

NC Angus Association Board of Directors Meeting

July 30, 2016 Stanly Co. Livestock Market – Norwood, NC

Members present: John Smith – President, Linda Hicks – Treasurer, Sharon Rogers-Executive Secretary, Steve Grady, Joe Hampton, Brooke Harward, Eddie Leagans, Mike Moss, Eugene Shuffler, Ben Winslow, Mark Wilburn, Russell Wood and Cara Smith-NCJAA President. Guest present: Chris Jeffcoat and Justin Wood.

Absent: David Gragg, Roy Outlaw, Bryan Redfern, Bruce Shankle, Kim Starnes, Wells Shealy and Jaime Watson-NCAAx President.

President John Smith called the meeting to order welcomed everyone and recognized a quorum was present.

Minutes from the April board meeting were distributed and a motion was made by Mark Wilburn with a second from Eddie Leagans to approve as presented. Motion passed.

An overview of the financial report was given by Sharon Rogers. A motion was made by Mark Wilburn and seconded by Eugene Shuffler to approve the financial report. Motion passed.

Committee Reports

Annual Meeting: Chairman Eddie Leagans reported February 11, 2017 is the date for the 2017 meeting at the Forsyth County Agriculture Building. Eddie requested program ideas from the board. Mark Wilburn and Mike Moss recognized the value of the field day program and offered the suggestion to build on the same theme for the annual meeting. Joe Hampton also recommended a program that could focus on the Angus female.

Constitution and Bylaws: No report

Down East Sale: Sale date is Saturday, November 5, 2016 and will include registered Angus and Angus influenced females and bulls. President Smith spoke of the need for consignments. Sharon distributed sale guideline to the board.

Endowment: Sharon shared the information received from the NC State University Ag Foundation on the status and use of the Endowment for Excellence money. The corpus value of the endowment is \$33,623.33, the market value is \$44,929.18 and the 2016-17 spending allocation is \$1,325. The intent of the endowment is to provide education, research and other activities deemed necessary by the NCAA Board of Directors. Mike Moss made the motion to have the NCAA Endowment Committee determine spending for yearly allocated funds. Motion second by Mark Wilburn, motion passed.

Fairs & Shows: Chairman Brooke Harward reported the juniors have been busy at many show this summer with the NC Junior Beef Round Up, Eastern Regionals and Junior Nationals. NC Junior Beef Round up Champion was exhibited by Caleb Heath and Reserve by Holly Price. Mary Elaine Wood had the Champion Cow/Calf pair at the Easter Regional. Justin Wood has had a very successful spring and summer with his bull Wood Bowtie who was reserve junior champion at the Junior Nationals, Grand Champion in the VA Breeders Show and the All American Angus Breeders Futurity.

Field Day/Tours: The events were conducted just before the board meeting. Tours were held at Elaine Moore Cattle Farm and Harward Sisters. NCAA members and guests visited both farms and received insight on the commercial and registered use of Angus genetics. The Harward family provided the Friday evening meal, NC Cattlemen's Association Executive Director, Bryan Blinson reported on the state of the beef industry and AAA Regional Manager, Chris Jeffcoat discussed commercial programs offered by the American Angus Association. The field day was held at the Stanly County Livestock Market. Bruce Shankle and Marcus Harward gave a presentation on feeder cattle grading and marketing. The program was concluded with Joe Hampton discussing customer service for commercial cattlemen from purebred breeders.

Finance: Chairman Linda Hicks reported all was in order with the association finances.

Grievance: Chairman Robin Hampton reported no grievances.

Marketing: Chairman Mark Wilburn reported that he hoped the field day program was the first step into educating commercial and purebred cattle producers about the value of Angus genetics and the association. He also thanked the Marcus and Bruce for putting together a great program.

Magazine: Sharon Rogers discussed the overall finances of the magazine. The 2016 summer issue featured some valuable information but due to the lack of advertisers it was not a profitable edition. She stressed the need for the board to help recruit more advertisers for the magazine to be a continued success. Eugene Shuffler recommended the summer issue focus on commercial cattle production since there are not many production sales or producer advertising in that issue.

