



THE WISCONSIN REVIEW

The official publication of the Wisconsin Hereford Association | February 2026



Photo by Katrina Edge, Larch Grove Farms



Return Service Requested

The Wisconsin Review
P. O. Box 232
Plain, WI 53577

WHA Spring Sale
Saturday,
March 21, 2026
Sale Time: Noon
Dutch Valley
Auction Building,
Platteville, WI



Introducing



Owned with:
Churchill Cattle Company
Boyd Meyer
Manns Polled Herefords
Joe Walls & Sons
Udy Cattle
Stellflug Cattle Co.
Harrell Herefords
Rode Hause Black Herefords

Churchill Stampede 486M ET

His first progeny & frozen genetics will be available in 2026!

Other Herd Sires Include The Following:



JDH AH 8032 RED CLOUD 74M ET
P44555430 HOMO POLLED

Churchill Red Cloud 0376H ET x RST MS X651 Tested 8032
Owned With G4 Herefords, WI



CHURCHILL SHERMAN 3420L ET
P44592478 HOMO POLLED

Churchill W4 Sherman 2157K ET x Churchill Lady 023H ET
Owned With Pleasant Acres Farm, IL



JDH ND 120F GUARDIAN 43L ET
P44460599 HET. POLLED

C GKB Guardian 1015 ET x JDH MS 45C Homegrown 120F ET
*Owned With G4 Herefords, WI
& Pleasant Acres Farm, IL*

*Breeding Bulls Available Every Spring And
Weaned Heifers Available Every Fall

*We Offer Free Delivery For All Cattle To WI
Buyers and a \$100 Discount On Any Animal
For All Junior Hereford Members!

*Beef and Horse Hay Available Beginning In
June With Delivery Options Available. 1st,
2nd, 3rd Crop Hay.



Heather & Dan Clarke and Family
HC Herefords
27768 Powell Lane
Richland Center, WI 53581
Heather cell: (608) 475-0524
HClarkeHerefords@gmail.com
John Gillingham, Business Partner
G4 Herefords
John cell: (608) 887-0006



Crooked Creek

HEREFORDS

This year we will be offering one bull and two heifers in the Wisconsin State Hereford Sale. If you have questions about our offerings or would like to view the cattle ahead of time reach out to Dawson or Scott. Pictures and videos available upon request.

The Firlus Family
Scott, Kelly, Dawson, and
Morgan

N540 Geier Rd
Wonewoc, WI

Contact:
Dawson- 608-847-3530
Scott- 608-350-9661



Dam of FCCH Thomas County River 0317N being offered in the State Hereford Sale



We are excited to introduce our newest donor KJ DCC 181H GEMSTONE 916N ET



Dam of FCCH Direction Paxton 0120N being offered in the State Hereford Sale

Where passion and performance meet

Wisconsin Hereford Association

2026 Executive Committee...

President: Steve Merry | Hartford, WI
(414) 881-5274 | drstevemerry23@gmail.com

Vice-President: Caleb Ahrens | Monroe, WI
(608) 346-9261 | calebahrens@gmail.com

Secretary: Lisa Davis | Plain, WI
(608) 697-9633 | secretarywihereford@gmail.com

2026 Board of Directors...

Kim Johnson | Hartford, WI
(262) 573-4019 | kkjohnson19@hotmail.com

Liz Johnson | New Lisbon, WI
(608) 343-9052 | liz.bowen1832@gmail.com

Bruce Thorson | Rudolph, WI
(715) 570-2037 | bcthors@wctc.net

Katrina Edge | Fennimore, WI
(608) 852-3108 | schwerk@yahoo.com

Dr. BJ Jones | Darlington, WI
(608) 482-2961 | BJ@wildcatcattle.com

Kelly Oleson | Arkdale, WI
(608) 547-8101 | oleson.kelly@gmail.com

Dave Steinhoff | New Lisbon, WI
(608) 344-0140 | steiny_48@mw.net

Janet Wiechert | Iola, WI | (262) 955-3662
Janet_Wiechert@hotmail.com

Michel Dahnert | Juneau, WI | (920) 763-4818
shell59md@gmail.com

Dawson Firlus | Woneowc, WI
(609) 847-3530 | dawson.firlus50@gmail.com

President Letter

Greetings Hereford Enthusiasts!

2026 promises to be another exciting year for Wisconsin Hereford breeders and the beef industry in general! The fat war appears to be over! The food pyramid has been turned upside down and nutrient dense protein (beef!) is now at the top! This is something we have been hearing from consumers for some time now. Eventually this will filter down to our schools and should influence young folks.

Congratulations to the Wisconsin Hereford breeders who are doing quite well in national shows. Read about it the Review. The high selling lots in the last three Iowa Beef Expos have come from Wisconsin. These reflect the quality of cattle from our state!

The NJHE will be in Madison July 4-10, 2026. This is a fantastic event with much more to offer beyond showing. Encourage your young ones to enter the many contests and hone their life skills. 30 years after my kids showed, these experiences still are remembered as high points from their show days.

Our annual meeting was well attended despite the frigid temps. Enthusiasm was very evident. Our WHA board welcomes concerns or suggestions to better our association.

The WHA STATE SALE is in a new venue at the DUTCH VALLEY sale facility 1877 County Road A, Platteville 53818. The Board is confident you will find this an improved facility. The new date is March 21, 2026. The quality of the cattle appears to be excellent! Hope to see you at the Sale and Banquet on March 20, 2026 at the Cross Roads Supper Club, Platteville.



By: Steve Merry
WHA President

Calendar of Events...

February

15 Wisconsin Hereford Princess & Queen applications due

March

1 WHA Female Grant Program applications due
20 WHA Spring Sale Banquet, Platteville, WI
21 WHA Spring Sale, Platteville, WI

April

2 Wildcat Cattle Co Frozen Genetics/Fall Born Online Sale
12 Sandrock Ranch Hereford Production Sale, Benton, WI
18 Wisconsin Review Advertising & Information deadline

June

5-7 WJHA/WLBA Preview Show, Jefferson, WI
7 WJHA Open Jackpot Show Jefferson, WI

July

4-10 Junior National Hereford Expo, Madison, WI

The Wisconsin Review

The official publication of the Wisconsin Hereford Association welcomes member and non-member advertising.

Editor...

Jane Adolph | 815-297-5456
E-mail: jeadolph@gmail.com

SWEAT. SHOW. SUCCEEDED!



WILDCAT LANDMAN 5053 ET
 Polled Res. Champ Spring Bull Calf, 2026 OKC
 Premier x Lady Luck
 Owned with McDonald's Polled Herefords, WV



WILDCAT PROVIDENCE 5347 ET
 Horned Spring Heifer Calf Champ, 2026 FWSS
 Marksman x Patience
 Owned by Briar Bannahan, TX



BK MIRROR POINTS 4045M ET
 Horned Senior Heifer Calf Champ, 2026 OKC
 Profit x Kool Aid Points
 Owned by Brady & Nick Jones, WI



Jones Family • Darlington, WI
 BJ: 608-482-2961 • bj@wildcatcattle.com
 www.wildcatcattle.com



Proud to be your newest Trans Ova Genetics Satellite Center serving the tri-state area!
 Call or text Dr. BJ for more information.

