

American Dexter Cattle Association

Board of Directors Meeting

April 7, 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 7:08 pm CST. Roll call was taken.
- 2) Staff Reports
 - A. Registrar’s Report – Jill Delaney / Jessica Andrews
 - Membership March 2026= 1144, 47 new / new paid: 17 / March 2025 = 962
 - Registrations March 2026 = 200: females: 135 / bulls: 47 / steers: 8
Registrations March 2025 = 204: females: 138 / bulls: 51 / steers: 8
 - Transfers March 2026: 177 / March 2025: 209
 - Jill Delaney and Jessica Andrews detailed the process of proactively contacting breeders receiving transfers who are not yet members. This outreach includes personalized emails, letters, and phone calls, ensuring they capture new members immediately, which is proving successful with positive feedback from new members. Jessica stated that this process enables registrars to acquire accurate contact information and assign registration prefixes to new members. Santiago Lizarraga raised a question about the previous discussion that members were not mandated to be members to receive a transfer, but that this was not yet formalized in writing. The board discussed how to manage transfers for new people who do not respond to membership outreach after two weeks, with the consensus being to transfer the animal and assign an inactive membership number to record the ownership. Jill Delaney agreed to update the initial blurb sent to new members to highlight the benefits of being a member and the requirement for current dues for registration.
 - B. Treasurer Report – Mark Chaney
 - February 28, 2026, Financial Statement balance: \$ 329,958.
 - March account activity: revenue \$14,348 / expenses \$22,336
 - Large expense for February – credit card \$3,009 {Included Travelers Insurance annual premium of \$2129), EG Media bulletin \$5850, Westbend Insurance annual premium \$3295.
 - Current Expo account balance: \$7,018.
 - C. Secretary Report – Carole Nirosky stated that her report contained basic updates on the website and Facebook, and highlighted the work done to gather and highlight necessary changes for the governing documents. Website changes also included updates to several pages removing information about free membership for new members. Ranch House continues to provide fast service for updates. Carole Nirosky also noted that recent sponsorships brought the remaining Expo funding goal down to \$3,800. Dave Cluff suggested writing an SOP for the new transfer process, but Carole Nirosky recommended waiting until the 701x software is implemented to ensure the correct procedure is documented to which Dave agreed.
- 3) Board of Directors & Officers update/report
 - A. Region 1 - Pam Baker has had typical questions on registration, transfers, and case numbers etc.
 - B. Region 2 – Laaci Louderback: working with a person who bought cows from people who skipped registration but now want the calves registered. Luckily, I knew the original owners (who are now

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out of cattle and moved) so I worked with everyone to get animals up to date. PNW Dexter Days Starts 4/8/2026.

- C. Region 4 – Don Swisher: Members wondering where and how to locate cattle for sale, one looking for information about genotype and parent verification.
 - D. Region 6 - Patti Adams: Had several calls from a member in Oklahoma that needed help with his UCD testing and parentage verification. Helped him through the process of testing a second bull, after the first one was excluded as the sire. Turned out that the cow was bred when he bought her, and that changed the herd prefix needed on the calf's name. Walked him through the process of editing the UCD animal information in his UCD account for the calf that Sire qualified to the original cow owner's bull.
 - E. Region 7 – Nancy Bowers: Registered Dexters are in high demand here in region 7. I am encouraging members to register their Dexter heifers. I help a great number of them understand the process. A few feel a bit overwhelmed, but I continue to work with them and do what I can to make it less intimidating. I have a few that we are going back a generation also getting the authorized agent in to play if we need it. I see the need for things to be worked on with the educational committee, which I am a part of. Being part of the retention committee has also helped us realize more topics that need to be covered. I also advised a member wanting an orphan to graft to his cow that lost a calf. They heeded my advice and are now successfully milking her instead. I had a young girl wanting a Dexter to show in the DFW area, but her county extension told her she could not show a Dexter at their stock show.
 - F. Region 8 – Grant Collins:
 - G. Region 9 - Robert Whitlow: continuing to answer questions regarding registration and people wanting more info about getting started with Dexters.
 - H. Region 10 - Santiago Lizarraga: Just a couple of normal questions.
 - I. Region 11 - Bob Fenton: Thanks to P&G and Nancy for helping a member get some issues sorted out. We are quiet again.
- 4) Regional Director topics for discussion:
- A. Patti Adams raised the issue of members not updating animal information, specifically registration numbers, in the UC Davis database following the animal's registration. Jill Delaney and Jessica Andrews confirmed this issue, noting that many people use ear tag numbers instead of names, leading to limited information on lab reports. They have had to request members to update the test reports to match the registered name. Santiago Lizarraga and Mark Chaney requested a procedure or cheat sheet on how to update animal records in the UC Davis database. Patti Adams explained the process of navigating to the animal's name in the account and clicking "update report" to add the registration number and change the name. Dave Cluff clarified that the only requirement is that the animal's name on the report matches the registration name, although having the full, accurate information is very good practice. Dave Cluff suggested the Education Committee create a short tutorial video for sellers on providing complete paperwork and test reports to buyers. Nancy Bowers proposed updating the ADCA sample Bill of Sale and Sales Agreement documents on the website to include necessary information like UC Davis or TAMU accession numbers, Carole Nirosky agreed to take on the task of creating an updated contract template.
 - B. The Homestead Conference is coming to Waco 4/24-25. Nancy Bowers reported on a potential opportunity to exhibit Dexters at the Homestead Conference, which is similar to the Mother Earth News event, in about three weeks, noting that it is an excellent venue for educating the public about the breed.

