

NC Angus Association Board of Directors Meeting

April 8, 2018 NC Cattlemen's Assoc. Office – Fuquay-Varina, NC

Members present: Roy Outlaw-President, Eugene Shuffler-Vice President, Sharon Rogers-Executive Secretary, Roy Swisher -Treasurer, John Barnes, John Bridges, Linda Hicks, Richard Kirkman, Dwayne Livengood, Mike Moss. Guest: John Smith

Absent: Tim Goforth, Steve Grady, Joe Hampton, Scott Matthis, Preston Pinkston, Bryan Redfern, Bruce Shankle, Russell Wood, Jane Ebert-NCAA President and Mattie Harward-NCJAA President.

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

Minutes from the February board meeting were distributed and a motion was made by Mike Moss with a second from Linda Hicks to approve as presented. The motion passed. Financial report was presented. A motion was made by Linda Hicks and second by Mike Moss to approve the financial report. Motion passed.

Committee Reports

Annual Meeting: Eddie Leagans, 2018 Annual Meeting Chairman reported: Thank you to Annual Meeting committee, Friday afternoon setup crew, those who helped reset the three auditoriums and the four people who offered compliments on a very good meeting. Attendance for dinner 122, 116 adults and 6 children. Banquet started at 5:30 pm and adjourned at 8:00 pm. Very good for what was included. Net income for event was down because of five fewer sponsors and Farm Credit amount down from \$500.00 to \$200.00. Dr. Mitch Owen did a great job steering us toward our strategic/future planning. Thanks to team members who helped with this. Attendees did a great job writing their thoughts on our association and factors they see effecting them. We still had at least eight members who chose to stay in the banquet room visiting, instead of participating in our future. SOOO How can Board members help to make this an even better meeting. 1) Attend the meeting 2) Identify and recruit sponsors 3) Help reset the rooms and clean up. And to the person who wrote "this meeting lacks substance", it is time for them to come forward, and chair this event so it will have substance!!

Discussion then moved to planning for the 2019 meeting. John Barnes asked the board to explore linking the Annual Meeting and Spring Fever Sale together. The talks opened up for the pros and cons of combining the two events. Pros: bring more members to the sale and combining the events into one large gathering could be positive. Cons: lack of time for educational programming in an evening banquet, too much already going on that day especially since our members now manage the sale, need for special facilities at Reidsville to house the banquet, potential increase in price. After much discussion Mike Moss made a motion: Have the Spring Fever Sale and Annual Meeting committees explore opportunities for combining the two events in the future. John Barnes second, motion passed.

Constitution & Bylaws: Committee chairman Henry Vines submitted no report. In regard to the Constitution and Bylaws, President Outlaw requested input from the board members present on how to increase meeting participation from all board members. He recommended the group discuss implementing meeting attendance requirements to remain and active board member. Topics discussed included the importance of participation for board members to understand the business of the association, before people commit to serve make sure their schedules allow them to attend the meeting, make sure board members are current on dues. Mike Moss made a motion: Have the Constitution and Bylaws committee review the current Constitution and Bylaws for needed updates and changes. Have the committee take note of Board of Director eligibility requirements with emphasis on director participation in meetings. Roy Swisher second, motion passed.

Down East Sale: Chairman Roy Outlaw reported the sale will be held the first Saturday in November, November 3, 2018 at Edwards Land & Cattle Co. sale facility in Beulaville, NC. He encouraged board members to participate in the sale and help generate consignors. Last year's sale was a positive improvement and he wants to continue to build on that success.

Endowment: Sharon Rogers reported for Howard Gentry that the AAA had been approach for help in funding the proposed sale barn flyer and they declined to participate. Mike Moss made a motion for the committee to move forward with the design and production of the flyer. Roy Swisher second, motion passed.

Fairs & Shows: No report

Field day/Tours: Chairman Joe Hampton was not able to attend the meeting due to weather restrictions. But he requested the board give some input for the field day programming. The board agreed they prefer an event that includes educational programs as well as some time on a farm. The fall season was the preferred time of year to hold the event.

Finance: Chairman Roy Swisher reported the financials of the association are in order.

Grievance: Chairman Robin Hampton reported no grievances.

Hall of Fame & Awards: Chairman Howard Gentry reported the Hall of Fame award was presented to Bruce Shankle at the 2018 NCAA Annual Meeting.

History: History Committee Co-Chair, Suzanne W. Brewer reported the committee is working to update the history book and have it for publication in 2020.

Human Resources: No report

Magazine: The spring edition of the magazine has been mailed and a copy is included in the board packets. Sharon reported the implementation of the new Allied Industry Partnership was somewhat successful with eight companies taking advantage of the promotional offer. She also requested directors consider writing a commentary for each edition. Linda Hicks and Roy Swisher agreed to help serve on an ad sales committee for generating more ads for the magazine. The magazine continues to struggle with getting members to advertise.

