

WHA Board of Director's Agenda

Saturday, August 27, 2022- 12:30 pm; Double Days, Cottage Grove, WI

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

Call to Order at 12:45 pm by President Rick Starck

President's Comments: Rick Starck – Welcome to the meeting

Secretary's Report: Lisa Davis

- Minutes from the June 10, 2022 WHA Board of Directors Meeting were read
 - Highlights included:
 - Planning for WI Farm Technology Days
 - WHA Spring Sale Summary
 - Planning for the SE District Virtual Tour/ Event
 - Royalty Program funding information
 - County Fair Youth Awards
 - WHA Website Analytic Report
 - The Wisconsin Review Information
- Jim Renn moved to accept the minutes, Jackie Bevan 2nd the motion; Secretary's Report approved

Treasurer's Update Report: Melissa Berggren

- Checking & savings balances provided
- Payments upcoming – Scholarship, Jackpot steer show, web page banner ads for 3rd quarter, Fourth Quarter issue of the WI Review
- Question about overpayment of WI Review (one farm had overpaid for advertising and one farm decided not to continue with their advertisement)
- Jim Renn moved to accept the Treasurers Report, Fred Larson second the motion; Treasurers Report approved

Committee Reports:

- Communications
 - WHA Website Analytics – Lisa Davis - brief report on Analytics/ Use
 - 4/1/22 to 6/30/22 – 896 total visitors; 1 minute 20 seconds average visit time
 - Top 5 pages viewed: Main Page, Juniors, Members, Calendar, Sale
 - Top 5 states visiting WHA website: WI, VA, Not Set, IL, IA
 - 7/1/22 to 8/20/22 – 499 visitors; 1 minute 37 seconds average visit time
 - Top 5 pages viewed: Main Page, Members, Juniors, Calendar, Sale
 - Top 5 states visiting WHA website: WI, IL, NY, IA, VA
 - WHA Website Banner ad discussion questions/ notes:
 - Banner ads can be updated each quarter
 - Could the banner ads be made a larger size?
 - How to attract more buyers for banner ads?
 - Place ad in the Review for price of banner ads – include \$150 price in the ad

- Is it possible to give an estimate of the number of views or clicks on the banner ads?
 - Place WHA “ad” in the banner ads – “this space could be yours for \$150 per quarter” – include WHA logo
 - WHA Website question – Inquire about possibility of embedding the WHA Facebook feed on the website – good opportunity to add some state fair pictures to the latest news on the website or Junior National pictures
 - 2022 Annual Mailing is coming up
 - Mailing to include
 - Annual Meeting Minutes
 - Membership Renewal form
 - District Election information
 - Need to be clear about what to do with ballots and where to mail completed ballots if member wants to vote by mail
 - If not postmarked by January 15; please bring ballots to Annual meeting for counting
 - Table at annual meeting to pay WHA dues and collect ballots
 - Other item(s) as determined by WHA Board
 - Do not need to include Royalty Rules/ entry information this year; please mention in email that information is available on WHA website
 - Mail out by end of December 2022
 - Possible option of electronic annual mailing in future (email or posting information to WHA Website), and electronic voting in the future, if members would wish to participate in this way
 - Efficiency, reduced costs
 - Traditional paper mailing and voting would be available for those members that preferred to received printed mail.
 - A by-law change is needed to offer the possibility for electronic mailing and/or voting
 - Jamie Kent will work on drafting a proposed by-law update which would allow electronic mailing and/or voting
- Advertising/ Promotions Committee
 - WHA map reprint in WI Review with member information & cattle statistics
 - WI Review would be a good place to include the map (Review is WHA current events, differing ads each time, etc.)
 - Would take a “cluster” of 4 pages
 - Not a foldable map
 - have map reprint available to give out at the Driftless Conference, WPS Farm Show, Beef Expo, WI Farm Technology Days
 - Would need to know how many reprints would be needed to give out at the WHA events; work with Jane Adolph on obtaining the extra prints.
 - \$700 to run the extra 100 copies if include in the WI Review
 - Pay for through selling ads and advertising/ promotions committee budget
 - Steve Folkman may be able to get the 4 pages extra sold