Watch for Wildcat Genetics at these upcoming sales...
 Frozen Genetics Online Sale: April 2, 2026 and Badger Southern Select Sale: Oct. 4, 2026



By: Corbin Cowles
 AHA Territory 5
 Field Staff
 270-991-2534
 ccowles@hereford.org

Greetings WHA members,

I hope the start of the new year has treated you all well. Mother Nature seems to throw plenty of curveballs at this time of the calendar all over Territory 5, but before we know it green grass and pleasant temperatures will be back!

We at the AHA have been full throttle to start 2026. As I write this, we are coming off the heels of three major national shows including Cattlemen’s Congress, National Western Stock Show, and the Fort Worth Stock Show. The competition was fierce and the commerce was incredibly strong! The Hereford Night in OKC Sale saw 28 powerful lots sell for a gross of \$542,250 for an impressive per lot average price of \$19,366. Moreover, the National Western Hereford Sale saw tremendous demand for the high-quality offering breeders put forth. Regardless of destination, Hereford enthusiasts were able to find top tier genetics at either venue they chose to travel to in the month of January.

Additionally, please make plans to come join us in Madison this summer as the 2026 Junior National Hereford Expo is making its way back to Wisconsin! July 4-10 will bring young Hereford breeders from all over the country together for an action-packed week full of competition, opportunities to create new friendships, leadership development, and some of the best Hereford cattle you can find anywhere. Special thanks to all in the WHA and WJHA who have a hand in making this possible.

As we press into sale season, please let me know if I can be of assistance in cattle selection at sales, marketing of your cattle, or answering any AHA-related questions.

All the best,
 Corbin Cowles

Find us at Dutch Valley on March 21st!



Brookview 0036 Nestle 83N P44663406 | 02/22/2025

CED	BW	WW	YW	MM	M&G	UDDR	TEAT	CHB\$
2.7	2.4	59	90	21	51	1.3	1.3	114



Brookview 0036 Nova 87N P44646093 | 02/24/2025

CED	BW	WW	YW	MM	M&G	UDDR	TEAT	CHB\$
22	3.6	68	108	22	56	1.3	1.2	118

Boettcher's Brookview Acres
 Est. 1908

Butch & Maryellen Cell: (715) 828-7271 • Brandon Cell: (715) 533-2470
 E-mail: cmboettcher@centurytel.net www.brookviewacres.com

Selling choice of these two open heifers in the 2026 WHW Spring Sale.

These February-born heifers are from our deepest cow families. They can both be shown successfully but their greatest value will be their future as foundation brood cows.

Benefit: Profit, Advantage and Privilage

CRR 347 BENEFIT 539

P44706233 | Owned with Coyote Ridge Ranch



BW 84 lbs. • WW 832 lbs. (115%)

Combine power, performance, predictability and phenotype from Coyote Ridge Ranch, Jensen's and NJW's best and you get BENEFITS!

Semen: \$50/straw (5 straw minimum) • Certificates: \$80

— Golden Breeder Since 1969 —



HEREFORDS our only business!

Ken and Sandy: 608-434-0578

Travis and Megan: 608-434-2843

Jim and Veronica

E10645 Hatchery Rd.

Baraboo, WI 53913

Email: kenpierce254@gmail.com

Follow us on Facebook at

Pierce's Hereford Haven



WISCONSIN *Hereford Association* SPRING SALE

Saturday, March 21, 2026 • Sale Time: Noon

Location: Dutch Valley Auction Building, 1877 County Road A, Platteville, WI 53818

For more information, contact: Sale Manager Melissa Berggren at (414) 550-5114.

Featuring... The 9th Annual Donation female to the WJHA, selling lottery style as Lot 1. Special thanks to Bergman Farms of Augusta, WI for providing the Donation female. Additional sale features include embryo packages, bred heifers, open heifers and herd bull prospects.

Can't Attend in Person... If you are unable to attend the sale, the sale will be broadcast live on CCI.live. Please see the catalog for more information. Lunch will be available for purchase at the sale.

Banquet and Fun'd Auction... On Friday evening at 6 p.m. the WHA will be hosting the Spring Sale Banquet and Fun'd Auction at Crossroads Supper Club, 9315 State Road 80, Platteville, WI 53818. Please send your reservations to Lisa Davis by March 10, 2026 either by email secretarywihereford@gmail.com or phone/text at 608-697-9633.

WJHA Member Grants... The purpose of these grants is to assist WJHA youth members in purchasing a Hereford female to start building their own herd. The WHA would also like to encourage youth to participate in the Wisconsin Hereford Association Spring Sale. The grants will be funded by the Wisconsin Hereford Association and the consignors of the Wisconsin Spring Sale. There will be two \$500 grants awarded. Of the two grants, the consignor-sponsored grant can be used only at the Wisconsin Spring Sale. The WHA-sponsored grant could be used to purchase a Hereford female from any WHA member in good standing, and may be used at any date before December 31, 2026. Two additional grants are available from the WHA in 2026, sponsored through memorial donations by the family and friends of Gary Reinke. Gary was a long-time member of the Wisconsin Hereford Association and very supportive of Youth Programs. Please contact Kelly Oleson for more information about the grants, at oleson.kelly@gmail.com or 608-547-8101.

Questions... Contact the Sale Manager, Melissa Berggren at (414) 550-5114.





WJHA 2026 DONATION HEIFER



WIN ME!



911G BERGMAN FARMS 24N NAVAJO

P44706129 *Calved: 2/14/25 • Tattoo: 24N*

We are honored to donate 911G Bergman Farms 24N Navajo to the WJHA. The organization does so much for the youth of Wisconsin and the Hereford breed. We wanted to keep the tradition going for the youth & support locally. 24N Navajo is an amazing heifer. She is smooth-fronted, long-necked and big-bellied. She walks like a cat, is very gentle and has great hair. Navajo will make a great show heifer and an even better cow. She is polled, OCV, fully vaccinated. We can't wait to see who takes her home!



Pedigree Info

Thank you



SELLING LOTTERY STYLE AT THE STATE SALE

THE FINAL AMOUNT BID WILL DENOTE THE AMOUNT OF THE BIDDER'S DONATION. EXAMPLE ROUND 1 — FINAL BID IS \$300 TO JOHN DOE. JOHN DOE WILL GET 30 CHANCES ON THE FINAL DRAWING (EACH TICKET REPRESENTS ONE CHANCE). AT THE END OF THE AUCTION, ONE TICKET PER \$10 DONATED WILL BE PUT INTO THE DRAWING AND THE WINNER WILL BE DRAWN AND AWARDED THE HEIFER.

CONTACT B J JONES FOR MORE INFORMATION 608-482-2961

WHA News

Jim & Diana Wiechert – Maple Crest Farm Inducted into WHA Hall of Fame

The following was read by BJ Jones as he presented Maple Crest Farm with this prestigious award...

Today, we have the privilege of recognizing a family whose name has become synonymous with dedication, service, and unwavering support of the Wisconsin Hereford Association — Jim and Diana Wiechert of Maple Crest Farm.

The Wiechert family's Hereford journey began in 1995, when Jim and Diana purchased their first set of registered Herefords from Gari-Alan Farms. What started as a commitment to quality cattle quickly grew into a lifelong dedication to the Hereford breed and the people who make this Association strong.

