

## WHA Annual Meeting

Saturday, January 29, 2022

The Lodge, Mauston, WI

1. Meeting called to order at 1 pm: President Jerry Huth
2. Invocation: Doug Schulz
3. Hall of Fame Award: presented by Dave Steinhoff
  - Kermit and Jana Rhiner received the Hall of Fame Award for many years of volunteering and service to the Wisconsin Hereford Association
4. American Hereford Association Update: presented by Jerry Huth for Noah Benedict
  - Information on Hereford Breeders, cattle registrations, Certified Hereford Beef, Breed marbling improvements, steer feedout, AHA commercial programs, financial position, youth programs
5. Secretary's Report: Loxi Smythe
6. Financial Report: Melissa Berggren
7. Audit Report: Holly Paulson
8. Budget Report: Jerry Huth
9. Naming of WHA Royalty for 2022: Nicky Folkman
  - Queen: Madison Katzenberger
  - Princesses: Alison Bartlett, Kylie Bengston, Sienna Bengston, Hannah Oleson, Morgan Firlus
  - Sweethearts: Bianca Bevan, Charlie Kent
  - Outgoing Queen Jordan Renn gave the Queen's "Farewell Speech", thanking the WHA, Royalty Advisors, past & present Royalty, and her Family
10. WJHA Report: BJ Jones
  - 2022 WJHA Board named: Madison Katzenberger - President; Lauren Jones - Vice President; Marie Prodell - Secretary; Blake Brancel - Reporter; Sami Neff - Director; Hannah Oleson - Director; Brooke Aue - Director; Alisha Klemme - Membership Secretary; Brady Jones - Treasurer; Jordan Lamb - Director.
  - Thank you to the Farms and Families providing the Donation Heifer sold raffle-style at the WHA State Sale:
    - 2021 Donation Heifer was provided by Owego Stock Farm, the Espenscheid Family, Argyle, WI
    - 2022 Donation Heifer will be provided by Bacon Branch Beef, the Bevan Family, Platteville, WI
  - FOLOW (Faces of Leadership of Wisconsin) to be held March 2022 – providing WJHA members an educational opportunity to increase their beef industry knowledge
  - 2022 WJHA Spring Preview & Open Jackpot Show, to be held at Jefferson, WI, June 3-5
  - 2022 Junior National Hereford Show to be held at Louisville, KY, July 16-22
  - 2023 Junior National Hereford Expo to be held in Madison, WI at the Alliant Energy Center – volunteers will be needed to help with all areas of the show
  - 2022 Scholarship Winners: Marie Prodell, Lauren Jones, Alisha Klemme, Brooke Aue

## 11. Committee Reports

- a. Wisconsin Review Report: Steve Folkman
  - The Review has gained a stronger financial position. Additional advertising has been sold, and image has improved.
  - If a Member needs additional copy(ies) of a specific issue, please contact the WHA Secretary (15-30 additional copies are printed with each issue of The Review).
  - There will be no new WHA Directory printed in 2022
  - Auctioneer for Prime Pages in The Review: Leo Sanftner
- b. 2023 Junior National Hereford Expo: B.J. Jones, Sondra Brancel
  - July 7-14, 2023
  - Will need a lot of volunteer help with “move-in” day for the JNHE
  - AHA has funding programs for JNHE; not as much fundraising needed as the past
- c. 2022 State Sale: Melissa Berggren
  - Sale March 5, 2022 at Fennimore Livestock Exchange, Fennimore, WI
  - Banquet/ Social will be March 4 at the Cottonwood Supper Club
  - Heifer Grant program: 2, \$500 grants available for WJHA member, toward purchase of a female in the sale
  - Sale catalog is on AHA website and WHA website
- d. Promotions: Rick Starck
  - Advertising focused on The Wisconsin Hereford
  - New Hereford posters available to hang up at local businesses
  - New WHA brochure available to use at Trade Shows
  - New WHA backdrop and table cover for use at events
  - Need Volunteers to work at WHA booth at trade shows
    - i. 2022 Conferences: Driftless Region, Grass Works, WPS Farm Show, Farm Technology Days (Clark County)
  - To increase visibility, can send WHA News to local/ regional Ag news outlets
- e. Communications: Fred Larson
  - New WHA Website – new, modern look for the website
  - Website to be utilized as a Current Events Place and information about the WHA
    - i. WI Review issues and the WHA State Sale Catalog are on the website
  - Six Rotating Banner Ads available for purchase – ads display on each page of the website
- f. County Youth Awards: Jim Wiechert
  - Scotch combs were ordered in 2019 (before Covid; due to Covid; some County Fairs were not held)
  - Contacted all WI Counties about the program and 52 replied that there would be Herefords at their County Fair
  - A Scotch comb gift box is sent to the first place Hereford in the Showmanship class(es) at the County Fair
  - Have enough combs for approximately 2 more years

- g. 2022 State Fair Jackpot Show: Doug Schulz and Kermit Rhiner
    - 10 steers showed in the 2021 class; \$1200 paid in premiums. Approximately \$400 income from nomination and entry fees.
      - i. 2021 Champion Steer was shown by Tessa Smith. Steer was bred by Plum River Ranch.
      - ii. 2021 Reserve Champion Steer was shown by Kaci Lindner. Steer was bred by the Paulson Farm.
  - h. 2022 Hereford Based Feeder Calf Marketing Opportunities: Jerry Huth
    - 2022 15<sup>th</sup> Annual Greater Midwest Certified Hereford Feeder Calf Sale results were very favorable (January 2022)
    - Opportunities for sales in Minnesota, South Dakota, Kentucky
    - If pool loads can have a better marketing position and be more economically efficient
  - i. 2022 World Beef Expo: Holly Paulson
    - September 22-25, 2022
    - 30<sup>th</sup> Anniversary year of World Beef Expo
    - Looking for old photos of WBE for the anniversary year
  - j. Wisconsin Cattlemen's Association update: Jerry Huth
    - No winter meeting in 2022; might have a summer tour event
  - k. WHA Summer Tour: Jim Renn
    - Southeast District
    - Possibly have CHB/ Industry Focused presentation
    - Please contact Jim Renn or Steve Folkman with any ideas/ suggestions for the Tour
12. Any other business - None
13. Recognizing of retiring Directors and Recognition of Retiring Secretary
- The Wisconsin Hereford Association says "Thank You" for your years of service, to:
    - Dave Steinhoff, Holly Paulson, Chuck Badertscher, Jerry Huth
    - Loxi Smythe, Secretary
14. Announcement of new Directors
- Loxi Smythe (NW District)
  - Shawn Prodel (NE District)
  - BJ Jones (SW District)
  - Jamie Kent (SE District)
15. Adjournment of WHA Annual Meeting
16. Reorganizational Board Meeting - All current Directors
- 2022 Executive Committee voting
    - Rick Starck, President (nominated by Steve Folkman)
    - Fred Larson, Vice President (nominated by Steve Folkman)
    - Lisa Davis, Secretary
    - Melissa Berggren, Treasurer
  - Details of the 2022 & 2023 Annual Meetings discussed
    - 71 adults and 6 youth attended 2022 WHA Annual Meeting
    - 2023 Annual Meeting dates: January 27-28
    - Board voted to have WHA Annual Meeting at The Lodge in 2023

- Meal Count is due 2 weeks ahead of the Annual meeting
- Please send email reminder(s) to WHA members for 2023 meeting to request RSVP for meal count
- WHA is charged for all meal reservations
- Jim Renn moved to adjourn the Board Meeting; seconded by BJ Jones
- Meeting Ajournd

Lisa Davis, WHA Secretary