

American Dexter Cattle Association

Board of Directors Meeting

July 5, 2022 - 7 pm CDT

President – Laaci Louderback	* Youth Dir - Elissa Emmons	Region 7 – Jennifer Hunt
Vice Pres – Becky Eterno	Webmaster - Ray Delaney	Region 8 – Mark Chaney
IPP - Jim Woehl	Region 1 – Skip Tinney	Region 9 – Kim Newswanger
Secretary - Carole Nirosky	Region 2 – Stefani Millman	Region 10 - Santiago Lizarraga
Treasurer – Roberta Wieringa	Region 4 – David Cluff	Region 11 - John Wallace
Registrar - Jill Delaney	Region 6 – Kimberly Jepsen	Region 12 – Kevin McAnnany

*designates member absence.

- 1) The board meeting called to order by Laaci Louderback at 7: 05 pm central.
- 2) Roll call was taken
- 3) Reports:
 - a) Treasurer’s Report - Roberta
 - Total liabilities & equity \$394,761.69 as of May 31, 2022 – no questions were asked regarding the treasurer’s report.
 - Jennifer Hunt questioned why the ADCA is using an accrual vs cash-based system for recording financials. Jennifer gave an explanation of the difference between the two systems. Roberta stated that the current system was initially created by the previous treasurer. Jennifer stated that the current system does not give committees a clear picture of financials for their budgets, She suggested doing something to track spending and income for committee budgets. Jennifer asked Roberta to talk to Cynda Rodgers and get her advice about possibly changing to a cash-based recording system in the future.
 - Laaci Louderback asked when our next audit was scheduled for, and Roberta said that she calls Cynda Rodgers when it is time for an audit.
 - b) Registrar’s report – Jill Delaney
 - Total Membership end June 2022 – 1506 (61 paid / 34 new)
 - Total Membership end June 2021 – 1512 (49 paid / 59 new)
 - Jill was grateful for time spent with members at the expo and thought it was worth the money spent to send her. She received lots of good feedback from members. Jill offered to attend the directors annual region meetings via zoom, if they would like, to help answer any questions members might have for her regarding registration, transfer, and membership.

June 2021 Totals		June 2022 Totals	
Sales Invoice Totals		Sales Invoice Totals	
Inventory Item	# Units	Inventory Item	# Units
Steer Transfer	6	90DayWebAd	4
90DayWebAd	4	Reg	113
Reg	94	Late	12
Late	21	Tran	188
Tran	155	Balance Paid	1
Balance Paid	2	Over/Under Payment	2
Prt Duplication Certs	4	Dues	61
Dues	38	Family Membership	3
Family Membership	7	Associate Membership	1
Associate Membership	2	Jr Membership	1
Jr Membership	2	Bull Registration	54
Bull Registration	25	Youth Donation (Jr)	1
Steer Registration	6		
Rush Charge	3		

c) Committee Reports –

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- Software update – Jill and Susan are fine tuning the software and running a lot of reports to ensure data is correct. The goal is to have Jill off of the Centric software and exclusively on Better Built Cows software this August. No downtime will occur during the switch. Jill will not see any changes in the amount of work she is currently doing until the member portion of the software is activated. At that time Jill will have less actual inputting, and her duties will shift to monitoring of the check lists and reporting.
 - Marketing and Advertising – Kevin McAnnany asked the board to consider a later publishing date for the last two editions of the 2022 Dexter Bulletin due to the new date for the 2022 Annual General Meeting (AGM) scheduled for November 12, 2022. According to the bylaws the board must notify members no more than 60 days before the meeting date. The board agreed to push back the date for the next bulletin which will include the AGM announcement. The Dexter Bulletin following the AGM will also be delayed allowing time for the AGM meeting notes to be included.
 - The Hobby Farm magazine featuring the ADCA Dexter article is now available in stores for purchase.
 - Expo committee – Santiago Lizarraga
 - Santiago is putting together a final breakdown for the expo financial report and expects the expo to come in under budget.
 - The expo committee will be meeting soon to do a review of 2022 and begin planning for 2023 in Utah. Jim Woehl will be creating SOP's for the actual show day.
 - Overall, the 2022 Expo was a huge success, and every region was represented.
 - New Member Packet – Stefani Millman has edited the latest copy and it will be sent to the directors one more time for review before she contacts Kevin McAnnany about creating a printable version.
- d) Regional Director updates – Laaci Louderback asked directors to give the secretary their dates for this year's regional meetings.
- Region 1 – October with date to be determined, Region 2 – already met in April of 2022 but will be hosting another meeting labor day weekend at the Washington State show , Region 4 – Saturday September 10, 2022 at the Utah State Fair Dexter show, Region 6 – November with the date to be determined, Region 7 – November 7, 2022 (?), Region 8 – August 22, 2022 at the Wilson County Fair Dexter Show in Lebanon, TN., Region 9 – October with date to be determined, Region 10 – Sept. 3, 2022 at the home of Santiago Lizarraga, Region 11 – July 17, 2022, Region 12, Sept 24, 2022 at the home of Kevin McAnnany. Details for all meetings will be available to members soon.
- 4) Continuing Business
- a) Expo Wrap Up –
- 2022 Award winners have been announced and posted on the website and social media
 - Talisman Award – Barb and Chuck Netti
 - Chuck Daggett Award – Don Giles
 - Chris Odom Senior Award – 1st Danielle Edgington, 2nd Henry Louderback, 3rd Aiden Sell.
 - Chris Odom Junior Award – 1st Hudson Louderback, 2nd Mark Lemley, 3rd, Paige Lemley.
 - There were some challenges with hotels for the expo due to storm damage which caused power outages. The host hotel lost power which had attendees searching for new accommodations. Some attendees that planned on staying for the entire event did not stay for the expo.
 - Kevin McAnnany reported \$2000 in sales for items sold at the expo by the Marketing and Advertising committee. Hats, t shirts, signs and other items with the new member logo were available for purchase.
- b) Youth Virtual Show – report postponed due to Elissa Emmons absence.

