

**NC Angus Association Annual Business Meeting  
February 8, 2020 Forsyth County Agriculture Building - Winston-Salem, NC**

President Eugene Shuffler called the meeting to order and welcomed everyone to the annual membership meeting for the NC Angus Association. The 2019 annual meeting minutes and financial report were distributed. Eddie Leagans made a motion, seconded by Dwayne Livengood, to accept the minutes as printed. Motion passed. The NCAA year-end financial report prepared by John Smith Jr., CPA was presented. Bill Ebert made a motion, seconded by Mike Moss, to accept the financial report as presented. Motion passed.

**Nominating:** President Shuffler recognized retiring board members and thanked them for their three years of service. Retiring members present were: Derek Goddard and Roy Swisher.

Nominating Committee Chairman John Smith presented the slate of nominees recommended by the nominating committee: John Brewer, Derek Goddard, Brooke Harward, Zach Moffitt and Jeff Wood. President Shuffler opened the floor for nominations, no nominations were made and the slate was accepted by acclamation. Motion for acclamations from Mark Wilburn, second Mike Moss.

**NC Angus Juniors:** President Mattie Harward presented the following report. The Juniors have been busy attending shows, sales, and conferences throughout the state and country. Spring events: Shows included the Mid-Atlantic Junior Angus Classic in Virginia and the Clover Classic, Spring Fling, East Coast Extravaganza in North Carolina. We served lunch at three Angus sales to raise money for our association activities. Four juniors attend the Raising the Bar leadership conference in Oklahoma. The 2018 State Show was held at the NCSU Beef unit in Raleigh, NC on April 28th. We had 25 junior members who showed in showmanship and exhibited their heifers, bred and owned heifers, cow-calf pairs, bulls, and steers. That afternoon we held a leadership activity with Will Pohlman from the National Junior Board of Directors. We also held a business meeting that evening and provided supper for all the attendees. The 2019 show will be April 20th in Raleigh, NC. Summer events: The Atlantic Nationals in Maryland and North Carolina Junior Beef Round-Up in Raleigh. We had 12 juniors attend the Eastern Regional Junior Angus Show in Ohio. Junior's placed well in their classes as well as juniors placing in the top 5 of showmanship and skillathon contest. In July we had 11 juniors travel to Madison, Wisconsin for the National Junior Angus Show. Juniors placed well in their classes and in many contests such as digitally enhanced photo, creative writing, graphic design, career development, and judging. Congratulations to the team members: intermediate marketing team won first place, senior roast cook-off team won first in showmanship and third in the overall division and intermediate other beef cook-off team won third in the overall division. We also had junior members receive scholarships and their gold award. At the beginning of August, we had eight North Carolina juniors attend the Leaders Engaged in Angus Development conference in Billings, Montana. At the conference juniors from across the country toured farms, agriculture businesses and participated in educational workshops. Fall events: Members attended various fairs and regional shows, exhibiting their Angus cattle. At the North Carolina State Fair, the NCJAA members exhibited cattle in both the junior and open Angus shows. The grand champion Angus heifer was also selected reserve supreme in both the junior and open show. Following the state fair, we had 12 juniors attend the North American in Louisville, Kentucky. Once again juniors placed well, including winners from NC. In the last three months, juniors served lunch at the Down East Sale and have shown their cattle at regional shows in North Carolina and Tennessee. Juniors voted to put in a bid to host the 2021 Eastern Regional Junior Angus Show, we will keep the members updated if this is approved by the National Association.

On behalf of the North Carolina Junior Angus Association, I would like to sincerely thank all of our boosters and sponsors who contributed to our association and helped us participate in so many activities this year. Once again thank you for all of your support and we look forward to having another successful year!

**NC Angus Auxiliary:** President Callie Carson presented the following 2019 NC Angus Auxiliary Report.

- Award 16 Merit Awards at \$900
- Sponsored the NCJAA state show
- Provided decorations at the Spring Fever Sale

- Toured downtown West Jefferson as the Auxiliary Summer Outing
- 2020 Officers - President – Andrea Goforth, President-Elect – Brooke Harward, Secretary – Alexandra Brown & Advisor – Callie Carson

President Shuffler then asked for Committee Reports:

**Annual Meeting:** Chairman Dwayne Livengood recognized all the sponsors and thanked them for their support of the meeting. He also thanked the Annual Meeting committee and April Bowman. He then reminded everyone to help keep the building clean and assist with resetting the rooms at the conclusion of the meeting.

