

American Dexter Cattle Association

Board of Directors Meeting

June 7, 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 7:06 pm central.
- 2) Roll call was taken. Also in attendance were Susan Smyth and Linda Holloway
- 3) New Software Update – Susan Smythe
 - Susan began by explaining that the new software build has been a long two-year process beginning with the implementation of the software taskforce who then created a request for proposal (RFP) to search for new pedigree software because of the outdated software currently in use by the ADCA. Susan and her husband Charles are producing a new pedigree program and offering a license agreement with the ADCA to help keep it extremely affordable for the organization.
 - The build contains three phases, one component for the registrar, the members, and the public. All of which will be available on the web. Phase one was completed a year ago and contains components that the registrar uses. Phase two consists of putting phase one on the web along with a small portion for members and the public to sample. Phase three is to have all components complete and on the web. Phase two is being worked on now. Taskforce members are helping to complete data cleanup before data migration is finalized. The software is currently on the web and being tested by taskforce members for quality assurance.
 - Susan provided a demonstration of the software for the board. Following the demonstration, the board discussed the importance of having a training plan in place for members to reference when the time comes to launch the member portion of the new software. Stefani Millman recommended training sessions for regional directors before launch. John Wallace proposed creating PowerPoint training documents to post on the ADCA website.
 - Susan indicated that completion for phase two is targeted for August 2022. Plans are to go live with the registrar’s portion, the online pedigree and limited member functions. Members will be able to upload photos, make correction requests and possibly upload lab testing results. Susan requested for the board to begin thinking about assigning someone to assist members with initial sign-ups. Susan needs to continue working on Phase three and will not be available to help with this.
 - Phase three will be complete with full member services and requests, online payments, search functions and a Dexters for sale page. The Dexter sale postings will be offered to members for free and available to the public to search. Non-members will only have access to the public portion of the website, they will not have access to the member only portion. ADCA members will be able to control personal information they want visible for the public to view.
 - Better Built Cows (BBC) is offering the new software to the ADCA at a 95% discount and will retain ownership. The ADCA has a perpetual license to use, develop, and maintain the software. The agreement with Better Built Cows allows the ADCA to hire someone else to operate, develop, or maintain it but the ADCA is restricted from selling the software to anyone else. Mark Chaney questioned Susan about a backup plan in the event of BBC not being able to maintain the software? Susan stated that the ADCA currently has a monthly contract with Better Built Cows to maintain and update the software because of the programming updates that happen constantly. A formalized plan

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is being created and will be in place upon completion of the software build to allow the ADCA access to everything needed to maintain, update, and operate the software if BBC leaves the business or in case of a catastrophic event. Eventually a secondary person to help maintain the software will be trained so a backup will always be available.

- Susan will be presenting a similar demonstration for members at the National Expo this month.
- The board expressed their gratitude and excitement to Susan for her time and effort in building the new software. Everyone is looking forward to the launch and completion.

4) Reports:

a) Treasurer’s Report - Roberta Total

- Liabilities & equity \$397908.46 as of April 30, 2022 – no questions were asked regarding the treasurer’s report.
- Roberta offered some preliminary numbers for the National Expo. Approximately 100 people signed up Thursday’s meet & greet dinner, 75 for Friday night banquet. Income for sponsors, entries and orders is \$9,440. Payouts for show classes is \$8,165. Total revenues for merchandise, hay and meals are \$12,238.08 minus the PayPal fees. Roberta stated, according to the preliminary numbers the expo appears to be paying for itself.
- Roberta questioned the change for best of show for the open show only. In the past best of show was also chosen from the youth show. Following discussion about the rule change the board agreed that this was not a board decision to make, but a committee decision and it should go back to the committee for review. Dave Cluff and Santiago Lizarraga clarified that the decision was made due to the change in rules allowing youth to show in the open class. Concerns were raised about the youth being aware of the rule change having time to order an additional plaque at such a late date. Santiago will ask the show committee to consider re-instating the youth best of show.

b) Registrar’s report – Jill Delaney

- Total Membership end May 2022: 1406 (69 paid/49 new)
- Total Membership end May 2021: 1404
- Jill will be traveling to attend the National Expo. She will be out of the office for one week.

