

**NC Angus Association Board of Directors Meeting**  
**November 19, 2017**  
**Best Foods Cafeteria – Siler City, NC**

Members present: Roy Outlaw-President, Eugene Shuffler-Vice President, Sharon Rogers-Executive Secretary, Joe Hampton-Treasurer, Tim Goforth, David Gragg, Richard Kirkman, Eddie Leagans, Mike Moss, John Smith, Bryan Redfern, Bruce Shankle, and Roy Swisher. Committee Chairmen present: Howard Gentry and Linda Hicks. Absent: Brooke Harward, Scott Matthis, Preston Pinkston, Mark Wilburn, Russell Wood, Christy Perdue-NCAA President 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 thanked Dr. Kirkman for his assistance in securing our meeting room for the day.

Minutes from the July board meeting were distributed and a motion was made by Eddie Leagans, second from Joe Hampton to approve as presented. The motion passed. Financial report was presented. A motion was made by Roy Swisher, 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 reported he has been in contact with Chris Jeffcoat regarding the programming for the meeting and they are working on details. In previous meetings the board had expressed an interest in developing a strategic plan for the association and including this as part of the Annual Meeting. The Annual Meeting Committee met and discussed moving forward with strategic planning as the focus and possibly carrying over into other association sponsored events during the year. Other components of the meeting will be similar to years past with a sponsor trade show and Auxiliary silent auction. There will be no dinner speaker to allow more time for awards and auction. Eddie also hopes to communicate with our AAA delegates and have them give a brief overview of the national convention.

**Constitution & Bylaws:** No report

**Down East Sale:** Chairman Roy Outlaw reported the sale was held on Saturday, November 4<sup>th</sup> at the Edwards Land and Cattle Co. sale facility in Beulaville, NC. The change was a success. But there was a learning curve for the first year and the committee now knows other things that need to be changed for next year. One major factor is the staff to work the sale. Next year we will employ the same experienced crew used by the Edwards to help the cattle flow before, during and after the sale. The Edwards consigned ten lots and allowed us to utilize the facility for no fee. The use of cowbuyer.com was a success. One lot was sold online, seventy-seven lots were bid on and fifty-seven bids were placed online the day of the sale. Roy Swisher commented on the quality of the broadcast. The committee will continue to lease the Clinton sale facility to prevent another cattle sale there in the future. The committee would like to see more NCAA members at the sale. Sales gross was \$132,225. New catalog format was positive.

**Endowment:** Chairman Howard Gentry reported the Endowment Committee met via conference call to determine a way to utilize the current endowment spending account dollars of \$3985. Ideas generated from the discussion included: Summer internship for NCSU student with interest in beef cattle for Upper Piedmont Research Station or the Butner Beef Field Labs. (Joe French), Assist History Committee with funding for the 75<sup>th</sup> Anniversary History Book publication. (Howard Gentry), Reinvest funds into the spending account of NCAA. (John Smith) and Member benefit programming (Mike Moss).

Member Benefit: Advertise NCCA producer members in the *Angus Journal*. OR Develop a promotional postcard for direct mailing within NC to promote NC Angus Association members. The postcard would be sent to targeted areas promoting the members in those designated areas. Member listing might include name, farm name, town, phone number and opposite side would feature an Angus ad.

Endowment committee brought the promotional postcard to the board for discussion. Sharon then reported on the cost associated with the production of the postcard.

5 different printings with 250 cards/ mailing each...\$622 color/250 printing x 5 printings = \$3110, 1250 mailings (250 x 5) x \$0.28 = \$350, Mailing/ink setup=\$80: **Total \$3540**

Howard stated the committee works at the pleasure of the board so the committee is seeking direction on the proposal. After much discussion on the positives and negatives of a postcard. A vote was held on recommendation for promotional postcard, two for and four against. So the board requested the committee continue to work on ideas for utilizing the funds.

Bryan Redfern then asked Bruce Shankle to draw on his marketing experience. Bruce suggested that we have to show producers the bottom line and why utilizing good Angus cattle can make them money. The producers who sell and buy from the livestock markets are the people we need to reach. Howard suggested making a flyer to distribute through the livestock markets to promote quality Angus cattle, members and the association but would markets insert them into their customers check? Bruce thought markets would cooperate with the program. One side of flyer with Angus message and one side with member names and association information. It was recommended that the flyer be sent out in March, April, September and October. Joe Hampton suggested that it is the responsibility of the board members to develop a relationship with livestock market owners to make this program a success. The committee will explore developing the Angus ad and cost for the one page flyer.

**Fairs & Shows:** No report

**Field day/Tours:** Chairman Joe Hampton reported the 2017 field day was held at the NCSU Beef Education Unit in Raleigh on August 11. He stated the day was a success. The morning Angus Online training was very informative with the two levels of instruction. Rick Kern, NCSU Beef Education Unit manager put together a morning tour of the NCSU educational units in the Lake Wheeler Road area. The afternoon programming was Kelli Retallik discussing genomics, Scott Redden with Sysco talking about their CAB program and a forage program was presented 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 stated the committee will meet in late November and he also asked for suggestions from the board.