Maple Crest Farm has always been more than just a breeding operation. It has been a place of leadership, education, and hospitality. The Wiecherts have hosted two Wisconsin Hereford Association summer tours on their farm and have remained active participants in tours and events across the state.

Service to the Association has been a hallmark of the Wiechert family. Jim served two three-year terms on the WHA Board of Directors. Janet is currently serving on the board, and Jeff has also served as a director — continuing the family's strong tradition of leadership and involvement.

But the Wiechert family's impact reaches far beyond board service. It is a true family legacy built on participation, representation, and pride in the Hereford breed.

An especially meaningful part of that legacy is the involvement of their daughters, Janet and Julie, both of whom served in the Wisconsin Hereford Association Royalty program as princesses and state queens. In these roles, they proudly represented the WHA at fairs, cattle shows, and Hereford sales throughout Wisconsin, serving as outstanding ambassadors for the breed and the Association.

Diana's impact has been felt across nearly every level of the Association. She served as an officer in the WHA Pollettes, organized Beef Expo sale breakfasts, interviewed scholarship candidates and

judged youth competitions at Junior Nationals, and consistently worked behind the scenes to support youth and fellow members. Jim and Jeff were often right alongside her — helping at ringside, setting up barns, and doing the hard work that keeps events running smoothly.

The Wiecherts' commitment to youth is especially noteworthy. For six years, the family has coordinated the statewide county fair youth showmanship awards program — an extensive effort that ensures young exhibitors across Wisconsin feel recognized and encouraged.

Beyond the show ring, the Wiecherts have helped staff the WHA booth at the Oshkosh WPS Show and Wisconsin Farm Technology Days, supported WHA fundraising efforts at World Beef Expo, and contributed to promotion and outreach through a professional WHA slideshow used at events statewide.

Taken together, these contributions tell a powerful story — not just of Jim and Diana, but of an entire family committed to service, leadership, and the future of the Hereford breed in Wisconsin. It is for their decades of dedication, their willingness to step up wherever help was needed, and their lasting impact on youth, breeders, and the Wisconsin Hereford Association that we are proud to induct Jim and Diana Wiechert of Maple Crest Farm into the Wisconsin Hereford Association Hall of Fame.

Their legacy is not only found in the cattle they raised or the events they supported, but in the people they influenced, the youth they encouraged, and the family values they passed on to the next generation of Hereford leaders. That legacy continues today as their grandchildren remain involved in the Hereford breed, carrying forward the same values of dedication, hard work, and pride in the Wisconsin Hereford Association. In giving a well-deserved round of applause as we honor Jim and Diana Wiechert for a lifetime of service to the Wisconsin Hereford Association.



From the Wiecherts...

Thank you for selecting our family for this prestigious award. We have enjoyed being a part of the Wisconsin Hereford Association for over 30 years. After dispersing our Registered Holsteins, we realized how much we missed having cattle. We went to the World Beef Expo in Madison to talk to breeders about various breeds. After meeting Hereford people and hearing such positive info about this breed we were good to go. Especially having young kids at the time. We would like to especially thank the Reinke family, Isabel Brown, Marv and Ruth Espenscheid, Ma and Pa Kegley, the Boettcher family and the Wissner family for their support and encouragement in our early years.

We have met so many wonderful and friendly people throughout the years. Serving and helping whenever possible was important to us and for our kids to learn. Hosting the 2002 and 2011 Herford Trek Tours was lots of fun. Also attending tours throughout the years gave us the opportunity to visit with breeders and take home ideas to adapt and try on our farm.

Working Technology Days and the Oshkosh Farm Show are great ways to promote our breed and support our association. Please keep this in mind because we could use some volunteers for these events.

The showmanship awards program has been lots of fun to run. Janet and I start in April contacting counties. In June we start sending out the postcard awards to be handed out in showmanship class. Assembling the boxes to be mailed out is so rewarding, but better yet is seeing the pictures come in and how much fun kids are having with their Herefords.

When our girls chose to become princesses and state Queens we were thrilled. It taught them so many life skills and the opportunity to meet breeders from all over. It is good to see so many new families have joined and become a part of our Hereford Family. Please find the time to give back to our Association so we can thrive and the Hereford breed stays strong.

As you can see, our family has grown and now the next generation is enjoying raising and showing Herefords. Grammy and Papa couldn't be more proud.

Thank you again for awarding us the Hall of Fame.



**Embryos Available
in Spring 2026!**
Cattle for sale at all times.

H FHF RITA 8444 ET

Embryos available from multiple donors with matings to American Classic, Profit, Genesis, Majestic and Oshoto.



BW 91H 100W Rita 79Z ET



Churchill Lady 3317L ET

Introducing . . .

Churchill Jack Frost 458M ET

#44567107 • Calved: 1/11/2024

\$100 conventional • \$150 sexed semen

Call for package pricing!

CE 6.9 BW -0.9 WW 59 YW 88 DMI 0.5 SC 1.2

SCF 25.8 MM 35 MG 64 MCE 4.8 MCW 70

UDDR 1.50 TEAT 1.50 CW 95 FAT 0.072 REA 1.07

MARB 0.65 BMI\$ 543 BII\$ 657 CHB\$ 182



Josh and Amy Spaeth
2515 250th Street | Cadott, WI 54727
715-289-4098 | Cell: 715-313-0075
spaethherefords@gmail.com
spaethfarms.com

ESTABLISHED IN 2017 | CADOTT, WISCONSIN

SPAETH FARMS
REGISTERED POLLED HEREFORDS

WHA Annual Meeting

The Wisconsin Hereford Association Annual Meeting was held January 24, 2026 at The Lodge, at Mauston, WI. Attendees enjoyed networking with other WHA Members, and a delicious beef luncheon followed by specially decorated cakes for dessert! The meeting's program included a review of year 2025, through WHA organization and committee reports. Information was presented for upcoming WHA events in 2026.

The 2026 Annual Meeting day had several educational aspects. Before the meeting, members enjoyed a presentation via Zoom by Alyssa Walsh, Sweet Briar Creative, "Marketing in the Livestock Industry." Alyssa provided information on topics such as building logo, brand, and social media presence. During the Annual Meeting, Katrina Edge shared an update from Wisconsin Cattlemen's Association regarding their upcoming events, community involvement, and legislative activities. Tammy Vaassen, Executive Director of the Wisconsin Beef Council, and provided an update on the activities of the Wisconsin Beef Council, to support and benefit Wisconsin's Beef Industry, including the May Beef Month Advertising Campaign; a "Fuel Up with Beef" promotion with Kwik Trip; the new 2025-2030 Dietary Guidelines for Americans; Health Professional Outreach Programs; Best Burger contest; Prime Rib Trail; and regional Direct Marketing Workshops.

Josiah Wynn provided the invocation to begin the beef luncheon. Steve Merry opened the Annual meeting with a welcome to all attendees. Lisa Davis provided the Secretary's report, and Caleb Ahrens presented the Audit report and the 2026 WHA Budget. BJ Jones presented the Hall of Fame Award to Jim and Diana Wiechert of Maple Crest Farm, Iola, WI. The Wisconsin Hereford Association thanks Jim and Diana for all of their support for Wisconsin Herefords, and the activities of the WJHA and WHA through the years!

