

NC Angus Association Board of Directors Meeting

February 9, 2019 Forsyth County Agriculture Bldg. – Winston-Salem, NC

Members present: Roy Outlaw-President, Eugene Shuffler-Vice President, Sharon Rogers-Executive Secretary, Roy Swisher-Treasurer, John Barnes, John Bridges, Tim Goforth, Steve Grady, Joe Hampton, Linda Hicks, Richard Kirkman, Dwayne Livengood, Mike Moss, Bruce Shankle, Roy Swisher and Russell Wood. Guest: James Britt, Eddie Leagans, John Smith and Mark Wilburn

Absent: Scott Matthis, Preston Pinkston, Bryan Redfern, Jane Ebert-NCAAx 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 October 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. After much discussion on the need to increase revenue for the NCAA a motion was made by Roy Swisher and second by Mike Moss to approve the financial report. Motion passed. Mike Moss then made a motion for the finance committee to look into additional revenue opportunities and report back to the board, second by John Bridges 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, 129 attendees pre-registered and 15 sponsors. Tradeshow and Auxiliary Auction will be located in the large banquet room. Eddie also thanked new board member Dwayne Livengood for securing five new sponsors for the meeting. He 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. Mark requested funding from the board for \$1000 to fund the sale Judge's Choice program. The sale committee feels the incentive program is having a positive impact on the sale. The board agreed to fund the judge's choice for 2019. Mark then informed the board of several new sale requirements: 2019 all Elite heifers must test negative for Anaplasmosis and BLV, in 2020 the Elite heifers will need a Calfood vaccination and for 2021 all bred females will need to be confirmed pregnant to an A.I. sire.

Endowment: Sharon reported she received a limited number of members who responded to the question on the Annual Meeting and Membership registration form about inclusion on the flyer. So she will distribute a sign-up sheet at the Annual Meeting for members to indicate if they want to participate.

Magazine: Sharon reported the magazine finished with a negative balance for 2019. Roy Swisher suggested a magazine committee to help sell ads for the publication, no one volunteered to serve.

Long Range Plan: President Outlaw then asked for updates from the board members managing implementation.

John Barnes – Strengthen the relationship and engagement with the commercial cattlemen - John reported he had been in conversations with other state associations, discussed feeder cattle marketing opportunities with Neil Bowman and is finding interest in setting up a state wide commercial cattlemen committee to get ideas for what the NCAA can do to help them.

Roy Swisher – Recruit new membership (registered & commercial). Develop/mentor leaders for NCAA – Roy reported he and Sharon worked with AAA to get a list of AAA members in NC who were not NCAA members. Each of those farms were sent an invitation to the Annual Meeting and a membership application.

Mike Moss – Promote & increase the value of NC Angus cattle. Including through NCAA sponsored sales. – Mike presented a detailed handout of the plan development and implementation to date. He presented a four phase outline of work:

clarification & benchmarking, input & feedback, recommendations and implementation. During the discussion many board members offered their thoughts on this initiative. Joe Hampton reminded the group that if you design programs to benefit you they never work, you must design programs to benefit your customers. Bruce Shankle felt this strategy needs to start at home with making your management and production so superior that your neighbors want to have what you have. Mike then reviewed the statistics for NCAA sponsored sales and how they compare with other regions. After much discussion Mike thanked everyone for their input and he learned that quality cattle will be the driver behind this portion of the strategic plan.

Other business:

The nominating committee recommended Howard Gentry fill out the remainder of Scott Matthis term on the NCAA board of directors. Howard was approved by the board.

Sharon requested approval from the board to purchase bond insurance for the association, board agreed.

Russell Wood opened the discussion of selling the NCAA educational booth used at the NC State Fair. Sharon the informed the board of her email from the NC State Fair requesting that the booth stay in place for the entire week of the fair. Sharon is still negotiating with the fair. The board requested that the booth be in place for the whole fair.

A motion was made by Joe Hampton and second from Bruce Shankle to continue funding the NC State Fair British Breeds Steer Show in the amount of \$500. Motion passed.

A committee of John Barnes and Steve Grady was made to help with the design for new NCAA hats.

The board voted to provide Sharon Rogers with a \$1,000 bonus.

Meeting was adjourned to reconvene after the Annual Meeting.

