

## NC Angus Association Board of Directors Meeting

July 23, 2017 NC Cattlemen's Association Office – Fuquay-Varina, NC

Members present: Roy Outlaw-President, Eugene Shuffler-Vice President, Sharon Rogers-Executive Secretary, Joe Hampton-Treasurer, Brooke Harward, Richard Kirkman, Eddie Leagans, Mike Moss, John Smith, Bryan Redfern, Roy Swisher, Mark Wilburn, Russell Wood and Christy Perdue-NCAA President. Committee Chairmen: Howard Gentry and Cortney Holshouser. Guest: Chris Wessel-NCSU Ag Foundation / Absent: Tim Goforth, David Gragg, Scott Matthis, Preston Pinkston, Bruce Shankle, and Cara Smith-NCJAA President.

President Outlaw called the meeting to order, welcomed everyone and recognized a quorum was present for the meeting. He then introduced Endowment Committee Chairman, Howard Gentry, for discussion on the NC Angus Association endowment within the NC State University Ag Foundation. Howard gave a brief history of the NCAA Endowment for Excellence stating it was established September 30, 2006 after a fundraising campaign with the membership and industry. The purpose of the endowment was to strengthen the NCAA and allow for special project funding including education, research or projects designated by the board of directors. To date the endowment has continued to grow and now the current board is interested in investing some funds. To help further clarify the endowment and its structure Howard invited Chris Wessel, Director of Academic/Departmental Fund Raising from the NCSU Ag Foundation to discuss the endowment.

Chris presented the board with an endowment report and discussed the investment strategies used to grow the funds. All NCSU Ag Foundation funds are invested together with other endowments from the NC University System. To date the NCAA endowment has a market value of \$46,391.69 and our current spending allocation for 2017-18 is \$1350. Since spending has not been utilized in the past few years we currently have \$5,270 available for spending, reinvesting or a combination of the two. Chris then made some suggestions for utilizing the funds including student scholarships, beef internships or specific Angus herd research at NCSU.

Howard then opened the floor for discussion from the board on investing. Ideas presented included: funding for Annual Meeting speakers, return some money to endowment for future growth, programs to add value to members (marketing and research) and facilitation of a NCAA long range plan. Dr. Eugene Shuffler made a motion to return half of the spending account (\$2635) back to the endowment and have the endowment committee explore opportunities for the remainder of the funds. Second Joe Hampton, motion passed. Howard reported the current committee membership includes: John Smith, Jim Smith and himself. The board recommended adding the current President, Joe French and Mike Moss to the committee. Howard agreed to work with the committee to determine future opportunities. He hopes that getting the endowment more active will increase the awareness and get more people involved. President Outlaw then read the strategic objectives for the NCAA to help provide perspective for endowment decision making.

Minutes from the April board meeting were distributed and a motion was made by Joe Hampton with a second from Roy Swisher to approve as presented. The motion passed. Financial report was presented. A motion was made by Roy Swisher and second by John Smith to approve the financial report. Motion passed.

### **Committee Reports**

**Annual Meeting:** Committee Chairman Eddie Leagans stated the date for the 2018 meeting will be February 10 and it will once again be held at the Forsyth County Extension Center. Eddie then asked for program suggestions from the board. One suggestion was to use the meeting for the development of a strategic plan for the NCAA. Eddie will continue to work with his committee on planning.

**Constitution & Bylaws:** No report

**Down East Sale:** Chairman Roy Outlaw reported the sale will be Saturday, November 4<sup>th</sup>. He commented on the email sent to board members updating them on the change of location to Edwards Land and Cattle Co. sale facility in Beulaville, NC. The committee is currently working on consignments and are seeking a higher quality of cattle for this year's sale. There will be a screening committee for the sale and President Outlaw stated the

committee may need some help from board members if the cattle are located in their area of the state. He also stated there would be no bulls in the 2017 sale. Cattle will be penned and displayed outside and the facility is not suitable for working with bulls. We will still be renting the Sampson County Sale arena. The discussion then came to the way cattle are promoted for the sale and in the catalog. It was suggested that cattle with registration information from other breeds have their pedigree and EPD's listed in the catalog. For the Angus influenced cattle the current rules states animals must have at least one registered Angus parent. Joe Hampton used the example, SimAngus cattle may be multi-generation and may not have a registered parent. Bryan Redfern questioned how the membership would feel about the promotion of "other" breeds. After much discussion, Joe Hampton made a motion to leave the current rule in place, second by Russell Wood. Motion passed with one member opposed. Dr. Kirkman then mentioned the conflict of the sale being the same weekend as the AAA National Convention. Dates will have to be explored in the future.

