

**American Dexter Cattle Association**  
**Board of Directors Meeting**  
**February 3, 2026 - 7 pm CST**

President – Dave Cluff	Treasurer - Mark Chaney	Region 7 – Nancy Bowers
Vice Pres – Jill Gurley	* YADCA – Peyton Collins	Region 8 – Grant Collins
IPP /Youth - Laaci Louderback	Region 1 – Pam Baker	Region 9 – Rob Whitlow
Secretary - Carole Nirosky	Region 2 – Vacant	Region 10 - Santiago Lizarraga
Registrar - Jill Delaney	Region 4 – Don Swisher	Region 11 – Bob Fenton
Registrar - Jessica Andrews	Region 6 – Patti Adams	Region 12 – Erica Lantz

**\*designates member absence.**

- 1) Dave Cluff called the meeting to order at 7:03pm CST.
- 2) Reports
  - A. Registrar’s Report – Jill Delaney / Jessica Andrews
    - Jill Delaney provided the registrar report, noting the current membership total is 889, a significant increase compared to 497 the previous year. Jill Delaney and Jessica Andrews attributed the surge to the directors' and Carole Nirosky's efforts in promoting renewals.
    - Registrations January 2026 = 182: females: 133 / bulls: 45 / steers: 4  
Registrations January 2025 = 186: females: 139 / bulls: 42 / steers: 5
    - Transfers January 2026: 226 / January 2025: 244. Jill Delaney acknowledged the high volume of transfers, stating that the current turnaround time for processing is phenomenal thanks to the hiring of Jessica Andrews, which allowed them to become current with incoming work. Jill Delaney also confirmed that all mail, including certificates, is up to date.
  - B. Treasurer Report – Mark Chaney
    - December 31, 2025, Financial Statement balance: \$306,623.
    - January account activity: revenue \$19,285 / expenses \$11,463. The difference was due to late recurring stipends that will appear in next month's report. Dave Cluff highlighted that the association generated about \$20,000 more in revenue than budgeted, and while budgeting for a \$45,000 loss last year, the actual deficit was only \$9,600. Mark Chaney noted that the activity from the membership drive resulted in a higher PayPal money transfer than usual, suggesting an increase in activity.
    - Large Expense Items for December – Credit Card \$3,379 and EG Media \$5850.
    - Current Expo account balance: \$3,332.
    - Patti Adams requested that both the registrar and treasurer reports be submitted at least one day prior to the meeting to facilitate adequate review and question preparation. She further proposed rescheduling the meeting to the second Tuesday of the month should timely report submission not be possible. Mark Chaney suggested that members with questions after reviewing the report could email him later. Patti Adams asked for monthly membership data summaries that align with calendar months, instead of reports that end a few days into the following month for comparison purposes. Jill Delaney confirmed they could provide the members list at the end of each month, acknowledging that their current system, the BBC, does not easily pull membership data month-to-month. Dave Cluff supported the practice of sending out reports the day before the meeting.
  - C. Secretary Report – Carole Nirosky
    - January activity report emailed to directors.
- 3) Region Reports
  - A. Region 1 - Pam Baker: We have been dealing with a lot of snow and subzero temperatures in our area, so I have just had a few questions. One was on the system not taking payment on a

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registration. I am looking into this. One breeder transferred 24 Dexters this month and said they have several more to complete from another herd they have purchased recently.

