



THE WISCONSIN REVIEW

The official publication of the Wisconsin Hereford Association | May 2026



"A Mother's Love"

2026 WHA Photo Contest Winner by:

Emily Schulz,
Schulz Polled Herefords
Iron Ridge, Wis.

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



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HClarkeHerefords@gmail.com
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SHF LEGO 569G L347 ET X RV 33Z VICTOR LASS 0964 ET

CE	BW	WW	YW	SC	MILK	M&G	CW	FAT	REA	MARB	CHB
6.8	.9	72	118	1.0	31	67	110	.075	.84	.53	209

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- Built for carcass - elite profile.
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PH: 608-778-8685
e: sandrockranchherefords@gmail.com
www.sandrockranchherefords.com

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

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

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

2026 Board of Directors...

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(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@mwt.net

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

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shell59md@gmail.com

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

President Letter

HAPPY SPRING EVERYONE!

Good prices and high interest in Herefords continue! This was definitely evident at our WHA Sale. The overall average on live lots was UP \$1831 compared to 2025 (which was up \$1,100 from 2024). There was much more interest in genetic lots than in the past. The gross sales almost doubled from 2025!! This effected the sale expense per lot quite favorably. We were within \$37 of the average at the Iowa Beef Expo live lots (generally considered the premier consignment sale for the upper Midwest). I have been going to the Iowa Beef Expo for upward of 30 years and did not see this coming!

The new venue was very well received with 75% of respondents to the consigner survey rating it as excellent. Many thanks to all the volunteers at check in and on sale day. A tip of the hat to Greg Miller for all his efforts and to Jackie Bevan for her efforts and organization of the banquet. The Board has elected to offer a 5-year contract to the facility and auctioneer keeping the third Saturday of March as the sale date. There are improvements we hope to make which will take time, but we have to remember this was the first time a cattle auction was held at this facility. We are open to your suggestions.

Consigners entering cattle carrying genetic defects continues to be an issue. If you are running a store with potentially defective merchandise, no matter how good it looks on the shelf, you will eventually have dissatisfied customers. Please submit DNA for cattle with possible genetic defects listed in the pedigree before nominating them for screening.

Enjoy the season and all those white face calves! There are many opportunities to become involved this summer as listed in the Calendar of Events. Volunteers are needed at the Junior National Hereford Expo in Madison 7/4 - 7/10. Please see page 13 of this issue for all the volunteer opportunities available or contact BJ or Kim Jones and Eric or Rosie Katzenberger.



By: Steve Merry
WHA President

Calendar of Events...

May

- 15 Feeder Cattle Sale Featuring Red-Hided Cattle, Bloomington, WI
- 23 Best of the Midwest Hereford Sale, Perks Ranch, Rockford, IL
- 31 BOLD Scholarship 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
- 14-16 Wisconsin Farm Technology Days, Stratford, WI

March 2027

- 20 WHA Spring Sale, Dutch Valley Auction Building, Platteville, 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: jeadolp@gmail.com

4#

OUR BEST & FRESHEST Genetics

SELLING IN
BEST OF THE MIDWEST SALE
MAY 23RD | 5 P.M CT.
PERKS RANCH - ROCKFORD, IL

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467M
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462M
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COWS WILL BE SERVICED TO HUTH LHF BADGER

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WJHA News

9th Annual Donation Heifer for the WJHA

The Wisconsin Junior Hereford Association would like to thank Bergman Farms for donating 911G Bergman Farms 24N Navajo to the Wisconsin Junior Hereford Association. This February heifer was raffled off at the 2026 State Hereford Sale.

Congratulations to our winner, Craig Baker from Texas! Thanks to all who bought raffle tickets! We raised over \$13,000 for Junior Scholarships and educational programs.

Special recognitions to our sponsors of \$250 or more, including:

Gold Sponsors \$500+

John Roberts, KY
Triple J Herefords
Kim Radel / K&J Polled Herefords
Larry Ormson
Lily Sina
Boettcher's Brookview Acres
Spaeth Farms

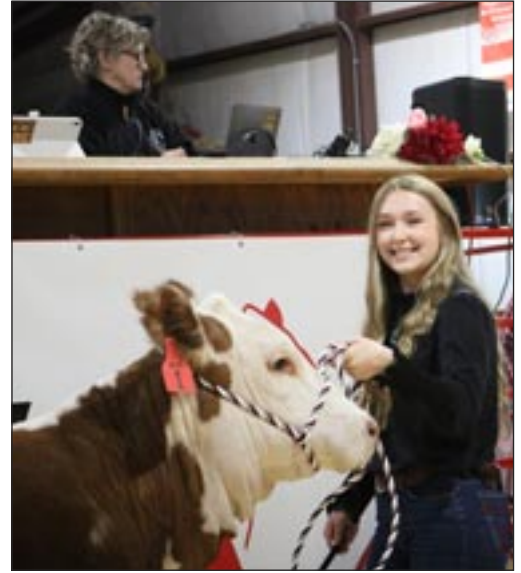
Silver Sponsors, \$250 - \$499

Beck's Polled Herefords
Windy Hills Herefords
Plum River Ranch
Judy Schlieckau
Schulz Polled Herefords
Wildcat Cattle Company

