

WHA Board of Director's Agenda – 1/27/23

7:00 pm; The Lodge at Mauston, WI

Attendees: Rick Starck, Fred Larson (Zoom), Melissa Berggren, Jackie Bevan, Kelly Oleson, Jamie Kent, Shawn Prodell, Jim Renn, Steve Folkman, BJ Jones, Jim Wiechert, Doug Schulz, Lisa Davis

Call to Order: 7:02 pm by President Rick Starck

President's Comments: Rick Starck

- Thank you to retiring WHA Board Members Jim Wiechert, Jim Renn, and Jackie Bevan. Thank you for your time and service to the WHA.

Secretary's Report: Lisa Davis

- Minutes from 12/17/22 Board meeting & 12/21/22 Special Board Meeting (Review/ Directory Discussion)
- Motion to approve by Jackie Bevan; Second by Steve Folkman
- Minutes approved (Correction will be made for 12/21/22 meeting to list Doug Schulz in attendees)

Treasurer's Update Report: Melissa Berggren

- Savings & checking balances provided
- Profit/Loss information provided
 - WI Review made >\$2000 profit in 2022
- WHA Spring Sale Entries are in
- Motion to approve by Jim Renn; Second by Jackie Bevan
- Treasurer's Report approved

Committee Reports: 2023 WHA Committee List shown below

- Finance/ Audit/ Bylaws/ Hall of Fame: Jamie Kent
 - Hall of Fame award will be presented to Dave & Laurie Steinhoff, of Steiny's Herefords
 - Jamie Kent will present By-Law Update: Proposal for amendment to WHA Bylaws to allow possible electronic voting for District Elections and electronic annual mailing for those members that would like to participate electronically. Paper voting and annual mailing would be available to those members that wish to receive paper copy.
- Communications: Lisa Davis
 - WHA Annual Meeting is 1/28/23 – brief report on details/ schedule for the day
 - WHA Website Analytics - brief report on Analytics/ Use Year 2022
 - 7,500 visits to WHA Website in 2022
 - Typical time spent at WHA Website: 1 minute, 30 seconds
 - Top 5 pages visited, in descending order: Sale, Main, Members, Juniors, Calendar
 - 2022 Annual Mailing - Approximate cost for the 2022 Annual Mailing (printing, postage, envelopes) was \$434
- Advertising/ Promotions: Rick Starck
 - The WHA Brochure has been reprinted
 - Driftless Area Beef Conference, attended by Jerry Huth, had 125-150 attendees
 - Doug Schulz will chair the WHA exhibit at WPS Farm Show, March 28-30 (Oshkosh)

- 2023 Calendar of Events/ Volunteer Opportunities
 - 2023 Events
 - Driftless Area Conference – Dubuque IA
 - Grass Works – Wisconsin Dells
 - WPS Farm Show – Oshkosh
 - WI Farm Technology Days – Baraboo
 - WI State Fair – WI Cattlemen’s Steak Tent
 - World Beef Expo – looking for Board Members at this time
 - WCA Cattlemen’s Steak Tent Discussion – need to decide if this activity is feasible for WHA in the future – difficulty finding enough volunteers for staffing the steak tent
 - Steak tent can be a fundraising opportunity
 - 2023 budget for Advertising/ Promotions is filled with the events/ conferences that are planned for 2023
 - Cap of 2 volunteers at a time, for staffing booth at Events or Conferences
- State Sale/ Banquet: Melissa Berggren
 - Pie & Fun’d auction will be held at the Breeders & Friends Banquet on March 3
 - Sale Catalog is on WHA Website; will be on WHA Website soon.
 - Videos will be completed/ available soon
 - Ads placed in Stockman, Livestock Plus, Agri-View, Midwest Marketer
 - Many new consignees for 2023 WHA Spring Sale
- WJHA Liaison: BJ Jones
 - WJHA Board Meeting also being held this evening
 - JNHE is July 7-14
 - Volunteers needed
 - Need people to help direct & line up trailers – lots of help needed on move-in day
 - Spring Preview and State Hereford Show: June 3-4, Jefferson, WI
- State Fair Liaison: Doug Schulz
 - 18 steers showed in the Junior Show at Wisconsin State Fair
 - Presented Show Results in Junior & Open Shows
 - Plum River Ranch & Rhiner Show Cattle received the Harvey Swartz Herdsman Award
- Feeder Calf Sale/ Promotion: Noah Benedict
 - Carthage Sale was great quality & set of cattle – AHA very pleased with cattle quality
 - \$0.20 - \$0.25/lb higher than other markets
- Queen Program: Jackie Bevan
 - Madison Katzenberger very happy to be representing Wisconsin and the Hereford Breed, as the National Hereford Queen
 - Suggested adding \$1000 back to the 2023 Budget for the National Queen Candidates’ clothing fund – help defray costs of clothing purchased for NHQ candidacy activities
- World Beef Expo: Jim Renn
 - Will be held at same dates as Harvest Fair in 2023

