

# American Dexter Cattle Association

## Board of Directors Meeting

March 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 7:06 pm CST. Roll call was taken. Kimberly Jepsen was also in attendance to give a report on the Digital Beef software transition.
- 2) Digital Beef Transition – Kimberly Jepsen apologized for delays in getting board members access to the Digital Beef platform, explaining that the program, now linked with 701X, had planned tiered levels for associations. The Chief Technology Officer of 701X has been upgrading the user interface, leading to a new "facelift" for the platform, which will be more user-friendly and modernized. The ADCA was informed that all associations must transition to the new 701X platform by the end of 2026. Kimberly Jepsen notified Dave Cluff, and a decision was made to transition immediately to the new interface to avoid having to learn one platform and then relearn a new one later this year. The launch date remains April 1st, with assurance from 701X that the platform will be ready before the end of March.
  - A. In compensation for the extended timeline, Carole Nirosky and Kimberly Jepsen requested a discount from 701X. The vendor agreed to waive the April fee of \$5,500.
  - B. A demo of the completed platform facelift is scheduled for Tuesday at 10:30. The basic functions like registration, transfers, and reports will be live by the end of the month, though some "bells and whistles," such as the inbreeding coefficient calculation, will be completed by the end of April.
  - C. Santiago Lizarraga asked if DNA registrations would eventually be ordered through the software. Kimberly Jepsen clarified that the organization decided against signing a new contract with UC Davis to avoid getting a new ADCA affiliation acronym. Instead, members will be required to attach a PDF of their DNA parent verification report during registration. Kimberly Jepsen explained that while affiliation via a checked box is intended for automated validation, the system will require manual review by the registrars for the first year to prevent mistakes. The goal is to fully automate the process only if the affiliation box is checked.
  - D. Santiago Lizarraga expressed excitement about the new system's features, such as adding breeding dates and the calendar calculator. Kimberly Jepsen noted that the software offers many benefits and reminded the board that they will need to decide about keeping the pedigree search closed or open to the public.
  - E. Data Transition Issues and Resolution: Don Swisher and Nancy Bowers reported a couple of discrepancies they found, and Kimberly Jepsen explained that data transfer from one format to another can cause minor issues, and members should email them if they find discrepancies so they can be fixed across the board.
  - F. Mark Chaney reminded the team that payments will go through Square once the platform is live, and they will need to coordinate with 701X to integrate the payment system. Kimberly Jepsen confirmed the integration ticket was already submitted and that the 701X team would contact Mark Chaney after the demo on Tuesday. Santiago Lizarraga and Don Swisher requested the link for the Tuesday demo meeting.
  - G. Kimberly Jepsen confirmed the platform progress is stalled until the demo on the 10th and will become more user-friendly next week. Erica Lantz recommended holding off on creating member

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

how-to lessons or screenshots until the new interface is live. Kimberly Jepsen expressed a desire to complete all necessary how-to documents before the end of the month. Dave Cluff noted that the new update does not postpone the project timeline, and receiving the new update from 701X now, reduces transition time for members. Directors will have to familiarize themselves with the program quickly.

3) Staff Reports

A. Registrar's Report – Jill Delaney / Jessica Andrews

- Membership February 2026= 1029, 37 new / February 2025 = 804, 43 new
- Registrations February 2026 = 169: females: 125 / bulls: 40 / steers: 4  
Registrations February 2025 = 146: females: 114 / bulls: 30 / steers: 2
- Transfers February 2026: 136 / February 2025: 170
- Jill Delaney reported that their work is caught up, with only about twelve pending issues related to genotype and ownership.

B. Treasurer Report – Mark Chaney

- January 31, 2026, Financial Statement balance: \$ 329,094
- February account activity: revenue \$31,063 / expenses \$17,156
  - Large expense for February – credit card \$2,813
  - Current Expo account balance: \$6,607
- Ranch House annual fee increased from \$900 to \$1400 and is now invoiced quarterly. There are separate charges for forms and the event calendar. Some of the forms will go away once we go live with Digital Beef.

C. Secretary Report – Carole Nirosky

- February activity report will be emailed to directors.
- Carole Nirosky provided an update on expo sponsorships, noting that the goal is \$9,700 to cover all classes. They reported that \$5,400 has been secured so far, meaning only \$4,300 is still needed. It was noted that many of the high-value classes, such as the grand champion youth female and bull, have already been sponsored.

4) Board of Directors Officer update/report

A. Region 1 - Pam Baker has had several inquiries on testing, registration and transfers this month. We are getting more participation in our Regional sales listings and hope to see that grow even more.

