

NC Angus Association Board of Directors Meeting

February 11, 2017 Forsyth County Agriculture Bldg. – Winston-Salem, NC

Members present: John Smith-President, Roy Outlaw-Vice President, Sharon Rogers-Executive Secretary, Steve Grady, David Gragg, Brooke Harward, Joe Hampton, Linda Hicks, Eddie Leagans, Mike Moss, Bruce Shankle, Wells Shealy, Eugene Shuffler, Mark Wilburn, and Russell Wood. Guest: Roy Swisher and Brent Scarlett

Absent: Kim Starnes, Ben Winslow, Jaime Watson-NCAA President and Cara Smith-NCJAA President.

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

Minutes from the November board meeting were distributed and a motion was made by Eddie Leagans with a second from Eugene Shuffler to approve as presented. The motion passed. Financial report was presented. A motion was made by Linda Hicks and second by Mark Wilburn to approve the financial report. Motion passed.

Committee Reports

Several committee reports were waived for presenting at the Annual Meeting.

Annual Meeting: Committee Chairman Eddie Leagans gave a brief report, 120 attendees pre-registered and 17 sponsors. Tradeshow and Auxiliary Auction located in the large banquet room. He is looking forward to an excellent educational program. He also encouraged everyone to help keep the building clean and assist with resetting the rooms at the conclusion of the meeting.

Down East Sale: Chairman Roy Outlaw reported the sale will be Saturday, November 4th. Consideration is being given to a change of venue for the sale. He welcomes input on ways to enhance the sale for members and buyers. Mark Wilburn stressed the value added opportunity to have members encourage their bull customers to market Angus influenced females through the sale.

Endowment: The board revisited the proposal from the endowment committee. The past proposal stated the board could make an annual decision on how best to utilize the endowment funding. The committee did not feel comfortable earmarking the funds for just one specific program. Mark Wilburn made a motion to accept the committee's recommendation, second Mike Moss. Motion passed.

Field day/Tours: Joe Hampton reported committee chairman John Cassavaugh had requested he take the lead on the 2017 event due to an illness in his family. Joe Hampton agreed. Discussion then moved to hosting the field day activities with the NCSU Meat Science program. After much discussion the board agreed on the value of a meats based educational program and instructed Joe Hampton and Sharon Rogers to finalize the date and plans with Dr. Dana Hanson at NCSU. Motion made by Eddie Leagans, second Mark Wilburn. Motion passed. The board also agreed to have the committee determine a fee for attending the program. Additional suggestions for having input from CAB and AAA were offered.

Magazine: The overall financials for the 2016-17 editions of the magazine were presented. All four publications of the magazine had a profit of \$1,033.42, with the spring and fall editions contributing to all the positive income. Joe Hampton questioned if the intent of the magazine was to make a profit. Vice President Roy Outlaw reported that the hope was to make a profit but as of now it is still building advertisers. Joe then stated he felt the publication was a great public relations tool for the association and he hoped it would continue. Brooke Harward then requested more educational articles in each edition. Sharon reported she could use help selling ads.

Marketing: Mark Wilburn committee chairman reported the desire of the marketing committee to hold two workshops for member education. "Sale U" to be held in the summer of 2017 to help members better understand how to get their cattle ready for a sale. "Angus Online: version 1 and 2" a series of workshops to help members better utilize the AAA login system for herd record keeping, registrations, etc. The board saw a potential to incorporate the Angus Online version 1 session into the field day so this opportunity will be explored.

NC BCIP: Joe Hampton reported the next BCIP meeting will be 2/24/17 in conjunction with the NC Cattlemen's Conference in Hickory, NC.

Nominating: Roy Swisher stated five new board members have been identified for nomination and they will be presented for election at the Annual Business Meeting.

Publicity: Linda Hicks reported 3 articles were completed for the Angus spotlight edition of the Carolina Cattle Connection. She also welcomed article suggestions from the board.