There were also three semen packages donated with all proceeds to the WJHA:

- Spaeth Farms donated a package of Churchill Jack Frost 458M ET •
- Bramschreiber Hereford Farms from Michigan donated a package of Churchill Full Count 4223M ET
- Narrows Creek Farm donated a package of Churchill Olympian.

Thank you to all the operations who donated or purchased!



WHA News

2026 Wisconsin Hereford Association Spring Sale

March 21, 2026 | Dutch Valley Auction | Platteville, WI

Sale Averages:

Total Gross Sales	\$316,975
Total Live Lots (45)	\$6,445.56
Genetic Cow/calf pair (1)	\$6,250
Fall Pregnancies (2)	\$5,125
Embryos (12).....	\$806.25
Semen (10)	\$75
Cow/Calf Pairs (3)	\$7,750
Spring Bred Heifers (5).....	\$7,400
Fall Bred Heifers (5)	\$6,200
Total Open Heifers (19)	\$6,265.79
Spring Open (17).....	\$5,650
Summer Open (1)	\$14,500
Fall Open (1)	\$8,500
Fall Bulls (4)	\$6,562.50
Yearling Bulls (9).....	\$5,944.44

High Selling Genetic Lot:

Lot 2AB: Bull calf born February 1, 2026 Out of Stellpflug Gunsmoke 222 ET and JDH Ms 12Z Victor 3Y 11B and registered Hereford recip an April 4, 2022 daughter of AH JDH Munson 15E ET. Consigned by Weber Livestock of Sullivan, WI. Sold to Drum Sand & Cattle of Summersville, MO. \$6250

High Selling Embryos:

Lot 4: Three (3) female sexed IVR embryos out of HL Stimulus 2108 ET and PSC SCC Diamond 1027 ET. Consigned by Next Generation Genetics of Endeavor, WI. Sold to Spaeth Farms of Cadott, WI. \$5850

High Selling Cow-calf pair:

Lot 10: 05H Bergman Farms 03M Molly, a January 5, 2024 Daughter of KT Built Tuff 1010 with bull calf born January 10, 2026 sired by Huth J014 Distinctive M008. Consigned by Bergman Farms of Augusta, WI. Sold to C&B Farms LLC of Livingston, WI. \$8250

High Selling Bred Heifers:

Lot 17: MGM Vanguard Sensation 13M a August 14, 2024 daughter of Birdwell Vanguard 5022 9337. Consigned by Steve Merry of Hartford, WI. Sold to Miles Olson of Bangor, WI. \$9250

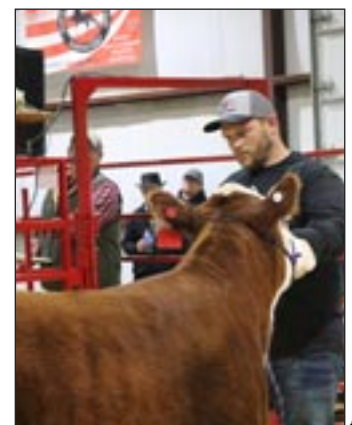
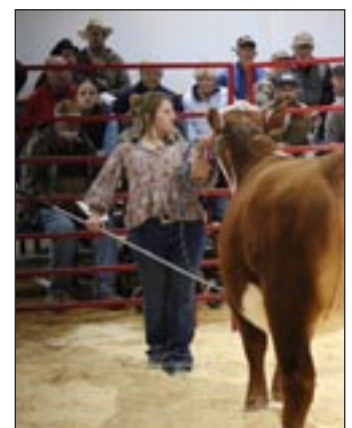
High Selling Open Heifer:

Lot 39: RF 12L Haddie 12N a June 15, 2025 daughter of KJ 746D Timeline 976L ET. Consigned by Richardson Farms of Capron, IL. Sold to Lily Sina of Ripon, WI. \$14500

High Selling Bull:

Lot 49: CMA 159H Renegade 2503, January 26, 2025 son of KJ TWJ 907E Liberty 159H ET. Consigned by CMA Herefords of Monroe, WI. Sold to Steiny's Herefords of New Lisbon, WI. \$8500

Cattle sold to five states including MN, IA, IL, MO and WI.