Board of Directors Meeting - Session II:

Meeting called to order by President Roy Outlaw and he welcomed the new board members: James Britt, John Smith, Kim Starnes, Henry Vines, Mark Wilburn and Howard Gentry.

The board then discussed the need to replace board member Preston Pinkston. Dwayne Livengood made a motion to replace, second from John Smith. Mark Wilburn made a motion, second by Kim Starnes to nominate Derek Goodard to fill the Pinkston position. Derek was voted in unanimously.

NC Junior Angus President Mattie Harward requested board assistance for funding their ice cream social at the 2019 NC Junior Beef Round Up. Mark Wilburn made a motion to donate \$200 with a second from Steve Grady, motion passed. She then invited everyone to attend the state show on April 20 at the NCSU Beef Unit.

New officers were elected:

Roy Swisher nominated Eugene Shuffler for President, second from John Smith
Mark Wilburn nominated Mike Moss for Vice President, second from Roy Swisher
Eugene Shuffler nominated Roy Swisher for Treasurer, second from Linda Hicks

The next board meeting is scheduled for **Sunday, April 7th at the Piedmont Custom Meats Conference Center in Asheboro, NC.**

Meeting was adjourned.

NC Angus Association Board of Directors Meeting
April 7, 2019 Piedmont Custom Meats-Conference Center – Asheboro, NC

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Roy Swisher-Treasurer, James Britt, Steve Grady, Derek Goodard, Linda Hicks, Richard Kirkman, Dwayne Livengood, John Smith, Kim Starnes, Henry Vines and Mark Wilburn

Absent: John Barnes, John Bridges, Howard Gentry, Tim Goforth, Callie Carson-NCAAx President and Mattie Harward-NCJAA President.

President Shuffler 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 Roy Swisher with a second from Mark Wilburn to approve as presented. The motion passed. Financial report was presented. Finance committee chair Roy Swisher then discussed the 2019 budget with areas for increased revenue and decreased spending. After much discussion on the need to increase revenue for the NCAA a motion was made by Kim Starnes and second by Mike Moss to approve the financial report. Motion passed. Board members were encouraged to find new ways to increase revenue for the NCAA and report back at the summer meeting.

Committee Reports

Annual Meeting: Committee Chairman Eddie Leagans submitted the following report. Thank you to those who helped in any way such as setting up and resetting the rooms afterward and to Teresa Swisher for handling registration all day. Also thanks to Dwayne Livengood for securing 5 new sponsors this year. Kelli Retallick did a great job with the afternoon program on genomics. The banquet started at 5:30pm and we adjourned at 7:45pm. Very good for all we did. We collected 120 adult dinner tickets and 2 child dinner tickets. 129 preregistered and 10 no shows. 19 registered day of event. Number differences is mostly sponsors who we counted on for meal and did not stay. Profit is up this year over last year due to more sponsors, more registrations at the door and slight increase in registration fee. Overall I thought a very good meeting. If you are assuming I will chair this committee next year, I respectfully decline. After 8 years it is time for someone else to have this opportunity. Doing the work of a newly elected deacon in my church, calls for my attention. I have enjoyed chairing this committee and best of luck to the new chairman and committee as you celebrate your 75th year.

Endowment: Sharon Rogers reviewed the endowment financials of \$1,575 spending allocation for 2018-19. She also received membership response from thirty five farms for the endowment flyer. After much discussion the board decided to move forward with the publication of the flyer to include the members who requested to be included but to get a different ad from the American Angus Association.

Field Day/Tours: Mark Wilburn agreed to contact Dr. Ben Shelton of Rocky Creek Farm to host the 2019 field day. Potential focus for the field day program is how Dr. Shelton is utilizing Angus bulls in his dairy herd. Mark will report back.

Hall of Fame & Awards: It was reported that Howard Gentry of Gentry Homeplace Angus received the 2019 Hall of Fame recognition at the annual meeting.

History: Chairman Suzanne Brewer submitted the following report, she will be receiving assistance from Brooke Harward (Juniors), Christy Perdue & Cortney Holshouser (Auxiliary) and Howard Gentry. She plans to use the same cover as the other books, changing only the dates and to "75th Anniversary." She would like all materials by July 1st to be ready for the printer by November 1st. Sharon will oversee the printing after we get our final revisions made. I look forward to working with everyone & appreciate any suggestions you may have to help make this a smooth & fun project!

