. Write-in candidates will be permitted on the ballots.
- (c) Directors are elected to a three-year term. A director may be re-elected for one consecutive three-year term. After serving two consecutive terms, the director must step down for at least one year before being eligible for re-election.

## Section 2. Vacancies

Vacancies occurring of the Board of Directors, except any caused by removal by association members, may be filled by the remaining directors until the next election by the members of the association.

## Section 3. Meetings

- (a) Time – The directors shall hold their annual meeting within ten days after the annual meeting of the WHA. They shall hold a regular meeting at least once every six months at such time and place as the board so chooses. The president may call an additional meeting at any time or shall do so upon a majority of the board of directors.
- (b) Notice – Need not be given at the annual meeting of the board of directors if it is held immediately following the Annual Meeting of the membership. Notice of all other board meetings will be given to directors at least two weeks prior to said meeting.

## Section 4. Quorum

A majority of the directors shall constitute a quorum.

## Section 5. Compensation

Each director shall receive no compensation for services as a director.

## Section 6. General Powers and Duties

The directors shall conduct, manage, and control the affairs and business of the WHA. They shall have an adequate accounting system in place and require the proper records of all business transactions to be kept and audited, and reports made to the Secretary of State and other officials annually, or as otherwise required by law.

## Section 7. Officers

The directors at their annual meeting shall elect from their number, a president and vice-- president. They shall also select a secretary and treasurer, or contracted accounting firm, who will carry out the business of the association. Compensation for the secretary and treasurer or contracted accounting firm, will be established by the board of directors.

## Section 8. Executive Committee

The officers of the board of directors shall serve as the Executive Committee and perform the business of the WHA within the written limitations fixed by law (Section 180.13(2), Wis Statues 1943.

## Section 9. Committees

The president shall appoint the following committees: sale, membership, promotion, and any other committees as deemed necessary for the operation of the WHA functions. Committee members may serve any number of terms.

## ~~Section 10: Bonding~~

~~The board of directors shall require that every officer, who is entrusted with over \$1,000 of association funds, be bonded in such amount as the directors determine.~~

## Section ~~11~~10. Insurance

The board of directors will provide ~~for~~ adequate liability insurance to cover employees, members, and the public and- shall maintain fidelity insurance to safeguard the association's financial assets.

## ~~BY--BY~~·LAW V Secretary and Treasurer Duties

### Section 1 – Secretary

The secretary shall have general charge of the ordinary and usual business operations of the association, under and subject to the direction and approval of the board of directors. The secretary shall carefully preserve all books, documents, correspondence, and records of whatever kind pertaining to the business of the association.

### Section 2 – Treasurer

The treasurer, or contracted accounting firm, shall be required to maintain all financial records and accounts in such a manner that the condition of the association may be correctly ascertained at any point in time. He shall render annual and periodic statements in the form and manner prescribed by the board of directors.

## ~~BY~~·LAW VI Audits

Section 1 – At the close of each fiscal year, and at such other times as the board shall determine, the treasurer, or contracted accounting firm, will make an accurate written statement of the financial condition of the association, including an accurate inventory of all property.

Section 2 – At the close of the each fiscal year, and at such times as the board shall determine, the books and accounts of the association shall be carefully audited by a committee appointed by the president. This committee will make a detailed report to the board of directors and the association membership.

#### ~~BY~~-BY-LAW VII Capital Structure

Section 1 – Capital Reserves – the board of directors is authorized to retain reasonable reserves in order to carry out effectively the purposes of the association. However, no part of the income of the association shall be given back to the members of the association, except for services rendered. No part of the net earnings shall insure to the benefit of, or be distributable to its members, officers, or other private persons, except that the organization shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions to further the purposes of the Wisconsin Hereford Association.

Section 2 – Capital Termination – In the case of dissolution, any remaining funds of the Association shall automatically be given to the Wisconsin Junior Livestock Show's general fund. The Wisconsin Junior Livestock Shows ( also known as the Wisconsin Livestock Breeders Association) must qualify as a 501 C (3) organization at the time of distribution. Upon the dissolution of the Wisconsin Hereford Association, assets shall be distributed for one or more tax exempt purposes within the meaning of section 501 C (3) of the Internal Revenue Service. Any such assets not disposed of shall be disposed of by the county in which the principal office of the organization is located, exclusively for such purposes or to such organization or organizations as said court shall determine, which are organized and operated exclusively for such purposes.