WHA News

2026 WHA State Sale Youth Outreach Programs Benefit Auction

The 2026 WHA State Sale Youth Outreach Benefit Auction was held at the State Sale Banquet at Crossroads Supper Club, on March 20, 2026. Over \$9,000 was raised to benefit the WHA's Youth Outreach Programs. These programs include: WHA Scholarship, Jackpot Steer Class at the Wisconsin State Fair, County Fair Youth Awards, and the WHA Herd Building Female Grant.

Thank you to all of the generous donors and purchasers of the baked goods and gift baskets! The WHA greatly appreciates the generosity for Youth Outreach Programs, to help encourage, and support the next generation of Hereford Breeders for their participation in the cattle industry and in building their own herds too!

There was a wide variety of delicious baked items to at the auction, including pastries, cinnamon rolls, cookies, pies, cakes, and breads! There were gift baskets with tasty treats, and home goods, and several beautiful Hereford-themed prints.

A very special item was a gift basket with a crocheted calf and a hand-decorated hat and gift items donated by Bergman Farms and Kambree Crosby. A special thank you to C & B Farms, for their purchase of the crocheted calf and then donating the remaining basket items to be sold again, which were purchased by Spaeth Farms, bringing the basket total sale to \$2,500 donated for the WHA's Youth Outreach programs.

Special thanks also go to Triple J Herefords, for their donation of a breakfast basket which included bacon, sausage, eggs, a belgian waffle maker, syrups, and other tasty breakfast items. Thank you to C & L Hereford Ranch for purchasing this basket for \$1275. Thank you to also to Oleson Family Farms, Greg Miller & Eileen Miller, Windy Hills Herefords, Crooked Creek Herefords, Triple J Herefords, and the Jones Family, for purchases totaling >\$2800 to be donated toward the WHA Youth Outreach Programs. The WHA thanks Will Epperly, for auctioneering the benefit auction. Many thanks to the 2026 Wisconsin Hereford Royalty for showcasing the auction items! The WHA expresses great appreciation to Jackie Bevan for emceeing the banquet and to Jackie, and Kelly Oleson for coordinating the benefit auction.

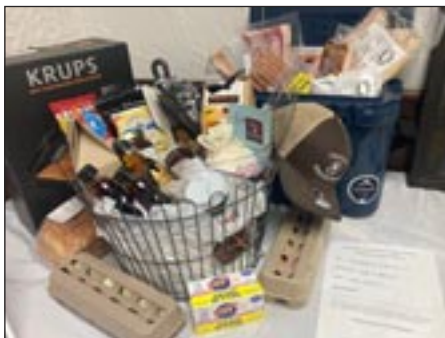
Thank you to all that attended the banquet and participated in the auction! It was a great evening of camaraderie with fellow Hereford Enthusiasts and an opportunity to support the WHA's Youth Outreach Programs. The WHA thanks all donors and purchasers for their generosity and looks forward to seeing everyone at the banquet and auction again next year!

Items donated by:

Bergman Farms and
Kambree Crosby
Bacon Branch Beef
Brookview Acres
CMA Herefords
Covenant Cattle Ranch
Folkman
JonDor Herefords and
Rockin J Genetics
Larch Grove Farms
MGM
MKP Cattle Company
Plum River Ranch
SNL's Whitetail
Triple J Herefords
Wildcat Cattle Company

Items Purchased by:

C & B Farms
C & L Hereford Ranch
Crooked Creek Herefords
Four Leaf Cattle
Greg & Eileen Miller
Kane Aegartner
Klemme Polled Herefords
Larch Grove Farms
Narrows Creek Farm
Next Generation Genetics
Oleson Family Farm
Plum River Ranch
S & L's Whitetail Farm
Wildcat Cattle Company



WHA News

WHA Female Grant Program Winners Announced

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.

2026 Female Grant Winners are as follows:

- Wisconsin Hereford Association Spring Sale Consignor Grant: \$500 - Kambree Crosby
- Wisconsin Hereford Association Grant: \$500 – Danica Klemme
- Gary Reinke Memorial Grant: 2 grants at \$615 each – Allison George and Miles Olson

Two of the grant winners purchased females at the 2026 WHA Spring Sale: Kambree Crosby received the \$500 grant sponsored by the Consignors of the Wisconsin Hereford Association Spring Sale. Kambree purchased Lot 34, OFF Salsa Special 364J Rojo ET, consigned by Oleson Family Farm, Arkdale, WI

Miles Olson received the \$615 Gary Reinke Memorial Grant. Miles purchased Lot 17 at the 2026 WHA Spring Sale, MGM Vanguard Sensation 13M, consigned by Steve Merry, MGM Polled Herefords, Hartford, WI.

