BOARD ENGAGEMENT

# How US-IDF went from officer retreat to a live board hub in two months

*Ready before the board asked*

### United States National Committee of the International Dairy Federation (US-IDF)

Prototyped at the August 2026 officer retreat · Launched at the October board meeting in Chicago

**2 months**
from officer retreat prototype to a live hub in Chicago

**1 link**
every board member bookmarks, with everything one click away

**6 reports**
live on the hub today, with three more in the pipeline

**3 builds**
prototyped live in the board room when members asked for more

## Where it started

US-IDF's board is senior dairy industry leaders who volunteer their time across a busy, global committee structure. Like most volunteer boards, they wanted one clear picture of membership, dues and who was working on what across US-IDF and IDF committees.

Getting that picture meant digging through email and waiting on updates. Their time deserved better.

## How it came together

We started with the officers at their August retreat. We put a working prototype in front of them and built from their reactions.

Through September we fine-tuned it. The week of Chicago the pieces came online: financials, membership, the directory, the roster, agendas, minutes and calls for comment, all behind one link.

## Then Chicago

The board saw the hub together for the first time in Chicago. Within the meeting, members were asking for more, so we built it in the room: a real-time membership model they used on the spot, a budget modeling site and a markup of a committee landing page.

They left talking about taking the hub, and the day-one summary newsletter we wrote, back to their own organizations.

> “This is great. We've really been looking for something like this. With this, it just feels different.”
>
> **US-IDF Board Member** · at the October 2026 board meeting, Chicago

## WHAT TVDA DID

**It wasn't about the tech.**

### 01 Shared baselines level the room

Every member walks in with the same membership numbers and the same agenda. Nobody is searching emails or wondering what they missed, so meeting time goes to debate and decisions.

### 02 The directory is a people tool

It answers the question that builds community: who should I be talking to? Members find their counterparts across US-IDF and IDF committees.

### 03 Open numbers build trust

Visible dues status, and minutes marked draft until approved, tell members they're partners in the work, not an audience for it.

### 04 The ripple effect

Members said they'd share pieces of the hub inside their own organizations to build buy-in back home.

> “US-IDF's leaders didn't need more information. They needed the same information, in one place, at the same time. Once they had that, the conversation moved from what's going on to what we should build next.”
>
> **Todd Von Deak, DBA, CAE** · Co-Owner and President, TVD Associates

## WHAT TVDA CAN DO FOR YOU

### One place to see where things stand

Your board gets a single link for reports, numbers and minutes, and your meetings get their time back.

### No new software, no year-long project

It runs on a tech stack TVDA has been building over time, as part of how we manage your association.

### Built with your leaders

We prototype with your officers and keep building in the room, not just for them but with them.

## Is your board spending its meetings catching up? Let's talk.

Book 20 minutes with Todd at calendly.com/toddvondeak, or send us a note at tvdassociates.com.