

# WHA Board of Director's Agenda

Friday, January 19, 7 pm

Meeting at The Lodge at Mauston

**Attendees:** Rick Starck, Fred Larson, Kelly Oleson, Rob Ash, Shawn Prodel, Doug Schulz, Steve Folkman, Steve Merry, Caleb Ahrens, Katrina Edge, BJ Jones, Lisa Davis

## Call to Order 7:14 pm by President Rick Starck

### President's Comments – Rick Starck

- A number of items to cover: Board meeting agenda items, 2024 budget, Annual Meeting 1/20/24 agenda items

### Secretary's Report – Lisa Davis

- Minutes from the December 2023 Board Meeting were read. Highlights included reviewing the WHA's Outreach activities of 2023; WHA Accounting update from Dan Coulthard, Compeer Financial; Finance and Budget discussion for 2024; 2023 Website activity summary; 2023 The Wisconsin Review magazine summary; 2023 Royalty Program summary; WJHA Activities; and upcoming District Director Elections
- Steve Merry moved to accept the Secretary's Report, with Doug Schulz 2<sup>nd</sup>. Secretary's report accepted.

### Treasury/ Accounting Update Report – Lisa Davis

- Checking, savings, HYFA balances given
  - Reviewed distribution of checking monies
- Workflow & communication with Compeer Financial continues to be efficient
- Continuing to streamline WHA QuickBooks & be as efficient as possible
- 2024 Budget Spreadsheet prepared
- WHA Website maintenance costs will increase 7% this year
- Fred Larson moved to accept the Treasury/ Accounting Update Report, with BJ Jones 2<sup>nd</sup>. Treasury/ Accounting report accepted.

### Committee Reports: 2024 WHA Committee List shown below

- Advertising/ Promotions – Rick Starck
  - 2024 Events Planning
    - WPS Farm Show – Oshkosh, WI – March 26-26
    - WI Farm Technology Days – Cadott, WI – August 13-15
      - WHA Beef Tent Booth
      - Cattle will be needed
    - Plenty of WHA Brochures available for use in 2024
    - Trade shows Discussion – value of \$\$ invested:
      - State trade shows give opportunity to talk to people face-to-face about WHA & Hereford cattle
      - Some national companies no longer participate in state Trade Shows
      - Electronic advertising opportunities could be beneficial but it can be difficult to fully measure the response
      - Face-to-face discussions have a lot of value and can provide helpful information and contacts that can be valuable in the future.

- To help with cost of exhibiting at trade shows, could offer opportunity for a farm to exhibit / showcase their literature & promotional items and cost-share part of exhibit fee.
  - Note: As per the 8/27/22 Board Meeting: Entry Fees and Parking will be paid for volunteers that commit ahead to work at the WHA Booth at a Trade Show/ Event.
- Communications – Lisa Davis
  - WHA Website Analytics – Lisa - brief report on Analytics/ Use Year 2023 year
    - 6,500 visitors total for 2023
    - 57 seconds average visit time (typical is ~1 minute 30 seconds)
    - Top 5 pages viewed (in descending order): Sale, Main Page, Members, Juniors, Calendar
    - Top 5 States visiting WHA Website (in descending order): Wisconsin, Illinois, Texas, Iowa, Minnesota
- County Youth Awards
  - Thank you to the Wiechert Family for administering the program!
  - There are enough Scotch Combs to last through 2024.
- Feeder Calf Sale/ Promotion – Katrina Edge
  - Very good feeder calf prices recently: \$2.70 at Carthage Livestock; \$2.65 at Bloomington Livestock Exchange
- Finance/ Hall of Fame/ Bylaws – Steve Merry, Rick Starck
  - Hall of Fame Award Recipient will be SandRock Ranch Herefords, Kevin Bennett Family
  - 2024 Proposed Budget has been outlined by Steve Merry and will be discussed by the Board
  - Rick Starck will present at the Annual Meeting:
    - By-law updates for electronic voting option & “At-Large” district directors
    - 2024 Proposed Budget
- Review/ Directory – Steve Folkman
  - Steve has obtained 3 quotes for preparation and printing of The Review for 2024
  - All 3 quotes very similar in price
  - The WHA will continue current program of Jane Adolph as Editor of The Review, and Livestock Direct as the printer. Jane does a wonderful job in creating the layout, editorial information, and advertising, and has worked with The Review for many years.
  - Printer has agreed to hold price within 4% of 2023 expenses and will put this in writing for Jane. Assume postage costs will increase 5%.
  - Due to increase in printing & postage costs, the \$230 full page advertising price for 2023 will be increasing to \$355 for 2024.
  - Sale of outside advertising would help with offsetting printing and postage costs.
  - Discussion of economics & implications on the number of printed or possibility of electronic issues in future.
  - BJ Jones moved to have 2 printed issues for 2024
    - One issue in February before WHA State Sale
    - One issue in August before fall production sales
      - Eliminate May & November issues
      - No electronic issues

