

## North Carolina Angus Association Holds 72<sup>nd</sup> Annual Meeting

Submitted by: Sharon Rogers, NCAA Executive Secretary

The 2017 North Carolina Angus Association Annual Meeting was held February 13, 2017 at the Forsyth County Agriculture Building in Winston-Salem, NC. It was a great day to learn about new innovations in the beef industry, conduct association business, celebrate old friendships and make new ones.

The day kicked off with a NC Angus Association Board of Directors meeting. The several association committee reports were shared with the board and plans were made for the upcoming year. A major topic of interest at the opening board meeting was the revamp of the NC Angus Elite Heifer Program to make its debut at the upcoming 2017 NC Angus Spring Fever Sale. Sale committee member, Dr. Brent Scarlett, presented a report on the new Elite Heifer guidelines and upcoming sale. He was also able to report on the success of the 2016 sale incentive program and stated it really made the consignors bring their best cattle. Discussion was held on the *NC Angus News* magazine. Board members felt the magazine was a great public relations tool for the association and they hope it continues to grow. Everyone was encouraged to continue seeking out advertisers for the publication. The NC Angus Auxiliary and the NC Junior Angus Association also conducted their annual meetings and educational programs in conjunction with the association meeting.



A special recognition to our meeting sponsors for their support the day's events: **ABS Global, Bartlett Milling Company, Central Life Sciences, Farm Credit Associations of NC, First Hand Foods, Genex Corporation, James River Equipment of Statesville, Merck Animal Health, Merial, Mid-Atlantic Cattle Sales, Harward Brothers & Stanly County Livestock Markets, Chesnee Livestock Market, NC Cattlemen's Association, Select Sires, Sink Farm Equipment, Southeast AgriSeeds, Southern State Coop., Sunset Feeds and Zoetis.**

The NCAA would like to thank these sponsors for exhibiting and for sharing information about their products and services with our membership.

The afternoon educational program contained a tremendous amount of valuable information for our attendees. Dr. Brent Scarlett of Scarlett Mobile Large Animal Services provided our group with his thoughts on heifer selection and development. Dr. Scarlett began his presentation with a lighthearted approach to selecting the perfect wife and relating all those traits to selecting the best replacement female for our herds. The focus of his presentation was setting goals for your replacements, defining how to achieve those goals and protecting your investment. The crowd was really engaged throughout the entire presentation especially the financial information shared on the costs associated with heifer development. For example, Dr. Scarlett presented a study that showed the lifetime average return on investment per females as affected by their calving date as a two-year-old. Only those females calving in the first 21-days of the season showed a positive return on investment. Heifers calving in the second, third and final 21-days of the season each saw a loss and the amount of the loss increased over time.



Dr. Scarlett then moderated a very informative producer panel discussion. The panel included Steve Grady, Phil Rucker and Kevin Yon. Each of the members offered a unique perspective on how they select and develop heifers and some of the factors that influence their decision making. A major take home message from Dr. Scarlett and each of the panelist was the importance of record keeping on your cattle herd. They all felt heifers should have the production data to justify being selected for the herds. New technology such a genomic testing was considered very important but also actual phenotypic data such as birth, weaning, yearling weight and ratios within the herd often assisted them in their selection decisions. The panel concluded with some great questions for the audience.

Next on the days agenda was the Annual Business Meeting of the NC Angus Association. Each association committee shared their annual report with the membership for activities from 2016. The retiring NCAA board members were recognized and thanked for their three years of service to the association: Linda Hicks, Steve Grady, Wells Shealy, Kim Starnes and Ben Winslow. New board members were nominated and selected to serve the association for the next three



years. New boards members are: Tim Goforth, Richard Kirkman, Scott Matthis, Preston Pinkston and Roy Swisher. Following the membership meeting the board meet to elect officer. The 2017 NCAA officers will be Roy Outlaw – President, Eugene Shuffler - Vice President and Joe Hampton - Treasurer. Next attendees were given the time to meet vendors in our expanded trade show and learn about some of the newest products for their farms and cattle.



The evening banquet brought out even more members to fellowship. Kevin Yon, Vice President of the American Angus Association, gave a year in review report for the activities of the association and discussed his ideas for the future of the organization. Mr. Yon also talked about how he became involved in the Angus breed and the tremendous role the cattle have played in his entire life. As always Kevin was very informative and entertaining for our group.



Several awards were presented to members during the banquet. Retiring President, Mr. John Smith was presented a plaque for his years of dedicated service to the association. Tim and Andrea Goforth of



Goforth Angus in East Bend received the Ira Gentry Memorial trophy for consigning the high selling lot in the 2016 Spring Fever Sale. In addition, the Goforth's were also recognized in the new "judges choice program" for having the top fall cow/calf pair, along with Scarlet Farms having the spring cow/calf pair, Bridges Beef Cattle the top bred heifer and Silver Springs Angus the preferred open heifer in the Spring Fever Sale.

The 2016 NC Angus Hall of Fame Award was then presented to William & Jane Ebert of Eberlee Farms in Sparta, NC. Mr. Jim Scarlett recognized the Ebert's for their many years of dedicated serve to the NC Angus Association and Auxiliary, the NC Junior Angus Association and the American Angus Auxiliary. Mrs. Ebert held many positions within the NC and American Angus Auxiliary most notable serving as the American Angus Auxiliary President. Mr. Ebert served on several committees, on the board of the NC Angus Association and he worked tirelessly for many years to support the NC Junior Angus program. The Ebert's truly exemplify what it means to be a Hall of Fame inductee.



Many NC Junior Angus members were recognized for their outstanding achievements as well. The first annual DeEtta Wood Leadership Award was present to Alex Cassavaugh, Cara Smith and Alyssa Goforth for their participation in various Angus activities during 2016. Chris Jeffcoat, American Angus Association Regional Manager, presented Ava and Riley Wood their silver and bronze awards from the National Junior Angus Association. The NC Angus Auxiliary presented their first Merit Awards to eleven NC Junior.



The evening finished up with the auction conducted by Mr. Stanley Smith. A highlight of this year's auction was an Angus print donated by Joe and Robin Hampton to benefit the DeEtta Wood Memorial Endowment. The print was sold and then re-auctioned a couple of times to show support for the fund and its importance to the youth of the Angus breed. At the conclusion the print sold for \$1,850 and it

will find its home in the office at Wood Angus. The juniors auctioned several cakes and were able to raise funds for their many activities for the



coming year. Then the auction cranked up for the preferred spots on the NCAA Website, the ad spaces for the Spring Fever sale and for the select pages in the *NC Angus News* magazine. A special thank you to everyone who bid and purchased all the items to benefit the association.

Once again thank you to Eddie Leagans, Annual Meeting Committee Chairman, Roy & Teresa Swisher, Howard Gentry, Linda Hicks, April Bowman and all the other great members who helped make the day such a success.