

American Dexter Cattle Association
ANNUAL GENERAL MEETING
June 26, 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 - vacant	Region 6 – Patti Adams	Region 12 – Erica Lantz

***designates member absence**

- 1) Dave Cluff called the meeting to order at 4:00pm EST. There was a slight delay as technical issues were resolved.
- 2) Dave Cluff welcomed everyone to the meeting and gave instructions for how to participate to the members joining online. ADCA Board members in attendance introduced themselves to the audience. There were fifty-two members in attendance, an additional eleven joined online.
 - A. Question: A member at the expo wanted to know if the AGM slide show would be available to members online to review later. Answer: Yes, the slide show will be made available on the website.
- 3) The staff presented reports:
 - A. Carole Nirosky – Secretary
 - B. Jill Delaney - Registrar
 - C. Mark Chaney – Treasurer
- 4) Committee Reports presented
 - A. Elections – Jill Gurley
 - 2026 elections to be held in regions 9, 10, and 12.
 - B. Expo Committee – Santiago Lizarraga
 - New for 2026 – live auction added.
 - Based on success in 2025, the youth show and open shows were held on separate days.
 - Exhibitor participation, nineteen farms with 85 Dexter cattle entered in for both shows.
 - C. Show Committee – Jill Gurley
 - Dexter Auction added.
 - Rule change for 2026: Members who are physically unable to show their cattle may have another member in good standing of the ADCA show their Dexter for them.
 - Added new class: Young heifer age 2-3 years old.
 - D. Education – Erica Lantz
 - Leveraged the Bulletin as key educational resource for members.
 - Supported and coordinated educational efforts with the YADCA.
 - Preparing for future educational resources to help members transition to / Digital Beef 701X.
 - E. Social Media – Erica Lantz
 - Promoted ADCA events, programs, and deadlines.
 - Increased awareness of educational opportunities available to members.
 - Shared information related to YADCA and association events.
 - Highlighted the Dexter breed and member involvement.
 - Supported communication efforts between the association and membership.
 - Continued focusing on social media as a tool for education, engagement, and event promotion.

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- Looking ahead with continued efforts to align Bulletin, Education and Social Media. Encourage greater contribution of content from members such as photos, and educational topics.
- F. Marketing and Advertising – Pam Baker, chair – presented by Robert Whitlow
 - Recap of funded 2025 Events - \$8,000 budget, \$5300 spent on regional shows and events.
 - For 2026, \$3,500 has been given to support regional shows and events.
 - Magazine and Website advertising: \$9,384 spent in 2025.
- G. Pedigree and Genetics – Jill Gurley
 - Jill gave an update on several issues the committee worked on to help members resolve registration issues.
 - Jill also advised members needing a derived genotype to contact the P&G committee for advice before starting the process. The committee should be able to confirm if a derived genotype is possible or not, potentially helping members avoid unnecessary costs.
- H. Registry Software Update – presented by Dave Cluff
 - Dave gave an update on the progress of the Digital Beef software build. 701X bought out Digital Beef before the ADCA made the decision to move our registry to their program. 701X was committed to updating the overall look of the Digital Beef software to give it a new look. Part of their plan was to eventually rebuild the software to modern standards. During our initial setup for the ADCA to transition to Digital Beef, 701 recognized that they needed to step up their efforts on the overall rebuild. This has stalled our transition, but we feel we will be better off overall because we will be offering members a much better product.
 - The ADCA is currently in the process of beta testing the new product to make sure all functions are working correctly. Screen shots of the new software were presented to the membership. We do not have a go date at this moment but hope to be up and running by the end of 2026.
 - Questions:
 - Roberta Wieringa wanted to know how much has been spent and why we have been doing this for 10 years. Answer: Dave Cluff gave a summary of the process for resolving an ongoing problem with securing the ADCA registration software. There are not a lot of choices for registrar software, and this board like those in the past is committed to finding the best solution for the association. In the past our software has been owned and operated by one or two persons. Moving to Digital Beef puts us in a better position when updates are needed due to the many people involved in creating and operating the software. Susan Smythe was recognized as a key individual for saving and cleaning up the ADCA registry database. This was an important step in moving into the future with our registry database. Dave also stated that we are not making any payments to Digital Beef until we are up and running with the software.
 - Renee Dykstra – Will members have to pay to advertise animals for sale. Answer: No, this is a free service to members.
 - Becky Swisher: The new software will allow members to print their own certificates; will members still be able to order certificates from the ADCA if they want the type the ADCA sends now? Answer: Yes, members will be able to order a printed certificate for a small fee to cover print and postage.
 - Josh Mink – Will members pay for Digital Beef monthly or quarterly? Answer: Digital Beef registry is included with membership. Annual memberships are valid for their

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full term, starting from the payment date and depending on the selected tier. Digital Beef will send a reminder when membership is due again. Members must maintain active membership to enjoy complete access to the registry.

- Pat Mitchell, a previous board member, offered some insight into the history of the various attempts to better software development.

5) Membership Retention Committee – Don Swisher

A. Don Swisher introduced a new tiered membership program that will be offered to members when the transition to Digital Beef is complete.

- Inaugural Tier 1-year membership = \$50
- Bronze Tier 1-year membership = \$50
- Silver Tier 5-year membership = \$200 savings of 20%
- Gold Tier 10-year membership = \$400 savings of 20%
- Platinum tier 15-year membership = \$600 savings of 20%
- Diamond Tier 20-year membership = \$750 savings of 25%
- Pat Mitchell reminded the board that these changes must be made to the governing documents.

B. ADCA Scholarship Program

- The committee is working on the details for a scholarship program, and they are hoping to offer it in 2027. Details will be announced soon.

6) YADCA – youth program – Laaci Louderback

A. Laaci Louderback introduced the Youth Board of Directors and reviewed the YADCA Expo events.

B. 2025-2026 initiatives:

- Formation of a youth buckle committee
- The YADCA board voted to implement annual youth membership dues of \$10 beginning January 2027. The goal is to increase the YADCA budget and expand future youth activities and opportunities.
- Continue to focus on youth engagement and leadership opportunities within the YADCA.

7) Open Discussion –

A. Charlotte Ballard – Lots of animals are for sale on Facebook. Should the ADCA allow a “part-bred” animal registry (only one parent registered) to help increase revenue for the association? Answer: Dave Cluff thanked Charlotte for her question and said he would take that to the board for future discussion.

B. Jill Gurley encouraged members to become more involved in the association by joining a committee. Members should contact Jill Gurley or a committee chair for more information.

8) Directors at large – Dave Cluff

A. Dave requested nominations for two members to function as Directors at Large, they will join the board for the follow up meeting to discuss topics presented tonight and to elect the new President and Vice President.

- Nominations received for Charlotte Dykstra, region ten, Sherri Stockland, region seven and John Paulin, region ten. A member vote was taken; Charlotte Dykstra and John Paulin were elected as Directors at Large.

The meeting was officially adjourned following a motion by Grant Collins, region eight, seconded by Sherri Stocklin, region seven, with the Board Wrap-up meeting set for June 27th, 2026, 5:30pm EST – Submitted by Carole Nirosky