- Security will be tighter for 2023
- WCA Liaison – No Report
- Review/ Directory
 - 2023 Contracted Advertising is \$500 short of the 2022 contract level
 - Will be approximately same mix of ad sizes as in 2022
 - 15% Pre-Pay advertising discount available
 - Review Prime Pages to be sold at the Annual Meeting tomorrow
 - There will be a printed Directory in 2023 (as per 12/21/22 Advertising/ Directory meeting 12/21/22)
 - Prime Directory Pages to be sold at the WHA State Sale Banquet
 - Communications Committee needs to determine how many Directory copies to print – analyze event calendar and anticipated opportunities for Directory distribution
 - Directories will be mailed to The Wisconsin Review mailing list (1100 copies)
 - Directories cost \$2-3 per copy
 - Will be \$4200-4600 for layout, printing, etc. Quote is for color advertising.
 - Advertising cost was \$300 per page with last Directory
 - Directories are placed into the Scotch Comb gift boxes for the County Awards program – the Wiechert Family will need 60 copies per year of the for the Award boxes
- County Youth Awards: Jim Wiechert
 - Display for 2022 Award Recipients will be available for viewing tomorrow at the Annual Meeting
 - The Program has gone well
 - The Wiecherts will continue working with the program in 2023
- Tour (Southwest District in 2023): Jackie Bevan
 - Will be a Farm Tour – several farms have said they would like to host the Tour
 - Will have date available by the State Sale

New Business:

- WHA Board Vacancies
 - Northeast District: Still Vacant
 - Southeast District: Steve Merry will accept the Southeast District open position
- 2023 Budget Discussion
 - 2024 WHA Annual Meeting – Room Rental price will be increasing
 - Is a 2-year contract available to help with cost efficiency?
 - Find another venue?
 - Motion to increase Annual Meeting Budget to \$4000 by Jackie Bevan; Second by BJ Jones. Motion carried.

- o National Queen Clothing Fund
 - Jackie Bevan moved to reinstate the \$1000 line item for the National Queen Clothing Fund; Second by Jamie Kent. Motion carried.
 - These monies would be utilized only to help defray costs of clothing purchased by National Hereford Queen Candidates
 - Distribution of the line item will be determined by the WHA Board; for instance, if a NHQ Candidate from Wisconsin is awarded the national title, she would receive \$1000. If she does not receive the national title; \$500.
 - Madison Katzenberger will receive the National Queen Clothing Fund distribution in 2023, as she has been awarded the National Hereford Queen title for 2023.

- o WHA Treasurer Salary
 - Raise to \$1500 per year in 2023
 - BJ Jones will co-sign WHA checks >\$5000 going forward; approved by WHA Board.
- o 2023 WHA Budget was approved by the WHA Board
- Bylaw Changes (Proposed)
 - o Electronic Voting and Electronic Annual Mailing for those that wish to participate electronically
 - Will be presented by Jamie Kent at the WHA Annual Meeting
 - o Board Vacancies may be filled by candidates appointed by President

Old Business: None

Adjournment:

- Motion to Adjourn by Jackie Bevan; Second by Jim Renn
- Meeting adjourned at 9 pm