

WHA Board of Director's Agenda

Saturday, December 16, 12:30 pm

Meeting at the Best Western Arrowhead Lodge Conference Center, Black River Falls, WI & via Zoom

Attendees: Rick Starck, Fred Larson, Doug Schulz, Rob Ash, Lisa Davis (at Black River Falls); Kelly Oleson, Steve Folkman, Steve Merry, Jamie Kent, Katrina Edge, BJ Jones, Caleb Ahrens, (via Zoom)

Call to Order by President Rick Starck at 12:37 pm.

President's Comments – Rick Starck

- Thanks to the Board for joining and for participation this year. Today's meeting has a number of topics to cover, including 2024 preliminary budget discussions. Some of the topics, including the Budget, will be wrapped up at the January 2024 Board Meeting.

Secretary's Report – Lisa Davis

- Minutes from the September 2023 Board Meeting were read. Highlights included State Sale & Banquet discussion, WJHA FOLOW Conference, Royalty Program Update, upcoming WHA Annual Meeting & sponsorship opportunities
- Fred Larson moved to approve the minutes with Doug Schulz 2nd. Minutes approved.

Treasury/ Accounting Update Report

- **Dan Coulthard, Compeer Financial**
 - All tax questions and concerns have been resolved
 - Accounting contract with Compeer Financial has been renewed for 2024, at same quarterly fee as 2023
 - An area of focus for 2024 will be additional follow up for aging accounts receivable (past 30 days). Accounts past 30 days will receive an additional notice with request for payment.
- **Lisa Davis**
 - Checking, Savings, HYFA Fund Balances given
 - Online Fudge Fundraiser will continue to March 31, 2024
 - Workflow and communication with Compeer Financial continues to go well
 - Continuing to update and streamline WHA's Quick Books program to improve efficiency and prepare for future financial activities
 - 2023 Budget spreadsheet & financial position reviewed
 - Several updates to line item names, and addition of line items is requested for 2024, to help improve efficiency
 - Caleb Ahrens moved to approve the Treasury/ Accounting Update with Doug Schulz 2nd. Treasury/ Accounting Update approved.

Committee Reports: 2023 WHA Committee List shown below

- Advertising/ Promotions – Rick Starck
 - 2023 Events Review
 - WHA Brochure Reprint
 - Driftless Area Conference – Dubuque IA
 - Jerry Huth staffed the WHA booth
 - Grass Works – Wisconsin Dells
 - Loxi Smythe staffed the WHA booth
 - WPS Farm Show – Oshkosh
 - Doug Schulz chaired the event for WHA

- WI Farm Technology Days – Baraboo, WI – July 18-20
 - Ken Pierce brought cattle
 - Doug Schulz chaired the event for WHA
 - In 2024, will be able to reduce the Advertising budget for the year. Some activities will not be needed in 2024, as they were taken care of in 2024 (for instance, brochure reprint as the new brochures will last several years). Two year's registrations (2023 & 2024) were paid for the WPS and Farm Technology days in 2023. In 2024, only the 2025 registrations will need to be paid.
 - Events/ Plans for 2024
 - WPS Farm Show – March 26-28, Oshkosh; EAA Grounds
 - WI Farm Technology Days – August 13-15, Cadott WI; Chippewa County
 - Volunteers will be needed for both events. Please contact Rick Starck or Lisa Davis if you would like to volunteer.
- Communications
 - WHA Website Analytics – Lisa Davis - brief report on Analytics/ Use 2023 to date
 - 6,400 visitors
 - Average engagement time: 55 seconds (typical 1 minute 30 seconds)
 - Top pages visited: Sale, Main Page, Members, Juniors, Calendar
 - Top states visiting WHA Website: Wisconsin, Illinois, Texas, Iowa, Minnesota
 - Six Website banner ads are available per quarter. This is a great opportunity to advertise cattle, services, and farm genetic programs.
- County Youth Awards
 - The Wiechert Family has enough scotch combs to last through 2024 awards season
- Feeder Calf Sale/ Promotion
 - Greater Midwest Certified Hereford Sale Feeder Calf Sale – January 4, 2024 (Carthage Livestock)
 - Bloomington Livestock Feeder Calf Sale featuring red-hided cattle – January 5, 2024
- Finance
 - Future expenses need to be off-set/ self-fund as much as possible
 - Membership dues do not completely cover the operating expenses of the WHA
 - Suggested future distribution of the Pie Fun'd Auction monies to support all Youth Outreach Activities, including Scholarships, County Youth Award Program, Jackpot Steer, Royalty, Heifer Grant, etc.
 - Rick will make the presentation at Annual Meeting of By-law update for electronic Annual Mailing and voting option & statewide Directors at large
 - 2024 Proposed Budget to be reviewed & discussed at January Board meeting
- Review/ Directory
 - Printing costs for the Review have increased 20-25%
 - Steve will visit with the Printer about current and projected future printing costs.
 - Website banner ads could be part of the Review contract ad program in the future
 - If the bylaw update for the electronic Annual Mailing and Voting option is passed, the Annual Mailing/ meeting information printed in the Review can serve as the official announcement for the meeting