**History:** Suzanne Brewer & Bette Laursen, Co-Chairs reported:

Howard Gentry has been added to the committee, as has Courtney Holshouser and Christy Perdue to help with the Auxiliary updates and Brooke Harward is going to be working w/ the junior updates & activities.

We're still shooting for a 2020 annual meeting distribution date. Howard Gentry had approached Bette about possibly using NCAA Endowment spending account funds to assist with the printing expense. I emailed Howard a couple weeks ago and his response was that he mentioned it to the committee and they did not respond and moved on to other ideas and that we needed to look to the board for funding. The cost of the 2011 books were around \$600, I've emailed the printer who did the 2011 books for a ball park figure on 200 books (we ordered 400 and probably have around 200 left). Plus, I'm sure like everything else over 9 years there are higher printing cost. Plus, there will be some additional pages, some updates we will just shrink the font and make additions, but there will be pages with additional updates on activities and general updates. Bette and I have talked, and we would like to get the board's commitment for the needed funding before we get it together and then not have the necessary funding, thank you for your consideration and commitment.

Joe Hampton made a motion to utilize 2019 endowment funds to assist in updating and printing the history book for the 2020 Annual Meeting. Eddie Leagans seconded the motion. Motion passed

**Human Resources:** No report

**Magazine:** Sharon reported the fall edition of the magazine has been mailed and a copy is included in the board packets. The discussion then turned to a potential new program for Allied Industry Partners. Sharon came to this idea after speaking with industry representative who suggested that all advertising opportunities be bundled into one package, so they only have to ask for one payment. She presented options for continuing the magazine or returning to the handbook. Sharon requested feedback from the board regarding the costs. Mike Moss make the dollars for levels more intuitive from an increment stand point. Board suggested to reduce cost of levels.

Sharon asked board to determine the future of the magazine verses returning to a directory. Content of magazine is good but cost is too high. Dr. Shuffler says the cost is not too much but we are not making enough money. Bryan Redfern feels the magazine is a more tangible item for a member benefit but we have to be able to tap into industry at the appropriate time. Mike Moss stated the magazine needs to be self-sustaining and Dr. Shuffler hoped it would eventually be able to fund itself and make money.

Linda Hicks stated in the past we had packages for membership to participate in directory and website. Can we do a members only package with magazine ad and website. Sharon will explore options.

Dr. Shuffler made a motion to continue with the magazine for one year. Second Bruce Shankle. Motion passed.

Sharon asked how to more successfully promote the preferred page auction at the Annual Meeting? Last year it was a struggle to sell the ads. Dr. Shuffler said members need to step up and support the association.

**Long Range Plan:** No report

**Marketing:** No report

**Membership:** Sharon reported 166 paid members and 11 complimentary

Sharon reported she has been sending out our electronic newsletter since August to our membership and email list. We have a good open rate of about 34%, industry average is about 20%. Many board members are not getting it or it is going into their "gray mail" so Sharon asked them to look for the email on the first day of each month.

**NC BCIP:** Sale date for the Waynesville Bull Test is December 8, 2017 and Butner Sale is December 15, 2017. Committee will meet at the NC Cattlemen's Conference in February.

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

**Nominating:** No report

**Publicity:** Chairman Linda Hicks reported she and Sharon are working on identifying producers for articles for the March spotlight on Angus issue. She is still contemplating her article on the value of vaccinating and castrating calves. They welcome ideas from the board 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. Applications are due April 15, 2018 for the next scholarship cycle.

**Spring Fever Sale:** No report

**Website:** Sharon reported the website traffic is average for the industry. Top pages visited are membership and calendar. Dr. Shuffler stated we need to place a copy of our constitution on the website. Bruce made a motion to publish constitution on website, second Joe Hampton. Motion passed.

**Wood Endowment:** No report

**Junior Angus Association:** No report

**NC Angus Auxiliary:** No report

**Old business:**

Sharon stated she has everything in place to begin taking credit cards. Sharon will add a credit card payment option to membership renewal and all other forms and require the 4% service fee.

Roy Swisher made a motion to approve the Allied Industry Partners proposal. Second by John Smith. Motion passed. Joe Hampton then made a motion to allow the secretary to make adjustments to the program as needed. Second by Eugene Shuffler. Motion passed.

Eddie requested for the board members to be better communicators of current events to Sharon.

**New business:**

Sharon stated that the association is almost out of sorting sticks. Does the board want to buy more? With a minimum purchase of forty sticks they can be personalized. Bruce Shankle made a motion to purchase sticks with golf grip, second Roy Swisher. Motion passed. Bruce would purchase 20 sticks if he can get them by January.

Dr. Kirkman discussed the conflict between the AAA Convention and the Down East Sale date. Roy said it has been a challenge to change the sale date due to all the other sales in the area during that time.

The next board meeting is scheduled for **Saturday, February 11, 2018 at 10am in Winston-Salem, NC** in conjunction with the NCAA Annual Meeting.

Joe Hampton made a motion to adjourn, second by Mike Moss. Motion passed. Meeting was adjourned.

Submitted by:  
Sharon Rogers  
NCAA Executive Secretary