- This decision was postponed until the December meeting. Steve will obtain a cost estimate for potential printing of the WHA map reprint.
 - Trade Shows have been a good investment for WHA
 - Discussion on potential payment (stipend) to WHA Members for attendance at trade shows and working in the WHA Booth.
 - Stipend would cover fuel costs - might lose volunteers in the future if becomes too costly to volunteer at shows and WHA events
 - Not everyone has time or the finances to attend trade show – Steve Folkman suggested if WHA is going to pay for trade show attendance then WHA needs to be provide the member directory in the Review, promoting membership and providing contact information
 - BJ Jones – WHA is volunteer based organization – if cannot get volunteers – then WHA should not exhibit at these shows if the membership is not able to attend to help and represent the WHA.
 - Would be helpful to have a “calendar listing” in the Review, of events that WHA Volunteers will be needed for, and a request for volunteers
 - For trade shows and WHA Events, advance communication, attendance, and schedule planning will be needed to make sure there are enough volunteers to staff WHA booth. Advance communication and commitment will be a requirement WHA to potentially offer payment for parking or entrance fee to the show. “Please contactto let them know you will be attending”, etc.
 - Benefit to volunteering at trade show/ WHA Event - Volunteers at the trade shows will get most of the leads, which is a perk of being at the trade shows
 - Fred Larson moved to pay for entrance fees and parking for WHA members that will be working in the WHA Booth at the Driftless Conference, WPS Farm Show, WI Farm Technology days, World Beef Expo, and other events that the WHA would exhibit at. The number of volunteers needed will be determined by the Advertising Committee Chair. Steve Folkman seconded the motion. Motion Carried.
- State Sale/ Banquet – Melissa Berggren
 - March 4, 2023 is the State Sale; March 3 is the banquet
 - Oct. 8 nominations due; Greg Miller will do screening again
 - Entries due in December
 - Someone had a question about not being able to bid online in the 2022 sale – may have been a computer error or didn’t have didn’t have credit card entered properly - active credit card must be on file in bidding system
- WJHA Liaison – BJ Jones
 - Juniors are busy summer with shows
 - Jr. National had 25 exhibitors from WI, 68 head; Louisville, KY – great show, everyone had good time

- State Fair Junior Show – 40 head stalled with WJHA – exhibitors can stall with WJHA; do not need to stall with county
- WJHA is seeking a donation heifer for 2023 State Sale
- 2023 JNHE: July 8-14, 2023 in Madison, WI
 - don't need to raise funds due for 2023 show
 - At WHA annual meeting – look for JNHE volunteers – biggest need is for move in
- 6-7 WHJA members plan to attend the national Faces Of Leadership conference in Montana
- Have logo now for available for the 2023 JNHE – please have the 2023 JNHE logo posted to the WHA Website
- State Fair Liaison – Doug Schulz
 - 14 Steers pre-entered in WHA Jackpot Class
 - 12 showed in WHA Jackpot Class
 - One exhibitor was not able to participate in the class for reasons that were not her fault (entry fee paid out)
 - One exhibitor chose not to participate in the class
 - Paid out 13 entry fees in WHA Jackpot Class
 - WHA Jackpot Class Placings:

Jackpot Steer Placing	Exhibitor	Steer Breeder	Jackpot Class Payout
Champion	Tessa Smith	Plum River Ranch	\$500
Reserve Champion	Jenna Meier	Pierce's Hereford Haven	\$250
Third Place	Brailee Ehlen	Wiswell Farms	\$150
Fourth Place	Joe Renn	Wyatt Kegley	\$100
Fifth Place	Brenna Thorson	Brenna Thorson	\$75
All other exhibitors participating in the WHA Jackpot Steer Show Class will receive back their entry fee of \$25.			