**Constitution and By-laws:** Chairman Henry Vines reported no request or recommendation for changes.

**Down East Sale:** James Britt present the following report for the 2019 sale:

- Sale Date – November 2, 2019
- Location – Edwards Land & Cattle Sale Facility – Beulaville, NC
- Auctioneer – EB Harris
- Sale gross = \$40,900 / 33 lost sold (Registered Angus & Angus Influenced)
- High selling lots: Registered Angus = Open heifer: Lot 2 – Britt’s Lass F23 - \$1,900 - consigned by Britt Family Farms, purchased by Panther Creek Farms; Bred heifer: Lot 18 - H&D 417 Black Pearl - \$1,250 - consigned by H&D Angus, purchased by Lee Moore; Lot 19X – H&D 3417 Journey - \$1,250 - consigned by H&D Angus, purchased by Lee Moore; Bred cow: Lot 29 - PCF 9M25 Lass 310 - \$1,500 - consigned by Panther Creek Farms, purchased by Edwards Land & Cattle Company; Cow/calf pair: Lot 31/31A - \$1,800 - consigned by Panther Creek Farms, purchased by Oliveah Jackson & Lot 31 – PCF Eva of A19 638 / Lot 31A – PCF Eva 901 of Absolute
- Angus Influenced Bred heifers: Lots 33-37 - \$1,550 - consigned by Vandemark Farms, purchased by Lee Moore
- Volume Buyer: Lee Moore-Red Springs, Steve Grady-Mt Olive, Drew Bray-Stuart, VA and Justin Edwards-Beulaville
- Thank you to the following people who helped support the sale. NC Junior Angus Association for serving lunch, Daryl Howard ringman and Brooke Harward sale color.

**Endowment:** Chairman Howard Gentry explained the NC Angus endowment is held within the NC Ag Foundation at NC State University. The funds are managed and invested with all the other endowments in the university system. This gives us greater earning potential and a more sound investment strategy. Guidelines for utilizing endowment funds are at the discretion of the NCAA Board of Directors. Plans are being finalized for the Angus promotional flyer to be distributed at state livestock auction barns in check mailing. Sharon requested anyone attending the meeting to sign up if they want to be included in the flyer.

**Fairs & Shows:** Chairman Brooke Harward reported.

North Carolina State Fair- Open Angus Show Winners (Oct. 16, 2018) Raleigh, N.C

Grand Champion Bull- exhibited by Marcy Price and Reserve Grand Champion Bull-exhibited by Lynae Bowman

Grand Champion & Reserve Supreme Champion Female-exhibited by Harward Sisters-Marcie Harward, Norwood, NC and Reserve Grand Champion Female-exhibited by Harward Sisters-Mattie Harward, Norwood, NC, NC.

North Carolina State Fair - Junior Show Winners

Grand Champion & Reserve Supreme Champion Female-exhibited by Marcie Harward and Reserve Grand Champion Female- exhibited by Logan Ball, Got to be NC Champion Angus Heifer-exhibited by Wyatt Kendall.

**Field Day:** Mark Wilburn reported the 2019 NC Angus Field Day was hosted by Rocky Creek Dairy in Olin, NC. The focus of the day was their utilization of Beef on Dairy. Dr. Ben Shelton owner of Rocky Creek Dairy and Veterinary Service welcomed everyone to the farm. Paul Shelton and Thad Gaither gave a tour of the farm and showcased the cattle which are part of the beef on dairy enterprise.

Dr. Stephen Miller with Angus Genetics Inc. discussed the 2019 changes to the Angus EPD and \$Value Indexes. In his presentation, Dr. Miller focused on changes instituted by the May 31 update to the Angus breeds genetic evaluation including the introduction of \$Maternal, a new \$B, a better mature weight EPD, better feed EPD and the opportunity to learn more about the coming \$C index.

Also on the program was Ronnie Able, Southeast Region Senior Territory Manager for Cattle with Merck Animal Health. Ronnie discussed some current trend in bovine health, most importantly the identification of BVD in cattle and how detrimental the disease can be to a beef herd.

A special thank you to the NC Angus Association Allied Industry Partners: Merck Animal Health, Southern States Feeds, ABS and the NC Farm Credit group along with the field day sponsors: Blue Ridge Tractor, Boehringer-Ingelheim, Diamond V, Multimin USA, Performance Livestock & Feed Co., Piedmont Farm Systems and Southern Farm Supply for their support.