Section 3 – The Wisconsin Hereford Association will not include in its activities the carrying on of propaganda or otherwise attempting to influence legislation and will not participate or intervene in any political campaign on behalf of any candidate for public office. The WHA shall not participate in any other activities that are not permitted by a 501 C (5) tax exempt association.

#### ~~BY~~-BY-LAW VIII Amendment of By-Laws

By a vote of a majority of the membership voting, ~~by~~-by-laws may be enacted, amended, or repealed at any regular meeting or at any special meeting of the association members called for that purpose.

#### ~~BY~~-BY-LAW IX Provisions of laws govern

Each provision of these ~~By~~-By-Laws and of each amendment or addition thereto, will be effective only if and so long as it is not contrary or inconsistent with the law or with the Articles of Incorporation of this association.

These ~~By-By~~ Laws were adopted by the membership meeting held on February 5, 1953 at Madison, Wisconsin.

~~By-By~~ Law 4, Section 1 C and Section 6 were amended at the annual meeting on February 4, 1961 at Wisconsin Dells, Wisconsin.

~~By-~~Law 4, Section 1 A and C were amended at the annual meeting on February 19, 1972 at Waukesha, Wisconsin.

~~By-By~~ Law 3, Section 1 B; ~~By-By~~ Law 4, Section 7; and ~~By-~~Law 4, Section 8 B were amended at the annual meeting on February 24, 1973 at Fond du Lac, Wisconsin.

~~By-By~~ Law 3, Section 1 B was amended at the annual meeting on February 28, 1976 at Stevens Point, Wisconsin.

~~By-By~~ Law 1, adding Section 2; ~~By-~~Law 3, Section 1 B amendment; ~~By-~~Law 5 to delete Section 1 and ~~re-re~~-number section; and add Section 7 A, B, and C to ~~By-~~Law 3 was amended at the annual meeting on February 3, 1990 at Tomah, Wisconsin.

~~By-By~~ Law 1, Section 2; ~~By-~~Law 3, Section 1,2,3,5; ~~By-~~Law 4, Section 1C, and ~~By-~~Law 5 were amended at the annual meeting on February 1, 2003 at Portage, Wisconsin.

~~By-By~~ Law 1, Section 2 D; and ~~By-~~Law 7, Sections 1,2,3 were amended at a special membership meeting held on November 2, 2003 at Tomah, Wisconsin.

Association Name, ~~By-By~~ Law 1, Section 2 A,B, C, D; ~~By-~~Law 3, Section 5 A,B,C; ~~By-~~Law 4, Section 3 A, 6, 8, and 9 and ~~By-By~~ Law 6, Section 1,2,3 changed the terminology of Polled Hereford to Hereford and revised WPHA to read WHA. ~~By-By~~ Law 6, Section 3 amended the tax status from 501 C 3 to 501 C 5 at the annual meeting held on February 11, 2012 at Wisconsin Dells, Wisconsin.

~~By-By~~ Law 4, Section I A was amended to define the election of district directors at the Annual Meeting on January 31, 2015 at Wisconsin Dells, Wisconsin.

By-Law III, Section 3, was amended to allow voting by electronic methods, as prepared by the Association. Paper ballots will be available to members that request. ~~By-~~Law 4, Section 1 A, B, was amended to allow representation by ~~Directors-at-Large~~; to allow the President to nominate District Directors (if a nomination is not presented by the retiring Director), and to allow electronic notification of elections/ Annual Meeting. ~~By-~~Law III, Section 3 and ~~By-~~Law 4, Section 1 A, B, were amended at the Annual Meeting on January 20, 2024 at Mauston, WI.

Signed:

\_\_\_\_\_  
Steven Merry, WHA President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Lisa Davis, Secretary

\_\_\_\_\_  
Date

## WHA Annual Meeting Food Pantry Collection – non-perishable items - to benefit the Community Sharing Food Pantry, Mauston, WI

At the WHA Annual Meeting there will be a food pantry collection of non-perishable items to benefit the Community Sharing Food Pantry at Mauston, WI. Of great need are personal care and paper goods products, such as soap, deodorant, shampoo, conditioner, toothpaste, toothbrushes, facial tissues, bath tissue, etc. Personal care items are typically not covered through assistance programs. Also in great need are protein foods, such as canned meat products. We can support the beef industry with prepared products such as canned beef, beef stew or soup, beef tamales, and other non-perishable prepared meal items. Please select low-sodium options for canned products if available. Community Sharing Food Pantry is not able to accept home baked or home canned items. Please bring your non-perishable items to the WHA Annual Meeting to help support the Community Sharing Food Pantry at Mauston!