- B. Region 6 - Patti Adams: I have assisted several members with their questions about UCD Case numbers on bulls that they did not own, but needed the genotype case number, to do parentage verification on offspring, prior to applying for registration. I have started posting on the ADCA Region 6 Facebook page with upcoming events related to cattle (not limited to Dexter cattle) in each State in Region 6.
  - C. Region 7 - Nancy Bowers: I continue to work with Kristin Browne on our monthly regional lists. You must be a current member to advertise. I went through our sales list and farms list and emailed each member that was not current, to renew to be able to continue advertising. I have our first zoom meeting planned for 2/12. This will be more of a social event, and I will have the floor open to questions from my members that I hopefully can answer. I continue to get a lot of calls and emails from members needing help, mostly registration questions.
  - D. Region 8 – Grant Collins received about twenty emails and 7-8 phone calls. Most calls were about registering animals and information pertaining to.
    - I sent out our Region 8 For Sale Listing to current members on 2/2/26. We had eight new sale ads listed.
  - E. Grant included this proposal with his Region 8 report, but it was not addressed during the February meeting.
    - I (Grant) still believe that we should allow members to list animals For Sale on our Marketplace for free as a benefit of membership. This would allow members to upload for sale items without the Regional Directors having to compile a listing every month.
    - Ads need to be renewed every 60 days or they automatically delete.
    - Maybe, we could use this as a “Premium” membership option for an extra \$10-\$20 per year.
  - F. Region 9 - Robert Whitlow: have implemented an email to current members of our region and there is interest in doing at least a quarterly zoom meeting to answer questions and network. Also, with the help of a tech savvy member have started a buy/sell group for region nine members.
- 4) Committee Reports
- Digital Beef System Update – Dave Cluff presented the board with an update report on the Digital Beef System, prepared by Kimberly Jepsen. He noted that the transition to the digital platform is progressing rapidly and indicated that the board of directors is expected to gain access to the system so they may begin testing by the end of the month. Carole Nirosky stated that Digital Beef has completed a comprehensive data transfer process, and the system is now undergoing finalization to guarantee full compliance with the association’s regulations. Carole Nirosky reported that she and Kimberly Jepsen spent the past weekend submitting test registrations to ensure the system is working properly according to ADCA rules. Jill Delaney has shared with Digital Beef a comprehensive checklist outlining validation requirements and errors in accordance with our registration rules.
- A. Executive session – Dave Cluff called for a vote to go into a closed executive session to discuss ethics concerns involving specific members' names. Executive session began at 7:23pm and the board returned at 8:17pm. Dave Cluff reported that the executive session covered specific member concerns that are progressing well, and conversations about the new member retention program, with an update scheduled for the March meeting.

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- B. Bulletin - Erica Lantz updated the board on researching new companies for the bulletin, including options that offer social media support and potential cost savings; to align with the association's mission of education. Dave Cluff reminded everyone that EG Media, our current publisher, offers an extensive library of articles for use in the Dexter Bulletin. He recommended giving EG Media an opportunity to submit a new quote. Erica Lantz confirmed they are comparing companies based on available article libraries, noting that one is an agriculture magazine with readily available articles. She also confirmed that she had requested a new quote from EG Media, but they were not willing to reduce their costs. Dave Cluff proposed a limited run of 20-30 print bulletins, pre-sold to gauge interest among members who want a physical copy. Erica Lantz replied that she is looking into options, including a less expensive, newspaper-style print format, or compiling a full year's worth of bulletins into a single print publication. Jill Gurley noted that other associations upcharge membership dues for members who wish to receive a paper magazine. Erica will continue to pursue other options for the Bulletin and report back to the board.
- C. Youth Meeting Update and Activities - Laaci Louderback provided an update from the youth meeting, stating that the youth board decided to reinstate membership dues of \$10 for 2027. They are also planning Expo activities, including bringing back the speech contest and the MOO Olympics obstacle course, and costume contest, while introducing a new activity, a skill-a-thon. They are seeking to arrange a speaker dedicated to addressing the youth at the Expo.
- D. Marketing and Advertising - Pam Baker sought the board's input on using "pedigreed" versus "registered" in a new ad for ADCA pedigreed Dexter beef. Dave Cluff and Jill Delaney preferred the term "registered" as it aligns with current practices and encourages the registration of steers. Carole Nirosky noted that a recent ad in *Homestead magazine* had a high response rate, indicating that this publication targets the association's key market. The M&A committee is contemplating placing an advertisement in Hobby Farms.
- E. Expo Judges - Jill Gurley confirmed that the judges have signed contracts for the Expo.

Meeting adjourned at 8:35 pm CST / Next BOD meeting: February 3, 2026, 7:00 pm CST.  
Submitted by Carole Nirosky