

## **NC Angus Association Board of Directors Meeting**

**April 24, 2016 NCCA Office – Fuquay-Varina, NC**

Members present: John Smith – President, Roy Outlaw-Vice President, Linda Hicks – Treasurer, Sharon Rogers-Executive Secretary, Steve Grady, Joe Hampton, Brooke Harward, Mike Moss, Bryan Redfern, Bruce Shankle, Kim Starnes and Mark Wilburn.

Absent: David Gragg, Eddie Leagans, Wells Shealy, Eugene Shuffler, Ben Winslow, Russell Wood, Jaime Watson-NCAAx President and Cara Smith-NCJAA President.

President John Smith called the meeting to order welcomed everyone and recognized a quorum was present for the meeting. Vice President Roy Outlaw then gave a prayer.

Minutes from the February board meeting were distributed and a motion was made by Kim Starnes with a second from Joe Hampton to approve as presented. Motion passed.

An overview of the financial report was given by Sharon Rogers. A motion was made by Steve Grady and seconded by Joe Hampton to approve the financial report. Motion passed.

### **Committee Reports**

**Annual Meeting:** (via phone) Chairman Eddie Leagans reported on the 2016 meeting and thanked everyone for their attendance and support. Eddie discussed the overall success of the meeting and reported that vendors seemed pleased with the new trade show layout and the opportunity for the “meet and greet” session. Vendor survey responses were shared with the board. There were over 120 attendees and 17 sponsors. The discussion then moved to the 2017 meeting. Mark Wilburn made a motion to hold the meeting on February 11, 2017 at the Forsythe County Agriculture Building, second by Roy Outlaw. Motion passed. Sharon will contact April Bowman to reserve the date.

Sharon asked the board about sharing attendee names and emails with meeting sponsors. After much discussion, 2017 meeting attendees will be given the option to approve of the sharing of their information on the registration form.

**Constitution and Bylaws:** No report

**Down East Sale:** Chairman Roy Outlaw reported the sale will be held Saturday, November 5, 2016 and will include registered Angus and Angus influenced females and registered Angus bulls. He also emphasized small herd dispersals have worked well as part of the sale in the past and encouraged board members to let him know of any such opportunities. Also cows over the eight years of age limit may be sold in the case of a mature cow herd dispersal if they are in good condition.

**Endowment:** Sharon reported the association has \$1,325 in the spending fund for the Endowment for Excellence held within the NC State University Ag Foundation. Having several new board members in attendance, Joe Hampton gave a brief overview of the various endowments of the association: scholarship fund, Upper Piedmont Research Station research fund, Endowment for Excellence to benefit the NCAA. After much discussion on how to best utilize these funds in the future a motion was made by Joe Hampton with a second from Steve Grady for Sharon to contact the Ag Foundation to determine how the Endowment for Excellence money can be dispersed for NCAA programming. Motion passed.

**Fairs & Shows:** Chairman Brooke Harward reported the juniors have been busy at many show this spring with more to come. The State Show was held April 23<sup>rd</sup>: Grand bull – Wyatt Kendall, Reserve bull – Justin Wood; Grand heifer – Austin Teeter, Reserve Heifer – Alex Cassavaugh; Grand steer – Lynae Bowman, Reserve steer – Thomas Smith; Grand Cow/calf – Wyatt Kendall, Reserve Cow/calf – Justin Wood; Grand Bred & Owned heifer – Justin Wood, Reserve Bred & Owned heifer Lynae Bowman. Coming events include the NC Junior Beef Round Up and VA Angus Breeders Futurity.

**Field Day/Tours:** Chairman John Cassavaugh reported his committee would be meeting at the Spring Fever Sale. Events are to be held in central NC for 2017. Mark Wilburn recommended having speakers from outside of the AAA. Bruce Shankle discussed the need for a program to embrace the cattle industry as a whole. To help our members focus on the total beef industry and what is most commercially acceptable in the Southeast. After some additional discussion Marketing Committee Chair Mark Wilburn offered to present the marketing committee report due to potential partnership of these committees for program development.

**Marketing:** Chairman Mark Wilburn informed the board of the committees desire to hold an association sponsored educational event inviting purebred and commercial producers. The focus of the day would be to help further educate cattlemen on evaluating live cattle especially feeder cattle and Angus bulls. Expert presenters would work with attendees to identify the current industry standards and how to incorporate them in their herds. Field day committee member Joe Hampton recommended utilizing this type of program for the field day and said he would discuss it further with members of both committees and report back to the board on date, location and programming.

