

American Dexter Cattle Association BOD Monthly Meeting

April 6, 2021 - 7 pm CDT

President – Jim Woehl
 Vice Pres – Kimberly Jepsen
 IPP -
 Secretary - Carole Nirosky
 Treasurer – Roberta Wieringa
 Registrar - Jill Delaney

Youth Dir - Elissa Emmons
 Webmaster - Ray Delaney
 Region 1 – Skip Tinney
 Region 2 – Laaci Louderback
 Region 4 – Becky Eterno
 Region 6 – Jeff Chambers

Region 7 – Jennifer Hunt
 Region 8 – Danny Collins
 * Region 9 – Scott Wilson
 Region 10 – Santiago Lizarraga
 Region 11 -
 Region 12 – Kevin McAnnany

*designates member absence.

1. Registrar’s report – Jill Delaney

- Registration, transfers, and membership continue to increase over last year.
- Total Membership March 2021: 1139 (106 are paid/68 new non-paid)
- Total Membership March 2020: 798
- Bulls seem to be in demand and registrations have increased.
- Demand for Dexter steers is up across the country.

ADCA March Totals 2020 - 2021

Sales Invoice Totals			Sales Invoice Totals		
Inventory Item	# Units	\$\$Amount	Inventory Item	# Units	\$\$Amount
Steer Transfer	1	5.00	Steer Transfer	11	55.00
90DayWebAd	4	120.00	90DayWebAd	3	90.00
Reg	80	2000.00	BreederListing	1	50.00
Late	9	405.00	Reg	121	3025.00
Tran	199	3980.00	Late	22	990.00
Prt Duplication Certs	1	3.00	Tran	314	6280.00
Dues	63	2520.00	Balance Paid	3	45.00
Family Membership	10	540.00	Over/Under Payment	2	40.00
Jr Membership	5	50.00	Prt Duplication Certs	7	21.00
Bull Registration	26	1300.00	Dues	83	3320.00
Steer Registration	12	60.00	Family Membership	14	770.00
Rush Charge	1	10.00	Family Dues Next Year	1	45.00
			Jr Membership	8	80.00
			Bull Registration	52	2600.00
			Steer Registration	11	55.00
			Rush Charge	3	30.00

1. Treasurer’s report – Roberta Wieringa

- Total liabilities & equity \$365,010.37
- Roberta received the annual insurance policy that covers the ADCA Expo and ADCA sanctioned shows and is in the process of updating information. The policy includes an auto policy that covers anyone traveling on behalf of ADCA business, Roberta asked the BOD if they wanted to continue that coverage. The BOD agreed to continue the auto policy at the cost of \$200 because it covers anyone driving for ADCA business.
- The liability policy covers the Regional Directors and ADCA sanctioned meetings. Directors were instructed to forward event information to Roberta to be included in the policy update. Jim asked Roberta to email a copy of the declaration page to the BOD when updates are completed.

2. Marketing and Advertising – Kimberly Jepsen

- The M&A committee has been in communication with a graphics designer about branding and marketing tools for the ADCA. The M&A committee will present a couple of options for implementing branding at the next BOD meeting in May.

3. Bulletin –

- The BOD held a lengthy discussion concerning the pros and cons of designing, editing, and publication of the Dexter Bulletin. The BOD was happy with the design but concerns about editing, timelines, and costs for publishing. Other concerns included cost and the increasing