**Finance:** Chairman Roy Swisher reported the Finance Committee was established to ensure the Executive Secretary handled the Association's financial obligations in an honest and professional manner. Current NCAA financials are in order but the finance committee will be looking into ways for the association to earn and save more money.

**Grievance:** Chairman Robin Hampton reported she has been informed of no grievances.

**Hall of Fame:** No report was given at the membership meeting. (Chairman Howard Gentry was presented the Hall of Fame award at the evening banquet by committee member Jim Scarlett.)

**History:** Chairman Suzanne Brewer submitted the following report.

First of all, let me Congratulate the Association on Seventy-Five years! Where will we be in five, ten, twenty five years? I hope we've been able to include most of the highlights of the Association since the last update of 2011. Thanks to the Board of Directors for funding the publication. A special thank you to Jane Fowler, Cortney Holshouser, Christy Perdue and Secretary Sharon Rogers for their assistance in updating Association events. New history booklet will be presented at the evening banquet.

**Human Resources:** No report

#### **Long Range Plan: 2020 NC Angus Long-Range Committee Report**

Committee Members: Mike Moss, Chairman / Roy Swisher, John Barnes, Eugene Shuffler, John Bridges

The Long-Range Planning Committee has been working to review and action the output from our membership at the Strategic Review session held at the 2018 annual meeting. Three broad categories of strategic initiatives were identified.

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

Our focus has been on clarifying the objectives of the initiatives, benchmarking our current state vs. other Angus state associations, getting input and feedback from a broad section of our membership, including members, committees, officers, and board members, establishing committees to review opportunities, developing proposals for tactics that could help us achieve our strategic initiatives, making decisions on which tactics to implement and then, assigning individual and/or committees to action the tactics.

To date:

- 20+ hours of interviews with members and stakeholders for input and feedback
- 52 different tactics have been reviewed by the Officers and Board of Directors with over 10 hrs. of intense discussions to evaluate their merit
- 26 tactics have been approved for implementation; 11 still in review; 15 dropped

- Activities going forward will be to ensure implementation of agreed tactics, continue to evaluate existing and new tactics for potential implementation to enable our strategies, and to drive continuous improvement on the value that our Association brings to our membership and to the value of North Carolina Angus cattle.

**Magazine:** For the fifth year of the magazine we made some changes to help improve its profitability.

The Allied Industry packages were once again offered. Giving industry a place at the annual meeting, magazine print ad and website. Thanks to 2019 Allied Industry companies: Merck Animal Health, Farm Credit, Southern States Feeds & ABS. We secured a new printer for the publication. API became cost prohibitive. The new printer is allowing us to offer lower ad rates for 2020 and if you purchase ads in both magazines you get an additional discount. (for example – business card \$50 or both editions for only \$75). Published 2 editions due to lack of advertising for the summer. In 2020 will print a spring & fall issue. Fall will continue to include the membership directory. Preferred pages for the magazine will be auctioned off at the banquet (all cover pages have a minimum bid of \$300). Only six opportunities to get a prime spot in the magazine. Income for the 2019 magazine was \$290.00

**Marketing:** Chairman Mark Wilburn no report

**Membership:** 2019 NC Angus Membership - Paid members = 174 / Complimentary members = 15

**NC BCIP:** 2019-20 NCBCIP Report

**Waynesville** - Saturday, Dec. 7, 2019 - 25 Angus bulls cataloged

High Indexing Angus Bull **Lot 7** - 3J-1416 OF TOP HAND 418 (sired by THOMAS TOP HAND 0536). Consigned by Carl Blanton - 3J ANGUS, SHELBY NC. High selling Angus Bull **Lot 41** – WILLIAMS ACCLAIM 504-429 (sired by JINDRA ACCLAIM). Consigned by George Williams – Williams Angus – Gray, TN. Sold for \$3,500

**Butner** – Friday, December 20, 2019 - 45 Angus bulls cataloged

High Indexing & High Selling Angus Bull **Lot 40** – SCAF Concensus 829 (sired by Connealy Concensus 7229), consigned by Smith Creek Angus Farm - Marty & Lynne Rooker – Norlina, NC. Sold for \$4,200.

Next NC BCIP committee meeting will be held in conjunction with the NC Cattlemen’s Assoc. Annual Meeting in Hickory on February 28, 2020.

**Purebred Breeders Council:** Next meeting will be February 22, 2019 in conjunction with the NC Cattlemen’s Assoc. Conference in Hickory, NC.