Kelly Oleson provided the Royalty report, thanking the 2025 Wisconsin Hereford Royalty for their service and representation of Wisconsin Herefords. Allison Bartlett and Tessa Smith were the 2025 Wisconsin Hereford Princesses, and Amari Edge and Liberty Wetenkamp were the 2025 Wisconsin Hereford Sweethearts. 2025 Wisconsin Hereford Queen Morgan Firlus gave her farewell

speech via Zoom. The 2026 Wisconsin Hereford Royalty were named: Sweethearts Amari Edge, Charlie Kent, and Liberty Wetenkamp. Applications for the 2026 Wisconsin Hereford Queen and Princess will remain open until February 15, 2026. Rosie and Madison Katzenberger reported on their membership and participation in the National Hereford Women Board, and encouraged ladies' membership in the National Hereford Women organization.

BJ Jones provided the WJHA report, with information on WJHA activities, scholarship winners, and the upcoming Junior National Hereford Expo in July 2026 in Madison, WI. The 2026 JNHE is a great opportunity to volunteer and support young Hereford enthusiasts, see high quality Hereford cattle, and network with other Hereford Breeders. Volunteers are especially needed for check in and ring clean-up. The WJHA thanks Bergman Farms, Augusta, WI for providing the 2026 Donation Heifer, to be sold lottery-style at the WHA Spring Sale on March 21, 2026. Blake Brancel introduced the 2026 WJHA Officer Team. Kelly Oleson reported on the upcoming WHA Heifer Grant program, with 4 grants available for 2026. One is sponsored by the State Sale consignors; one by the WHA, and two memorial grants provided by the family and friends of Gary Reinke. Grant applications are open until March 1, 2026.

Rick Starck reported on the 2025 WHA Advertising Committee activities of participating in the WPS Farm Show, and Wisconsin Farm Technology Days. Janet Wiechert provided information on the WHA Member Slide Show, which is displayed at Trade Shows and WHA events. Katrina Edge gave the Communications Committee report, including information about the WHA Facebook page activities and following, and 2025 WHA Website analytics. Katrina also provided the Feeder Calf Sale & Promotion report, with details of favorable prices at a recent sale at Bloomington Livestock Exchange and the Greater Midwest Certified Hereford Feeder Calf Sale. Katrina also delivered a presentation from Wisconsin Cattlemen's Association, with updates on organization and legislative activities from 2025 and WCA activities for 2026. Janet Wiechert reported on the WHA County Youth Awards program, and encouraged attendees to view the poster display of 2025 recipients. The Wiechert Family will be working with Wisconsin County Fairs in 2026 to coordinate the program and provide WHA scotch comb gift boxes to top Hereford Showman in their respective age categories.

Kelly Oleson provided a report on The Wisconsin Review magazine. The Review magazine was published 4 times in 2025 and has made a smooth transition to having a "self-cover." There was a successful cover photo contest for the May 2025 issue, through the WHA Facebook page, coordinated by Liz Johnson. Aubrey Wynn was the photo contest winner. Ad pricing for 2026 was presented, with a small increase over 2025 due to printing fees. The 2026 Prime Advertising Pages were auctioned by Tod Brancel. Winners are as follows: Inside front cover: HC Herefords; Page 1: SandRock Ranch Herefords; Centerfold Left: Pierce's Hereford Haven; Centerfold Right: Wildcat Cattle Company; Last Page: Crooked Creek Herefords; Inside Back



Cover: MGM Polled Herefords; Back Cover: Four Leaf Cattle. The Wisconsin Hereford Association thanks all bidders and page winners for their support of The Wisconsin Review magazine! Kelly also reported on the new 2025 – 2027 WHA Membership Directory. 2500 copies of the Directory were printed, with 1100 being mailed to The Wisconsin Review mailing list, 900 for the JNHE Welcome bags, and 500 for WHA Activities.

BJ Jones presented details of the 2025 Wisconsin State Fair WHA Jackpot Steer Class, coordinated by Kermit Rhiner. There were 6 steers shown in the class. The champion steer was shown David Schultz, and bred by Clayton Cattle Company. David Schultz generously donated his \$500 winnings back to the WHA Jackpot Steer Class program. BJ encouraged breeders and juniors to enter steers in the WHA Jackpot Steer class – if entry numbers fall too low in the future, the WHA will not be allowed to continue the class at the State Fair. The Jackpot Steer class is a great way to showcase your herd's breeding program!

WHA Sale Manager Melissa Berggren reported on the upcoming WHA Spring Sale on March 21, 2026 at the Dutch Valley Auction Building at Platteville, WI. Cattle numbers to date are 6 genetic lots, 6 cow-calf pairs, 12 bred heifers, 20 open heifers, and 15 bulls. The Spring Sale banquet will be held at Crossroads Supper Club, Platteville, WI on Friday, March 20, 2026. The WHA hopes to see everyone at the banquet and sale!

Liz Johnson provided information on the WHA 2025 Central WI Hereford Tour, at Oleson Family Farm, Steiny's Herefords, Crooked Creek Herefords, and Pierce's Hereford Haven. Annual meeting attendees enjoyed viewing the video that Liz had created, summarizing the 2025 Tour. Since 2026 is a JNHE year, the next WHA tour will be in 2027. If anyone is interested in hosting the 2027 WHA Tour, please contact Dave Steinhoff. Caleb Ahrens detailed information on the 2026 World Beef Expo at Wisconsin State Fair Park.

For New Business, Liz Johnson presented the proposed WHA Bylaw changes. The updates would modernize the bylaws to enhance representation of WHA membership on the Board of Directors. Also, the updates would adapt the WHA's structure to fit efficiently with current and future activities of the organization.

The updates were discussed and voted upon. At the date of the Annual meeting, 62 members had paid dues and were eligible to vote. Twenty-eight in-person attendees, and 4 attendees on Zoom voted in favor of approving the bylaw changes, and two in-person attendees voted opposed. The bylaw changes were approved and will be implemented by the WHA.

Steve Merry recognized retiring WHA Directors Rob Ash, Point Creek Herefords, and Rick Starck, Starck Century Farm, thanking them for their service to the WHA.

New and re-elected board members were announced: Steve Merry, MGM Polled Herefords; Caleb Ahrens, CMA Herefords; Michel Dahmert, Hickory Grove Farms; and Dawson Firlus, Crooked Creek Herefords.

The WHA says "Thank You" to all attendees; we hope you enjoyed the meeting and networking time with the WHA Membership! The WHA is also very appreciative to the generous sponsors for the Annual Meeting. Also, "Thank You" to The Lodge for the great hospitality to the WHA and WJHA! The WHA and WJHA looks forward to the 2027 WHA Annual Meeting on January 23, 2027 at The Lodge at Mauston!

Thank you WHA Retiring Directors...

