

American Dexter Cattle Association BOD

Expo BOD Meeting

June 24, 2021 - 8 am CDT

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

***designates member absence.**

1. Registrar Report – Jill Delaney
 - 2020 Totals
 - Registrations 1916 = 1409 females, 400 bulls, 107 steers
 - Transfers 2507
 - Total Paid Members 1154 = 886 annual, 160 family, 52 youth, 4 associates
 - Total Membership including paid + new 1823
 - 2021 Totals as of May 30
 - Registrations 739 = 464 females, 235 bulls, 40 steers
 - Transfers 1221
 - Memberships 1404 = 847 paid
 - Advertising
 - Bulletin 2020 - 12 / 2019 – 11 / 2021 - 1
 - Website 2020 – 55 / 2019 – 190 / 2021 - 28
 - Breeder Ads 2020 – 15 / 2019 – 22 / 2021 – 4
 - Kimberly and Jill maintain advertising records
2. Treasurer’s Report – Roberta Wieringa
 - January 1 to June 15, 2021, Balance Sheet
 - Membership income- \$21,240 annual, \$6,560 family, \$220 youth, \$160 associate
 - Registration income – \$11,200 females, \$8350 bulls, \$3,240 late fee, \$145 steers
 - Transfer income - \$14,740 females & bulls, \$90 steers, \$145 rush fee
 - National Expo revenue - \$12,000
 - The current PayPal account for the Expo store has been terminated due to outdated information. A new account will be set up for future Expo stores. Discussion was held about the high cost of PayPal fees. Other options will be explored by Kimberly Jepsen and presented to the BOD at the next meeting in July.
3. President Remarks – Jim Woehl
 - Looking forward to the Expo in Ohio
4. Approved Labs
 - Directors are often questioned about the difference between Texas A&M and UC Davis by members trying to decide which lab to use. Discussion was held about creating educational documents for members to reference when deciding on a lab for genetic testing. Texas A&M and UC Davis processes and procedures would be explained in the form of a FAQ sheet to help members to make informed decisions when choosing a lab to handle their genetic testing without bias or influence from the ADCA.

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- The BOD tossed around several ideas for sharing information about the labs with members. Jennifer Hunt suggested reaching out to both labs with a new questionnaire explaining that their answers would be presented to the membership to help with decisions in choosing a lab for testing. The educational committee was asked to develop an outline for a questionnaire to send to the labs. Laaci Louderback will ask the committee to create an outline to present at the August BOD meeting.
 - Jim Woehl suggested that moving forward, the BOD should go back to moving items to committees for solutions instead of trying to solve items at the BOD level. Committees should bring resolutions to the BOD for consideration.
 - Kimberly reminded directors that instructions for pulling tail hairs can be found on the forms and information tab of the website. Instructions are also available to help members with lab paperwork. This led Jim to remark that the website needs more work and should have an educational page. The website committee will be making corrections and updates to the website and plan to go through the website page by page to do so.
5. Foreign registries – Jeff Chambers
- Jeff Chambers submitted a proposal and requested for the BOD to consider defining who the accepted foreign registries are when registering animals in the ADCA. The current standard operating procedures does not clarify who those accepted foreign registries are. The BOD is in general agreement about identifying registries and will continue discussion at a future meeting.
 - Jim Woehl stated that he was contacted by The Livestock Conservancy, Jim and Kimberly have been invited to join them for an interview about Dexter Cattle sometime soon. The Livestock Conservancy is putting together a gold standard for what an association should be, and they are impressed with the ADCA and its practices.
 - The BOD will be reviewing the decision tree for possible loopholes concerning registration and discuss again at a later date.
6. 2022 Expo / Budget – Location
- The BOD held a lengthy discussion about the location and cost anticipated for the 2022 National Dexter Expo. Directors exchanged ideas about moving forward while trying to keep the cost to a minimum. Skip and Jennifer stated concerns that the ADCA is spending a large amount of money for the same 20 breeders year after year. The entire board is supportive of spending some ADCA funds to host a National show to promote Dexter Cattle. Laaci thought it was important to move the Expo outside of the bullseye and allow new members an opportunity to participate. Kimberly stated the expo is not just about having a show but marketing Dexters. Kimberly suggested refocusing on marketing the expo in a way to be a benefit to all members. Jim expressed his thoughts on Dexter cattle being a large part of the education portion of the Expo.
 - Jennifer Hunt stated concern over a vote to hold the Ohio venue again in 2022, when the board did not have the ability to evaluate the Ohio location or facilities, as the 2021 Expo in Ohio had not begun yet. Jennifer asked for the vote to be held until after the 2021 Expo was completed, to allow for board discussion. Jim then explained that the board had to vote today, due to time constraints on securing a venue for the next year.
 - Santiago made a proposal, Kevin McAnnany 2nd, that the ADCA spend up to but not to exceed \$25,000 for the 2022 Expo wherever it is to be held. Jennifer Hunt wants future Expos to have clear goals and measurable objectives so the board could evaluate
 - Jennifer Hunt asked for the goals and objectives of the Expo. Jennifer asked what kind of numbers the board was looking for to measure a successful expo. The directors shared their

