

# American Dexter Cattle Association BOD Conference Call

November 7, 2018 - 7 pm CDT

President – Lesa Reid	* Youth Dir - Elissa Emmons	Region 7 – Robin Welch
Vice Pres - David Jones	Parliamentarian - David Jones	Region 8 – Doug Loyd
IPP - Jim Woehl	Region 1 – Rebecca Gyax	* Region 9 – Kim Newswanger
Secretary - Carole Nirosky	Region 2 – Laaci Louderback	Region 10 – Patrick Mitchell
* Treasurer - Jim Smith	Region 4 – Becky Eterno	Region 11 - vacant
Registrar - Jill Delaney	Region 6 – Jeff Chambers	Region 12 – Terry Sprague
Webmaster - Ray Delaney		

\*designates member absence

## 1. AGM Committee report – Jim Woehl

- The AGM committee is working on finalizing the agenda for the 2019 AGM.
  - Thursday - BOD meeting will be schedule for 8:00 to 12:00.
  - The Annual General Meeting will be scheduled for two hours.
- AGM committee is considering switching some of the events that traditionally happen on Friday and Saturday evenings. Jim will take recommendations back to the committee for finalization.
- Proposed Agenda for the 2019 AGM & Show:
  - Friday:
    - AGM Meeting 4-6
    - Exhibitor Meeting 6 – 6:15
    - Friday evening meal – 6:15 – 7:30
    - Fun Raiser – 7:30 to?
  - Saturday:
    - Show 9-4
    - BOD Wrap-Up Meeting 5:30 to 6:30
    - Banquet & Awards 6:30 to?
  - Thursday 1-5 and Friday 8-4 - Educational Events - The University of Nebraska is working to get us some dynamic speakers at the University level.
- Elissa Emmons along with the youth are working on a synergistic agenda.
- Elissa Emmons is bringing in a hoof trimmer for breeders to use and they will also be giving a demonstration.
- Jeff is talking with the university judging teams to obtain a judge for AGM.
- Deb Hawkins is working on locating a backdrop static photographer. Julie Holland has agreed to do the dynamic photography.
- Rick Sydell has ordered the AGM awards and plaques from the same vender. We received a 30% discount for ordering early.
- Terry Sprague will be contacting our current merchandise vender from Iowa to see if she is not willing to set up at the AGM. It's possible we will need to obtain a new vendor.
- Deb Hawkins has a graphic designer creating the design for the 2019 AGM T-Shirts.
- Becky Eterno & Jeff Chambers are meeting with the Lancaster Event Center and the Lincoln Chambers of Commerce to work out some final details. The Chamber of Commerce will supply us with name tags, banner and they will have personal on hand to help answers about the local community.
- Becky Eterno – The meal menus have been selected: Thursday evening meet & greet: pizza and salad. Friday evening: BBQ brisket and fried chicken, baked beans and scalloped potatoes.

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Saturday evening: Roast beef, chicken cordon bleu, red roasted potatoes and green beans.  
Friday and Saturday meals will cost \$15.95 per person. Cash bar will be available.

- Doug Loyd asked if the event would be videotaped again this year? Jim will contact Kimberly Jepsen to see if she is interested in doing it again this year. Doug suggested the ADCA purchase an additional video camera to ensure all the educational seminars could be recorded.
- Doug also asked if a wireless microphones will be on hand for the member meeting.
- Robyn Welch has a contact for a vendor that could supply hats & shirts if the current vendor is not interested in continuing. We need to have product available at the AGM and on our website.
- Lacci Louderback suggested having an MC for the show to announce upcoming classes. The ADCA could ask class sponsors to submit a small write up about their farm that could be read by the MC during the show.

## 2. Website upgrades: Jill Delaney

- Software updates were initiated to make the changes that were to take place September 1, 2018. The updates have caused some information on our pedigree page to disappear. Jill has access to the information, but it is not visible on the pedigree page.
- Jill is working daily with Centric software company and Capable Computing to resolve the issues.
- Doug Loyd recommended a statement be made to the membership to keep them informed of the software issues prohibiting information from being accessible to them at this time.
- Pat Mitchell, as chair of the website committee will contact software company to see what can be done to expedite changes and resolve these issues.

## 3. Beef Committee – Pat Mitchell

- Committee is communicating and gathering information from other organizations.
- Jeff has had some informal conversations with the University of Nebraska about how they may be able to help us build a marketing plan.

## 4. Region 8 meeting – Doug Loyd

- Oct 27, 2018 at Tennessee State University. It was primarily a day of seminars and speakers from the industry and academia. Grilled Dexter burgers were served for lunch. The meeting was well attended with approximately 50 members in attendance. Most member primary concerns were about Dexter marketing. Those comments and concerns were sent to the marketing committee.

## 5. The BOD went into an Executive Session from 8:15 to 9:15.

## 6. Last Thoughts -

- Region 7 had a great meeting. Robyn announced she will not be seeking re-election after her term ends in 2019. Her decision is job related. Robyn has someone interested in becoming Regional Director and thinks this person would be a good representative for region 7.

Meeting concluded at 9:18 pm

Next BOD meeting, 12/5/2018

Submitted by Carole Nirosky