All grant winners must be a member of the Wisconsin Junior Hereford Association and complete the grant application by the required date. The 2026 Grant winners will give a speech at the 2027 WHA Spring Sale banquet, and prepare a poster display detailing their activities with their purchased animal. Twelve youth applied for the grants available in 2026. The WHA thanks all applicants for their interest in the program! Please watch the WHA Website and Facebook page for information on the 2027 WHA Female Grant program. For more information on the WHA Female Grant Program, please contact Kelly Oleson, at oleson.kelly@gmail.com or 608-547-8101.

Past WHA Female Grant Program Winners:

- 2025: Vincent Wetenkamp, Chloe Wynn
- 2024: Sloan Averbeck, Mya Bevan
- 2023: Heidi Maahs, Lily Mitchell
- 2022: Landen Knuth



Kambree Crosby winner of the WHA Spring Sale Consignor Grant



Danica Klemme winner of the WHA Grant



Allison George winner of the Gary Reinke Memorial Grant



Posters from the 2025 WHA Heifer Grant Winners were on display at the 2026 WHA Sale



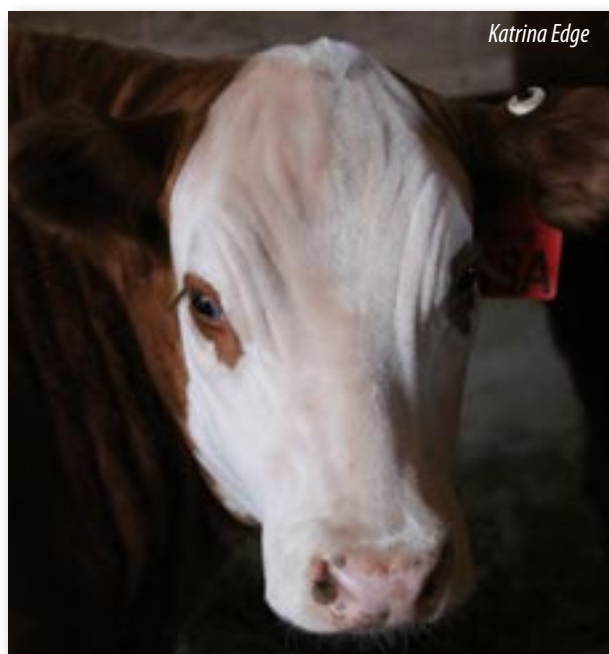
Miles Olson winner of the Gary Reinke Memorial Grant

Photo Contest Entries

Congratulations to all the entries in the 2026 photo contest. The winner appears on the front cover of this issue!



