

WHA Board of Director's Meeting

Thursday, September 14; 7 pm, via Zoom

Attending: Rick Starck, Fred Larson, Kelly Oleson, Shawn Prodell, Doug Schulz, Steve Folkman, Katrina Edge, Sale Manager Melissa Berggren, Lisa Davis

Call to Order 7 pm by President Rick Starck

Secretary's Report – Lisa Davis

- Minutes from the June 2023 Board Meeting Highlights: 2023 Spring Sale Report, planning for Junior National Hereford Expo in Madison, Wisconsin Hereford Royalty activities, Upcoming feeder calf sales, Distribution of monies from 2023 Pie Fun'd Auction at State Sale Banquet
- Doug Schulz moved to accept; Fred Larson 2nd; Secretary's report approved

Treasury/ Accounting Update Report – Lisa Davis

- Checking & savings balances given
- Workflow with Compeer Financial through Accounting Services contract is efficient and has gone well.
- Transition to new WHA Quick Books account is complete. Cost approximately \$200.
- Tax Status Update - Request for removal/ reduction of penalties letter submitted in early July 2023. Presently waiting to hear results of penalty review.
- Budget Spreadsheet – updates made to incorporate Tax Preparation & Payments for future years; additional line items to be added for 2024, for future HYFA payments & disbursements; several other line item names to be updated for clarity & efficiency
 - A tab will be added to the budget spreadsheet for HYFA balance
- Current/ Projected Financial Status was reviewed
- Steve Folkman moved to accept Treasury/ Accounting Update report; report approved

Committee Reports: 2023 WHA Committee List

- State Sale & Banquet: Melissa Berggren, Sale Manager
 - Steve Merry & Chuck Badertscher are co-chairs of the Sale Committee
 - Cattle screening by Noah Benedict, American Hereford Association
 - Sale Day Consulting by Greg Miller if he is available and would like to Consult for Sale Day
 - \$75 Nomination Fee for sale will be credited to individual consignor
 - Fees for nominations not accepted will be placed toward overall expenses of the sale
 - Discussion of Sale Day Consulting Fees - If Sale Day Consulting Fee is above the 5% industry standard, individual consignors will need to pay the difference above 5% for Consultant Services
 - Baldie Cattle lots will sell choice
 - Embro lots will have a \$50 entry fee
 - Discussion of Heifer Grant Details and plans for 2024
 - Two \$500 grants were offered in 2023; one from Consignors and one from WHA
 - Perhaps only offer one grant for 2024 from the Sale Consignors
 - If WHA offers a grant, perhaps make the application process more competitive and have the grant due before the Annual Meeting
 - Could re-work the details of the grant; perhaps offer opportunity to purchase animal either at the sale or from a WHA member, separate from the sale
 - Kelly Oleson will take the lead on updating the WHA Heifer Grant program

- Genetic Testing Parameters – Brief Discussion. Fred Larson suggested that if an animal is listed as a potential carrier by AHA, that a genetic test would need to be done to show that it is not a carrier. Discuss further at December Board meeting.
 - Discussion of WHA Sale ad in Wisconsin Review
 - If place full page ad for the Sale, please include ad with Advertising expenses distributed among Consignors
 - Editorial write up of sale is no charge in The Review
 - Discussion of Donation Heifer Expenses – topic tabled until the next Board meeting
 - Will Auctioneer charge for Donation Heifer auctioning, or will he donate the sale of the heifer?
- Finance – topics covered Treasurer/ Accounting Update
 - Communications – Lisa Davis
 - WHA Website Analytics – brief report on Analytics 1/1/23 to 9/13/23
 - 5,600 visitors
 - Average time on website year to date: 51 seconds (Usually ~1 minute 30 seconds.) The shorter time to date may be due to many views of the Sale Catalog in early March, around the time of the Sale. The Sale Page has the most views so far in 2023, as the Sale is well advertised, and is a very important event for the WHA. When a Document on the Website such as Sale Catalog or The WI Review is opened and viewed, that is not counted as “time” on a web page through the Analytics program. So it is very likely visitors are actually spending more time viewing WHA information through the website than the analytics is able to capture and show at this time.
 - Top 5 pages viewed: Sale (4673), Main (2923), Members (1410), Juniors (904), Calendar (726)
 - Top 5 states visiting WHA Website: Wisconsin, Texas, Illinois, Iowa, Minnesota
 - Advertising/ Promotions – Rick Starck
 - Will not have a booth at World Beef expo due to budget
 - At this time, not planning to exhibit at Driftless Beef Conference in January 2024, due to budget
 - Will target exhibiting at WPS Farm Show, maybe Grassworks Conference in 2024 depending on Budget
 - If someone on the Board wants to take the lead on the Cattlemen’s Steak Trailer, that could be a fundraiser for WHA
 - WJHA Liaison – Kelly Oleson
 - FOLOW Conference was well planned and organized by Marie Prodell, WJHA President
 - Had several out of state attendees
 - Visited UWRF, Larson Hereford Farms, Windy Hills Herefords
 - Was a good educational experience for all attendees
 - Approximately 40 attendees
 - Hopefully additional attendees in future and continue to offer opportunity to other Junior organizations
 - Overall very good conference!

- State Fair Laision – Doug Schulz
 - Jackpot Hereford Steer class held at Wisconsin State Fair
- Feeder Calf Sale/ Promotion – Katrina Edge
 - Minnesota has added two red-hided feeder calf sales
 - Receiving questions about feeder sales through the WHA Facebook page
- Royalty Program – Kelly Oleson
 - Good attendance at required events
 - Ongoing Service Project Pop Tops for a Cause, started by Wisconsin Hereford Queen Marie Prodehl
 - Marie is running for National Hereford Queen. The WHA wishes Marie good luck in the National Hereford Queen competition in Kansas City!
 - Continuing to build HYFA Endowment fund
 - Future Royalty Clothing fundraiser
- Review/ Directory – Steve Folkman
 - New Directories dispersed at JNHE
 - Summarize Review ads (contract, non-contract), income, and expenses for December Board Meeting (Lisa Davis)
- Tour (Southwest District in 2024)
 - Postponed until 2024 due to JNHE in Madison, WI 2023

New Business:

- WHA Annual Meeting – January 20, 2024
 - Sponsorship Opportunities available
 - Lisa Davis will start contacting cattle-related Wisconsin businesses to ask for interest in sponsorships for the Annual Meeting
- WHA Insurance Coverage limit - for damage to facilities rented to the WHA
 - Check on details of contact with Sale facility

Old Business: None

Future Board Meetings In Person/ZOOM

- December 2023 – NW District (Black River Falls)

Adjourn at 8:16 pm

- Fred Larson moved to Adjourn, 2nd by Kelly Oleson. Meeting adjourned.