Magazine: Sharon reported that the Spring 2019 edition failed to make a profit. Many of the board members felt the magazine has no value for them to advertise. There is also some major confusion on what a farm receives if they purchase an ad at the annual meeting that must be clarified in the future. Dwayne Livengood expressed the reality that companies purchase ads from an individual not the "association". Sharon explained the Allied Industry Program offering

other incentives for the companies in addition to just an ad in the magazine. The board also discussed past publication of the handbook and its ability to generate revenue. Then the question was raised, would publishing the handbook in today's market still be viable? Many board members also expressed the need to continue to expand our web presence because that is the future of how people will find out about the association. Roy Swisher made a motion, second by Mark Wilburn to explore pricing the magazine with other printers. Linda Hicks also emphasized utilizing the banner ads. Sharon also asked for a plan of action if the summer edition received no ad placements. She was instructed to contact the executive committee for a final decision on printing. Board plans to revisit this discussion on the future of the publication at the summer meeting.

Long Range Plan: see Mike Moss Power Point presentation for Strategic Plan – Tactic 3 – Promote & increase the value of NC Angus cattle, including through NCAA sponsored sales (attached to minutes)

Strategic Plan – Tactic 2 – Recruit new membership (registered & commercial). Develop/mentor leaders for NCAA. Roy Swisher reported contact with American Angus Association to get their NC membership list. 206 North Carolina AAA members, of the 206 individuals 59 are not NCAA members. Those 59 members were sent an invitation to the annual meeting with information on joining the NCAA.

Marketing: Chairman Mark Wilburn suggested the NCAA look into webinar educational programming and continued educational opportunities. Continue to educate members placing cattle in NCAA sponsored sales.

Membership: Current NCAA membership 117. Sharon will send out second reminder letter in mid-April.

NCBCIP: Dr. Shuffler reported the new sale date for the Waynesville test will be December 7, 2019 at 11am. The next NCBCIP meeting will be held on April 25, 2019 at the NCCA office in Fuquay-Varina.

NC Purebred Breeders Council: Dr. Shuffler reported the meeting of the NC Purebred Breeders Council was held during the NCCA Conference in February. Topics discussed at the meeting included the NC Junior Beef Round Up to be held the first weekend in June and NC State Fair open show cattle shown on Tuesday can now leave the fair on Tuesday after completion of all shows.

Publicity: Chairman Linda Hicks reported that the March 2019 NC Cattle Connection was once again the Angus spotlight issue. Three NC Angus breeders were featured: H&D Angus, Uwharrie Ridge Farms and Windy Hill Farms. Also included in the issue was an article featuring the young ladies from NC and SC who have served as Miss American Angus.

Scholarship: Sharon Rogers reported the deadline for the William Sanders Scholarship is April 15, 2019 and the amount for 2019 is \$1,870.

Spring Fever Sale: Mark Wilburn reported the sale was in the final phase and footnotes are being written for the catalog. The sale should be good with a lot of variety in the cattle to meet the needs of producers. Mark also reported the committee is receiving some negative feedback for the new proposed rules but he stated they decided to make the changes to encourage breeders to be more progressive and consign their best females to the sale. The committee feels that upgrades need to be made or the sale will just remain as it has been in the past. Mark encouraged everyone to fully consider the new guidelines and at the summer meeting have more discussion on implementation of new rules.

Website: Traffic continues to be good for the website. Sharon reported a drop in the featured farm revenue for 2019 of \$1,775 (2018 revenue \$2,350, 2019 revenue \$575). Cost for yearly website hosting and maintenance is \$595, so 2019 featured farm sales did not cover the cost of the website. Mark Wilburn stated our members are of a new generation and we can't count on them to financially support the NCAA out of the goodness of their heart.

Mark challenged board members to come to the July meeting with a recommendation for a new and improved way of doing business for the future of the association.

Other business:

Sharon requested feedback for a new hat design. Mark Wilburn suggested utilizing the square NCAA logo for the new design. Logo could be featured as a small design in the corner and a full logo in the center of the hat.

Derek Goodard opened the discussion for the new \$Value Indexes. The consensus of the group is that the new indexes effect everyone's cattle and there will be a time lapse for fully understanding the numbers and their most effective uses.