HC Herefords/ Heather Clarke



Katrina Edge



Cornelius Cattle



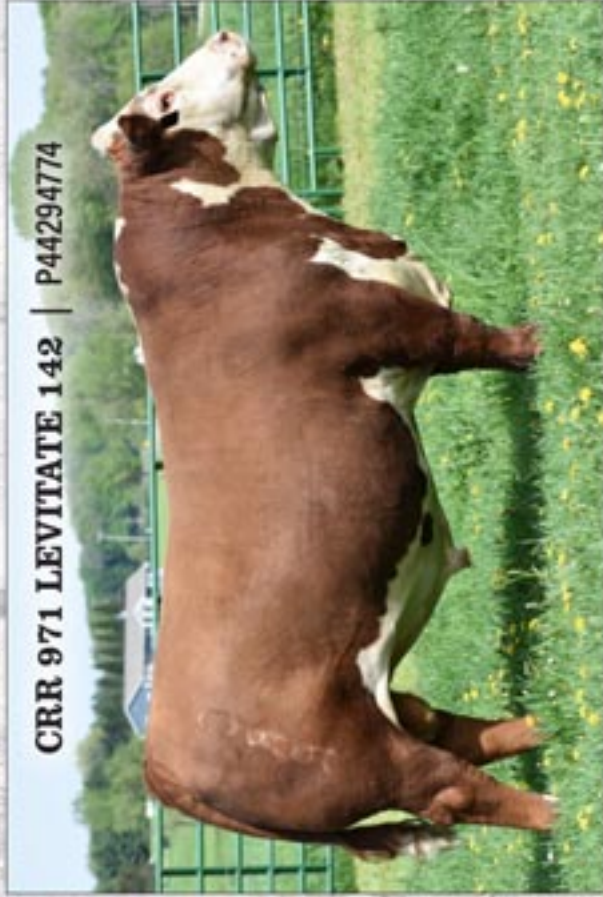
Emily Schulz

Photo Contest Entries

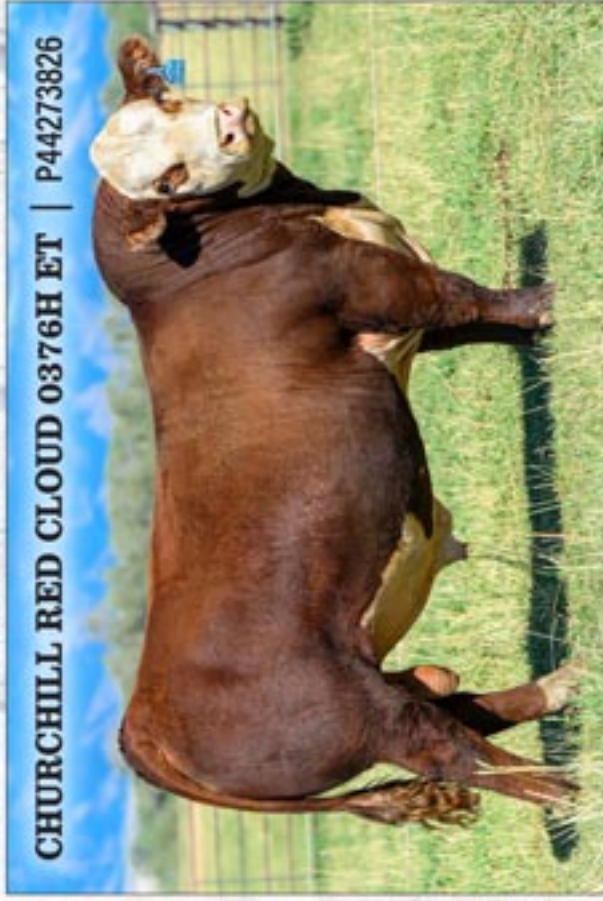


Welcome to 2026 JNHE!

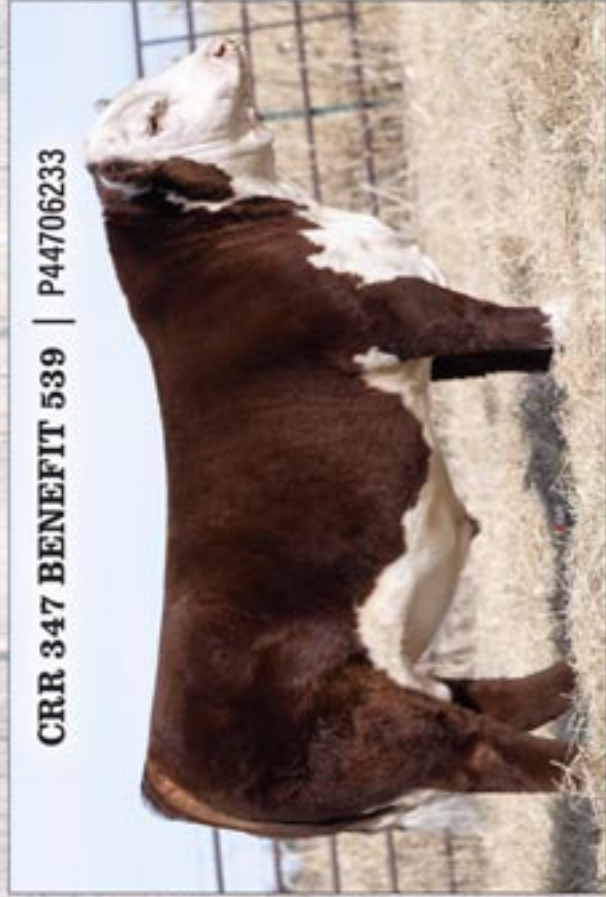
Easy 45 miles from PHH. Plenty of space for layover. Call for a spot or arrange for a tour during your stay.



CRR 971 LEVITATE 142 | P44294774



CHURCHILL RED CLOUD 0376H ET | P44273826



CRR 347 BENEFIT 539 | P44706233

All bulls are owned with Coyote Ridge Ranch.

Semen available on Levitate and Benefit; \$50/Straw, 5 straw min.

Contact us about semen on Red Cloud.

Certificates are available when needed.



Ken and Sandy 608-434-0578

Travis and Megan 608-434-2843

Jim and Veronica

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kenpierce254@gmail.com

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WILDCAT OVERTONE 4061 ET
POETRY X COPPER CANDI
RESERVE JR YEARLING - '25 AMERICAN ROYAL
SOLD AS LOT 12 IN '24 - ELAYNA AUE, WI



WILDCAT LMAY MARDIS GRAS 34 ET
MYSTERY X LIBERTY
3RD OVERALL B&O - '24 JUNIOR NATIONAL
SOLD AS LOT 1 IN '23 - MAY CATTLE CO, WI



WILDCAT PROVIDENCE 5347 ET
PATIENCE X MARKSMAN
SPRING CALF CHAMPION - '26 FORT WORTH STOCK SHOW
SOLD AS LOT 1 IN '25 - BRIAR BANNAHAN, TX



