

## NC Angus Association Board of Directors Meeting

October 21, 2018

### NC Cattlemen's Association Office – Fuquay-Varina, NC

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

Absent: Tim Goforth, Joe Hampton, Richard Kirkman, 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 and welcomed everyone.

Minutes from the June board meeting were distributed and a motion was made by Roy Swisher, second by Mike Moss to approve as presented. The motion passed. Financial report was presented. A motion was made by Eugene Shuffler, second by Roy Swisher to approve the financial report. Motion passed.

#### **Committee Reports:**

**Annual Meeting:** Chairman Eddie Leagans reported the meeting will be held February 9, 2019, Winston Salem Ag Bldg. Tentative afternoon program-- Expected Progeny and Genomic Prediction Basics and Indexes 101, plus latest news from AAA. Any member securing paid new sponsor (not a sponsor in 2018) will get 1 free registration upon attendance at 2019 Annual Meeting. Registration fee is increased from \$12.00 to \$15.00.

The committee voted unanimously to recommend NOT combining Annual Meeting and Spring Fever Sale into one event. We did discuss pros and cons and in our opinions, just too many cons and very few pros.

**Constitution & Bylaws:** no report

**Down East Sale:** Roy Outlaw reported the sale is coming up on November 3 at the Edwards Land and Cattle Sale Facility in Beulaville, NC. Catalogs are out and the lots look good. He asked everyone to attend the sale.

**Endowment:** Howard and Sharon presented a draft of the sale barn flyer to the board for recommendations. After much discussion on the flyer effectiveness, size and distribution the board decided to add a response question to the 2019 membership mailing to have member request inclusion on the promotional flyer. Size of Angus ad verses space need for names will be determined based on response.

**Fairs & Shows:** no report

**Field day/Tours:** Sharon reported the field day was held at the Upper Piedmont Research Station in Reidsville, NC on August 10. She also thanked Chairman Joe Hampton for working so hard on a great program. Chris Jeffcoat gave an overview of the new Angus Link program, Mark Bray and Neil Bowman discussed feeder calf evaluation and Drs. Richard Kirkman and Harrison Dudley presented on Anaplasmosis. Several companies also exhibited at the event. Sharon reported that both she and Joe were concerned with the level of attendance by NCAA members.

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

**Grievance:** no report

**Hall of Fame & Awards:** Howard Gentry asked the board to contact his committee with any suggestions for award recipients

**History:** no report

**Human Resources:** no report

**Magazine:** Sharon reported she expected to make a small profit on the fall edition but overall for the year the magazine would finish in the red. She then asked the board for direction for 2019. After much discussion it was decided to eliminate the winter 2018 edition and only do three editions for 2019, publication timing to be determined. In 2019 the winter edition will contain the membership directory. The board also agreed to keep the Allied Industry Partner program in place and to adjust the pricing structure based on three editions of the magazine.

**Long Range Plan:** Chairman John Smith requested guidance from the board on tactics to implement the strategic plan. (More details in new business)

**Marketing:** no report

**Membership:** Sharon reported NCAA currently has 171 paid members, 29 complimentary

**NC BCIP:** Waynesville Bull sale date is December 7 at 7 pm in Canton and Butner sale date is December 21 at noon in Oxford.

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

**Nominating:** Chairman John Smith asked board members to communicate potential nominees for 2019

**Publicity:** Chairman Linda Hicks reported the Angus spotlight is coming up in the March issue of the *Carolina Cattle Connection* and she requested suggestions from the board for farms to interview. Mike Moss agreed to an article on his farm.

**Scholarship:** Sharon reported Taylor Glover was the 2018 William Sanders Scholarship recipient.

**Spring Fever Sale:** Chairman Mark Wilburn reported details will be forthcoming by January and he reminded everyone consignments will be needed by the annual meeting in order to have the catalog out in a timely manner.

**Website:** Sharon reported the website continues to draw more hits around our association sponsored sale events. She continues to encourage members to advertise on the site. Emily Barnes suggested exploring Google ad words for generating income from the site.

**Wood Endowment:** no report

**Junior Angus Association:** no report

**NC Angus Auxiliary:** President Jane Ebert reported

NC Angus Auxiliary is actively involved in the following activities/events:

- Membership- 26 state and national members
- Publicity- the [ncangusauxiliary.com](http://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.
- Awards & Scholarships- 2017 awarded \$520.00 to NC Angus youth for participation and leadership in breed association.
- Annual Meeting in February is conducted in conjunction with NCAA and NCJAA meetings. We go offsite for our meeting to create excitement for meeting. This year the association met at Richard Childress Vineyards in Lexington, NC
- Meeting is conducted at the Spring Fever Sale in May. This is "just touch base" meeting/hospitality.
- August the NCAAx enjoyed their summer outing to the Yadkin Valley area. 10 members and guests participated in the outing to an Amish Community/store and winery.

- October 21<sup>st</sup> an officer/executive board meeting will be conducted to prepare for 2019 programs, events and leadership development.

The email scam impacting the Auxiliary was brought to the attention of the board by President Outlaw.

**Other business:**

President Outlaw requested board members assistance in implementing the three action items developed in the NCAA Strategic Plan.

- 1. Strengthen the relationship and engagement with the commercial cattleman – John Barnes**
- 2. Recruit new membership (registered & commercial). Develop/mentor leaders for NCAA. – Roy Swisher**
- 3. Promote & increase the value of NC Angus cattle. Including through NCAA sponsored sales. – Mike Moss**

John, Roy and Mike will seek out other NCAA members to assist and guide them in the development of a road map” to help implement each action plan. Each will give a brief report during the Annual Meeting.

The board gave Sharon the authority to explore style and price options for new NCAA hats and she will report back to the board.

The discussion then moved to securing board members who would be more engaged in the process of serving the NCAA. After some debate, Dwayne Livengood suggested to have Sharon send out a request seeking people who are interested in serving on the board and what is expected of you as a board member. Sharon agreed to include this request in the monthly email newsletters.

The next meeting will be held Saturday, February 9, 2019 at 10am prior to the NCAA Annual Meeting in Winston-Salem, NC

Motion was made by Mike Moss, second by Roy Swisher to adjourn, motion passed.

Submitted by:  
Sharon Rogers  
NCAA Executive Secretary