

# American Dexter Cattle Association

## Board of Directors Meeting

### May 3, 2022 - 7 pm CDT

- |                              |                            |                                |
|------------------------------|----------------------------|--------------------------------|
| President – Laaci Louderback | Youth Dir - Elissa Emmons  | * Region 7 – Jennifer Hunt     |
| Vice Pres –                  | Webmaster - Ray Delaney    | Region 8 – Danny Collins       |
| * 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 7:08pm central.
- 2) Roll call was taken.
- 3) Reports –
  - a) Treasurer report – Roberta Wieringa
    - Total liabilities & equity \$396,698.31 as of March 31, 2022
    - Kimberly Jepsen requested verification of the budget amount that was previously approved by the board for purchasing ADCA promotional merchandise. Roberta will email that information to Kimberly.
  - b) Registrar’s report – Jill Delaney
    - 2022 Registration and transfer numbers are remarkably similar to 2021

April 2021		April 2022	
Sales Invoice Totals		Sales Invoice Totals	
Inventory Item	# Units	Inventory Item	# Units
Steer Transfer	1	50DayWebAd	5
50DayWebAd	8	Reg	126
BreederListing	1	Late	10
Reg	110	Tran	296
Late	26	Prt Duplication Certs	4
Tran	200	Dues	66
Over/Under Payment	3	Family Membership	11
Prt Duplication Certs	5	Jr Membership	2
AI Bull Listing	1	Bull Registration	49
Dues	56	Youth Donation (Jr)	2
Family Membership	11	Steer Registration	3
Jr Membership	2	Rush Charge	1
Bull Registration	47		
Youth Donation (Jr)	1		
Steer Registration	8		
Rush Charge	1		

- Registration Software update – Jill reported that the RMMS task force has started beta testing the new software program. Testing will continue through June. July 9, 2022, is the tentative go live date for Jill to begin using the new software exclusively. Jill reminded the board that she will be training on the new software the next two months but will be processing paperwork as quickly as possible during this training period.
  - Registration certificates may have a different layout presentation however it is currently a work in progress. Jill asked to board to provide her with feedback so she can share it with Susan.
  - There has been a tremendous amount of work completed to ensure that the data base is correct and includes data from the original herd books.
  - Laaci Louderback will invite Susan Smythe to give a software update at the next board meeting.
- c) New member packet – Stefani Millman
    - Stefani stated that updates were made to the new member packet and the latest version will be sent via email for the board to review. She asked everyone to look at it and give their recommendations for improving the packet.
  - d) Ethics SOP proposed update – Dave Cluff

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- Dave Cluff sent proposed changes to the board for review previous to the meeting. Laaci asked the board to review them and send any recommendations to Dave for consideration. Dave will resend an edited version to the board before the next meeting.
  - Dave requested for a special meeting to be held to discuss an ethics issue. Laaci will schedule a
  - Kimberly Jepsen recommended adding “transfers” to the SOP’s section 14 Code of Ethics line A.  
*(a) Not knowingly make any untruthful statement in submitting applications for registry, and not register animals of questionable parentage.*
  - The board discussed member reaction about the transfer policy that was reversed at the April 2022 board meeting. Overall members were satisfied with the reversal of the transfer policy. Other members were concerned about designating an untransferable animal as deceased and Kimberly explained that our current software does not allow for any other choice. We are hoping to add a non-transferrable designation eventually in the new software.
  - Jill expressed concerns about having accurate transfer dates. In the future the new software may give members an error code when registering a calf from a cow they purchased if an animal transfer was delayed. Kim Newswanger suggested adding a field for purchase date on the online form and the back of the registration certificate.
  - Skip Tinney requested for Carole to send an email to the entire membership announcing the transfer policy reversal. Kimberly Jepsen created an announcement, per the board’s request following last month’s meeting, for directors to use and notify members in their regions. The announcement was also posted on social media.
  - Kevin MacAnnany stated the due to his email service he has been having trouble sending regional emails. Laaci stated that she and others are looking into establishing a google account to serve the board. She is still exploring options to see which will work the best for our needs.
- e) Budget Committee – Dave Cluff
- The committee met to establish an outline to follow moving forward. They plan to gather 3 years’ worth of data to establish a base budget. The next step will set up a reserve account with 3 to 6 months of funds for emergency purposes. Remaining funds would go into use to support created 1-, 3- and 5-year plans and goals for the association.
- f) Marketing and Advertising – Kevin McAnnany
- The Dexter Bulletin has been mailed and members can expect to receive it this week. Total printed copies of 1376 at a cost of \$3,333.17. This edition was under budget, but the next edition is expected to cost more due to the current paper shortage. The M&A committee has purchased software called FlipBuilder to create a digital version of the Dexter Bulletin. The digital version will eventually be made available to members on the ADCA Website.
  - Ogden Press Ad – An advertisement will be place in the Mother Earth News and Grit magazines this fall for a cost of \$1000 and \$500, respectively. Ogden Press supplies us with leads and mailing labels from these advertisements. We in turn send a promotional packet to every lead we receive.
  - Hobby Farm Project – A three-page spread will appear in the July/August edition of Hobby Farm magazine. The article supplied by the ADCA is running at no cost to us. The cost of the vertical advertisement is \$1500, discounted from \$3700. Hobby Farms also has a webpage regarding small animals to raise on your farm with Dexters being the first one mentioned and pictured. The M&A committee is considering running a banner ad on that page for only \$75 per month; the page generates 5000 views per month.
  - Photo release form – Anyone submitting a photo to the ADCA will need to sign a photo release form. The signed release form gives us permission to use their photo for any type of marketing and