Rob Ash, Point Creek Herefords

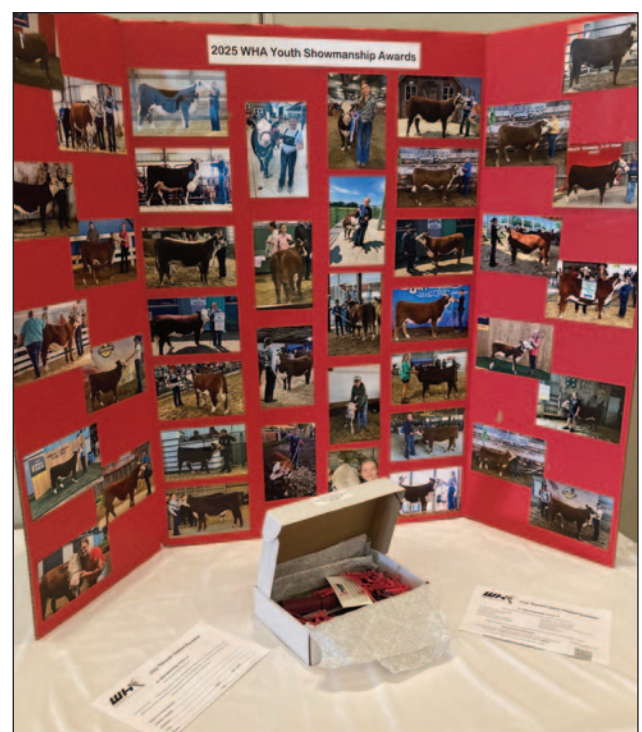
Rick Starck, Starck Century Farm

Thank you to Liz Johnson...

for her coordination of the

WHA Annual Meeting Zoom broadcast!

Youth Showmanship Program on display at the Annual Meeting:



SANDROCK RANCH HEREFORDS

LiveAuctions.TV

8th Annual Production Sale April 12, 2026 | 1PM CST
Benton, WI | Visit www.sandrockranchherefords.com

FEATURING 35+ REG. HEREFORD BULLS
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C&L DYNAMIC H028 4K
SIRE BY HAVILAND

PRR SINISTER N181

P44676651



PRR MRK STORMARA 181F x GKB CONAIR K102-ET

EMBRYOS FOR SALE BY

- GKB Winchester
- ECR Copper Candi
- CRR About Time
- DKW EKS Final Chapter

SEMEN AVAILABLE

GKB Conair - Full sibs to Sinister: sell at the WHA State Sale March 21st



PRR MRK STORMARA 181F

Plum River

R A N C H

Eric Katzenberger: (608) 214-1154

<https://www.plumriverranch.com/>



@Plum River Ranch

WHA Annual Meeting

Silent Auction and Bake Sale

WHA members participated in a Silent Auction and Bake Sale on Annual Meeting Day, fundraising for the WHA Youth Outreach Programs and the WHA. \$86 was raised through the Silent Auction and Bake Sale. The WHA greatly appreciates the generous donations of Silent Auction and beautiful Bake Sale items! Silent Auction Donors include:

- Maple Crest Farm, Janet Wiechert Hereford String Art plaque
- Larch Grove Farms, Katrina Edge Baby Basket

Thank you to the Silent Auction purchasers, Larch Grove Farms, and CKH Herefords. Thank you to the Prodell and Klemme families for supporting the Bake Sale.

Thank you everyone for participating in the Annual Meeting Day activities!



WHA Board of Directors 2026

Back Row, Left to Right: Director Katrina Edge (Larch Grove Farms), Director Janet Wiechert (Maple Crest Farm), Vice-President Caleb Ahrens (CMA Herefords), Director Dave Steinhoff (Steiny's Herefords), Director BJ Jones (Wildcat Cattle Company).
Front Row, Left to Right: Director Dawson Firlus (Crooked Creek Herefords), Director Kelly Oleson (Oleson Family Farm), Secretary Lisa Davis (Hillside Oaks Farm), President Steve Merry (MGM Polled Herefords), Director Michel Dahmert (Hickory Grove Farms).
Not Pictured: Director Kim Johnson (J & J Polled Herefords), Director Liz Johnson (Steiny's Herefords), Director Bruce Thorson (Tower Hill Farms).

Food Pantry Donations

Thank you to everyone that brought donations for the Community Sharing Food Pantry at Mauston. 51 lbs. of non-perishable food, paper goods, and personal care items were donated. The pantry was greatly appreciative of the WHA members' donation. Thank you for supporting the Mauston community!



WHA Annual Meeting

— WHA 2026 Annual Meeting Sponsors —

Platinum Level



**RBJ
Ranch**

Gold Level



Silver Level



Educational Program
Sponsor



Bronze Level

Wisconsin Hereford Royalty

Cake Sponsors

Starck Century Farm

Hillside Oaks Farm

MGM Polled Herefords



Queen Corner



Morgan Firlus
2025 Wisconsin
Hereford Queen

Morgan's Retiring Address from the 2026 WHA Annual Meeting...

I'm going to be honest with you all, I wrote this speech last night. Not because I forgot about it, but because writing this speech meant I was finally accepting that my time as the 2025 Wisconsin Hereford Queen is coming to an end.

Last March, when I put on this crown and sash for the very first time, I truly had no idea what was ahead of me. I knew I wanted to run for National Queen, but everything between March and October felt completely up in the air. What I didn't realize then was that those months would shape me more than I ever expected. They gave me the chance to meet incredible breeders, grow my passion and knowledge for this breed, and — most importantly — grow as a person.

When the time came to run for National Hereford Queen, I had such high hopes. But that same week, I received some of the most devastating news of my life: my grandfather had passed away. Everyone around me told me it was okay to step back, that no one would judge me. And while I appreciated that more than they know, I knew in my heart that I wanted to keep going.

At first, I thought it was because I wanted to prove to everyone else that I wasn't weak and that I could do hard things. But really, it was about proving it to myself. I wanted to show myself that even when life is hard, I can keep going. I can still reach for my goals and my dreams — and so can you. I also know I could not have made it through this journey without the people who stood beside me.

To the Wisconsin Hereford Association — thank you for everything you do for youth and for this Queen program. You gave me the opportunity to serve something bigger than myself. To the princesses and sweethearts I got to work with this year — thank you for making the long days in the ring fly by. You brought joy, laughter, and energy to every event. To my Queen advisors — thank you for believing in me, pushing me forward, and picking me back up when I felt like falling. To Madi, thank you for being my personal stylist. To Jackie, thank you for always being the smiling face I could count on for a laugh. To Katrina, thank you for capturing both the little moments and the big ones. To Kelly — thank you doesn't even begin to cover it. You were my hype woman, hairstylist, motivator, and constant support. Having you in my corner made this year unforgettable.

And finally, my family...Dad, thank you for supporting every dream and goal I chase, and for always finding a way to make me laugh on both the good days and the hard ones. To my brother, thank you for keeping me grounded and being the first person I called after every event to tell all my stories. Mom, thank you for pushing me every step of the way. You never complained, never stopped believing in me, and you are the reason I kept my smile on, and my head held high.

I'm sure there's someone I forgot to thank, but I'll leave you with this: No matter who you are, and no matter what you're going through — you can get through it. You can do hard things. And when you think you can't, find the people who help you remember that you can.

Thank you all for an incredible year. I am beyond grateful for the opportunity to serve as your 2025 Wisconsin Hereford Queen.