**Publicity:** Chairman Linda Hicks reported. The primary function of the publicity committee is to promote our Association, its members, and Angus cattle. In March 2019, we had three articles published in the NC Cattlemen Association’s spotlight on Angus issue of the *Carolina Cattle Connection*. The farms highlighted were Windy Hill Farm, H & D Angus, and Uwharrie Ridge Farm, all written by Sharon Rogers. A big thank you to Sharon for writing all of these articles and for all of the articles she writes about Angus events throughout the year. We also had an article in the spotlight issue on the Miss American Angus program. The article was written by the four young ladies from North and South Carolina who have held that title – Emily Tennant Barnes, Sally Yon Harrison, Brooke Harward, and Catherine Harward Edwards. Each wrote about the impact the Miss American Angus program has had on their lives. We all should be very proud of the great ambassadors they were and continue to be for the Angus breed. Sharon is working on three farm articles for this year’s spotlight issue, and later this year, I plan on writing an article for the *Carolina Cattle Connection* and our Association magazine on the two state bull test stations – Butner and Waynesville.

Each year, the Association’s booth is at the NC state fair during the time that the beef cattle are there. Sharon sends an e-mail to the membership asking for volunteers to man the booth, and I can assure you that help is appreciated. It’s a good opportunity to meet people and answer all types of questions about the Angus breed, cattle in general, and things that have absolutely nothing to do with cattle or agriculture.

The Association has a booth at the Cattlemen's Conference in Hickory each year. This year it's Friday, February 28 and a half day on Saturday, February 29. I urge all of you to come by and visit for a while. We get a fair amount of traffic, and since the people who come by are mostly cattle people or aspiring cattle people, we get different types of questions from those we get at the fair.

Sharon carries and puts up our Angus display at all of our Association sales and at any production sales we clerk. Brooke Harward has been instrumental in distributing copies of our magazine at the sale barns her family operate.

We have an open invitation for anyone who would like to serve on the committee, if you're interested, please let me know. Also, if you would like an article written on your operation or you have idea for something you think people would like to read about, please let me know, and I'll work with Sharon on getting that done.

**Sanders Scholarship:** Scholarship is held in the North Carolina Community Foundation. 2019 recipient was Justin Wood with a scholarship value of \$1,870.00. Application deadline May 1, 2020 with scholarship value of \$1,890.00.

**Spring Fever Sale:** Brent Scarlett presented following report.

The 36th Annual North Carolina Angus Spring Fever Sale was held the first Saturday in May at the Upper Piedmont Research Station in Reidsville, NC. It was a beautiful day to see all the fine black cattle on the lush green grass. Over fifty live lots were sold for a sales gross of \$137,929. The sale was once again completely managed with volunteers from the association membership and we would like to say a thank you to all on our Spring Fever committee as well as Joe French and crew for all they did to provide excellent facilities and their continued hospitality. As always people arrived early on Saturday morning to view the cattle and to visit with their fellow Angus cattle breeders.

The consignors did an outstanding job of selecting females from their herds that could benefit any Angus breeder in the Southeast. Females showcased in the sale included: cow/calf pairs, bred cows, bred heifers and open heifers. A special donation lot was consigned by Jones Farm of Benson, NC. All the proceeds from the sale of Lot A an SAV Ten Speed 3022 daughter went to support the DeEtta Wood Endowment Fund within the Angus Foundation. Thank to Bill and Jane Ebert of Eberlee Farm for purchasing the donation female. The monies in the endowment are used to fund scholarships and merit awards for deserving Junior Angus members.

The NC Angus Elite Heifers were the highlight of the sale. To qualify for the Elite Heifer status the females must meet a stringent set of performance and breeding guidelines. The consignors continue to make the extra effort to have their top quality heifers meet the standards and this year six of the bred heifer consignments were awarded Elite Heifer status. The six Elite Heifers sold for \$16,900 to average \$2816 in a down market. Lot 36, Scarletts Blackbird 7H51, consigned by Scarlett Farms was the high selling Elite Heifer at \$4,000. Sired by BSF Hot Lotto 1401, she was a growth and performance specialist and still maintained a very attractive phenotype. She was bred to Jindra Acclaim and purchased by Mikey Love of Pilot Mountain, NC. New to this year's sale, Windy Hill Farms consigned lot 39 the second high selling Elite Heifer. A Quaker Hill Rampage daughter with an outstanding set of EPD's for growth and carcass went to Fulcher Farms of Godwin, NC for \$3,300. Another bred heifer topping the sale included lot 49, 4K Rita of Rampage E739, from Dr. Richard Kirkman at 4K Farms. This Quaker Hill Rampage daughter was bred to Bubs Southern Charm AA31 for a December calf. She sold to Alan Howard of Fuquay-Varina, NC for \$3,000. The thirteen bred heifers sold for \$24,700.