Dr. Shuffler then presented his new slate of tentative committee chairs. Dwayne Livengood agreed to take the chair for the Annual Meeting if the meeting continued to be held in Winston-Salem.

Tentative date for summer meeting July 14, 2019 depending on availability of Asheboro location.

A motion was made by Roy Swisher to adjourn the meeting, second from Mike Moss. Meeting was adjourned.

**NC Angus Association Board of Directors Meeting
July 21, 2019 Piedmont Custom Meats-Conference Center – Asheboro, NC**

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Roy Swisher-Treasurer, John Barnes, John Bridges, Howard Gentry, Tim Goforth, Steve Grady, Linda Hicks, Dwayne Livengood, John Smith, Kim Starnes, Henry Vines and Mark Wilburn. Guest: Zack Moffitt, Roy Outlaw

Absent: James Britt, Derek Goodard, Richard Kirkman, Callie Carson-NCAAx President and Mattie Harward-NCJAA President.

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

Minutes from the April board meeting were distributed and a motion was made by Roy Swisher with a second from Mike Moss to approve as presented. The motion passed. Financial report was presented. Finance committee chair Roy Swisher then discussed the 2019 financial situation. Current checking account balance is \$11,921.96 and money market account is \$30,482.16. The overall spending for the association has decreased but so has the overall income. Funds have been depleted due to lack of ad sales for magazine and sale income is less due to overall cattle market. Roy stated as an association we need to be very vigilant with how we spend our funds until we experience a more positive cattle market. After much discussion a motion was made by Mark Wilburn and second by Howard Gentry to approve the financial report. Motion passed.

Committee Reports

Annual Meeting: Committee Chairman Dwayne Livengood informed the board he is learning about all the details for overseeing the annual meeting. He reported the Forsyth County Ag building has been secured. He requested guidance from the board on topics for the educational session. Howard Gentry suggested having a committee meeting to work on the meeting details. Roy Swisher requested the committee review the following changes for 2020: have the auction before the meal, have juniors' cake auction and Auxiliary announce the silent auction winner after NCAA auction.

Down East Sale: Chairman Roy Outlaw reported the sale is to be held on November 2 at Edwards Land & Cattle Co. in Beulaville. The committee is considering shifting the date for the 2020 sale and they welcome input from the board. Discuss the transition of the sale to all Angus influenced but buyers are still interested in registered Angus cattle.

Endowment: Howard Gentry reviewed the endowment financials and current spending allocation of \$1,965 for 2019-20. Final version of the endowment flyer is ready for printing and the board agreed to print 5,000 copies. Roy Swisher made a motion and Mark Wilburn second to request endowment spending allocation be sent to NCAA. Sharon will make the formal request to NC Ag Foundation.

Fairs & Shows: John Barnes reported the success of the NCJAA members at the National Junior Angus Show. Highlights were Cara Smith placing third overall in showmanship and Justin Wood being elected to serve on the National Junior Angus Board.

Field Day/Tours: Dr. Ben Shelton of Rocky Creek Dairy has agreed to host the 2019 field day. Mark Wilburn is working on securing a date in late September or early October. Topics will include genomics, a farm tour and the use of beef on dairy.

History: Chairman Suzanne Brewer reported she is still working with her committee to gather details for 75th Anniversary history book. Howard Gentry reminded the board they will need to hold funds to print the updated publication.

Magazine: Sharon reported there was no summer edition due to lack of ads purchased. Advertisers were given options for other ways to promote their business and all took advantage of other options through NCAA. Sharon will investigate other printer options. During discussion, Steve Grady stated he feels it would be clearer to sell ads for a handbook instead of ads for multiple magazines during a given year. Mark Wilburn made a motion and Roy Swisher seconded the motion for the fall 2019 edition to be the final publication. Board voted with majority in favor and one opposed (Mike Moss) to discontinuing the publication. The board will consider what will take the place of this publication during the strategic planning discussion.

Long Range Plan: see reports from John Barnes, Roy Swisher and Mike Moss (excel spreadsheet) for Strategic Plan (attached to minutes)

Marketing: Chairman Mark Wilburn looking for suggestions for programming.

Membership: Current NCAA membership to date is 165. On tract for 2019, Sharon sent late reminder and still waiting for responses.

