

American Dexter Cattle Association

Board of Directors Meeting

October 5, 2021 - 7 pm CDT

President – Jeff Chambers	* Youth Dir - Elissa Emmons	Region 7 – Jennifer Hunt
Vice Pres – Laaci Louderback	Webmaster - Ray Delaney	Region 8 – Danny Collins
IPP - Jim Woehl	Region 1 – Skip Tinney	* Region 9 – Scott Wilson
Secretary - Carole Nirosky	Region 2 – Stefani Millman	Region 10 – Santiago Lizarraga
Treasurer – Roberta Wieringa	Region 4 – Becky Eterno	Region 11 -
Registrar - Jill Delaney	Region 6 – Kimberly Jepsen	Region 12 – Kevin McAnnany

*designates member absence.

1. The board meeting called to order at 7:00pm central and the roll call taken. David Cluff was also in attendance.
2. The board reviewed the minutes from September 7, 2021, meeting. Jeff Chambers offered two corrections to the minutes for clarification. Record of birth statement was defined and the timeline for reviewing show results was adjusted. Jim Woehl made a motion, Santiago Lizarraga 2nd, to accept the September 7, 2021, minutes as amended. The motion passed unanimously.
3. The board reviewed the minutes from the special board meeting held on September 28, 2021. There were no modifications requested. Laaci Louderback made a motion, Kevin McAnnany 2nd, to approve the September 28, 2021, board meeting minutes. No further discussion held, and the motion passed unanimously.
4. Reports

A. Registrar Report –

September 2020 Totals Sales Invoice Totals		September 2021 Totals Sales Invoice Totals	
Inventory Item	# Units	Inventory Item	# Units
Dexter Bulletin 1/4 Ad	4	Steer Transfer	1
Steer Transfer	2	90DayWebAd	8
90DayWebAd	5	Reg	87
Reg	154	Late	7
Late	25	Tran	182
Tran	266	Prt Duplication Certs	8
Over/Under Payment	4	Dues	24
Prt Duplication Certs	2	Family Membership	2
Dues	33	Bull Registration	33
Dues next year	1	Steer Registration	9
Family Membership	2	Rush Charge	4
Jr Membership	2		
Bull Registration	38		
Steer Registration	3		
Rush Charge	8		

- Jill Delaney said that registrations are low due to a combination of slower genotype testing at UC Davis and longer processing time due to the first owner policy. Jill is expecting a flood of registrations to come in as UC Davis catches up on their end.
- Membership is at the highest it has ever been.
- Jill has been working on the membership list to correct bad address information. She has created a new letter to include in new member packets asking them to verify information for their membership account. This will also help to keep our mailing list correct and eliminate return mailings and unnecessary postage expenses.
- New pedigree software is continuing to progress forward. Susan Smythe with Better Built Cows is currently incorporating database changes into the software resulting from a full data migration.
- Jeff Chambers was pleased to discover the instructions for creating a new UC Davis account are now available on the ADCA website. Jill stated that Carole and Ray have been working to make website corrections. Jill revealed that the \$35 option was

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removed from the membership form, due to confusion it was causing members trying to pay for 2021 membership renewal. This option will be available again in December when we begin accepting membership renewal for 2022.

- Jennifer Hunt stated that a member in her region suggested adding a notice on the website requesting members to attach a copy of genotype reports when registering a Dexter. Registration delays can occur if the labs are slow in forwarding the updated master list to the registrar. Following this discussion, the board agreed it would be in the best interest of our members to have them attach a copy of their animals genotype regardless of which lab they used. Jill will contact Ranch House about making modifications to the registration form in regard to attaching genotype reports for all registrations.

B. Treasurer –

- Total liabilities & equity \$365,803.53 as of August 31, 2021
- Cinda Rodgers completed the quarterly review for the second period of 2021 and found everything to be in order. Cinda will communicate via email with Roberta about reviews.

C. Committee Reports

- RMMS – Jeff is hoping to have Susan Smythe at the November board meeting to give an update.
- AGM/Expo Committee – Santiago Lizarraga - The expo committee is going to choose a theme to build the education seminars around for the 2022 Expo. They would like Jill to hold a Genotype & Registration 101 type seminar. The committee is planning on asking for a \$35,000 budget for 2022 which is a slight increase over 2021's spending of \$31,000. Santiago noted that these totals do not include revenue. They are also going to pursue corporate sponsorships to help cover cost of the event.
- Marketing Committee – Kevin McAnnany said the committee has three items they will be concentrating on. First is creating a mission statement for consideration and inclusion in the SOP's. Second is developing a marketing plan for the ADCA. They would like to propose a budget increase from \$1500 to \$4500 for publication advertising in 2022. Kevin shared information about an advertising opportunity he is exploring for early 2022 with EG magazines. Jeff suggested adding this item to the November or December meeting for further discussion. Finally, the committee is planning on working with the youth board to develop the Junior ADCA logo. They would like to use this as a teaching opportunity to educate them about marketing and branding.
- Bulletin – The deadline for articles is October 10th. Kevin will be working to adjust the SOP's to reflect industry standards and timelines for producing the Dexter Bulletin. Future Bulletins will feature a theme with most articles relating to that theme. The next edition will concentrate on member retention. The committee will be including a happenings page designed to advertise regional events in future editions.