— Morgan Firlus, 2025 Wisconsin Hereford Queen

Congratulations to the 2026 Wisconsin Hereford Sweethearts: Amari Edge, Charlie Kent and Liberty Wetenkamp.

Applications for 2026 Wisconsin Hereford Queen and Princesses are open until February 15, 2026. Please see the Royalty page of the WHA Website for applications. From the website main page, choose About, and Royalty & NHW. Applications are at the top of the page, in the "2026 Royalty Documents" section. The 2026 Wisconsin Hereford Queen will be eligible to receive a \$1000 scholarship, awarded by the WHA Royalty Committee, upon successful and satisfactory completion of her duties. This scholarship is funded by the WHA Royalty Endowment Fund.

The Wisconsin Hereford Royalty Committee wishes to thank and congratulate 2025 Wisconsin Hereford Queen Morgan Firlus for her participation in Royalty activities representing Wisconsin Herefords on the local, state, and national level. Morgan will receive the \$1000 Wisconsin Queen scholarship, awarded by the WHA Royalty Committee. This scholarship is funded by the WHA Royalty Endowment Fund. Best wishes to Morgan in her future academic and livestock industry activities!

Wisconsin Hereford Association Announces 2026

Female Grant Program



The purpose of the grants is to assist WJHA youth members in purchasing a Hereford female to start building their own herd. The grants are funded by the Wisconsin Hereford Association, and the consignors of the Wisconsin Hereford Association Spring Sale. Of the two grants, the consignor-sponsored grant can be used only at the Wisconsin Spring Sale. The WHA-sponsored grant may be used to purchase a Hereford female from any WHA member in good standing, and may be used at any date before December 31. Two additional grants are available from the WHA in 2026, sponsored through memorial donations by the family and friends of Gary Reinke. Gary was a long-time member of the Wisconsin Hereford Association and very supportive of Youth Programs.

Available grant monies are as follows:

- Wisconsin Hereford Association Spring Sale Consignor Grant: \$500
- Wisconsin Hereford Association Grant: \$500
- Gary Reinke Memorial Grant: Two grants at \$615 each

The grant application is available on the WHA Facebook page and on the Juniors page of the WHA Website. Applications are due March 1, 2026

For more information on the WHA Female Grant Program, please contact Kelly Oleson, at oleson.kelly@gmail.com or 608-547-8101.

Two WJHA members were named as 2025 winners for the WHA Female Grant program:

- Vincent Wetenkamp received the \$500 grant sponsored by the Wisconsin Hereford Association. Vincent purchased Lot 35 at the 2025 WHA Spring Sale, PAW 601D JEWEL 415, consigned by PAW Livestock, LLC, Pleasantville, IA.
- Chloe Wynn received the \$500 grant sponsored by the Consignors of the Wisconsin Hereford Association Spring Sale. Chloe purchased Lot 25, FCCH DIRECTION MILLIE, consigned by Crooked Creek Herefords, Wonewoc, WI, at the 2025 WHA Spring Sale.

Past WHA Female Grant Program Winners:

- 2024: Sloan Averbeck, Mya Bevan
- 2023: Heidi Maahs, Lily Mitchell
- 2022: Landen Knuth

The Wisconsin Hereford Association congratulates all winners on their heifer purchases to build their own Hereford Herd!

SALE

**MD & DB
FREE**

Wisconsin State Sale - March 21, 2026 - 12 P.M.
Dutch Valley Auction Building, Platteville, WI

JMP RJ WINNER S15M;
BD 10/10/24;
REG NO. P44606848;
HOMO POLLED

JMP RJ HEARTLAND N15L;
BD 9/5/23;
REG NO. P44510676,
BRED DUE MID-FEB

JMP RJ MISSY G17M;
BD 11/10/24;
REG. NO P44609263;
FALL BRED

Check FB "JonDor Herefords" for updates

Questions: Joe 507-722-6318

WJHA News

Mark your Calendars...
WJHA/WLBA Preview Show: June 5-7, 2026
WJHA Open Jackpot Show: June 7, 2026
Jefferson County Fairgrounds, Jefferson, WI
Entry details on the Showman App



2026 WJHA Scholarship Winners

*Left to Right: Blake Brancel and Madison Kegley.
Not pictured: Morgan Firlus and Jordan Lamb*

The Wisconsin Hereford Association and Wisconsin Junior Hereford Association are proud to recognize four outstanding young leaders as the 2026 WHA/WJHA Scholarship recipients. Each year, scholarships are awarded at the Wisconsin Hereford Association Annual Meeting to junior members who demonstrate dedication to the Hereford breed, leadership within the junior program, and a strong commitment to furthering their education. Recipients are selected through a competitive application and personal interview process.

In 2026, four scholarships ranging from \$750 to \$800 were awarded to Wisconsin Junior Hereford Association members pursuing post-secondary education. Three scholarships are funded jointly by the WHA/WJHA, with a fourth awarded through the Marvin Espenscheid Memorial Scholarship, honoring a legacy of service and support for youth in the Hereford community.

Congratulations to the 2026 scholarship recipients:

- Blake Brancel
- Madison Kegley
- Morgan Firlus
- Jordan Lamb, Marvin Espenscheid Memorial Scholarship recipient

These students represent the bright future of the Hereford breed in Wisconsin. Their achievements, involvement, and passion for agriculture exemplify the values of the Wisconsin Junior Hereford Association, and we are proud to support them as they continue their educational journeys.

The Wisconsin Hereford Association congratulates each recipient and looks forward to seeing their continued success – both in and beyond the show ring.



2026 WJHA Board of Directors

Front Row (L-R): Reporter Tessa Smith, President Alison George, Secretary Blake Brancel, Membership Secretary - Elayna Aue. Back Row (L-R): Director Makenna Smith, Director Nick Jones, Treasurer Brady Jones, Director Madison Kegley, Director Maggie Holler. Not pictured Vice President Hannah Oleson



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Patch can be embroidered or leather. Minimum
order of 25 hats. These are the HOT item right now!**

Jackets, Vests, Hoodies

We can design a logo for you if you don't have one!

Call to discuss all options

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WJHA News

Wisconsin to Host the 2026 Junior National Hereford Expo

The Wisconsin Hereford Association is proud to announce that Madison, Wisconsin, will host the 2026 Junior National Hereford Expo, taking place July 4–10, 2026.

This premier national event will welcome junior Hereford exhibitors, families, and breeders from across the United States for a week of competition, education, and fellowship—all while celebrating the future of the Hereford breed right here in Wisconsin.

Hosting Junior Nationals is a true team effort, and volunteers will be essential to making this event a success. Help will be needed during move-in on July 4 as well as throughout the show days. Whether you can give a few hours or a full day, your support will make a meaningful difference.

Volunteering is also a great opportunity to:

- Spend time with your Hereford family
- Meet breeders and juniors from across the country
- Be part of a national event that highlights Wisconsin Herefords on a big stage

If you are available to help, or would simply like more information, we'd love to hear from you.

Contact:

BJ & Kim Jones

📞 608-482-2961 (voice/text)

✉️ bj@wildcatcattle.com

Eric & Rosie Katzenberger

📞 608-214-1154 (voice/text)

✉️ ekatz@tds.net



Mark your calendars now and plan to be part of an unforgettable week in Madison. Let's show the nation what Wisconsin Hereford hospitality is all about!