NCBCIP: John Bridges is the new chairman and he is seeking guidance on position. Dr. Shuffler reported 57 bulls delivered to Waynesville and 82 to Butner. New sale date for the Waynesville test will be December 7, 2019 at 11am. John instructed to check with Gary Gregory for more details. The next NCBCIP meeting will be held in conjunction with the NC Cattlemen's Conference. NC BCIP voted to place a \$1,750 minimum pricing for all bulls sold.

NC Purebred Breeders Council: John Barnes reported the NC State Fair is October 17-27, 2019.

Nomination: Roy Outlaw requested suggestions from the board for future members and asked they be active participants.

Scholarship: Sharon Rogers reported Justin Wood received the William Sanders Scholarship for 2019 in the amount of \$1,870.

Spring Fever Sale: See committee report (attached to minutes)

Website: utilization of website discussed during strategic plan

Old business:

The State Fair is requiring our educational booth to be in place for the whole fair. Sharon requested the board agree to utilize the table top display which could be a stand-alone display. Roy Swisher made a motion, second by Howard Gentry to allow Sharon to handle booth for State Fair. Motion passed.

Tentative date for fall meeting November 10, 2019 depending on availability of Asheboro location.

A motion was made by Mike Moss to adjourn the meeting, second from John Barnes. Meeting was adjourned.

Strategic Plan

Tactic I – John Barnes - Strengthen the relationship and engagement with the commercial cattleman

Develop a survey to get more information on our members and their customers' needs. Have members share survey with their bull customers for additional input. John requested board members to send him questions to include on the

survey. Position more value added programs for feeder calves and replacement females, such as Angus Source. (For example the state of Indiana held a feeder calf sale utilizing their own tag program.)

Consider developing a commercial elite heifer program from the Down East Sale. It was suggested to look into the requirements of the "Got to be NC" heifer program as a guide for commercial heifers.

Tactic III – Mike Moss - Promote & increase the value of NC Angus cattle. Including through NCAA sponsored sales. (See spreadsheet for details)

2019 Spring Fever Sale Report – July 21, 2019

We have mixed feelings about our 2019 Spring Fever Sale. We felt the quality was good and overall were pleased with the presentation of the cattle. Our NC Elite Heifer Consignments continue to do well, and we had some really nice pairs at our sale this year. However, our attendance was down this year and we ran out of competitive buyers towards the end. Some of this can be contributed to the cow market at that time and recovery from a hard, wet winter and fall. We also had perfect hay harvesting weather the week of the sale which hurt us and we feel the timing of a local dispersal the week following our sale may have hurt us as well. There were several factors that were out of our control, but we want to focus on what we can control to continue to make this North Carolina's Elite Sale. Our committee conducted a phone conference this past week with Eugene Shuffler, Mike Moss, Dwayne Livengood, Daniel Wall, Mark Wilburn, and Brent Scarlett to discuss the following points that were to be discussed in the July 21, 2019 board meeting:

- Explore Combining Spring Fever Sale with Annual Meeting, Junior show, exhibitors, etc. to create an event** - Our committee feels that this would have to be a long range decision made by the board for years into the future. As
1 both events are successful in the time frames they currently are in, we do not recommend combining the two events, but we would be interested in adding an educational piece to the Spring Fever Sale the morning of the event that may help to improve attendance to the sale.

- Explore Relocation of Spring Fever sale to I-40/US 64 corridor near center of state** – As a committee we are happy
2 with the UPRS location and proud to be partnered with Joe French and his crew to put on the sale. Consideration for moving the sale may be contingent on a change of leadership at UPRS and/or the potential for a newer livestock facility in the center of the state at a similar price.

- Keep current sale calendar date unless sale moved/combined with other events** – We are going to examine the
3 possibility of potentially moving the date for the Spring Fever Sale up one week for 2021 which would allow Juniors to purchase heifers that could be shown at Eastern Regionals and Nationals, potentially opening a new market. This may also help with missing hay season.

- Hire a sales manager for Spring Fever** – Our committee plans to look into this strongly during the upcoming year, to
4 find a sales manager or group that could assist with the following duties that puts a strain on our sale committee: 1.) Inspection of consigned lots, 2.) Pressuring consignors to get their information in to the committee in a timely manner, 3.) Composing the catalog in a timely manner, 4.) Sale order 5.) Bring more buyers. Finding someone that the majority of people are comfortable with can be a challenge and keeping sales expenses down is important. In the mean time we will call on a few more people to add to our committee to help with some of these areas.

