

Wisconsin Hereford Association – Special Board Meeting –
Discussion of WHA Directory and The Wisconsin Review
The Wisconsin Review & Advertising/ Promotion Committees – 12/21/22

Attendees: Rick Starck, Fred Larson, Doug Schulz, Steve Folkman, BJ Jones, Jerry Huth, Doug Schulz, Lisa Davis, via Zoom

Meeting called to Order at 7:10, by President Rick Starck

Discussion Points:

- The WHA Brochure will be reprinted to hand out at trade shows and conferences
- The Wisconsin Review is a quarterly communication within the WHA, and to Hereford Enthusiasts outside the WHA
- The WHA Directory is an opportunity for WHA Members to showcase their farm's genetic program
 - The WHA Directory is printed only every few years – once it is printed, cannot change the information in it; whereas The Review can be updated for each issue
 - The WHA Directory is a handy size to hand out at trade shows and conferences also, due to its small size
- Printing the WHA Directory will probably be about same cost as last printing; generated \$7,000 income for the WHA (approximately \$3500 per year)
 - If new WHA Directory is not printed, this income will not be available to the WHA.
- It would cost approximately \$1,000 to print extra WI Review copies to place in all of the Exhibitor bags at the NJHE in Madison, July 2023
 - The Review issue prior to JNHE will be a special issue – member advertising focused toward increasing farm publicity to those that will be attending the JNHE
- Some WHA members may not want to advertise in both The Review and WHA Directory, due to costs
- The WHA will print a new Member Directory in 2023, to have available in time for the JNHE in Madison, July 2023.
- The Prime Review advertising pages will be “auctioned” at the WHA Annual Meeting, on January 28, 2023.
- The Prime Directory advertising pages will be “auctioned” at the WHA State Sale Banquet, March 3, 2023

Meeting adjourned 7:30 pm.

Submitted by Lisa Davis, WHA Secretary