- Royalty Program
 - Royalty Program is having a great year! Marie Prodell was crowned National Hereford Queen at the American Royal, by Madison Katzenberger. Wisconsin is very pleased to have back-to-back National Hereford Queens!
 - Pop Tops for a Cause Service Project will end at the end of 2023
 - \$365 was raised to benefit the Royalty program through the online clothing store
 - The Folkman and Oleson Families are sponsoring the Lot 1 Heifer at the Cattlemen's Congress Sale. Half of proceeds will benefit the Wisconsin Queen Fund at HYFA and half will be designated to HYFA.

- State Fair Liaison – WHA will sponsor the Jackpot Steer class again in 2024. Thanks to Kermit Rhiner for coordinating the class!

- State Sale/ Banquet
 - March 2, 2024 Fennimore Livestock, Fennimore WI
 - Breeders & Friends Banquet – March 1, 2024 at The Cottonwood

- Tour (Southwest District in 2024)
 - Caleb Ahrens will chair the event for the WHA
 - Farm hosts include Wildcat, Sandrock, CMA, Plum River Ranch
 - Judging classes at host farms
 - More details available in the future

- WCA Liaison
 - Someone from WCA will give a short presentation at the Annual Meeting of 2023 WCA Legislative activities

- WJHA Liaison – BJ Jones
 - FOLOW conference had good attendance
 - Scholarship Applications due Dec. 31
 - 2024 Donation Heifer will be provided by C & B Farms (Graber Family)

Old Business:

- 2024 State Sale Genetic Testing Parameters
 - Required testing will be same as 2023. The MD defect must be tested for, and no MD positive cattle will be sold. No other genetic tests will be required. Genetic testing is encouraged to optimize the representation of cattle quality and the Hereford Breed. It is requested to include an educational page in the State Sale catalog to explain genetic defects, as well as EPD's, to help educate potential buyers on how to understand and interpret pedigrees and genetic information. It will be important to make sure that sale cattle have the most up-to-date pedigrees for the catalog for mailing approximately 3 weeks ahead of the sale.

- WJHA Donation Heifer Fees Discussion
 - To be decided during January budget discussion

- WHA Heifer Grant
 - To be decided during January budget discussion
 - Possible option to purchase from any WHA member/ breeder

- WHA Insurance Coverage (State Sale)
 - Quote to be obtained for additional coverage for State Sale event

New Business:

- Electronic Annual Mailing/ voting option (paper option still available for those that prefer) & Directors at Large - amendments to be presented at 2024 WHA Annual Meeting
- District Elections
 - NW District: Fred Larson will be retiring
 - NE District: Doug Schulz will be retiring
 - SE District: Steve Folkman will be retiring
 - SW District: Katrina Edge will run for re-election
- WHA Annual Meeting – January 20, 2024
 - Meeting Details Discussion
 - The Board is OK with offering a Tour for WHA members (free of charge) at Wisconsin River Meats at Mauston on the morning of the WHA Annual Meeting
 - Meeting Sponsorship Update – the Board is very appreciative of the support of Sponsors to the WHA and Wisconsin's beef industry
- WHA 2024 Budget & Spreadsheet presentation – to be reviewed, discussed, and approved at the January Board Meeting

Future Board Meetings In Person/ZOOM

- Friday, January 19 at the Lodge at Mauston

Adjourn

- Doug Schulz moved to adjourn with Caleb Ahrens' 2nd. Meeting adjourned.