

NC Angus Association Board of Directors Meeting

February 10, 2018 Forsyth County Agriculture Bldg. – Winston-Salem, NC

Members present: Roy Outlaw-President, Eugene Shuffler-Vice President, Sharon Rogers-Executive Secretary, Joe Hampton-Treasurer, Tim Goforth, David Gragg, Brooke Harward, Eddie Leagans, Mike Moss, Bruce Shankle, John Smith, Roy Swisher and Mark Wilburn. Guest: Linda Hicks

Absent: Richard Kirkman, Scott Matthis, Preston Pinkston, Bryan Redfern, 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.

Minutes from the November 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 Eugene Shuffler to approve the financial report with the correction to be made to the 2016 ending balance on the 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 12 sponsors. Tradeshow and Auxiliary Auction located in the large banquet room. Eddie then reported Dr. Mitch Owen our strategic planner has requested a group of individuals to make up his listening team. Mike Moss, Joe Hampton, Linda Hicks, Eugene Shuffler, Brooke Harward and Bryan Blinson agreed to make up the team and be group leaders for the afternoon session. This group will meet before the afternoon session and come up with 6 to 8 ideas to focus the plan. A follow up meeting will be held with the board to finalize the plan. Eddie also requested that the retiring board members stay on to complete the strategic plan for the association. A motion was made by Mark Wilburn and second from Roy Swisher to have the funding for the strategic plan come from the endowment spending account, motion passed. He also encouraged everyone to help keep the building clean and assist with resetting the rooms at the conclusion of the meeting.

Spring Fever Sale: Mark Wilburn reported the sale was coming together and the deadline for nominations is February 15. 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. Mark then requested funding from the board for \$1000 for the sale incentive program. The incentive program is having very positive effect on the sale. The board agreed to fund the judge's choice incentive program for 2018. The 2017 awards will be presented at the banquet. Mark also stated there is still some confusion about the requirements for the Elite Heifer program and a few consignors missed taking some measurements for 2018, so the sale committee is working with them for 2018. The sale committee requested the Elite Heifer requirements be printed in the fall magazine, mailed out with this year's Spring Fever checks and emailed to the membership.

Endowment: Sharon presented two national AAA ads that can be utilized for the color promotional message for the sale barn flyers. Brooke Harward suggested the black and blue ad would be most eye catching because you will see cattle on the ad above the fold. She also recommended targeting producers who participated in the feeder calf sales because they are more likely to invest in higher quality genetics. Mike Moss asked if the ad could be changed to include weaning weight instead of yearling weight. Joe Hampton also asked if we should contact AAA for helping with funding or printing of the color ad side of the flyer. Sharon agreed to check with AAA and report back to the board.

Field day/Tours: Joe Hampton started the discussion for topics of interest for the 2018 field day/tour. He asked the group if they wanted the event to be educational or social. The board was in favor of a more educational event to help our members and other interested producers learn more about the whole beef industry. A theme of "how do we benefit the next man" could be explored with a potential visit to a background yard in the western part of the state.

Magazine: The winter edition was included in meeting packets. A request was made by Roy Swisher to include the board meeting minutes in the magazine when space permits. Brooke Harward and Mark Wilburn agreed to write a commentary for the magazine in 2018.

Other business:

A motion was made by Mark Wilburn and second from John Smith to provide funding for the NC State Fair British Breeds Steer Show in the amount of \$500. Motion passed. The board also agreed to contribute \$250 from the Annual Meeting budget to the Clover Classic.

Sharon encouraged everyone to visit the tradeshow and to thank our 2018 Allied Industry Partners: Farm Credit, Merck, Stanly County & Harward Brothers Livestock Markets, Southern States, ABS, Select Sires, and Zoetis

The next board meeting and strategic planning session is tentatively scheduled for **Sunday, April 8th at the NC Cattlemen's Association office in Fuquay-Varina.**

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

Board of Directors Meeting - Session II:

Meeting called to order by President Roy Outlaw and he welcomed the new board members present: John Bridges, Linda Hicks and Dwayne Livengood. New board members absent: John Barnes and Steve Grady.

NC Junior Angus officers Cara Smith and Marcie Harward requested board assistance for funding their ice cream social at the NC Junior Beef Round Up. Bruce Shankle made a motion to donate \$200 with a second from Joe Hampton, motion passed. They then invited everyone to attend the state show on April 28 at the NCSU Beef Unit.

Roy Swisher made a motion to keep the same officer for 2018, second from Linda Hicks. After much discussion Roy Swisher amended his motion to keep President and Vice President the same for 2018, second from Linda Hicks. Motion passed 8 for, 1 against. Joe Hampton stated he was willing to pass along the job of treasurer. Eugene Shuffler nominated Roy Swisher with a second from Bruce Shankle. Roy Swisher was elected treasurer for 2018. Other officers: Roy Outlaw-President and Eugene Shuffler–Vice President.

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

Roy Outlaw thanked everyone for their service for the year. A motion was made to adjourn by Joe Hampton with a second from Mike Moss. Meeting was adjourned.

Submitted by:
Sharon Rogers
NCAA Executive Secretary