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- thoughts and ideas about what they thought to be the benefits of hosting the event. Jeff would like to see more effort put into gaining feedback from attendees to better access the unmeasurable benefits and thought the Expo is meant to celebrate the Dexter Breed.
- Jennifer Hunt recommended that the board consider reallocating some of the Expo budget funds to more regional based events to increase membership participation, for those members unable to travel long distances.
 - Kimberly asked what the maximum amount of cost is the association willing to invest in the National Expo. Previously the BOD deemed \$10,000 to be an acceptable amount. The BOD agreed that the ADCA should host a National Expo while keeping costs to a minimum.
 - Kimberly suggested trying to combine the expo with Ohio Valley Dexter Breeders if the expo goes back to Ohio
 - Santiago rescinded his motion.
 - Skip Tinney made a motion, Santiago Lizarraga 2nd that the 2022 National Dexter Expo be held in Ohio with the stipulation that the 2023 budget be established by the end of this year to give to the expo committee for selection of the 2023 venue. Motion passed unanimously.
7. 2023 Expo – item tabled until budget has been established.
- Skip has been exploring Arkansas as a possible venue for a future Expo
 - Jim expressed concerns about using zoom and hoped the BOD will be in the same room next year at the Expo.
8. Animal Sale Advertisements on website
- Discussion was held about limiting photos to ADCA Dexter cattle only on website advertising. Must be an ADCA member to advertise and animals must be ADCA registered. Jill would like everyone to encourage members to register animals before offering them for sale. Buyers are getting frustrated because their paperwork is delayed because breeders have not registered the animal before the sale.
 - Danny suggested editing information on the ADCA website to say “This For Sale page is offered as a paid service tour members that are interested in advertising their ADCA Registered Dexters or Dexter products on the ADCA website”
 - Jim asked Kimberly to have the marketing committee to take a look at cleaning up the website advertising rules and instructions and make recommendations for changes to the BOD at the September meeting.
9. Strategic Planning – Jim asked the BOD to create a list of goals, with a 1-, 3- or 5-year timeline for future consideration or implementation.
- Rollout for the new registration software education program for members would be a 2-to-3-year plan.
 - Budget build for 2023 Expo by the end of 2021
 - Elissa would like to expand her current reach which has primarily been focused in Texas and Oklahoma. Jeff would like to encourage growth in the youth board and members through education about cattle that is unrelated to showing and build skills for leadership nationally in the Junior ADCA.
 - Danny would like to see more educational videos created for posting on YouTube. Involve members, youth to help or even acquire professional to create lots of educational videos. The marketing committee will gather information about cost of hiring a professional. Kimberly suggested building a list and posting for membership participation and a possibility of some type of compensation for creating a video.

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- Registration Member Management System (RMMS) – create materials and or videos for use in training members how to use the new software program before it goes public. Kevin is willing to work with Jill and Better Built Cows to build script for training materials to create for release in 2022-2023
 - Skip would like the ADCA to find ways to help strengthen regional groups financially and other ways. Regional groups are making an impact for Dexters in their areas. The association should try to reach out to members trying to start up new groups. Jim suggested reevaluating the rules for awarding money and expand support to those groups for things other than shows.
 - Jeff introduced two long term ideas that he would like the association to work towards based on the Articles of Incorporation. The Articles of Incorporation state part of the purpose of the Corporation is supporting breed research and providing and supervising means of classifying Dexter cattle. Attempts were made in the past to accomplish these goals but failed. A committee was assigned to look into the failure of the previous classification program. Jeff provided the BOD with an outline for a certified Dexter program that would encourage, promote, and incentivize breeders willing to help collect data for marketing purposes nationally. Jeff said details would need to be worked out for consistency in data collection and validation for marketing nationally. Jeff stated that a certified Dexter program could help to promote Dexters as a production animal in beef and dairy.
 - Jim thanked everyone for sharing their ideas for future goals and asked that the BOD to assign committees to evaluate if implementation is plausible for any of the ideas presented.
 - Jim asked Elissa, along with the youth committee, to create an educational program for the Junior ADCA. Elissa will re-assemble the youth committee to begin work on this project and report their progress to the BOD in December.
 - Skip expressed concerns about Jeff's outline for a certified Dexter program. Danny stated that classification is specifically listed in the Articles of Incorporation.
 - Skip asked for more discussion by the BOD before any of Jeff's items would be sent to committees.
 - Jim asked for all of the strategic planning items to go to committees for evaluation and possible implementation.
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10. Laaci Louderback made a motion, Elissa Emmons 2nd, for the BOD to recess and reconvene after the AGM.

Meeting recessed at 12:00 pm CST

Submitted by Carole Nirosky