For many years the fall bred cows with big stout calves have been the reason buyers come out to the Spring Fever Sale and once again there was a strong offering of these cattle. The top fall pair, selling for \$5,050, was Lot 5 and 5A consigned by Shuffler Farms of Union Grove, NC. Lot 5, SFA Sabarina KD08, was a power packed daughter of KCF Bennett Southside with WRA Vindicator W2 on her maternal side. This high performance female was bred to VAR Discovery for a fall calf.

She sold to Moffitt Cattle Company, of Concord, NC. Her September born bull calf by SAV Bruiser 9164 sold to Dustin Frances, Cedar Lane Farms of Nathalie, VA. Gentry Homeplace Angus of King, NC consigned lots 1 and 1A selling for \$4,150. Lot 1, Gentry Rosebud 1619, was sired by KCF Bennett Homestead with the ever popular SydGen CC&7 on the dam's side. Lot 1 sold to Charles Dalton of Dalton Farm in King, NC. Lot 1A her exceptional SF Speedway A187 heifer calf was purchased by Panther Creek Farm of Pink Hill. Craven Angus of Seagrove, NC consigned the fall pair of lot 9 and 9A

selling for \$4,150. Dalton Farm purchased the cow, Cravens Elite 505, a Conneally Impression daughter that was bred to Baldrige Colonel C251. Her very fancy heifer calf out of Baldrige Colonel, sold to JPL Holdings, of Concord, NC. The nineteen fall cow/calf pairs sold for \$59,675.

The bred cows were also standouts of the sale. Lot 65, SAV Elba 2662, consigned by Wood Angus went to Austin Lee of Vinita, OK. This powerful female was packed with SAV breeding in her pedigree. Sired by SAV Iron Mountain 8066 and out of the famous SAV Elba 1094 cow who has over a million dollars in direct progeny sales sold for \$4,000. The top selling open heifer was lot 24, consigned by Scarlett Farms, Scarletts Blackcap 8DC19, was a fancy fall heifer calf sired VAR Discovery 2240. She went to Sydnor Angus Farm for \$2,700. Eight open heifers sold for \$11,300.

Volume buyers were Julio Ascencios, Cedar Lane Farms, Old Mill Farm, Panther Creek Farm and Sydnor Angus. Thank you to these and all the buyers for supporting the sale. Thanks also to AAA Regional Manager David Gazda, Bambi Craven, Linda Hicks and Neil Bowman for helping to work the sale and to our Auctioneer Col. Mike Jones of West Point, GA. Thank you to the North Carolina Junior Angus Association for preparing lunch and to the North Carolina Angus Auxiliary for decorating the sale ring. The sale would not be possible without the support of Joe French and his staff at the Upper Piedmont Research Station. Thanks for all the work they do to get everything ready before, during and after the event.

We are excited to announce that we still have room for our Spring Fever Sale this year and we are excited to see what our consignors will provide for us to evaluate to add genetics to our programs. Please contact Sharon Rogers, Mark Wilburn, Daniel Wall or myself if you are interested in consigning or have any questions. Please mark your calendars and plan to join us for the 37<sup>th</sup> Annual North Carolina Angus Association Spring Fever Sale on Saturday, May 2, 2020.

**Website:** Sharon Rogers stated the website continues to have good traffic, averaging close to 4,000 visits/day. She stated the site see a spike in visitors in April and October which can be explained by people coming to view the Spring Fever and Down East Sale catalogs. There are several website advertising opportunities for membership: banner ads, featured farm pages and classified ads

The 5 featured farm slots will be auctioned tonight at banquet. The featured farm slot allow you to link to you web page, Facebook page, sale catalog and the links can be changed at any time. The five appear on all the pages of the angus.org website

The monthly Email Newsletter continues to grow currently with almost 700 subscribers. Introduced in August of 2017 and published the 1<sup>st</sup> of each month. Goes out to all members we have email for plus others who have signed up. Newsletter includes current new of the association, calendar of events and classified listing from our website. Drives people to website. We have seen an increase in traffic to the website since we started the newsletter. Averages 35% opens. New for 2020 we will be offering ad space on the e-newsletter for \$25/issue.