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5) Committee Updates

- A. Marketing and Advertising – Pam Baker: We have approved & disbursed funds to three shows/fairs. OVDBA \$1,000, Tate County Fair, \$500 & Puyallup Spring Fair, \$500. We placed a ½ page ad on the EXPO w Homestead Living for \$1,440. We have also spoken with Heather on keeping certain items always available in the store for purchase. She can do that but says they will need to use transfers instead of screen printing. Screen prints require more setup & she needs to have more quantities to make those. Expo items will be screen printed and available for pickup there. Pam Baker reported on paying an invoice for past ads with Countryside magazine, noting that approximately \$800 worth of ads from the previous year had recently paid for due to an earlier address issue. Mark Chaney confirmed that the issue had been resolved.
- B. Expo – Santiago Lizarraga: Santiago Lizarraga reported no new updates for the expo and show, stating that the agenda is set, but they may hold a quick meeting to ensure all details are complete. Santiago Lizarraga said the auctioneer he reached out to had not confirmed yet, Santiago will follow up with him. Regarding animal sale entries, Carole Nirosky confirmed there are no entries yet, but noted that it is early, as people typically wait until the last minute to submit. Jill Delaney committed to touching base with her auctioneer contact but would not cut them loose until hearing back from Santiago Lizarraga.
- C. Update on 701x Digital Beef Software Implementation: Carole Nirosky provided an update on the 701x software transition, confirming that the system is not yet live and that the staff side of the system has not been viewed yet. The team has completed most of the member side review, with only the billing and marketplace sections left to review, which is anticipated to happen next week. Carole Nirosky mentioned that they are working on getting a more direct go-live date, and they will email the board once they have that information.
- D. 701x Implementation Considerations and Infrastructure Needs: Jill Delaney reminded the team that time must be allotted for infrastructure tasks, such as Susan needing time for a final data download and coordinating the transfer of pedigree pictures from Capable Computing to 701x. She noted that logistical challenges, such as integrating the Square accounting system, still need to be addressed, and adequate time must be given to the relevant parties. Mark Chaney stated that the Square integration should be seamless since digital beef has used it before, and they have set up the account, waiting for the 701x team to contact him to link the account to their system. Don Swisher inquired about the process for reporting individual issues found within the new system, such as discrepancies in member search results. Carole Nirosky advised them to reply to Kimberly's email requesting feedback so that the issues can be added to the onboarding document and addressed by the developers also noting that most of the issues have already been reported and 701X is in the process of making those corrections. Santiago Lizarraga, Don Swisher, and Carole Nirosky all agreed that the visual appearance of the new software is an improvement over the old system. Jill Delaney asked if tutorial screenshots or guides were being created for members to help them navigate the new system. Erica Lantz confirmed they are planning to work with the 701X team to develop educational "one-point lessons" or quick guides for members once the system is up and running. Don Swisher asked if they could perform a screen share of the current 701x interface during their regional video call next Tuesday to introduce it to members, and Carole Nirosky approved this since the look will not substantially change. Pam Baker informed the group that the Missouri group is holding a meeting at the end of April and requested a presentation on the new software. Carole Nirosky suggested that they could provide a general overview of the system, though they would not want to go into too much detail before the system is finalized.