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- inability of the post office to deliver Bulletins on time. Approximately 60 copies were returned following the last mailing, even though addresses were correct. Many members did not receive the last edition until 6 to 8 weeks after mailing.
- The ADCA is spending approximately \$32,000 a year to produce and mail the Dexter Bulletin. A virtual Bulletin could cut that cost by two-thirds. Kevin McAnnany was able to produce a virtual copy easily with an inexpensive program and demonstrated it for the BOD. A virtual Bulletin would be accessible to members on the ADCA website, and they would be notified when the latest edition was made available. With added exposure the Bulletin could become a good marketing tool. Recognizing that there are multiple steps to be completed before deciding to transition to a virtual Bulletin, the BOD agreed it was most important to gain ADCA member input. Members will be asked to participate in a survey to obtain their opinions. The Virtual Bulletin will be revisited again at the next meeting.
4. Expo updates – Santiago Lizarraga
- Missouri, Ohio Valley Dexters, Oklahoma Dexters and Rocky Mountain Dexter Clubs have sponsored the Meet and Greet night dinner.
 - Mulch has been obtained and will cost approximately \$850. Port-a-Johns will be ordered and placed outside the barns for member convenience.
 - Internet in the barn is not reliable for streaming the shows. Jill will be look into using the ADCA phone's hotspot.
 - Ohio State Field Trip has been secured and will offer a tour of the facilities designed by Temple Grandin on Friday June 25. Tours will be in groups of 15 to 20 people.
 - Veterinarian has been secured for Saturday from 3:00 to 4:00pm, his minimum fee is \$150. Vet papers will cost members \$30 and ADCA will cover any leftover costs.
 - No youth updates
 - Following a discussion about the Expo and concerns for low participation due to circumstances still involving covid-19, the BOD decided it was too early to make any formal decisions about canceling this year's event. The Expo will be evaluated again in May when we have more data. Directors will be encouraging members to sign-up for hotels, meals, and classes.
 - The Annual General Meeting (AGM) will be held via Zoom again this year for members and BOD members that may not be attending.
 - Members may sponsor show classes through their business name. Outside sponsors are not encouraged due to our non-profit status.
5. Membership Retention – Skip Tinney
- Skip reported his findings on member retention data from 2016 through 2020 and the BOD held a lengthy discussion about the various reasons why members may not renew membership.
 - Everyone acknowledged that membership needs to add value to a farm. The ADCA needs to give members incentive to maintain membership other than being able to register animals.
 - Jim Woehl explained that part of the value of belonging to the ADCA is our 70 years in history and a data base that goes back almost 100 years. The ADCA has the infrastructure to continue into the future for another 100 years.
 - As a presidential note Jim stated that the Directors are spending an extraordinary amount of time trying to help register PDCA animals when we have clear policies in place for members to follow and register with the ADCA.
 - Jeff mentioned that he did a similar data search of member retention a few years ago. His was based on members that were breeding and continuing membership. At that time, we were

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- retaining approximately 50% over a 3-year period. He suggested we try to find out what the benchmark is for the cattle industry in general, to help the ADCA establish our benchmark.
- Skip believes the new registry software program will be a big asset for member retention and it will add value to membership because of the new features, especially the portion designed to help members sell animals.
 - Jim Woehl will be contacting other cattle registries to gain insight and help gauge how our statistics compare to the rest of the cattle industry. Member retention will continue to be addressed at the May BOD meeting, with Directors instructed to bring ideas for discussion.
6. Generic sales agreement –
 - The ADCA BOD highly recommends for members to use a sales contract or bill of sale when selling, purchasing, or transferring a registered Dexter. Sales agreements protect both the buyer and seller. The BOD will provide samples of sales agreements and a bill of sale on the ADCA website for members to download or view.
 7. Jim Woehl will be updating the ADCA Buyer Guidelines and sending them to the BOD soon.
 8. A.I Bull advertising format was tabled until May.
 9. Other:
 - Skip voiced concerns in regard to correct information being posted on ADCA pedigrees concerning color and polled status.
 - Jim stated that the ADCA has never required testing for polled genetics as testing is fairly new, and the BOD voted to eliminate testing requirements for color in 2017. Members are trusted to report polled and color status correctly.
 - The only exception to the polled testing requirement is If an animal is initially registered as horned and is later found to be polled; the ADCA will require a polled test before the registry is updated to reflect a polled status.
 - Purposefully reporting incorrect information would be considered an ethics violation and that member would risk losing their ADCA membership.
 - Jeff requested that the UC Davis and Texas A&M lab discussion be added to the next meeting agenda.
 - Jeff inquired about the status of the ADCA storage facility in Missouri. Skip will follow up with Jim Smith about the unit and contents. Skip asked if the BOD could decide on a new location for archiving the data, so it does not have to be moved twice. The BOD will revisit this item in June to discuss all of our options.
 - Jim Woehl reminded the BOD that his term will be ending in June and they should start thinking about running or nominating someone for President.

Meeting adjourned at 9:05pm CST

Submitted by Carole Nirosky