**Endowment:** see report at beginning of minutes

**Fairs & Shows:** Chairman Brooke Harward reported (page 12 and 13 of summer NC Angus News list winners):

#### NCJAA STATE SHOW

- Champion Heifer Austin Teeter, Reserve Shane Kendall
- Champion B&O Heifer Mattie Harward, Reserve Marcie Harward
- Champion Pair Wyatt Kendall, Reserve Marcie Harward
- Champion Bull Justin Wood
- Champion Steer Colton Cox

NCJBRU - Champion Heifer and Supreme Champion Riley Wood, Reserve Justin Wood & Champion Pair Wyatt Kendall, Reserve Maddie Carpenter

ATLANTIC NATIONALS - Elaine and Russell Wood, Willow Spring, N.C., received the Show Dedication Award at the 2017 Atlantic National Super Point Roll of Victory (ROV) Angus Show, May 28 in Timonium, Md.

**Field day/Tours:** Chairman Joe Hampton reported the 2017 field day will be held at the NCSU Beef Education Unit in Raleigh on August 11. Agenda is included in packet. He admitted the program took a new approach after we were not able to work out a feasible plan with Dr. Dana Hanson and NCSU Food Science. The morning Angus Online training will be very informative with two levels of instruction. Rick Kern, NCSU Beef Education Unit manager will be putting together a morning tour. The afternoon programming will be Kelli Retallik, AGI discussing genomics, Scott Redden will discuss the Sysco CAB program and the forage program will be present by Johnny Rogers, NCSU and Paige Smart, Southeast Agri-Seed. Joe also praised our AAA Regional Manager, Chris Jeffcoat, for all his time and effort to help pull together the program.

**Finance:** Chairman Joe Hampton reported the financials of the association are in order.

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

**Hall of Fame & Awards:** Chairman Howard Gentry asked for suggestion from the board by early December for the 2018 inductee.

**History:** No report

**Human Resources:** No report

**Magazine:** Sharon reported the summer edition of the magazine has been mailed and a copy is included in the board packets. Spring magazine income \$195.12. We will likely lose money for summer edition. Sharon also asked the board to consider the future of the publication, so we can make a decision at the next board meeting. Ad revenue is less for magazine than handbook.

**Long Range Plan:** John Smith reported his committee will continue to work on further development of strategies to reflect the NCAA strategic objectives.

**Marketing:** Chairman, Mark Wilburn, discussed the Angus Online session held at the field day and was glad to see how the recommendation from the marketing committee turned out to be such a success. The committee still sees a need for the “Sale U” workshop and is considering dates.

**Membership:** Chairman, Brooke Harward reported to date we have 161 paid members and 11 complimentary.

The membership committee is proposing: Create an online monthly newsletter distributed through e-mail only, preferably sent out on the first day of each month. The newsletter will be created and distributed by the membership committee with assistance from the NCAA Executive Secretary. The purpose of the newsletter will be to “provide an up to date source of information for members” as stated in our membership brochure. Possible uses and benefits of the newsletter include:

- Provide a calendar for events occurring that month
- Link to catalogs and/or websites for member sales occurring for that month (this will be defined as sales hosted by NCAA members and sales featured on the NC Angus Calendar)
- Provide information on specialty events (field day, shows, meetings, etc.) for that month
- Link to current magazine
- Highlight current classified ads
- Drive more specific traffic to the NC Angus website

The proposed email platform would be to use MailChimp. MailChimp is free for up to 2,000 subscribers and 12,000 emails per month. This would allow us to see if the newsletter is a useful tool before paying for a larger email service. MailChimp provides reports on campaigns to see how they perform. This includes seeing how many people open your email as well as what links are visited from your email. This newsletter would not replace the current magazine but will serve as a way to remind members and email subscribers of the most current events happening in our state and to drive traffic to our website. The proposal would be to use the newsletter platform for the remainder of 2017 and to re-evaluate at the start of 2018 to see if we would like to continue the service.

Eddie Leagans made a motion to accept the membership committee’s proposal for an email newsletter, second Joe Hampton. Motion passed

**NC BCIP:** New sale date for the Waynesville Bull Test is December 8, 2017 and Butner Sale is December 15, 2017. Waynesville bull age requirements were also adjusted.

**NC Purebred Breeder’s Council:** No report

**Nominating:** No report

**Publicity:** Chairman Linda Hicks reported she is still deciding on how to approach articles on value/reasons for castrating, vaccinating, and weaning. Dr. Dudley had articles on castration in the *Carolina Cattle Connection*; his were more toward the health reasons/issues. I want mine to be shorter and more toward the economic/genetic reasons. Hope to be able to work on them before long. Compiled a comprehensive list of places people could donate to wildfire relief. List was published in the May issue of the *Carolina Cattle Connection*. Welcome ideas from the BOD on articles they’d like to see.