B. Region 2 – Laaci Louderback reported that there were a few emails and phone calls regarding registering. Pacific Northwest Dexter Club is holding Dexter Days at the Puyallup Spring Fair April 10-12th. Puyallup Spring Showcase (Youth Only Jackpot Show) has added a mini breeds class for Dexters. April 17-19

C. Region 6 - Patti Adams received two inquiries on permanent ID, testing, and registration in the past month. Also getting a few requests from people looking for registered Dexters and steers.

- Patti Adams mentioned an issue involving UC Davis VGL case numbers, where one bull had two different case numbers with conflicting genetic markers listed in the regional directors' report. In one instance, the wrong bull had been genotyped, which caused significant confusion until UC Davis resolved it. Patti Adams cautioned other regional directors to thoroughly check the list for multiple or incorrect entries when looking up VGL case numbers.
- Jill Delaney explained that errors in case numbers often occur when members change an animal's name after initial genotyping without updating their VGL account. These inconsistencies can lead to issues later when animals are sold, as the genotype report may list a tag number or different name than the registered name. The labs and registrars, including

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

- Jill Delaney, work to reconcile these discrepancies. Patti Adams suggested that unusable genotypes need to be deleted from the list.
- Jill Gurley, brought up that two members have asked if someone from the ADCA ever answers the phone, suggesting specific phone hours. Dave Cluff confirmed that structured phone hours were not scheduled but noted that regional directors and leadership handle incoming calls. Jill Delaney offered her phone number to share with members.
- D. Region 7 – Nancy Bowers reported that region 7 had their first regional meeting 2/12. We had about 18 in total. Not bad for our first one. Jill was available for questions. She will plan another in May. She continues to have quite a few emails and texts and calls from new people, and some trying to update their information, renew their memberships and get their calves and even two-year-olds registered. She was glad to have Jill’s assistance.
- E. Region 8 – Grant Collins, in February saw several questions regarding registration problems/issues, transfers, and testing.
- Grant Collins asked for clarification about buyers being able to use the printed transfer information on the back of a registration paper, completed by the seller, and mail it in with payment. Jill Delaney confirmed that this is permissible, as the back of the form is the transfer form. Dave Cluff confirmed that the association updated its policy to allow transfers to be initiated by either the buyer or the seller, either online or via paper form.
  - Grant Collins detailed a case where a buyer had been waiting since August for a calf’s pending registration due to an unresponsive seller. Jill Delaney offered to collaborate with the buyer directly if they or Grant Collins provided the necessary information, as the issue could relate to pending DNA testing where the bull is not matching the offspring. Jill Delaney requested that Grant Collins forward any bounced emails from the for-sale list so they can update the membership records.
  - Grant Collins proposed leveraging the membership marketplace to replace the current monthly for-sale list, noting the administrative burden of managing approximately forty monthly email updates. Santiago Lizarraga confirmed that the new software rollout is expected to include a "for sale" option within the system. Dave Cluff confirmed the intention is for members to utilize this listing feature at no cost, which may require addressing refunds for existing ads.
- F. Region 9 - Robert Whitlow has been helping with questions on registration and tips on selling animals.
- G. Region 10 - Santiago Lizarraga reported that planning for both the ADCA Expo and OVDBA shows are going well. I am getting inquiries for family milk cows from the Amish as well as others.
- H. Region 11 - Bob Fenton has another lineage situation.... ADCA Sire and Legacy dam, the member is looking to register the offspring in the ADCA pedigree. Still gathering details from this member.
- 5) Committee Updates
- A. Marketing and Advertising – Pam Baker: We are currently working on a half-page ad featuring the Expo & Auction to place in Homestead Living, Plain Values & Plain Pages. All are based in OH. We would like to include the schedule for the Expo in the advertisement if we can get that in time for publication. The total cost will be just short of \$3,500.00 for these.
- B. Expo – Santiago Lizarraga asked the board for input on costs for the expo meals. Carole Nirosky recalled that last year's taco bar was \$20 for adults and \$10 for kids, and the banquet was \$25 for adults and \$12 for youth. Following discussion, the board agreed to round the meal prices to match last year’s subsidized rates. The Friday taco bar will be \$20 for adults and \$10 for youth, and the Saturday banquet will be \$25 for adults and \$12 for youth. Thursday's meal will continue

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

to be provided free of charge by the association. The fairgrounds only allow alcohol sales by a vendor. Santiago is going to check to see if they will allow any alcohol on the grounds.