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advertising purposes. Signing the form gives us legal rights to use a photo without payment and keeps us from copyright infringement. The form will be available on the website soon. In the meantime, anyone can contact Carole Nirosky for a copy.

- g) Show committee – Dave Cluff stated that he has received a final agreement from the Utah State Fair Park for the 2023 Expo and will need to send them a deposit. He will connect with Laaci and Roberta this week.
  - h) Regional updates / reports
    - Laaci Louderback recommended extending the deadline for accepting nominees for the Chuck Daggett and Talisman awards. The board agreed and extended the date to May 15, 2022. Directors were reminded that members can nominate anyone from any region.
- 4) Continuing Business
- a) Youth Virtual Show – Elissa Emmons
    - Elissa contacted a business about hosting a virtual show for the ADCA youth. Their base rate is \$2500 to host a virtual show. Elissa requested advice from the board regarding the cost. The board agreed it was a reasonable amount to spend hosting a show for the ADCA youth. They also suggested holding it close to the annual general meeting. Elissa will continue moving forward and gathering information to hold a virtual show. Kimberly Jepsen stated Cattle Battle was the company used for the last virtual show, but they are no longer doing these types of events.
- 5) New Business
- a) Regional Director – Laaci Louderback
    - Three nominees were submitted for the interim regional director position left vacant by Danny Collins resignation last month. One nominee refused due to lack of time in her schedule and one was not a current member. Mark Chaney accepted a nomination and submitted a bio to the board.
    - The board went into an executive session at 8:18pm and returned at 8:22.
    - Laaci Louderback stated that the board had appointed Mark Chaney as the interim region 8 director for the term ending 12-31-2022. Laaci Louderback will contact Mark to let him know the board's decision.
  - b) Annual General Meeting Date / Task Force – Laaci Louderback
    - Following some discussion the board decided on November 5, 2022 for the date of the ADCA's annual general meeting (AGM).
    - The board appointed a task force to organize the zoom meeting. The AGM task force will consist of Kevin MacAnnany as chairman, Carole Nirosky and possibly Jennifer Hunt.
  - c) Software Task Force –
    - Laaci asked everyone to begin thinking about creating a task force to develop a plan for introducing and training members to use the new software. Jill reminded everyone that the July date for going live is for the registrar's portion of the software. The member portion will come later, giving the board time to establish a task force.
- 6) Other:
- Skip Tinney expressed concerns over the economy and the effect it may have on the national herd. Costs on everything have been going up dramatically and could have an impact for breeders everywhere.

Meeting adjourned at 9:55 pm CST  
Next scheduled board meeting is June 7, 2022, 7:00 pm CST  
Submitted by Carole Nirosky