

American Dexter Cattle Association

Board of Directors Meeting

May 5, 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. Kimberly Jepsen was also in attendance.
- 2) **Digital Beef / 701X update:** Kimberly Jepsen reported that due to underlying issues with the existing Digital Beef system, 701X decided to develop an entirely new, modern system to replace it, with the goal of transitioning all associations by the end of the year. The team agreed to switch the project to this new platform to avoid having members learn one system only to switch shortly thereafter. Kimberly Jepsen explained that 701X initially attempted to quickly launch the existing Digital Beef platform with a refreshed interface for core functionality, intending to transition to the new system later. However, testing revealed additional issues, leading 701X to reassess and pause the current build to focus entirely on completing the new platform for a presentation at their summit on May 12th. Kimberly Jepsen secured an agreement with 701X to pause billing until the new system officially goes live, and the contract will reset to year-one pricing due to the extended timeline and circumstances. Kimberly Jepsen suggested renegotiating the contract to itemize and potentially reduce the price if the initial launch is missing promised features, as the timeline for extras is uncertain. She expressed full confidence that the project will be completed, noting the immense pressure on 701X to deliver a working product due to nineteen waiting associations attending the May 12th summit and large financial benefactors. Kimberly Jepsen stated that no other association will go live until all add-ons are complete, but the ADCA will be the first to launch with core features, adding functionality in phases. The board discussed the importance of communicating the software delays to the members, explaining that the company, not the board, is causing the slowdown, to prevent misunderstandings. Kimberly Jepsen and Carole Nirosky will draft a statement for board approval before the end of the month, though they are unlikely to receive a solid timeline from 701X until after the May 12th summit. Kimberly excused herself from the meeting following her report.
- 3) **Staff Reports**
 - A. **Registrar’s Report – Jill Delaney / Jessica Andrews**
 - Membership April 2026= 1242 / April 2025 = 1072
 - Registrations April 2026 = 172 / Registrations April 2025 = 159
 - Transfers March 2026: 233 / March 2025: 210
 - Sixty-seven new members were recorded in April, with thirty having joined as active members, and the registrars personally reached out to all sixty-seven.
 - Jill Delaney informed the board that the online pedigree system is not working correctly, as they have been unable to upload new information to the national herd for two days. They are working with Capable Computing and Ranch House, which is moving the system to a new server platform, to resolve the issue as soon as possible. Registrations and transfers have been completed but the pedigree does not reflect the newest transactions at this time. Jill has reached out to breeders, so they know their submissions have been completed.
 - Jill Delaney reported being remarkably busy, with over nine hundred emails in April, and receiving an increased number of calls from new people needing assistance, especially those

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who bought unregistered animals. Jessica Andrews added that they have been following up with new members who received transfers, resulting in seven new recipient members paying to become active members.

- B. Treasurer Report – Mark Chaney
- March 31, 2026, Financial Statement balance: \$ 325,483.
 - April account activity: revenue \$14,470 / expenses \$14,203
 - Large expense for April – credit card \$3998, Included \$2,200 for molly’s Belt Buckles for the expo.
 - Current Expo account balance: \$8,200.
 - Dave Cluff inquired about the status of transactions with 701X, noting that things appear stalled, which Mark Chaney confirmed. Mark Chaney stated they have the account set up, are ready to proceed with integration whenever 701X is ready, but are currently waiting on their end to tie everything in.
- C. Secretary Report – Carole Nirosky confirmed she had sent out the monthly report and noted being busy with standard duties, especially addressing increased member issues with animal registration and transfers. Carole Nirosky also created a PowerPoint presentation for the 701X system, which Kimberly Jepsen shared with the Missouri Dexter Cattle association. She plans to share the PowerPoint with the board for use with members asking about the new system's appearance.
- 4) Regional Director topics for discussion:
- A. Region 4 - Don Swisher presented a proposal from a former regional director who has collected historical items, including old bulletins, herd books, and a letter about the ADCA/PDCA split, available for \$100 plus shipping. Laaci Louderback and Patti Adams supported the acquisition for historical archiving, and the board agreed to move forward with purchasing the collection, with Mark Chaney managing the payment. Patti Adams suggested the herd books would be valuable for the registrar during the software transition to fill in potential data gaps from corrupted files.
- Don Swisher reported a high volume of calls regarding Dexter cattle, with several farm tours planned, and interest in the value and difference between registered versus non-registered animals.
 - Carole Nirosky requested that Don Swisher share their region-specific posts on the official ADCA Facebook page to increase activity and allow content to be shared across all regions. Don Swisher agreed to this request, and Carole Nirosky received authorization to give Don Swisher access to the ADCA Facebook page for posting. Grant Collins suggested board members send content, videos, and clips related to cattle handling and farm activities for posting on the Facebook and YouTube pages.
 - Patti Adams suggested a regular social media showcase of the ADCA's online forms, highlighting a different form monthly or bi-monthly, complete with direct links, to ensure members can find them. Erica Lantz offered to work with their marketing professional to create a free "bio site" with a list of direct links to these documents, which could be linked from the Facebook page. Erica Lantz, with Nancy Bowers, volunteered to develop a 12-month educational plan for Facebook posts, including graphics, to help the secretary manage content creation.
 - Pam Baker noted the need for educational materials for new buyers, who often lack information on necessary documents like case numbers or sales contracts, and Mark Chaney emphasized the need to focus educational efforts on sellers who fail to provide the required documentation. Erica Lantz mentioned publishing an article in the upcoming bulletin