Spring Fever Sale: Mark Wilburn reported the sale was coming together and the deadline for nominations is February 19. He also stated two spots in the sale's Angus Journal ad and back cover of the catalog will be auctioned off at the banquet to help defer sale expenses. Mark then requested funding from the board for \$1000 for the sale incentive program. The sale committee felt the incentive program was very positive for the 2016 sale. Awards will be presented at the banquet. Roy Outlaw made a motion for a \$1000 contribution from the association to the Spring Fever Sale incentive program, second Joe Hampton. Motion passed

Dr. Brent Scarlett was in attendance to discuss the revamp of the NC Elite Heifer Program guidelines. Brent stated the Elite Heifer program was a marketing tool for bred heifers in association sponsored sale. He gave the example, for the 2016 Spring Fever Sale elite heifers averaged \$3100 and non-elite averaged \$2365. However the committee recognized some challenges within the program and the proposal presented to the board streamlined the guidelines and made the requirements more clear. New guidelines were distributed to the board prior to the meeting so they could have more time to understand the changes. Before discussion on the new guidelines the board had to vote on having the program as a component of sales since an early vote from the board placed the program on hold pending changes. Mark Wilburn then made a motion to have the Elite Heifer program be a part of the 2017 Spring Fever Sale, second Bruce Shankle. Voting 9 for/3 against. Motion passed. David Gragg questioned the use of not allowing herd bulls to cleanup the heifer for breeding. Mark Wilburn then stated he understood David's concern but the committee had to seek out limiting factors to make the guidelines as clear as possible. Other sale committee members felt the program provided a very strong incentive for consignors to send their best heifers to the sale so they would qualify for the Elite Heifer tag. After much discussion Mark Wilburn made a motion to accept the new NC Angus Elite Heifer Program guidelines as presented, second Roy Outlaw. Voting 11 for/1 against. Motion passed

Other business:

Brooke Harward informed the board the NJAA LEAD Conference would be held in NC the first weekend of August 2017.

Sharon Rogers presented a funding request for support of the Eastern Carolina Showmanship Circuit. Bruce Shankle requested a letter be submitted with any funding to inform the circuit committee on the need for more standardized class make up based on age of the animals. He request they keep the classes similar to the NC State Fair class listing. A motion was made by Joe Hampton and seconded by Eddie Leagans to provide \$200 toward the Eastern Carolina Showmanship Circuit. Also as part of the motion it was stated if the other two showmanship circuits in the state requested funding we would support them at the same rate. Motion passed

Funding for the NC State Fair British Breeds Steer Show: Eddie Leagans made a motion for NCAA to allocate \$500 and challenge the NC Angus juniors to match the contribution, second Linda Hicks. After much discussion a motion was made by Eugene Shuffler and second by Steve Grady to amend the original motion and fund the show at \$1000. Voting to amend the motion 10 for/2 against. Motion passed. Voting on the motion to fund \$1000 to the show. Voting 10 for/2 against. Motion passed. The board then instructed Sharon to discuss better funding opportunities with Neil Bowman.

Sharon Rogers was asked to leave the room. The board voted to offer Sharon a \$1000 bonus.

The next board meeting is scheduled for **Sunday, April 9th at the NC Cattlemen's Association office in Fuquay-Varina.**

Motion was made by Eddie Leagans, second by Roy Outlaw to adjourn, motion passed.

Board of Directors Meeting - Session II:

Meeting called to order by President John Smith and he welcomed the new board members present: Tim Goforth and Roy Swisher. Richard Kirkman, Scott Matthis and Preston Pinkston (absent)

Roy Outlaw was nominated to serve as President for 2017 by Mark Wilburn, second Roy Swisher. Motion passed. A motion was made by Joe Hampton, second Eugene Shuffler to accept by acclimation. Motion passed.

Eugene Shuffler was nominated to serve as Vice President for 2017 by David Gragg, second Joe Hampton. Motion passed. A motion was made by Eddie Leagans, second Mark Wilburn to accept by acclimation. Motion passed.

Joe Hampton was nominated to serve as Treasurer for 2017 by Mike Moss, second David Gragg. Motion passed. A motion was made by Roy Swisher, second Mike Moss to accept by acclimation. Motion passed.

Eddie Leagans reminded everyone of the need to get a picture of the new board and ask for their help in resetting the classroom. John thanked everyone for their service for the year.

Meeting was adjourned.

Submitted by:
Sharon Rogers
NCAA Executive Secretary