June 2021 Totals		June 2022 Totals	
Sales Invoice Totals		Sales Invoice Totals	
Inventory Item	# Units	Inventory Item	# Units
Steer Transfer	7	Steer Transfer	4
90DayWebAd	6	90DayWebAd	6
Reg	59	Reg	113
Late	16	Late	9
Tran	234	Tran	286
Prt Duplication Certs	3	Prt Duplication Certs	4
AI Bull Listing	1	Dues	49
Dues	37	Family Membership	11
Family Membership	4	Associate Membership	7
Associate Membership	2	Jr Membership	2
Jr Membership	2	Bull Registration	51
Bull Registration	34	Steer Registration	5
Youth Donation (Jr)	1	Rush Charge	2
Steer Registration	14		
Rush Charge	1		

- Skip Tinney asked Jill what the highest membership number is currently. Jill said new membership numbers will be starting at 14,000.
- Kimberly Jepsen emptied the old storage unit in Missouri and will be bringing some of the boxes to the expo to pass on to the secretary and registrar.

c) Committee/Task Force Reports

- Stefani Millman made corrections to the Welcome Packet and will send a revised copy to the board for another review. Laaci recommended researching printing cost before making any additions to

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the packet. Stefani will send the board a final version and then reach out to Kevin for help with printing costs and get back to the board.

- Region 2 – Stefani Millman - Washington State will be hosting their first “Biggest Little Livestock Show” featuring small cattle breeds. She asked everyone to spread the word that they are looking for participants. Dexters are the only breed with their own show.
- Region 4 – Dave Cluff - Samantha Reese of Wylie Colorado worked with the Colorado State Fair to get a Dexter only class this year. They are scheduled to give out \$7300 in premiums. The show is scheduled for the weekend before labor day. Dave will provide information to post on the ADCA happenings page and in the next Dexter Bulletin.
- Region 10 – Santiago Lizarraga – Region 10 meeting scheduled for September 3, 2022. Presently looking for an educational speaker for the meeting.
- Region 11 – John Wallace – John is in the process of filing for a 401C3 to start a new association in the Northeast. He will be contacting fellow directors and groups for input and suggestions.

5) Continuing business –

- a) 2022 Expo update – Santiago Lizarraga – Everything is ready to go. Costs should be similar to last year.
 - 84 head of cattle are entered, 30 more than 2021. Educational seminars have been improved. Time has been set aside in the barn for visitors to meet breeders on both Thursday and Friday. Awards will be presented on Saturday following the show with some refreshments. Kimberly Jepsen said the marketing and advertising committee will be setting up a table to feature the new member logo. They will have mugs, shirts, and other items available for purchase.
- b) 2022 AGM Date – Laaci Louderback requested a change for the date in November for the annual general meeting. Following discussion about options the board decided to move the annual general meeting to November 12, 2022 at 1:00pm central time. Jill asked when the board would be discussing contract employees. Previously this was done at the follow-up meeting held during the national expo. Laaci replied that the board will hold a follow-up meeting after the AGM on November 12, 2022.
 - Discussion was held about the decision to separate the annual general meeting from the expo. John Wallace believed it should be an in-person meeting like it has been in the past. Jennifer Hunt said hosting the AGM via zoom allows more members from across the country to participate in the business aspect of the organization. Laaci stated that the board had discussed all of these options before making the decision to host the AGM via zoom this year. In the future the board can always re-evaluate their decision to see if they want to continue hosting via zoom or go back to an in-person meeting at the expo. Kimberly Jepsen stated that separating the AGM also allows directors attending the expo more time to socialize with members and less time in meetings. Skip Tinney agreed with Jennifer and said the zoom AGM will allow more member to participate.
- c) Youth Virtual Show – Elissa Emmons notified Laaci before the meeting that the company she has been trying to connect with for the virtual show has not done a good job communicating. Elissa is working on a plan B and is planning on sharing information about it at the next board meeting.

6) New Business

- a) Region 8 – Laaci received a request from a new Dexter owner to have Puerto Rico added to region 8 so he could be represented in the ADCA.
Dave Cluff made a motion, John Wallace 2nd, to add Puerto Rico to region 8. The motion passed unanimously.
- b) John Wallace requested help for the educational committee. Laaci will contact Becky Eterno to help.

Meeting adjourned at 9:19 pm CST / Next scheduled board meeting is July 5, 2022, 7:00 pm CST
Submitted by Carole Nirosky