**Remember: Personal care products, paper goods, and  
protein foods are in great need! Thank you for supporting  
the Community Sharing Food Pantry!**

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## WHA Annual Meeting – Bake Sale & Silent Auction Fundraisers

The WHA will be hosting a Bake Sale & Silent Auction Fundraisers at the Annual Meeting, January 24, 2026 at The Lodge at Mauston! Proceeds from the Bake Sale & Silent Auction will be utilized for the Wisconsin Hereford Association, and to help fund the WHA's Youth Outreach Activities. The WHA's Youth Outreach activities include: County Fair Youth Awards Program, State Fair Jackpot Steer Class, Scholarship, Female/Heifer Grant sponsorship, and Hereford Youth Foundation of America (HYFA – Wisconsin Hereford Royalty Program).

The Bake Sale will be "free-will donation" – please select your treats and provide a monetary donation on behalf of your selection. Each Silent Auction item will have "bidding" sheets available. The Silent Auction will close at the start of the WHA Annual Meeting. Silent Auction "Winners" will be announced at the end of the WHA Annual Meeting.

Everyone is welcome to bring goodies for the Bake Sale or gift items for the Silent Auction! Please bring non-perishable goodies only (no refrigeration available for bake sale treats).

At the Spring Sale Banquet on March 20, the WHA will also be continuing the great tradition of the Dessert and Gift Basket Auction to benefit Youth Outreach programs. Thanks to all for your participation and generous support of these fundraising events!

If you plan to bring treats for the Annual Meeting bake sale or gift items for the Silent Auction, please email Lisa Davis at [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com). Bake Sale and Silent Auction donors will be recognized in the Wisconsin Review Magazine and on the WHA Website. Thank you for supporting the WHA Annual Meeting Bake Sale and Silent Auction!

## 2026 WHA Annual Mailing Payment Form

2026 Membership Dues (\$50/year)\_\_\_\_\_

2026 Annual Meeting Meal Reservation Payment

- \$35.00/ person (adult), # Meals\_\_\_\_\_
- \$12.50/ person (kids meal), # Meals\_\_\_\_\_

Please RSVP meal count & educational program to [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com) by January 9, 2026.

RSVP for 10 am Educational Program: # Attending\_\_\_\_\_

Name:\_\_\_\_\_

Total Payment: \_\_\_\_\_

Please mail Payment Form, along with 2025 WHA Membership Form, and District Election Ballot, by January 17, 2026, to ensure that the Ballot arrives to the Secretary before the Annual Meeting on January 24, 2026.

### Mailing & Payment Address:

Lisa Davis, WHA Secretary  
P. O. Box 232  
Plain, WI 53577

Or, please bring these items to the WHA Annual Meeting on January 24, 2026 at The Lodge at Mauston.

Or, please scan these items and email to: [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com). Please mail payment by January 17, 2026 to the address at left.

**\*\* Please remember to bring your non-perishable food pantry items and/or Bake Sale/ Silent Auction items to the meeting.\*\***

Thank you for your WHA Membership, support and participation!

Questions? Please email [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com) or call Lisa Davis at 608-697-9633.

# The Wisconsin Review & WHA Website: 2026 Advertising Information

## **The Wisconsin Review Magazine: 2026 Prime Advertising Pages May 2026, August 2026, November 2026, and February 2027**

At the 2026 WHA Annual Meeting on January 24, 2026, at The Lodge at Mauston, the Prime Advertising Pages of the Wisconsin Review will be “Auctioned”. Pages available:

- Inside Front Cover
- Page 1
- Centerfold Left
- Centerfold Right
- Last Page
- Inside Back Cover
- Back Cover

Starting bid for the Prime Advertising Pages Auction: 2026 Price for one full page, \$365. Each prime advertising page will be awarded to the highest bidder. Buyers will be invoiced their final page price x 4, for a 4-issue contract. If the page is purchased for \$500, buyer will be invoiced \$2000 (\$500 x 4). Pre-payment by March 15, 2026 is a 10% discount. If there are any questions about the Prime Advertising pages of The Wisconsin Review magazine please contact Kelly Oleson, at [kelly.oleson@gmail.com](mailto:kelly.oleson@gmail.com) or 608-547-8101 or Lisa Davis, at [secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com) or 608-697-9633. Thank you everyone for your support of the Wisconsin Review magazine!