WILDCAT VERSACE 5088 ET
PERSEVERANCE (PERCY) X RED RIVER
RES. SPRING CALF - '25 AMERICAN ROYAL JR SHOW
SOLD AS LOT 10 IN '25 - RYAN OLESON, WI



WILDCAT PROSPERITY 5027 ET
PATIENCE X HIGH ROLLER
RES. JR CALF CHAMP - '25 AMERICAN ROYAL JR SHOW
SOLD AS LOT 3 IN '25 - HUCK & TESSLIE GRAY, IN



MF CAITLIN KOOL PROFIT 531N ET
CAITLIN X KOOL PROFIT
CHAMPION & 5TH OVERALL - '26 SPRING ROYAL
SOLD AS LOT 12 IN '25 - ELAYNA AUE, WI

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WJHA News

Wisconsin Juniors Selected for National Hereford BOLD Leadership Conference

The Wisconsin Junior Hereford Association is proud to recognize Alison George and Madison Kegley for their outstanding achievement in being selected to attend the National Junior Hereford Association BOLD Leadership Conference.

The BOLD Leadership Conference – short for Building On Leadership Development – is a premier program designed for a select group of Hereford juniors from across the United States. The conference focuses on cultivating leadership skills, encouraging personal growth, and exposing participants to a wide range of opportunities within the beef industry. Through hands-on workshops, interactive sessions, and meaningful networking, attendees gain valuable tools to become effective leaders both within and beyond agriculture.

This year's conference was held March 26–29 at GKB's Hi Point Ranch in Desdemona, Texas. Throughout the event, participants engaged with industry professionals, developed communication and teamwork skills, and built connections with fellow Hereford juniors from across the country.

Alison and Madison's participation was supported by \$450 travel scholarships, made possible through a grant from the Hereford Youth Foundation of America. These scholarships help ensure that deserving junior members can take advantage of leadership development opportunities like BOLD, further strengthening the future of the Hereford breed.

The Wisconsin Junior Hereford Association commends Alison George and Madison Kegley for their dedication to personal growth and their commitment to the Hereford industry. Their willingness to step forward as leaders reflects positively on Wisconsin Hereford youth, and we look forward to seeing the impact they will continue to make in the years ahead.



Alison George (left) and Madison Kegley were selected to attend the National Junior Hereford Association BOLD Leadership Conference.

WJHA Offers Faces of Leadership Scholarships for 2026

The Wisconsin Junior Hereford Association (WJHA) is investing in the next generation of leaders by offering scholarships for members to attend the 2026 Faces of Leadership (FOL) Conference.

WJHA will award up to five \$500 scholarships to junior members interested in building their leadership skills and expanding their involvement in the Hereford industry. The 2026 FOL Conference will take place July 29–August 1 in Boise, Idaho.

Faces of Leadership is a national event that brings together Hereford juniors from across the country for several days of hands-on learning, leadership development, and networking. Attendees gain valuable experience through workshops, team activities, and sessions led by industry professionals and motivational speakers.

“There is no experience like it,” said past attendee Brady Jones. “You gain confidence, learn how to work with others, and come back with skills you can actually use in your state association and community.”

To encourage participation, the 2026 application process has been streamlined, making it quick and easy for members to apply. Juniors ages 14–21 are encouraged to take advantage of this opportunity.

Scholarship recipients will attend the conference and bring their experience back to WJHA by leading a leadership activity at a future event. Travel arrangements will be the responsibility of the participant. Applications are due May 31, 2026.

To learn more or apply, visit www.wisconsinherefords.org or contact Kim Jones at kim@wildcatcattle.com or 608-482-2274.

We're Updating the Mailing List!

If you no longer wish to receive the Wisconsin Review, please email Lisa Davis: secretarywihereford@gmail.com or send a note to the WHA at Wisconsin Hereford Association P.O. Box 232 • Plain, WI 53577



Wisconsin to Host the 2026 Junior National Hereford Expo **Volunteers Needed to Deliver a First-Class Experience**

The Wisconsin Hereford Association is proud to welcome the
2026 Junior National Hereford Expo to Madison, Wisconsin, July 4–10, 2026.

This national event will bring together junior Hereford exhibitors and their families from across the country for a week filled with competition, education, and fellowship. As hosts, we have a unique opportunity—and responsibility—to showcase Wisconsin Hereford hospitality at its very best. Our goal is to provide a first-class experience for every junior who walks through the gates.

To make that happen, we need your help.

Key Volunteer Opportunities...