Fred Larson, Larson Hereford Farms, Spring Valley, Wisconsin was one of three judges for the prestigious Pen and Carload Shows at the 2026 National Western Stock Show.

Show Results

2026 Wisconsin Cattle Winners at National Western Stock Show



Open Show Horned Champion Spring Heifer Calf and Reserve Grand Champion Horned Female FCC Nora 5863 ET • Exhibited by Hannah Oleson



Polled Reserve Champion Division 2 Spring Heifer Calf Open and Junior Shows KJ DCC 181H Gemstone 916N ET Exhibited by Morgan Firlus



Show Results

2026 Wisconsin Cattle Winners at OKC Cattlemen's Congress

Junior Show Results

Horned Champion Junior Heifer Calf – KJ DCC 181H
LAVENDER 835N ET – 2/11/25 - Shown by Makenna &
Tessa Smith

Horned Champion Senior Heifer Calf – BK MIRROR POINTS
4045M ET– 9/2/24 - Shown by Brady & Nick Jones

Open Show Results

Polled Reserve Champion Spring Heifer Calf – KJ TWJ 907E
CHARDONNAY 912N ET – 3/5/25 - Shown by Makenna &
Tessa Smith

Horned Champion Senior Heifer Calf – BK MIRROR POINTS
4045M ET– 9/2/24 - Shown by Brady & Nick Jones

Polled Reserve Champion Spring Bull Calf – WILDCAT
LANDMAN 5053 ET– 3/7/25 - Shown by Lauren, Brady &
Nick Jones



*KJ DCC 181H Lavender 835N ET
Exhibited by Makenna and Tessa Smith*



*KJ TWJ 907E Chardonay 912N ET
Exhibited by Makenna and Tessa Smith*



*BK Mirror Points 4045M ET
Exhibited by Brady and Nick Jones*



*Wildcat Landman 5053ET
Exhibited by Lauren, Brady and Nick Jones*

Our Consignments to the WHA Spring Sale...



Bull...
NCF Curly 108N
#P44720774 • 3/23/2025
Sired by Freedom 0307

PCC 5102 173D Freedom 0307



Open Heifer...
NCF Dream Catcher
#P44694444 • 2/22/2025
Sired by NCF About The Miles

Churchill Olympian 579N

Our Newest Herdsire! Semen Available Soon!



UMBARGER
SHOW FEEDS dealer!

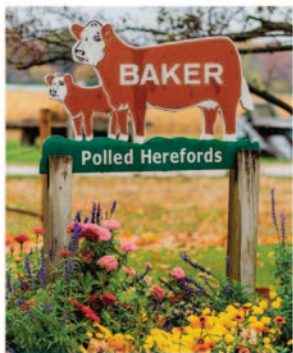
Isaac & Stephanie Knuth
E5041 Narrows Creek Rd • Loganville, WI 53943
(608) 415 1850 • Email: isknuh@yahoo.com

FOR SALE:

**Two Yearling Bulls:
One sired by Munson, and
One sired by Havalan**

Visitors always welcome!

*QUALITY BUILT ON COW FAMILIES
FOR 55 YEARS*



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www.bakerpolledherefords.com



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5891 E. Waterford Rd.
Hartford, WI 53027
262-573-4019
kkjohnson19@hotmail.com

*Over 25 years producing quality
registered Herefords!*



Breeding to produce sound, functional,
maternally strong cattle that will work for you!
Visitors welcome and seedstock always for sale!

Like us on Facebook for current happenings!

Selling at the WHA Spring Sale

March 21, 2026 • Platteville, WI

Two daughters of
PRR Playboy H162!



HGF H162 Prairie L21

Bred Heifer due March 27, 2026 to
NJW 160B 028X Historic 81E ET



HGF H162 Niki Phoebe N05

Open Heifer born late April



Melissa, Michael and
Madelyn Berggren
506 S Hubbard St
Horicon, WI 53032
(414) 550-5114

Phillip, Michel, Edward,
Amber, Brantley, Westen
and Case Dahnert
N4674 St. Helena Rd
Juneau, WI 53039
(920) 763-4818

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Email: 20oleson@gmail.com • Facebook: Oleson Family Farm



Schulz
POLLED HEREFORDS

Douglas, Rebecca, Abby and Emily Schulz
W3472 Wildcat Rd., Iron Ridge, WI 53035
Doug: (262) 224-7185 • Emily: (262) 397-5275



RHINER
SHOW CATTLE

W8838 Richards Rd. • Poynette, WI 53955
Kermit's Cell: (608) 445-1279
rhinerpolledherefords@yahoo.com



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CLININGER@WI.RR.COM

CHET LININGER

CELL 262-206-8241
PH 262-763-8846
FAX 262-763-8871

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Michelle's Cell: 920-901-7373
Scott's Cell: 920-980-0998
Alisha's Cell: 920-838-6291
klemmeherefords@gmail.com



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Farms, LLC

Hank & Charlotte Handzel & Family
2791 Sime Road
Cottage Grove, WI 53527
608-235-9417 Hank
608-235-9816 Nathan
hjh@whiskeyrunfarms.com (email)
www.whiskeyrunfarms.com (website)

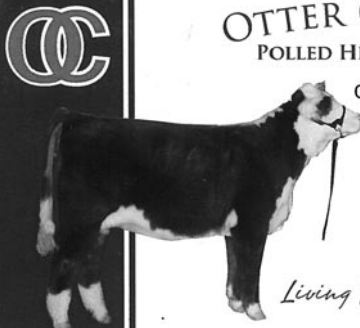


Quality Polled Herefords



Hillside Oaks Farm
— Plain, WI —

Paul & Lisa Davis: pldavis0325@gmail.com
608-697-3597 • 608-697-9633



OTTER CREEK
POLLED HEREFORDS

Charles & Tracy Badertscher
4313 Cannonball Tr.
Dodgeville, WI 53533
P: 608.935.3858
C: 608.574.2002
ctbad2@hotmail.com

Living The Hereford Dream

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kevinlstork@gmail.com

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54017

Visitors Always Welcome!

IT ALL STARTED

CONTACT INFO:
Marie Prodehl: 920-255-5993
mkp@stork2020@gmail.com
Jenny Prodehl: 920-255-9233
prodehl@hotmail.com
Shawn Prodehl: 920-255-1232

WITH A DREAM

Holler Hereford Farm



Robin Holler Family
Union Grove, WI

262-878-4285
262-939-4286

hollersherd@aol.com

Weber Livestock

HEREFORD CATTLE & OXFORD SHEEP

Tony, Charlene & Danica Weber

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Tony 414.702.6580 | Charlene 262.490.2801 | Danica 262.442.0365
© charlene.weber@gmail.com

Thousand Hills

Polled Herefords

Dan Irwin: (815) 266-1300
1709 Summit Drive • Stockton, IL 61085
Located four miles west of Stockton, Illinois off U.S. Hwy. 20

PETERS POLLED HEREFORDS

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peterspolledherefords@gmail.com

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White Ranch

Jeff and Jenny White
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Menomonie, WI 54751

Jeff: 715-556-0526
Jenny: 715-308-4949
Email:
jwins@wwt.net



Kari and Jim Renn

4207 Campbell Trail • Hartland, WI 53029
Jim Cell: 414-217-7366 • Kari Cell: 414-614-4537
karirenn@sbcglobal.net

WHA Sale Consignments...