Long Range Plan: Chairman John Smith reported the strategic planning process is underway.

Marketing: No report

Membership: Sharon Rogers reported to date we have approximately 100 paid members, which is normal for our membership cycle. She also stated she will be mailing out a membership reminder to those current members who have not renewed and many more will renew once they receive the second notice.

NC BCIP: No report

NC Purebred Breeder's Council: No report

Nominating: No report

Publicity: Chairman Linda Hicks reported 3 articles were completed for the Angus spotlight edition of the Carolina Cattle Connection. Goforth Angus, Gentry Homeplace Angus and Harward Sisters were the featured farms. Linda stated she will also be doing an article on Goddard Farms per their request. She also welcomed article suggestions from the board.

Scholarship: Sharon informed the board that two very qualified applications were received for the 2018 William Sanders Scholarship. Applications are currently being evaluated by the committee to select a winner.

Spring Fever Sale: Sharon reported the catalogs are begin finalized and should be at the printer early next week. The sale committee feels very positive about the sale and this year there are several new consignors. John Barnes then opened discussion on the current guidelines for the Elite Heifer Program. After much discussion John Barnes made the following motion: Have the Spring Fever Sale committee reevaluate the Elite Heifer guidelines, specifically vaccination protocols and the number of times for administering 5-way and include mandatory testing for BVD, bovine leukosis and anaplasmosis. Mike Moss second, motion passed. The board also recommended that all potential consignors be informed of the expected guidelines for participation in the program.

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.

Wood Endowment: The DeEtta Wood Achievement and Leadership Awards were presented at the 2018 Annual Meeting and the recipient was Marcie Harward. The scholarship will be given at the Junior Nationals in July 2018.

Junior Angus Association: President Mattie Harward reported: The juniors have already had a busy few months this year. We had 23 Junior's attend the annual meeting. In March we had 10 juniors attend the MAJAC show and at the MAJAC show we had several juniors make the showmanship cut, had several class winners and a division champion. Then at the 2018 Clover Classic show the Champion Angus heifer also won the reserve supreme champion heifer. During March the junior's served at the Iredell Select Sale and Wood Angus Sale and we had a great turnout at both sales. The next few months we have 6 juniors going to the national junior Angus raising the bar conference in Oklahoma and we will be serving lunch at the Spring Fever Sale and the Springfield Sale. State Show will be held April 28th at the NCSU Beef Unit in Raleigh. We will also be doing a leadership activity following the show, as well as dinner and a junior meeting. Anyone and everyone is welcome to come. We would love to have NCAA members and board members attend. We are also still looking for sponsors for the show if anyone would like to contribute to the juniors in this way. Sponsorship forms are available. At the NC junior beef round-up show we will be serving Ice Cream. We want to say thank you again for your generous donation to help sponsor this event. We are excited for these next few months and thank you all for your support.

NC Angus Auxiliary: President Jane Ebert reported: NC Angus Auxiliary is actively involved in the following activities/events: Membership- 26 members and membership campaign in progress, Publicity- the ncangusauxiliary.com website has been updated and feature articles will be used in social media, newsletters and Angus Journal, Ways & Means- 2018 Fund Raiser is pottery animal ornaments that can be used for Christmas tree or display. These ornaments will be introduced at Spring Fever meeting and sale and Awards & Scholarships- 2017 awarded \$520.00 to NC Angus youth for participation and leadership in breed association.

2018 Special Features will be Summer Outing on July 29th in the Yadkin Valley area. Also, plans are to conduct a fall Executive Team/Committee Chairmanship retreat for program and leadership development. Leadership Team: Jane Ebert, President; Callie Birdsell Carson, President elect; Andrea Goforth, Secretary-treasurer; Christy Perdue, Publicity; Elaine Wood & Martha Holshouser, Membership; Cortney Holshouser, Ways and Means; Lucille Leatherman & Shirley Bowers, Historian/By Laws; Elaine Scarlett & April Bowman, Awards and Scholarships; Courtesy: Gayle Jones; NCJAA Liaison: Brooke Harward

Other business:

Sharon asked the board to select a date for the summer / strategic planning meeting. After much discussion Mike Moss made a motion to hold the meeting on June 10 with a second from Roy Swisher. Motion passed. Sharon then informed the board the PCM Agribusiness Center in Asheboro was an available for the date and everyone agreed to hold the meeting at this location beginning at 1:30 pm.

Motion was made by Linda Hicks, second by Eugene Shuffler to adjourn, motion passed.

Submitted by:
Sharon Rogers
NCAA Executive Secretary