# The Wisconsin Review – 2026 Advertising Rates

The Wisconsin Review is the official publication of the Wisconsin Hereford Association, and will be published 4 times in 2026.

The mailing list includes approximately 1100 recipients in Wisconsin and neighboring states.

## Advertising Deadlines & Publication Dates for 2026:

Quarter	Advertising Deadline	Mail Date (Approximate)	
First	1/27/26	2/10/26	
Second	4/18/26	5/9/26	Four-Issue Advertising Contract Opportunity
Third	7/18/26	8/8/26	
Fourth	11/14/26	12/5/26	
First	1/26/27	2/9/27	

## Advertising Rates for 2026:

All Advertisements are 4-color.

Advertising Rate per issue:

Full Page: \$365

Half Page: \$200

¼ Page: \$125

Breeder Ad/ Business Card: \$67.50 per issue (No Discount)/ \$270 per 4 issues

## Advertising Discount: 4 Issues

A Four-Issue advertising contract is available for the Second, Third, and Fourth Quarter 2026 Issues and First Quarter 2027 Issue. A Four-issue advertising contract for full page, ½ page, or ¼ page ads, pre-pay, will have a 10% discount extended on advertising rate if received by the pre-payment date. Contract must be for Four consecutive ads, of full page, half page, or ¼ page size. The discounted ads may be all the same size or any combination of sizes. Pre-payment must be received by March 15, 2026.

- Example: Four ½ page adds would cost \$800 per four issues, paid per issue. Contract for four ½ page ads, pre-paid by March 15, 2026, will cost \$720, a savings of \$80 compared to the non-contract price.
- Rates for Non-contract advertisements in the First Quarter 2027 issue may be different than the above rates, depending on printing and postage costs at that time.

For all your advertising needs, please contact:

Jane Adolph, Editor of The Wisconsin Review

(815) 244-5456

[jeadolph@gmail.com](mailto:jeadolph@gmail.com)

For advertising contracts, please contact:

Lisa Davis, WHA Secretary

[secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com)

# The Wisconsin Review & WHA Website Advertising Contract Combination Packages

**Customize your Advertising Package to fit your Farm's Marketing Program!**

**2026 Pre-Pay Discount: 10% on any combination of 4 or more Advertisements  
when paid by March 15, 2026**

<p><b>The Wisconsin Review</b> May, Aug., Dec. 2026 &amp; Feb. 2027 Advertising Rate per issue: Full Page: \$365 Half Page: \$200 ¼ Page: \$125</p>
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<p><b>WHA Website</b> 2026 Banner Ad Rate per Quarter: \$150  6 Banner Ads Available 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> quarter 2026</p>
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**Advertising Combinations Available:**

The Wisconsin Review Ad(s) (any combo of Ad sizes)	WHA Website Ad
1 (May, Aug., Dec. 2026 or Feb. 2027)	3 (or more) Website ads (Q 2, 3, 4 in 2026 or Q 1 in 2027)
2 (May, Aug., Dec. 2026 or Feb. 2027)	2 (or more) Website ads (Q 2, 3, 4 in 2026 or Q 1 in 2027)
3 (May, Aug., Dec. 2026 or Feb. 2027)	1 (or more) Website ads (Q 2, 3, 4 in 2026 or Q 1 in 2027)

**Examples:**

Combination Package of The Wisconsin Review + WHA Website

2 Half Page Review Ads (August & Dec. 2026) + 2 WHA Website Banner Ads (Quarters 3 & 4 2026)

Price: \$400 for 2 Review 1/2 Page Ads + \$300 Website Banner Ad 2 Quarters = \$700

Minus 10% Pre-Pay Discount (\$70) = \$630

Website Only Ads

4 WHA Website Banner Ads: 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> Quarter 2025 + 1<sup>st</sup> Quarter 2026

Price: \$150 per quarter x 4 quarters = \$600

Minus 10% Pre-Pay Discount (\$60) = \$540

For all of your print advertising needs, please contact:

Jane Adolph, Editor of The Wisconsin Review

(815) 244-5456

[jeadolph@gmail.com](mailto:jeadolph@gmail.com)

For WHA Review + Website advertising

contracts, please contact:

Lisa Davis, WHA Secretary

[secretarywihereford@gmail.com](mailto:secretarywihereford@gmail.com)