- Erica finalized a facility tour of the Temple Grandin facility at OSU from 8:00 AM to 10:00 AM on Thursday. Santiago Lizarraga confirmed plans to finalize the expo schedule the following Tuesday and proceed with advertising. He also confirmed plans for a sale catalog of the available auction animals with pictures and a short description for each animal and encourage digital submission of additional pictures for online advertising.
- C. **Member retention:** Dave Cluff asked for a review of the fee structure Don Swisher had emailed to board members. Don Swisher listed the proposed rates: Inaugural (new) member is \$50 per year; Bronze (current, one-year renewal) is \$50; Silver (five-year) is \$200; Gold (10-year) is \$400; Platinum (15-year) is \$600, and Diamond (20-year) is \$750. The savings for 20-year membership are \$250 compared to paying \$1,000 over 20 years. The committee plans to offer embroidered patches and window stickers to members according to their tier level. The committee proposed maintaining the \$50 fee for new members and one-year members to generate revenue. Based on eighty-eight new members this year, a \$50 fee would generate \$4,400, with \$1,760 going to the Retention Committee and \$2,640 to an interest-bearing account. The committee's long-term plan is for the 40% generated revenue to fund scholarships and potential heifer giveaway programs in four years, ensuring the program remains dynamic. Don Swisher expressed concern that fees have increased while member benefits, such as a printed bulletin, herd books, and a continuously open store, have been discontinued.
- Regarding member benefits, Don Swisher updated the board on a proposal to partner with VitaFerm, which will offer paid members a discount on their products. The committee is exploring other member rewards, including plaques, bringing books back into the store at a discounted price, and flash cards for new members, FFA, and 4-H participants. Don Swisher aims to put resources into people's hands and provide tangible benefits for being a member.
  - Don Swisher provided updated financial figures, noting that the cost for patches and stickers for new members would total \$5,200 for a six-month period. If the association generated revenue at \$50 per new member, they would still be \$260 ahead on the initial expense and gain more in subsequent years. The team is developing a small list of 10 to 15 bullet points to disseminate to directors and on social media to highlight the benefits of registered Dexter cattle. Don Swisher emphasized the need to get ahead of the game, as unregistered Dexter cattle are being sold by competitors on social media. Board members will be asked to promote this content across their social media channels once the committee finalizes and approves the terminology.
  - Don Swisher explained that the tiered membership system provides a fixed rate for members, which protects them from potential future dues increases due to inflation or rising costs for the association's systems like Ranch House or Digital Beef. Discussions were held regarding family membership, with a suggestion to follow the same discount structure, but Patti Adams and Jill Delaney noted the possibility of eliminating the family membership entirely, as multiple people are already included in some regular memberships. Board members agreed that the two votes offered by the family membership are not a strong incentive, given the low voter turnout in elections. Laaci Louderback noted that the numbers will be rolled out to the membership at the Annual General Meeting (AGM).
  - The youth membership structure was discussed, with the decision to keep them separate from the adult tiered system, as they are their own organization with their own president. It was suggested that they should receive a patch for recognition. Laaci Louderback noted that

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

- the youth group has already decided to bring back a \$10 membership fee in 2027, which was the fee before it was made free.
- Pam Baker expressed concern that the new \$50 fee for new members might deter homesteaders and single-income families in rural areas, who already find it difficult to afford a Dexter. Don Swisher countered that the association plans to offer benefits, such as discounts on mineral tubs through a partnership with VitaFerm, which would allow a new member to recoup the initial fee quickly. Laaci Louderback clarified that sellers can still opt to pay for a new member's membership as a benefit. Nancy Bowers articulated that people tend to value something more if they have paid for it, even if they have low income. Patti Adams added that charging for membership is a necessity, as it provides the funds necessary to improve and enrich the overall membership experience with new benefits.
  - Santiago Lizarraga moved to approve the Member Retention Committee's proposal for membership fees as most recently submitted. Grant Collins seconded the motion. The proposal was adopted unanimously.
- 6) Dave Cluff reported that a solar energy company in Oregon is interested in partnering with the ADCA to promote Dexter cattle as grazing partners for solar farms. He is scheduled to meet with them soon to explore the potential collaboration.
- 7) Executive session- Dave Cluff took the board into an executive session to review a member concern at 9:21pm and returned at 9:26pm.
- 8) Other items:
- A. Jill Gurley requested that committee chairs update their committee lists, and send her any changes, any new members must sign a conflict-of-interest form and send it to the secretary.
  - B. A motion was made by Laaci Louderback and seconded by Don Swisher to approve Isaac Harmon, a 15-year-old youth member, to join the Pedigree and Genetics (PNG) committee to gain experience. The motion passed unanimously.
  - C. Laaci Louderback announced that the Chris ODM award is live and encouraged promotion of the youth contests at the expo, which are free to enter.

Meeting adjourned at 9:31 pm CST after a motion by Grant Collins, seconded by Erica Lantz, motion passed unanimously. Next BOD meeting: April 7, 2026, 7:00 pm CST.  
Submitted by Carole Nirosky