- Require all entries to be AI sired in addition to current requirements** – This is not a requirement at this time but
5 may be considered for the future. We will reexamine this time next year. In the 2019 sale of the bred females that were sold, 91% were confirmed pregnant to the AI date. Our committee feels that this is important and a great marketing tool for our elite sale.

- Require all entries to have GE-EPDs in addition to current requirements** – This will be implemented for the 2020
6 sale, that all animals will have to be tested with one of the genetic test offered by AAA prior to the sale.

- 7 **Require all entries free of known genetic defects in addition to current requirements** – This will be implemented in the 2020 sale, that all animals who have potential carrier ancestry will have to be tested free of genetic defects.
- 8 **Require all entries disease free for interstate movement only instead of current requirements** – Those are the current testing requirements except for the NC Elite Heifer Program candidates which do require additional testing as part of the Elite Heifer Program requirements.
- 9 **Require AHIR data and set minimum ratios** – The committee will continue to look into this as we strive to make the Spring Fever sale as an elite sale as possible.
- 10 **All cattle visually inspected and accepted prior to sale** – We failed to inspect all cattle prior to the sale this year and plan as stated earlier to ask specific individuals to assist us with this in 2020.
- 11 **Effective pictures/videos/grooming requested** – We are extremely picky about putting quality pictures in our catalog. Our committee discussed the idea of having an educational meeting at the Field Day, Annual Meeting, or next year's sale on prepping cattle for pictures, taking pictures, and videos. We also discussed having a location for consignors to bring their better lots and pay a fee to have a group do this for them prior to the catalog deadline.
- 12 **Conduct follow-up survey of buyers one year after purchase** – We plan to have Sharon send out a survey to buyers to see how the cattle did that were purchased and hopefully keep them engaged with the sale.
- 13 **Redeploy "best lots" award money to advertising** – The decision was made by our committee that we would ask the board to continue to show their support for our sale with the \$1000 donation, but for the 2020 sale our intention is to use that money to do more national advertising and bring more recognition for our sale on a National level. We plan to continue to award the Judges Picks for the consignors of the 2020 sale but there will not be a monetary award, just a plaque and recognition.
- 14 **Secure "floor" buyers prior to sale** – Our committee is open to any suggestions for floor buyers. We work hard to find these each year and occasionally are successful, but this is another reason to consider a sales manager.
- 15 **Continue "internet buying" options, e.g. CowBuyer.com** – We plan to continue to use Cowbuyer again in 2020, but are looking to include them in our advertising for the sale to make sure everyone knows that we have internet bidding as an option.
- 16 **Offer one year NCAA membership with purchase** – The association already offers this to new buyers who have not been members of our association in the past.
- 17 **Offer slots to large surrounding farms to help market sale** – We plan to reach out to more of the larger farms in our area, Virginia, SC, TN to potentially engage them in our sale.
- 18 **Reach out to small, mid-tier and large farms for sale lots** – We are always looking for new consignors, so if anyone has any suggestions, we are open to any help.
- 19 **Advertise sale broadly across USA through Email blast to market sale and NCAA** – Again we hope to use the Judges Pic money we have been receiving to help market our sale broadly across the US.

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Roy Swisher-Treasurer, James Britt, Howard Gentry, Steve Grady, Linda Hicks, Richard Kirkman, Dwayne Livengood, John Smith, Kim Starnes, Henry Vines and Mark Wilburn.

Absent: John Barnes, John Bridges, Derek Goodard, Tim Goforth, Callie Carson-NCAAx President and Mattie Harward-NCJAA President.

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

Minutes from the July board meeting were distributed and a motion was made by Mark Wilburn with a second from Roy Swisher to approve the minutes with one correction. Spring Fever strategic plan initiatives will take precedent over the information printed in the July minutes. The motion passed.

Financial report was presented. Finance committee chair Roy Swisher reported the current checking account balance as of 10/31/19 is \$10,702.23 and money market account is \$30,475.83. After much discussion on methods for generating more income from the website and magazine, a motion was made by Roy Swisher and second by Kim Starnes to approve the financial report. Motion passed.