Move-In Day – July 4 (Critical Need)

Assist with trailer unloading and traffic flow
Drive small vehicles/golf carts to transport tack and equipment
Help move a large number of families in a short amount of time

Ring & Make-Ready Support – July 7–10

Assist with ring flow and clean-up
Help in the make-ready areas
Be close to the action with top Hereford cattle

Golf Fun Zone Chaperones – July 7–9

Help supervise a fun, interactive exhibitor area
Engage with juniors and create a welcoming environment

To volunteer, visit the Wisconsin Hereford Association website and sign up via SignUpGenius.

Deadline: June 1

Bonus: Free volunteer t-shirt (include your size when signing up)



Contact:
BJ & Kim Jones | 608-482-2961 | bj@wildcatcattle.com
Eric & Rosie Katzenberger | 608-214-1154 | ekatz@tds.net



WJHA/WLBA
Preview Show



WJHA Open
Jackpot Show

June 5-7, 2026

Jefferson County Fairgrounds, Jefferson WI

All shows will be NO FIT, Blow and Go

Friday, June 5

12 PM
3:00-8:00 PM

Cattle May Begin Arriving – Herefords stall in Dairy Barn
Beef Check-in – Show ring

Saturday, June 6

9:00 AM

3:00 PM
4:00 PM
5:00 PM
4:00-6:00 PM
6:00 PM

WLBA Heifer Show- Herefords show first – Judge: Luke & Paige Lemenager, IL
ORDER: Cow-calf, Bred and Owned bulls, Horned heifers, Polled heifers, Bred & Owned Champions, Mini Herefords
WLBA Steer Show after breeds of Heifers are completed – Herefords show first
WLBA All-Breed Showmanship after supreme steer
Hereford Speech/Young Professionals Contest, location: TBD
Hereford Quiz Bowl – Written Test & Identification Stations, location: TBD
Hereford Fitting Contest – Show ring
Open Jackpot Show Check-in – Show ring
WJHA Meeting/Potluck Dinner/Karaoke/Corn Hole contest – Show ring

Sunday, June 7

7-7:30 AM
9:00 AM

Open Jackpot Show Late Check-in/With **Prior Approval Only**
Start WJHA Open Jackpot Show - Judge: Danny Fawcett, ND
Show Order: Cow-calf, steers, bulls, Mini Hereford steers, Mini Hereford heifers, Horned heifers, Polled heifers, Pre-peewee showmanship (6 and under), WJHA Showmanship

Note: Schedule Subject to Change

Entry Information and Deadlines

WLBA/WJHA Junior Show – May 15 – www.wisconsinlivestockbreeders.com – Jill Alf 608-868-2505, Eric Katzenberger 608-214-1154, BJ Jones 608-482-2961

WJHA Open Jackpot Show – May 15 - www.wisconsinherefords.org – B.J. Jones 608-482-2961

Entries for both shows can be completed on the Showman.app – You must enter separately for each show!

Join us for a weekend of Hereford fun and leadership experience!



**WJHA/WLBA
Preview Show**



**WJHA Open
Jackpot Show**

New for 2026...

- Stalling will be assigned in the Dairy Barn – planning on 5 foot per head entered. We are sharing with the other breeds so space may be tight. Both shows are no fit “blow & go” so there won’t be a lot of extra room for chutes so please leave them at home. Generators may also be needed in the barn.
- You are not allowed on the grounds until after Friday June 6 at 12 noon!
- Stalling is still available at your trailer outside – however if it is a numbered camping site you must reserve that with the Jefferson Fair Office! All bedding and manure must be removed from your spot!
- WLBA Junior Show on Saturday - Open Jackpot Show is on Sunday
- Open Jackpot Show and Open Junior show will have two different shows to enter on showman.app – Entry deadline May 15
- Horned and Polled Divisions, Mini Hereford Division
- Speech contests, fitting contests & quiz bowl contests are available! Cash prizes for contest winners. If you wish to participate in quiz bowl or be the fitting representative at Junior National, you must enter these here.
- WLBA Saturday Judge – Luke & Paige Lemenager, IL
- WJHA Open Jackpot Judge – Danny Fawcett, SD
- For list of rules and more information go to the showman app www.wisconsinherefords.org

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Mark your calendars and join us for the Cattleman's Delight Sale in Black River Falls on October 3rd. Watch for our offering of outstanding bred females and select spring heifer calves.

Thank You...

Beck's Family Farm, Waterford, WI. and
C & B Farms, Livingston, WI for purchasing
our open heifers in the 2026 WHA Spring Sale.