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- E. Member retention: Don Swisher provided an update on member retention efforts, which includes a proposed welcome letter from each regional director, containing contact information and region details, to be sent to new members. They also plan to order window stickers for new and existing members once sufficient revenue is generated from the 40% allocated to the membership retention reward, which might be available by the end of the month.
- Don Swisher detailed the proposed mentor program, which would involve each regional director identifying one or two mentors in their area to help new members with questions, especially concerning registering cattle. To incentivize mentors, the regional directors are asking the board to consider offering them one free cattle registration per year. The board discussed the mentor program, with Nancy Bowers and Patti Adams expressing support for having mentors to assist new members, as it is difficult for board members to mentor every person. Mark Chaney raised a question about how the measurement of a mentor's work would be determined for the free registration, to which Don Swisher replied that expectations would be developed and provided to the directors. Patti Adams suggested that directors should curate the mentor list rather than sending out an all-points bulletin. Ultimately, Dave Cluff suggested continuing to move forward with the mentor program while allowing the idea of one free registration to "marinate" before a final decision is made.
 - The member retention group proposed making the ADCA store accessible year-round and hiring an online sales coordinator. This coordinator would monitor store orders, oversee the 701x marketing page, and utilize social media to promote listings, which is expected to help members sell their cattle more quickly.
 - Don Swisher proposed that a printed bulletin be offered through a subscription to offset costs, with the intention of providing it free to upper-tier members in the future. Erica Lantz is getting quotes from local printers because the current company is too costly. She is also considering printing the bulletin in a newsletter/newspaper format instead of a magazine.
 - Additionally, the member retention group plans to develop a scholarship program and a heifer program to give youth an opportunity to start their own herds, acknowledging that funding for the scholarship will take approximately three years to build.
 - Carole Nirosky advocated for creating a specific ADCA sale page on Facebook to centralize advertisements and avoid annoying members with excessive posts on multiple pages. Don Swisher asked if the board should continue charging the \$30 fee for the ADCA sales page since the 701x platform is advertised as being free. Dave Cluff suggested not making any changes until the 701x transition is complete.
- 6) Other Business:
- A. 701X Innovation Summit: Dave Cluff informed the board of an invitation to the 701x Innovation Summit in Fargo, North Dakota, on May 12th through the 14th, which has no attendance cost but requires travel expenses. The board members, including Don Swisher and Erica Lantz, agreed that they should focus on getting the 701x system up and running before attending such an event. The consensus was to decline the invitation for now.
- B. HerdYard sales platform: Dave Cluff presented information on Herdyard, a sales page that offered ADCA members a free year of service, which would include a map-based system and verification of registered animals through the ADCA site. Pam Baker, who attended a demo, reported that while the service is expensive after the free trial, it would offer free advertising for the ADCA and the breed. Patti Adams expressed caution about the Herdyard proposal, citing similar organizations like ButcherBud App and concerns that "free" offers often lead to automatic charges after the trial period. Santiago Lizarraga also noted the high price point of nearly \$400 a

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year would not be valuable for the majority of Dexter breeders, suggesting that members should have to explicitly sign up for it, not be automatically enrolled. Don Swisher expressed that he would prefer the ADCA to manage all sales and advertising internally. The board agreed that they should aim to manage all sales and advertising under the ADCA umbrella, especially since the new 701x software is expected to feature a map-based sales option. Dave Cluff concluded that they would decline the partnership with HerdYard.

- C. Potential Partnership with a Solar Farm Company: Dave Cluff presented a proposal from Joseph, who owns a solar company focused on small-scale solar farms, about promoting Dexter cattle as the ideal grazing animal for their facilities. The company, which is already working to engineer panels to withstand cattle, is requesting information via a questionnaire to create a profile on Dexters. Several board members were supportive of the idea, viewing it as an opportunity to open a new niche market and recognize the ADCA as the authority on Dexter cattle. Dave Cluff clarified that the company would promote reaching out to ADCA members to buy their cows for grazing, thus creating a new market for members. Dave Cluff affirmed that even though some questions on the questionnaire might not have precise answers, it is worth the effort to open the market and further recognize the ADCA as an authority. The board agreed that collaborating with partners on animal management provides the benefit of tapping into another market for the association's members. Dave Cluff asked for a volunteer to take on the project of answering a questionnaire and working with Joseph, as he did not have the time to spearhead it himself. Erica Lantz offered to ask Aaron if he would be willing to take on the lead role, with Nancy Bowers and Dave Cluff offering to help as available, and Jill Delaney offered to provide relevant reports to assist with answering the questions.

7) Open Business items:

- A. Pam Baker inquired about the status of the association's store, specifically regarding whether to continue collaborating with Heather and if items could be made available year-round for members. Don Swisher suggested keeping Heather if they were willing to take on the marketing aspect and already knew the ins and outs of running the store, though Carole Nirosky clarified that running the store is Heather's business, which is done for multiple clients and does not include marketing for the association. The store's future expansion, including adding different kinds of items, is on hold until the 701x project comes online, which will help determine the revenue and ability to purchase items for members.
- B. Nancy Bowers shared an encounter with a gentleman in her region, who is developing a new four-breed cattle type to solve the United States beef problem, with the Dexter being one of the foundational breeds. This individual is importing European semen to inseminate Dexters and has already named the proposed breed "Dexi". Mark Chaney recommended connecting this individual with Dr. Browning at Tennessee State University, who is already involved in crossbreeding Dexter cattle with an African breed, the Mashona, for heat tolerance.

- 8) Following the open business discussion, Dave Cluff entertained a motion to adjourn the meeting. Patti Adams moved to adjourn, and Don Swisher provided the second. The meeting adjourned at 9:01 pm CST

Next BOD meeting: May 5, 2026, 7:00 pm CST.
Submitted by Carole Nirosky