- Motion seconded by Caleb Ahrens. Motion carried with Board Member vote. There will be 2 printed issues of The Review in 2024.
  - Steve will provide the new contracted ad prices, and Lisa will email the membership with the new prices and details of the 2-issue contract ad program for 2024. (Contract ads will be for August 2024 & February 2025).
- Royalty Program – Kelly Oleson
  - Royalty had a great year. Wisconsin Hereford Royalty was composed of 1 State Queen, 2 Princesses, and 3-4 Sweethearts. Marie Prodell, State Queen, was selected as the National Hereford Queen. Thank you to all of the Royalty for participation in activities in 2023.
  - \$31,000 was raised to benefit the Royalty, through HYFA donation, through the sale of the Lot One Donation Heifer at the Cattlemen’s Congress Sale in Oklahoma City in January. (After several expenses are paid, \$27,500 will be added to the Royalty HYFA fund). Thank you to the Folkman and Oleson families for sponsoring the heifer sale. This donation will allow the Wisconsin Hereford Royalty program to be self-funded going forward, through yearly disbursements of HYFA account interest.
- State Fair Liaison – Doug Schulz
  - Contract has been signed for 2024. Jackpot Steer class payouts to be the same as 2023.
- State Sale/ Banquet – Steve Merry
  - 50 Lots; catalog to print next week. Good set of cattle. Information will be in catalog regarding explanation of genetic defects & newly identified Delayed Blindness defect.
  - Trying to hold overall sale costs down.
  - New Ring Man needs to be hired
  - Discussion of future protocols for addressing genetic defect testing of cattle for the sale. Potential requirement of testing all animals for all defects? Or mirror AHA testing requirements? WHA requirements are currently more stringent than AHA. The extended time needed for genetic testing sample processing can complicate working with needed dates for entries, catalog, etc. It is challenging to separate quality and abnormalities. Having defect explanations in catalog will help provide information to potential buyers.
- Tour (Southwest District in 2024) – Caleb Ahrens
  - August 24, 9 am until evening (supper)
  - Speaker topics at stops: IVF, AHA Update, Trans Ova, Carcass Data
  - More details to come!
- WCA Liaison
  - Tressa Lacy from WCA will give a short presentation at the Annual Meeting of 2023 WCA Legislative activities
- WJHA Liaison – BJ Jones
  - Jr. Board meeting this evening
  - C & B Farms is providing the Bred Heifer for the Lot 1 Donation Heifer at the WHA Spring Sale in March

- World Beef Expo
  - Looking for 2 Board Members

#### **Old Business:**

- WJHA Donation Heifer Fees Discussion
  - WHA & WJHA will split Donation Heifer fees 50/50 for the Spring Sale
- WHA Heifer Grant
  - Continue with Grant, use monies from the Pie/ Fun'd auction to fund the grant. Use grant to purchase from any WHA member in good standing.
  - Request more follow up from grant recipients in the future – make report after 1 year on how the heifer is doing and summarize activities with the heifer
  - Grant will be available for use to purchase a female, preferably open or bred heifer.
- WHA Insurance Coverage (State Sale; supplemental coverage quote) – no new information available at this time

#### **New Business:**

- District Elections
  - NW District: Liz Johnson, Steiny's Herefords (Write In)
  - NE District: Open: New bylaw will apply
  - SE District: Kim Johnson, J & J Polled Herefords (Write In)
  - SW District: Katrina Edge (Term 2)
- WHA Annual Meeting – January 20, 2024
  - Meeting Details Discussion
- WHA 2024 Budget & Spreadsheet presentation/ discussion / approval
  - Steve Folkman moved to approve the 2024 Budget
  - BJ Jones 2<sup>nd</sup>; Budget Approved
- Reorganizational meeting immediately after the Annual Meeting on January 20

#### **Future Board Meetings In Person/ZOOM**

- March 2024 via Zoom

#### **Adjourn**

- BJ Jones moved to adjourn
- Katrina Edge 2<sup>nd</sup>. Meeting adjourned.