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- Kevin McAnnany stated that he attended a meeting at the expo with the youth to discuss their logo. He explained the ADCA style guidelines and importance of branding. They will go back to the drawing board with that information and new ideas to help create a youth logo.

5) New Business

a) Registration Fees – Skip Tinney

- Skip Tinney requested a re-evaluation of the fees for registration in the ADCA. We currently have three different prices for registration, \$25 for females under 26 months, \$45 for females over 26 months and \$50 for bulls. Skip proposed setting a flat fee of \$25 for registration of females and bulls regardless of age. He also suggested that in the future if needed costs could be adjusted accordingly due to inflationary costs.
 - Laaci Louderback cited the fee structure that was in place in 1995: females under 1 were \$20, females over 1 were \$40 and bulls were \$40.
 - Discussion was held about the reason for a higher fee for females over 26 months. Jim Woehl said it was originally put in place to encourage members to register females early instead of waiting to do so at the same time they were registering offspring. In the past that practice was causing time difficulties for the registrars. Jill stated that some members still wait to register dams and calves at the same time, and it stops the natural flow because she has to wait on the dams registration to be completed before the calf can be. Dave Cluff appreciated the change to 26 months because it allowed breeders extra time to evaluate females before registering them.
 - Dave Cluff didn't believe it is wise to change the fee schedule before the budget committee has established the future financial for the 3-, 5- and 10-year plans.
 - In response to a question from Skip about how many PDCA cows are registered Jill stated that she still receives a quite a few requests and recently had about 10 They do take a little longer to process due to the extra research needed to ensure they meet all of the qualifications for registration.
 - Discussion ensued about the higher fee of \$50 for registering bulls. It was put in place to encourage breeders to evaluate breeding bulls based on conformation before registration. Some board members believed the quality of bulls being registered has greatly improved because of the fee structure. Concerns were raised that the ADCA may lose diversity in the breed. Jim Woehl commented that the ADCA has never put any emphasis on eliminating any specific type or trait of Dexter and we need to continue educating members about good conformation of bulls in general. He also stated that the ADCA needs to encourage breeders to pursue the growing beef market as an avenue for animals lacking good conformation.
 - Jennifer stated that the questions to ask are, if the extra fee structure is an incentive for members to register a quality cow before 26 months, and is the \$50 fee to register a bull a deterrent for some to register a quality bull? She believed all cases are different and proposed a member survey to find out why members register when they do. She recently did a survey of the Texas Breeders Association to find out what they wanted from the group and the number one answer was help selling their animals and beef. She suggested we gather more information before changing the fee structure.
 - Laaci requested a written proposal from Skip for the board to review before the next meeting. Skip stated that his verbal proposal and comments should be enough for the board to act on in August.

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- Jill Delaney asked the board to consider and keep in mind the impact any changes may have on the new software when making any decision.
- 6) Other Items –
- a) Mark Chaney asked if the regional directors could have access to the genotype case number lists from UC Davis and Texas A&M. This would decrease the amount of time emailing the registrar or secretary. The board agreed and Jill will make those lists available to the directors.
 - b) Dave Cluff expressed his thanks to Santiago and the expo committee for putting on a great expo in Wooster. John Wallace was grateful for all the timely Facebook updates.
 - c) Laaci asked Dave if he could share his bull vs steer presentation that he did at the expo? Dave will send the link so it can be made available on the ADCA website.

Meeting adjourned at 9:24 pm CST / Next scheduled board meeting is August 2, 2022, 7:00 pm CST
Submitted by Carole Nirosky