**Scholarship:** Sharon informed the board that Cara Smith was chosen as the William Sanders Scholarship recipient for 2017-18.

**Spring Fever Sale:** Mark Wilburn reported the sale was a success with overall sale expense around 9% (4% NCAA and 5% other). Sale will continue to move forward for 2018. Mark stated the revised Elite Heifer guidelines proved to be successful in identifying the 5 most elite heifers in the sale. The five females were all penned together and really brought attention to the quality of the program. He also stated all of the guidelines will be enforced for 2018. The committee is always open for suggestions on improving the sale.

**Website:** Sharon reported the website continues to draw lots of site visitors, especially around our association sponsored sale events. She continues to encourage members to advertise on the site. Brooke requested analytics for banner ads from EDJE. Joe Hampton asked about promoting the popularity of the site and

encourages business to purchase advertising. Brooke request members get first priority for advertising. Sharon agreed to explore business advertising for sight and to find out more about actual traffic to sight.

**Wood Endowment:** Chairman Cortney Holshouser reported LeAnn Harward was selected to receive the second DeEtta Wood Endowment Scholarship at the junior nationals. The second DeEtta Wood Achievement and Leadership Awards will be presented at the 2018 Annual Meeting and she encouraged participation for all juniors. Cortney also reported the endowment received a gift from the CB Jones Construction Foundation of \$5000 for 2017 and \$2500 for 2018 and several years to follow.

**Junior Angus Association:** Report submitted by President Cara Smith. The NCJAA has been very busy this spring and summer. We have served lunch at three sales this spring. We had 22 exhibitors participate in the NCJAA State Show and team building activities in April. Juniors showed at the NC Junior Beef Round Up where we were able to serve ice cream for all exhibitors and their families on Saturday evening. Thank you to the NCAA for helping support this event. We had seven juniors attend the Eastern Regional in Louisville, KY in June and ten juniors attend the National Junior Angus Show in Des Moines, Iowa in July. The juniors participated in multiple contests throughout the week. For team events, NC juniors placed second in team marketing, participated in quiz bowl and the cook off team (out of 36 teams) placed first in the intermediate roast division and first overall roast division and then won the "Black Kettle" award which is the highest placing team out of the entire competition. In individual events juniors placed or participated in photography, judging, skillathon, writing, graphic design, career development and public speaking. The juniors are looking forward to the upcoming fall show circuits and State Fair. Thank you for all your support.

**NC Angus Auxiliary:** Auxiliary President Christy Perdue presented the following report. The NC Angus Auxiliary continues to have a great 2017. Our spring meeting was held in conjunction with the Spring Fever Sale on May 6. Our breakfast meeting included 12 members in attendance. Our live auction of flowers and thoughtfully donated pies allowed us to raise \$570 to donate towards the Western States Wildfire Relief. We are grateful for all those that donated. We also introduced our 3 tier raffle for the first time. During the 2017 NC Junior Beef Round Up, held June 2-4, we had a membership drive in addition to our information table and cake raffle. We were happy to be able to attend and support our juniors. Our annual summer outing is scheduled for Thursday, July 27 in the Lexington area. Activities include Childress Vineyards, a candy factory, "the ultimate of farm and home" dinner at Cook's BBQ and musical entertainment. We plan to have 15 or more in attendance. Auxiliary members, guests and any other interested women are encouraged to attend. The Auxiliary looks forward to assisting with LEAD conference this year being held in NC. Our members will provide desserts for a Friday evening meal on August 4<sup>th</sup> at Wood Angus. We look forward to supporting the Wood Family as well as representing our NC Auxiliary. As we look forward to the end of the year, we are excited to again be awarding our merit award at the 2018 Annual Meeting. We encourage all juniors to apply for our 2017 achievement award. Applications are due by December 31. Applications and details are available on our website. We also look forward to continuing with our raffle and we will be drawing the winners at the 2018 Annual Meeting.

#### **Old business:**

Sharon presented her finding on the use of credit cards. After some discussion, Mark Wilburn made the motion to utilize the Square technology for credit card processing and to add a 4% service fee per transaction. Roy Swisher second, motion passed. Add credit card payment option to membership renewal form and require 4% service fee.

The next board meeting is scheduled for **Sunday, November 19, 2017 in Siler City, NC.** Dr. Kirkman agreed to check on the availability of Best Foods Cafeteria for the meeting. Motion was made by Joe Hampton, second by Richard Kirkman to adjourn, motion passed.

Meeting was adjourned.

Submitted by:  
Sharon Rogers  
NCAA Executive Secretary