- Feeder Calf Sale/ Promotion
 - Add upcoming "Red Hided" Sale information and details for the WHA Calendar
- Queen Program – Jackie Bevan
 - Madison Katzenberger will be running for National Hereford Queen – entries due Sept. 1
 - Madison is excited to be representing Wisconsin in running for National Hereford Queen
 - Setting up mock interviews and looking for opportunities to work with industry knowledge
 - Good luck to Madison from the WHA Board!
 - Royalty Committee working on endowment fundraising
 - Wisconsin Royalty has been very busy at shows
 - Madison busy at WI State Fair and helped with Governor's Auction

- Madison has mentoring the younger members too
- World Beef Expo – Jim Renn
 - Coming up in September – registration closing soon
 - This is 30th anniversary of World Beef Expo!
 - Hereford exhibitors are lined up to add mulch to help prepare for show
- County Youth Awards – Jim Wiechert
 - Awards are going well
 - Sent out postcards early in 2022
 - 30-35 combs sent out to date
 - Labor day weekend 6-7 additional fairs
- Tour – Steve Folkman
 - Southeast District in 2022
 - Anticipate ~75 total attendees
 - Awesome educational program planned!
 - Great CHB meal planned!
 - 10 SE District farms to be featured in Virtual Tour produced by Sarah Monson

New Business:

- Discussion of possible stipend for WHA Members that work in WHA Booth at Tradeshows/ Conferences (please see Advertising/ Promotions Committee Report Section)
- Future of Summer Tour/ Educational Event
 - Future of event/ format – Host at a farm? Host at a public venue?
 - Sometimes hard to find farms willing to host event due to the preparations and expenses involved
 - Has the event worn out its usefulness, over time?
 - Days of the historical format of the 2-day tour seem to be past
 - Seeing other farms’ production practices was a benefit
 - How does the WHA attract attendance and interest in summer event by all members, including long-time WHA members
 - Budget Line Item/ funding available for event – was removed for 2021
 - Hosts have been paying for costs
 - WHA will cover leftover expense for 2022 since this year is educational event
 - Jackie Bevan made suggestion - WHA pays for Summer Tour event if is an educational program - since everyone benefits from educational opportunity. If tour is a farm event – then farm pays for, as the farm will receive benefits for hosting.
 - Jackie Bevan moved to add \$500 line item back to the 2023 budget for the Summer Tour (educational focus). Fred Larson seconded the motion. Motion carried.
 - 2023 Host is Southwest District
- Pie & Fun’d money from Spring Sale Breeders & Friends Banquet
 - Earmark for.....funding scholarships? Funding trade show stipends? Other ideas?
 - Formerly – pie revenues were for Royalty program; Fun’d was for scholarship monies

- o Cannot give monies back to the general WHA fund – need to use monies to provide benefits for specific programs. Some members place a great deal of time preparing their donations of homemade items and baskets which are entered in the fundraising auction.
- o Steve Folkman moved that the monies are given to the Royalty program
 - Discussion of previous substantial WHA donation to Royalty program
- o Pie / Fun'd auction has been earmarked for the \$800 WHA scholarship and to help provide the \$1000 for Royalty program National Hereford Queen run; Left over monies have gone to royalty program
- o WJHA Scholarships Opportunities: 3, \$800 scholarships available: 2 funded from WJHA; 1 funded from WHA, \$300 FOL scholarship, Espenschied scholarship (\$750)
 - WJHA Donation heifer helps provide funding for scholarships, WJHA FOLLOW Conference, and other WJHA activities
- o It seems that people want to donate to benefit the youth funds
- o Jackie Bevan amended Steve Folkman's motion. Jackie moved that 50% of the auction monies are designated toward scholarship and 50% toward Royalty program endowment. Jim Wiechert seconded the motion. Motion carried.

Old Business: None

Future Board Meetings In Person/ZOOM

- December: Northern Part of WI – maybe in Mauston
- January 27, 2023 at The Lodge (Mauston): Evening prior to WHA Annual Meeting on 1/28/23

Adjourn

- Jim Wiechert moved to Adjourn.
- Meeting adjourned at 2:45 pm.