Homo Polled!



CMA 159H Renegade 2503

Calved: 1/26/2025 • #P44409942

Liberty x Power Surge/Redeem

- ▶ Pigment
- ▶ Body Shape
- ▶ Performance
- ▶ Excellent EPDs

Herd Building Opportunity!



CMA 824A^{AW} Primrose 1704

Fall Heifer Pregnancy

Due 9/13/2026

KJ TWJ 907E Liberty 159H ET x

CMA 824A Primrose 1704



KJ TWJ 907E Liberty 159H ET

Caleb & Alissa Ahrens

(608) 346-9261 • W5177 Tschudy Road • Monroe, WI 53566

CATTLE BRED FOR PROFIT!

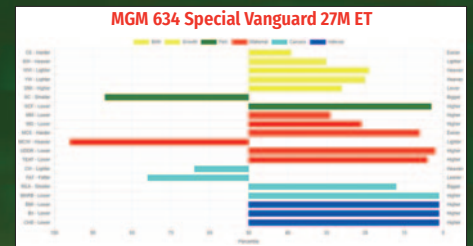
Profit from Calving Ease, Sustained Fertility, REA, Marbling and CHB Index.

Selling at the WHA Sale near Platteville on March 21, 2026



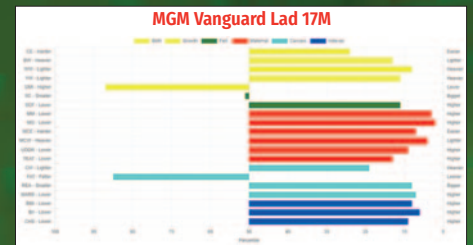
MGM 634 Special Vanguard 27M ET

- 8 Traits in Top 10%
- Low BW with good maternal traits (BMI is in top 1%)
- Best maternal calving ease bull in the sale
- Full brother to high selling bull in the 2023 Iowa Beef Expo!
- Marbling and CHB in Top 1-2%
- SCF is in Top 3%



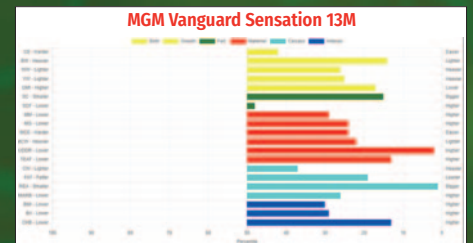
MGM Vanguard Lad 17M

- 11 Traits in Top 10%
- Ideal for heifers with low BW and easy CE
- Second best maternal calving ease bull in the sale
- WW ratio was 113 reflecting heavy milking dam with MM in top 4%
- SCF is in top 11%
- Strong carcass traits



MGM Vanguard Sensation 13M

- All traits are positive!
- Highest REA of MGM heifers on ultrasound with ratio 109 against Vanguard and Merit sibs (tough competition)
- Third best maternal calving ease female in the sale
- Safe with heifer calf by Huth Monumental Distinction to 1/11/25 breeding



Proud to be a 2025 Platinum TPR Breeder, meaning there is more data behind our cattle.



Steve: 414-881-5274

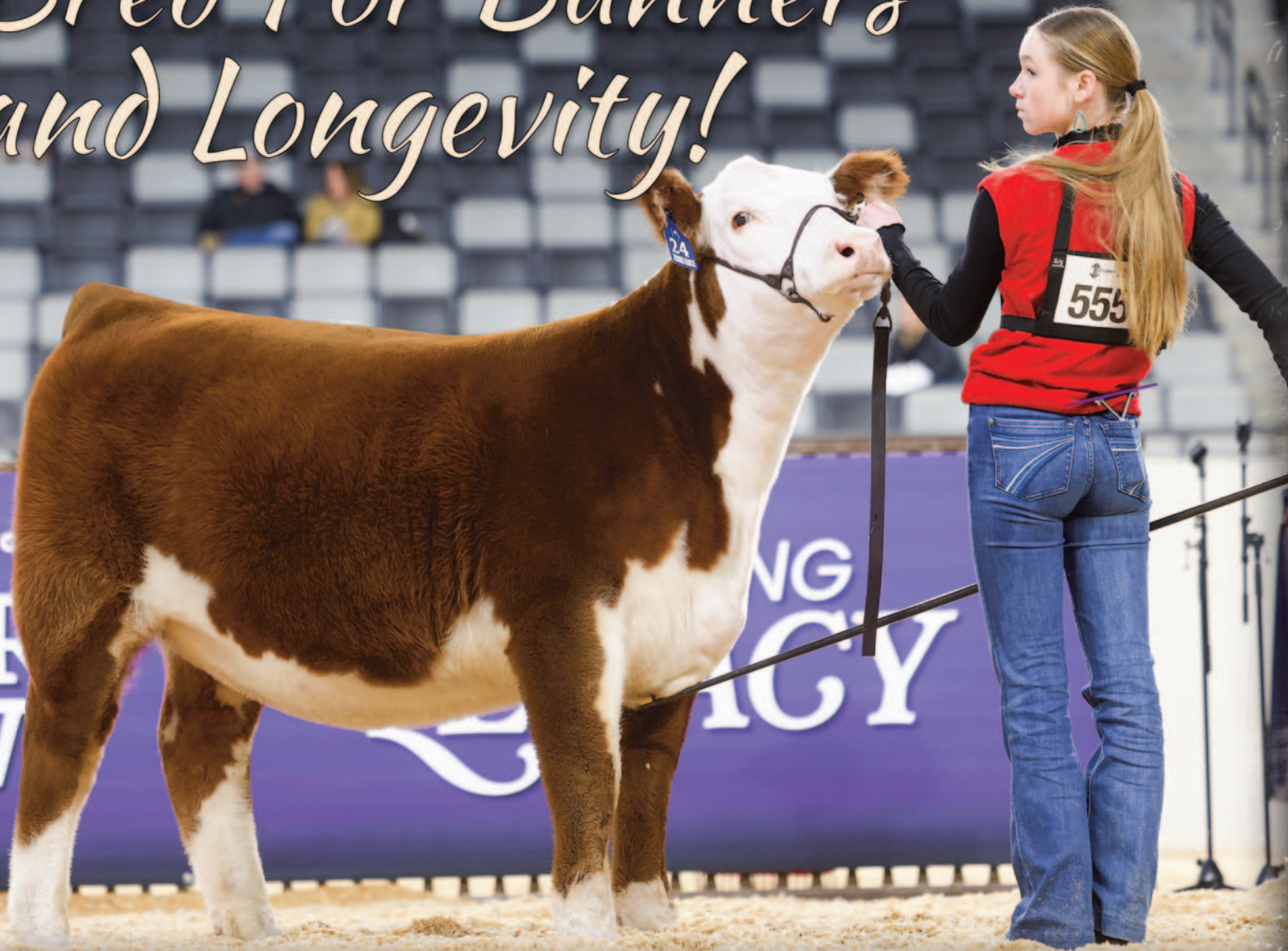
Email: drstevemerry23@gmail.com

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