5. Continuing Business –

- A. Letter of engagement with accountant – Jeff Chambers –** Per earlier board discussions, Jeff requested documentation from Cinda Rodgers to formalize our relationship with her accounting services. The board discussed the letter of engagement that Cinda supplied outlining her services, the process she would use to evaluate the financial records and how, if any, she will communicate any discrepancies. Jeff explained that Cinda will communicate via email with the treasurer and report any discrepancies to the president. Jennifer inquired about receiving a yearly trend report. Roberta replied that those are not currently available due to the switch

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- from excel to QuickBooks but will be available next year. Jeff noted that the ADCA address was incorrect on the letter of engagement and needed changed to the new ADCA address. Jennifer recommended dating the quarterly reports with a start and end date. Jeff recommended adding a start and ending date to the letter of engagement with an option to renew yearly. Santiago Lizarraga made a motion, Becky Eterno 2nd, to secure Cinda Rodgers services and sign the letter of engagement as amended with the address change and contract date added through December of 2022. The motion passed unanimously.
- B. Show Committee Review Revised Rule – Dave Cluff and Santiago Lizarraga –. The show committee presented the revised show rules and recommended for the ADCA to accept a record of birth for calves shown in the cow/calf class only and only for calves up to 3 months of age. Dave also pointed out that the bonus premiums for youth owned animals in the youth show were the same as last year \$35/\$25/\$15, and the committee was leaving it up to the board to make any decision about reducing those amounts. Following discussion, the board decided to accept a record of birth for calves shown in the cow/calf class only and only for calves up to 6 months of age. Animals shown independently in their own class will need to be ADCA registered. Jim Woehl moved, Laaci Louderback 2nd, to approve the show rules as amended to allow record of birth for calves up to 6 months old shown in the cow/calf class only. There was no further discussion, and the motion passed unanimously.
- C. Regional Director Elections update – Laaci Louderback – Regions 1, 2 and 4 regional director terms end December 31, 2021. Region 1 had two nominations and they will be the only region holding an election this year. Skip has scheduled the Region 1 election meeting for November 6, 2021. Region 2 had four nominations, two nominations did not meet qualifications, one nominee turned down the nomination leaving Stefani Millman as the only qualified nominee. David Cluff was the only nomination received for Region 4.
6. New Business
- A. Use of new logo on registration papers – Jill Delaney and Carole Nirosky have created samples for changing the registration certificates to include the new ADCA logo. The board talked about the cost effectiveness of ordering blank certificates for Jill to use. Kevin McAnnany will explore printing options. Sample registrations will be resent to the board for review, and the registration certificate discussion will continue at the next the board meeting in November.
- B. Certificate of Appreciation – Santiago Lizarraga said that David Cluff had made a recommendation about giving a certificate of appreciation to committee members recognizing them for their time and service. The board brainstormed about possibilities and discussed the implementation process. Jeff Chambers suggested adding this to the November meeting for further discussion. Jennifer Hunt requested for committee chairs to announce at the board meetings when they have vacancies so regional directors can share those opportunities with their members.
- C. Scheduling Budget call – Jeff Chambers – The board scheduled the 2022 budgeting meeting for 7:00pm CST, November 9, 2021. Jeff asked committee chairs to prepare their 2022 budget proposals and be prepared to present them at the next BOD meeting November 2, 2021. The board agreed that committee budget discussions held prior to the 2022 budget meeting will help to expedite the budgeting process. Jeff Chambers will be reviewing past board meeting minutes for board approved items relating to the budget.
7. Final Thoughts –
- A. Region updates

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- Regional 6 – Kimberly Jepsen reported that the Tulsa Dexter show was a good event this year. Overall fair participation was low due to covid restrictions and weather. The Dexter show had a great turnout with new participants plus a fair number of spectators in the stands. Kimberly was honored to pass out ribbons and have the opportunity to spend time talking with members.
- Region 10 – Santiago hosted the region 10 meeting at his farm in September. Forty people were in attendance from Ohio, Indiana, and Michigan. Linear measurement presentation was the highlight of the meeting, preceded by a question-and-answer session and lunch.
- Region 2 – Stefani Millman said the Washington State fair was a really good event with Dexter cattle outnumbering all the dairy cattle combined.
- Region 1 – Skip Tinney is looking forward to the Missouri Dexter Breeders Association Show coming up October 15-16, 2021. There is lower participation than in the past and that could be related to the pandemic. New officers are in charge and looking to grow the MDBA. Skip is exploring a recommendation he received for hosting the ADCA Expo in his region.
- Region 9- Scott Wilson with regret and for personal reasons, has announced his intentions to step down as regional director. The exact date has not been determined and Scott is actively seeking a replacement to fulfill his term.

The next scheduled board meetings are November 2, 2021 - 7:00pm CST / budget meeting November 9, 2021 - 7:00pm CST

Meeting adjourned at 8:48 pm CST

Submitted by Carole Nirosky