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addressing what buyers should seek from sellers to establish an educational start. The discussion focused on the current lack of a searchable database for animal testing documents, as test results belong to the person who ordered the test and do not automatically convey with the animal. Jill Delaney explained that currently, test results sent with registration applications are archived only with the original email or are filed in physical boxes, not uploaded to an individual animal's account within the registry software. It was suggested that 701X might allow direct uploads of test results from the labs though this is a future consideration as contracts with the University's may need to be renegotiated.

5) Committee Updates -

- A. Expo – Santiago Lizarraga reported that they secured an auctioneer for the Expo fundraiser and cattle auction, with the cattle auction fee being 2%, which will be a wash for the ADCA, going directly to the auctioneer. Santiago Lizarraga also arranged for rental gates (10-foot long) for the pens.
- Dave Cluff confirmed the board's decision that the registrar, Jill Delaney, should attend the Expo for the full duration to interact with members. Grant Collins suggested ensuring there is visible signage for the registrar's booth.
 - Carole Nirosky updated the board on Expo registrations, noting that many people wait until the last minute before the May 31st deadline. Currently only seven spots are available for sponsorship in the open show. Most of the larger championship sponsorships opportunities have been filled. Carole will continue to advertise the expo to encourage participation.
- B. Retention Committee Financial Update and Budgeting: Don Swisher reported that the retention fees collected from new members over the last two months have generated \$2,350 in revenue, with \$940 allocated to the committee. Mark Chaney proposed that the retention committee establish an annual budget number instead of tracking percentages to simplify financial tracking. Don Swisher agreed to discuss setting an annual budget for future planning.
- Retention Committee Initiatives for New and Existing Members: The retention committee made their first purchase of 2,000 window stickers, costing approximately \$560 plus shipping, which will be sent to Jill Delaney to be included in new member packets and with existing member renewals. The committee is also working on a small membership card containing the members' name, number, and renewal date, which can be produced to receive corporate benefits to ensure only current members receive them.
 - Store Updates and Discussion on Subscription Services: Robert Whitlow reported that the store vendor can produce items like t-shirts and hats for year-round availability online, but suggested bulk ordering items like mugs and tumblers to be available for in-person purchase at the Expo due to shipping concerns. Don Swisher raised the idea of eventually compensating a person to manage the store and potentially including hard-copy bulletin subscriptions and donation options (e.g., scholarship fund, heifer giveaway) in the store.
 - Decision on Introducing the Tiered Membership System: Don Swisher inquired about announcing the tiered membership system to members, which could offer savings. Dave Cluff suggested waiting until the 701X system is fully operational to introduce it but agreed it should be introduced at the Expo as a future feature.
 - Carole Nirosky requested that all committee members send their annual reports, typically in bullet-point format, to her soon so she can compile the AGM PowerPoint presentation for the membership meeting at the Expo. Don Swisher requested that Santiago Lizarraga arrange for a designated table with a sign for board members and officers, like the registrar, to be available at the Expo to answer member questions.

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- Grant Collins inquired about the existence of a corporate sponsorship letter for the Expo that they could email potential sponsors. Dave Cluff agreed to create a formal corporate sponsorship letter for general use by the end of the week.
- C. Marketing committee: Pam Baker reported receiving contacts about app developers and noted that a "volunteer ranch" had paid a membership, suggesting a potential future revenue stream through sponsorship fees. While they did not see an immediate need for the volunteer ranch specifically, the discussion highlighted the possibility of generating revenue from people willing to pay to advertise their farm products or support. Dave Cluff plans to create a generic letter for those interested in sponsorship and suggests revisiting the corporate sponsorship structure after the 701x platform is running, which will offer free farm ads.
- D. Clarification and Communication Regarding the Annual General Meeting (AGM): Nancy Bowers suggested that a general statement explaining what the AGM is should be posted on the ADCA page, rather than just an agenda of activities. This suggestion stemmed from a social media post asking if the event was suitable for families new to the breed. Erica Lantz noted that the last bulletin included information about why people should attend but supported the idea of linking this information to the ADCA page.
- E. Review of Recent Homestead Conference and Exhibit Attendance: Nancy Bowers reported that the recent homestead conference went very well and that she was joined by Riley, who helped exhibit the animals. Foot traffic was nonstop, and many attendees were interested in milking and expressed interest in joining the ADCA. Nancy Bowers collected thirty-three emails for the regional list and mentioned that there will be another homestead conference in Tennessee in June. Dave Cluff thanked Nancy for taking time out to attend the event and represent the Dexter community.

The meeting adjourned at 8:56 pm CST

Next BOD meeting: June 2,, 2026, 7:00 pm CST.

Submitted by Carole Nirosky