

Special WHA Board Meeting – WHA State Sale

7/26/23 – 7 pm - Via Zoom

Attendees: Rick Starck, Fred Larson, Kelly Oleson, Rob Ash, Shawn Prodell, Doug Schulz, Jamie Kent, Steve Folkman, Steve Merry, Caleb Ahrens, Katrina Edge, BJ Jones, Sale Manager Melissa Berggren, Lisa Davis

Call to Order: President Rick Starck, at 7 pm. Meeting intent is to focus on efficiency of the sale and positive future of the sale

- 2023 Survey of Consignors:
 - Melissa summarized survey: Consignors had feedback on location, stalling, banquet, screening, floors
 - Melissa indicates that consignors were satisfied with screening, and some consignors expressed interest in a general floor. Banquet and food was enjoyed.
 - Some consignors had concerns about stalling, concern/ question about potential for disease exposure in a commercial sale barn facility

- 2024 Sale Rules
 - Reviewed Rules
 - Rules Notes:
 - Removed limit of 2 substitutions
 - Removed Bangs vaccination requirement disclosure for catalog (females are encouraged to be calfhood vaccinated but no longer required to be, in Wisconsin)
 - Discussion of genetic testing for sale animals – should all genetic tests be required or no tests required. Previously only testing for MD was required. Discussion of that there are additional heritable genetic defects in the breed that can reduce productivity. Discussion of impacts to consignors and buyers and the Hereford Breed, of requiring only MD test when other genetic defect tests are available – what is best for the industry? (AHA does not require MD testing for sale entry).
 - Fred Larson moved to not require any genetic testing, if only the MD was going to be required, because there are also tests available for other heritable defects. Motion passed with one opposed.
 - Discussion that genetic testing results, if available for a consigned animal, must be noted in catalog
 - No changes to vaccines, bull health & testing requirements

- Discussion of floors: some consignors want floors and some do not
 - Floors need to be set by individual consignor and communicated to Auctioneer and Field Man prior to sale

- New Auctioneer for 2024: Justin Stout

- WHA Commission 2.5% of gross sales
 - Some consignors have not yet paid sale fees for stall signs (\$24.50 each)
 - Melissa will contact consignors that have not yet paid (list from Lisa), requesting them to pay. Lisa will work with Compeer Financial to create invoices for remaining fees and mail to consignors that have not yet paid.
- Clerking of the sale
 - What would the Auctioneer charge to Clerk the sale? – Melissa will check
 - What would Compeer Financial charge to Clerk the sale? – Lisa will check
- Contracts will need to be made for all services for the sale
 - Invoices will be needed for all services and expenses
- Screening Options Discussion
 - Need to get screening contract in writing
 - Screening options: Greg Miller (2023 and present plan) or possibly consider Noah Benedict (AHA)
 - Melissa will work with screening contracts
- Advertising with the Stall cards: Cards are nice but maybe look for something less costly in 2024
 - Caleb suggested asking Jayde Reilly (Midwest Herdsman) for a quote on stall cards
- Consignor meeting: No need for pre-sale Consignor meeting. Very difficult to coordinate meeting as Consignors busy preparing cattle.
- Number of Lots: Need to review for 2024. Auctioneer may have suggestion on how many cattle.
- “Overflow” seating in entry area: could set up an online auction monitor in the gathering area
- Stalling: Location is important as traffic flow can be challenging, depending on where the cattle are located
- Parking: Parking can be challenging due to size of parking lot, and trailers. Melissa indicates that Greg Miller will hire two people to help with parking in 2024.
- Ear tag & tattoo checks: Need to remind consignors please make sure that tags & tattoo’s are correct before coming to sale
- Possibility of F1 Baldies in sale: Discussion & Questions
 - Does this take away from genetic focus of sale
 - Sale almost at capacity – enough room in the barn?
 - Possibly have 4 lots of 2-6 animals per lot at the end of sale
 - How would breeders feel about fewer registered lots with inclusion of Commercial cattle?
 - Would the facility Manager have concerns about the WHA selling commercial cattle?
 - Need to have specific protocol in place to manage the inclusion of baldies
 - Will need to update the sale rules to allow the commercial cattle in
 - 1st priority will be WHA members and past bull buyers

- Breeding age females
- Steve Folkman moved to add not more than 20 head commercial Baldies, as to be determined by the Sale Manager; Motion Carried

- Discussion of Sale location: if want to move location, need to start working on that at this time; current location is good for IA, IL, SW WI
 - Lancaster, WI is no longer available in early March

- Board meeting on sale morning: in future, please have a meeting at a different date. Timing is challenging on morning of the sale.

- Discussion of the definition of Genetic Lot: Genetic lot usually defined as genetic material, rather than live cattle. Most sales start with genetic lots and move on to live cattle. Additional discussions and decisions for Sale Manager and Screener, for future genetic lots.

- Friday Meeting Dinner/ Fundraiser
 - Fundraiser Monies to be split by WJHA for Scholarships, and Royalty Program (50/50 per August 2022 Board Decision)
 - 2023 Special Decision: Royalty and WJHA discussed agreed to \$4610 for Royalty (HYFA) and \$3000 for WJHA Scholarships
 - Very Positive comments about dinner & event
 - (sometimes a little bit hard to see all of the Auction activity depending on where seated)
 - Event is coordinated by Melissa as Sale Manager

Move to Adjourn by Rob Ash. Meeting adjourned approximately 9 pm.