History: President Smith reported he had made a request for a new committee chairman and is waiting for a reply.

Human Resources: No report

Membership: Sharon Rogers reported a slight decline in the number of paid members to date for 2016 as compared to 2015. However she still continues to receive member renewals from reminder letter distributed and she also reported several new members have joined for 2016. Sharon shared a list of members who have not renewed and ask the board for any input on getting those people to rejoin.

NC BCIP: Chairman Joe Hampton reported all the bulls have been taken into the test stations. The only major change is an increase in the yardage fee for 2016-17. Eugene Shuffler also report all station are full capacity and Indexes will be calculate for bull this year. The next BCIP meeting will be in February at the NC Cattlemen's Association Conference in Hickory.

NC Purebred Breeder's Council: No report

Nomination: Chairman Roy Swisher ask current board members to inform him of individuals for nomination.

Publicity: Chairman Linda Hicks reported Donna Outlaw and Brooke Harward are working on articles for NCAA publications.

Scholarship: Sharon Rogers reported LeAnn Harward received the 2016 William Sanders Scholarship. LeAnn plans to attend UNC and major in pharmacy.

Spring Fever Sale: Mark Wilburn reported on the overall success of the 2016 sale. The sale committee was pleased to have cut the sale expenses almost in half from the 2015 sale. He thanked everyone from the consignors to sale day volunteers for helping to bring together the first association managed sale. He also stated the NCAA sale committee plans to manage the sale again for 2017. Dr. Eugene Shuffler questioned the inclusion of "elite heifers" in the sale after the board voted to discontinue the program. Mark and Sharon reported a lack of communication with some committee members about the resolution of the program. So the committee approached President Smith about having the heifers in the 2016 sale since many had made their consignments based on the program. It was agreed to allow the classification in 2016 but the board once again decided not to have the program in future sales. Mark will contact the sale committee members and Sharon will included a notice in the magazine and in the 2017 consignment guidelines. Mark also reported the judges' choice awards for consignments will be presented at the Annual Meeting.

Website: The website continues to have good reach with about 150 visits to the site each day. The analytics of the page showed a big spike in viewers during April, which we hope was people visiting the sight to see the Spring Fever Sale catalog. Sharon also reminded board members of the advertising opportunities on the site.

Wood Endowment: Russell Wood reported that LeAnn Harward received the inaugural DeEtta Wood Memorial Scholarship at the Junior Nationals. The family was pleased that the first scholarship was given to a very deserving NC junior. Russell also shared that an additional \$5,000 gift had been made to the endowment pushing the total to over \$25,000. Joe and Robin Hampton have also donated a Frank Murphy print to be auctioned at the Annual Meeting with all the proceeds going to benefit the endowment.

NCJAA: President Cara Smith reported fifteen juniors attended the Eastern Regionals and thirteen attended the Junior Nationals in Nebraska. Our juniors successfully exhibited cattle and they also participated in the judging, photo, CAB cook-off, public speaking, team marketing, graphic design and career development contests. We were very well represented.

NCAAx: No report

New business

Discussion the moved to the development of the NCAA Person of the Year program. Much discussion was had on the pros verses cons of this award. At the conclusion of the discussion, Linda Hicks made a motion to spotlight members and board members in a special section of the magazine in lieu of just recognizing one person per year. Two to four members can be highlighted each magazine depending on the overall size of the publication. The motion was seconded by Eddie Leagans and the vote was eleven yah and one nay. The board requested that Linda and Sharon work out the details for the new feature.

Sharon reminded everyone of the upcoming Sire School to be held in Duplin County on August 9.

Mike Moss thanked the board for including his farm article in the summer edition of the NC Angus News.

Chris Jeffcoat, AAA Regional Manager, informed the board that AGI has recently hired Dr. Steve Miller and he will begin his duties September 1st.

Sharon will send out an email for the selecting the best date for the next board meeting.

Russell Wood made a motion to adjourn, second by Mark Wilburn. Motion passed.

Meeting was adjourned.

Submitted by:
Sharon Rogers
NCAA Executive Secretary