Committee Reports

Annual Meeting: Committee Chairman Dwayne Livengood reported plans for the 2020 Annual Meeting are taking shape. The building and caterer have been secured. Sponsor letter will go out soon. Educational program will be presented by Dr. Nathan Long, Clemson University, on fetal programming. Dwayne wanted to thank Joe French for his help in securing Dr. Long. The appreciation gift for retiring board members was discussed. It was decided to continue to use plaques for their recognition.

Down East Sale: John Smith reported on the 2019 sale. The quality of cattle consigned to sale continues to improve however the sale attendance was once again off from previous years. The sale grossed \$41,300 with an average of \$1,652 for the forty lots. The floor then opened for discussion on new strategies for the sale. Suggestions included: offering only Angus influenced females, changing date to better meet the needs of producers in the east and exploring a new location for the sale. The Down East Sale and the Marketing committees were charged with working together to re-brand the sale and report back to the board with their recommendations.

Endowment: Howard Gentry reviewed the endowment financials and reported the current spending allocation of \$1,965.00 was received by the NCAA. Henry Vines suggested separate line items be included for endowment fund income and spending. Sharon will set them up in QuickBooks. Sharon informed the board of the sale barn flyers available for them to pick up at the meeting for distribution to their local sale barns.

Fairs & Shows: John Barnes (absent) – no report. Sharon Rogers reported the educational booth at the NC State Fair worked well and was in place for the entire fair.

Field Day/Tours: Mark Wilburn reported on the success of the field day at Dr. Ben Shelton's Rocky Creek Dairy in September with the focus on the growing beef on dairy trend in the industry. There was a good crowd and the speakers, Dr. Stephen Miller-AGI and Ronnie Able-Merck Animal Health, were very informative. Thank you to Roy and Teresa Swisher for preparing lunch. Mark then asked for ideas for the 2020 event.

Hall of Fame & Awards: Chairman Dr. Richard Kirkman is working with the committee to select the 2020 inductee. He told the board they welcome any suggestions.

History: Chairman Suzanne Brewer reported the first draft of the 75th history book is almost complete and she will be sending to the committee to proof. Sharon will handle the printing. A motion was made by Roy Swisher to print seventy five copies of the book, Mark Wilburn second and motion passed.

Magazine: Sharon reported the 2019 fall edition of the magazine was able to make a small profit of \$1,800 due to the selection/use of a new printer and fairly good ad sales. Everyone was pleased with the quality of the new printer.

President Shuffler then reopened the discussion on the future of the publication. The board is in favor of continuing the magazine with the production of two issues per year, spring and fall. Howard recommended, Sharon take a look at current advertisers and work to structure magazine timeline to cover most sales for the year. He then made a motion to continue the magazine for 2020, second from Mark Wilburn, motion passed.

Strategic Plan: see report from Mike Moss (excel spreadsheet attached to minutes)

Marketing: Chairman Mark Wilburn deferred to strategic plan discussion.

Membership: Current NCAA membership to date is 174.

NCBCIP: Chairman John Bridges (absent) – no report. President Shuffler reported the Waynesville sale will be December 7 and the Butner sale December 20. The 112 day report for Butner is now available.

NC Purebred Breeders Council: John Barnes (absent) – no report.

Nomination: President Shuffler will work with the committee to find qualified candidates to serve on the board. They requested suggestions from the board for future members.

Publicity: Chairman Linda Hicks reported the Angus spotlight issue for the Carolina Cattle Connection is March 2020 and the NCAA will submit three farm articles.

Scholarship: Sharon Rogers reported the William Sanders Scholarship will be awarded in 2020. We are waiting for guidelines from the NC Community Foundation for timeline and amount of scholarship.

Spring Fever Sale: see strategic plan (excel spreadsheet attached to minutes)

Website/E newsletter: The board discussed offering ad space in the monthly electronic newsletter. Sharon will include this option on the 2020 ad rate sheet.

Next meeting date February 8, 2020 prior to the NCAA Annual Meeting in Winston-Salem, NC.

A motion was made by Mark Wilburn to adjourn the meeting, second from Mike Moss. Meeting was adjourned.

Submitted by:

Sharon Rogers
NCAA Executive Secretary