Butch & Maryellen Cell: (715) 828-7271 • Brandon Cell: (715) 533-2470
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Tessa Smith
2026 WHA Queen



Allison Bartlett, Princess



Charlie Kent, Princess



Liberty Wetenkamp, Princess



Amari Edge, Sweetheart

Queen Corner

My name is Tessa Smith, and I am so excited to be serving as the 2026 Wisconsin Hereford Queen! I live in Hubertus, Wisconsin, and I am a senior at Hartford Union High School. I have recently committed to Marquette University, where I will major in biomedical sciences in the fall! I have spent the last nine years of my life as a part of the Wisconsin Hereford Association, and will be attending my eighth Junior Nationals in Madison this summer. My parents, Eric and Allison Smith, along with my siblings, Makenna, Austin, and Killian, founded Four Leaf Cattle, where we exhibit and sell top-quality Hereford genetics all over the country.

The Wisconsin Hereford Association (WHA) and the Wisconsin Junior Hereford Association (WJHA) have had a significant impact on my life. Being a part of a family like the WJHA has given me so much support as I continue to grow, and the opportunities that are possible as a part of the association have pushed me further than I had ever dreamed to go. The speech and sales competitions at the Wisconsin Preview and Junior National Hereford Expo have changed my ability to communicate with others, and I owe it to those events and the people behind them for giving me the confidence to be the Wisconsin Hereford Queen and continue to push past my comfort zone. I am so grateful for my Hereford family, and I am thrilled to give back to everyone!

Currently, my term is focused on expanding the boundaries of the Wisconsin Royalty Program. Ambassadorship is a crucial part of the agriculture industry, and I plan to increase opportunities for young girls to teach others about all the amazing things Herefords have to offer. As I continue through the year, I will expand the service outreach in the Royalty Program and look for new ways to share the Hereford breed with fellow livestock breeders as well as the public. Come find me at a Wisconsin Hereford information booth at this year's WI State Fair! I look forward to representing the Hereford breed anywhere I can, and I am so excited to see you all in Madison this year for our Junior National Hereford Expo!

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CHURCHILL Olympian 579N
P44667060
HOMOZYGOUS POLLED

Dam

THEN SOME EXPEDITION 7098

CE (%) 0.6 BW (LB) 2.2 WW (LB) 69 YW (LB) 98

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WHA Website

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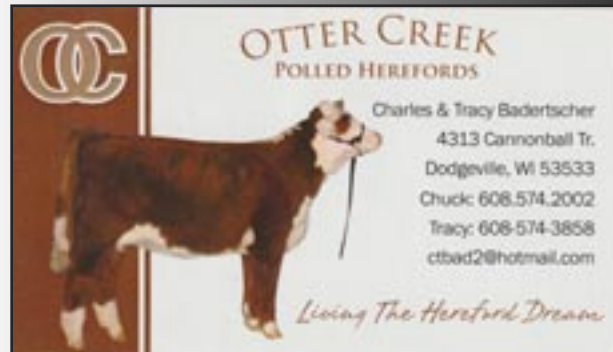
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HEREFORDS

Thank you to all the bidders and buyers at the 2026 Wisconsin State Hereford Sale. We truly appreciate your support! If you are still in the market for your next show heifer or replacement heifer we have some available. Please reach out to Dawson or Scott!

The Firlus Family
Scott, Kelly, Dawson, and
Morgan


N540 Geier Rd
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Contact:
Dawson- 608-847-3530
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We hope everyone has had or will have a successful calving season.



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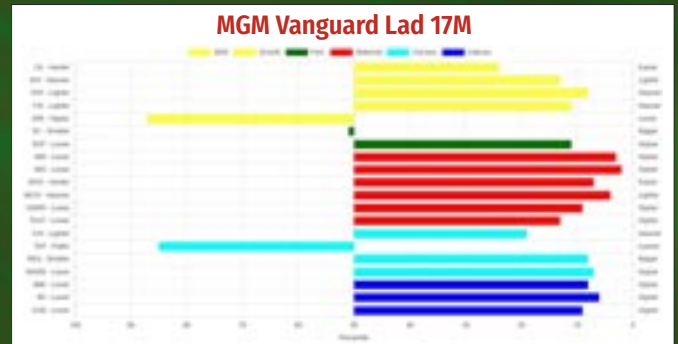
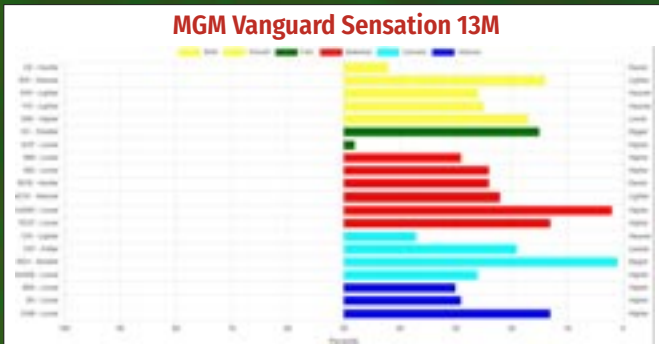
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