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

**Grievance:** Chairman Robin Hampton reported no grievances

**Magazine:** Sharon Rogers discussed the overall finances of the magazine. The 2016 spring issue was well received and featured some new advertisers. She stressed the need for the board to help recruit more advertisers for the magazine to be a continued success. Sharon also distributed a new "sale sheet" for the publication and told the board about the new banner ad on the website. Brooke Harward suggested incorporating a "commercial corner" article into each publication.

**History:** President Smith requested input from the board for a new chairman of this committee. Several of the members recommended Bette Laursen and President Smith agreed to contact her about her service.

**Human Resources:** President Smith discussed the bonus for Executive Secretary Sharon Rogers salary. After some discussion Mark Wilburn made a motion to provide a one-time \$1000 bonus to the executive secretary, second by Roy Outlaw. Motion passed.

**Membership:** Sharon Rogers reported a decline in the number of paid members so far for 2016 as compared to same time in 2015. However she recently mailed a reminder membership letter and application to all past members and they were being returned at a very positive rate. New options for membership fees were discussed during the financial report. Board members instructed Sharon to look into the cost associated with each member for a year with the possibility of offering special multi-year membership packages if financial feasible. At the request of a current member, Mike Moss was asked to discuss the possibility of a reduced rate spousal membership fee. After some discussion the board determined it was best to maintain the current fee of \$50/member.

**NC BCIP:** President Smith appointed Joe Hampton to serve as the new chairman

**NC Purebred Breeder's Council:** Brooke Harward informed the board of the upcoming "Got to be NC" Heifer Sale to be held Saturday evening, June 4<sup>th</sup> in conjunction with the NC Jr. Beef Round Up. More information on this sale can be obtained from the NC Cattlemen's Assoc.

**Nomination:** No report

**Publicity:** Chairman Linda Hicks reported on the Angus spotlight issue of *The Carolina Cattle Connection*. NCAA had three member articles along with Spring Fever Sale information and AAA articles. Linda reported she attended the NC Cattlemen's Conference in Hickory and was pleased with the traffic by the NCAA booth.

**Scholarship:** Sharon reported that two applications were received for the 2016 Sanders Scholarship. Applications have been distributed to the evaluation committee and the winner should be announced by June 1<sup>st</sup>.

**Spring Fever Sale:** Mark Wilburn reported on the overall high quality of the cattle consigned to the sale and encouraged everyone to support the event on Saturday, May 7th. Mark also stated our AAA Regional Manager, Chris Jeffcoat will be providing the commentary from the box at the sale. Sharon thanked Mark and Brooke Harward for the excellent job on the sale catalog.

**Website:** The website continues to have good reach with about 150 visits to the site each day. The Spring Fever Sale catalog and NCANews magazine advertising are a big feature on the current homepage. Sharon also reminded board members of the advertising opportunities on the site.

**Wood Endowment:** No report

**NCJAA:** Brooke Harward reported on success of the State Show held on April 23<sup>rd</sup>. Lots of good cattle and great kids were in attendance. Brooke also thanked EBS Farms for preparing and sponsoring the evening meal for the event. To date 15 NCJAA members plan to attend the 2016 National Show in Nebraska.

**NCAAx:** No report

### **New business**

Sharon presented the board with two funding requests for the upcoming year. A motion was made by Mark Wilburn and seconded by Brooke Harward to contribute \$1000 to help support the British Breeds Steer Show at the NC State Fair. Motion passed.

A motion was made by Mark Wilburn and seconded by Bruce Shankle to contribute \$150 to support the NC Junior Beef Round Up and to contribute \$100 to support the NCJAA ice cream social at the show. Motion passed. The NC Junior Beef Round Up will be held on June 4 & 5, 2016 at the State Fairgrounds in Raleigh.

President Smith shared information on a program relating to business planning. The board agreed these were important topics so President Smith will explore the opportunity for programming.

NCAA member Dean Crocker requested the board consider future ways to recognize outstanding members each year since the handbook dedication was no longer an option. The board agreed to explore the award for "Angus Person of the Year." A motion was made by Joe Hampton and seconded by Mike Moss to have the magazine committee establish guidelines for selection. Motion passed.

Current plans are to hold the next board meeting in conjunction with the field day and tours. Date to be determined.

A motion was made by Bryan Redfern with a second from Roy Outlaw to adjourn the meeting. Motion passed.

Meeting was adjourned.

Submitted by:  
Sharon Rogers  
NCAA Executive Secretary