**Wood Endowment:** Justin Wood presented the following report for Chairman Cortney Holshouser:

#### **Wood Endowment Committee Report**

##### History of the Wood Endowment

- The Wood Endowment, held in the Angus Foundation, was established in 2015 to reward outstanding Angus youth for accomplishments in Angus involvement and leadership.
- This endowment allows for one national scholarship and three state achievement awards to be given each year.
- The Wood Endowment awarded its first scholarship on July 8, 2016. North Carolina's own LeAnn Harward received the first \$1,000 DeEtta Wood Memorial Scholarship during the National Junior Angus Show in Grand Island, NE. This scholarship is open to any National Junior Angus member, but North Carolina Juniors receive priority.
- The second part of the Wood Endowment is the DeEtta Wood Achievement and Leadership Award. The first of these awards was given during the 2017 NCAA Annual Meeting banquet. These awards are designed to recognize 3 North Carolina Junior Angus members only who demonstrate involvement, achievement, and passion in the

Angus community. Each recipient receives a \$250 award. In its inaugural year, 2016, winners were: Junior – Alex Cassavaugh, Intermediate – Cara Smith & Senior – Alyssa Goforth

#### 2019 Activity

- Justin Wood received the 2019 scholarship for \$1,000 during the NJAS in Louisville, KY. Another National Junior Angus member will receive the scholarship this July in Harrisburg, PA during the National Junior Angus Show.
- There were 2 applicants for the 2019 DeEtta Wood Achievement and Leadership Award. One NCJAA member will receive the award and \$250 at tonight's banquet. Last year's winners were: Junior - Nate Bowman  
Intermediate - Lynae Bowman & Senior - Taylor Glover
- A special donation lot was consigned to the 2019 Spring Fever Sale by Jones Farm of Benson, NC. All the proceeds from the sale of Lot A, an SAV Ten Speed 3022 daughter, went to support the DeEtta Wood Endowment Fund within the Angus Foundation. A big thank you to Bill and Jane Ebert of Eberlee Farm for purchasing the donation female.
- The Seby B. Jones Family Foundation (North Carolina) contributed \$2,500 last fiscal year to the Wood Endowment, and has committed to contributing \$2,500 for the next several years.
- We thank the Angus Foundation for working with us this year as we work out the details of each award as DeEtta would have wanted them. I also want to thank the judges of the Achievement and Leadership Award, each contributor to the Endowment, and especially DeEtta's family for working with me in carrying on her legacy.
- It is our hope that we can continue to reward many Angus Juniors throughout the years. We continue to welcome donations to this Endowment to ensure its success.

Motion was made by Dwayne Livengood to adjourn, second by Mark Wilburn, motion passed. Meeting was adjourned.  
Submitted by: Sharon Rogers, NCAA Executive Secretary

## NC Angus Association Board of Directors Meeting

February 8, 2020 Forsyth County Agriculture Bldg. – Winston-Salem, NC

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Roy Swisher-Treasurer, John Bridges, James Britt, Derek Goddard, Steve Grady, Linda Hicks, Dwayne Livengood, John Smith, Kim Starnes, Henry Vines and Mark Wilburn. Callie Carson-NCAAx President. Guest: Reese Tuckwiller, AAA regional manager

Absent: John Barnes, Howard Gentry, Tim Goforth, Richard Kirkman 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 November board meeting were distributed and a motion was made by Mark Wilburn with a second from Roy Swisher to approve as presented. The motion passed. Financial report was presented. NCAA accountant, John Smith, explained the association showed a \$1,877 loss for the year 2019. After much discussion on the need to increase revenue for the NCAA a motion was made by Mark Wilburn and second by Kim Starnes to approve the financial report. Motion passed.

### Committee Reports

**Annual Meeting:** Committee Chairman Dwayne Livengood gave a brief report on his experience in coordinating the meeting. He thanked Joe French for his assistance with securing the speaker and stated Eddie Leagans would be serving as emcee for the day. He requested the board find a new chairman for 2021.

**Down East Sale:** Mark Wilburn opened the discussion for the 2020 sale requirements. Recommendations from the committee included a change of location, Angus influenced cattle, rebrand the name of sale, new target audience for consignors (not necessarily members of the NCAA). Give commercial producers a place to market their non-registered animals. Let the NCAA member be the “supporter” of their bull customer to find an avenue to market their quality females. Committee of John Smith, James Britt and Steve Grady are to report back to the board at April meeting: where, when, what to name sale and what class of cattle to sell. Reese Tuckwiller reminded board members of the need to protect the Angus interest and have at least one parent as a documented “registered” Angus animals. Need a new set parameters for requirements to be a part of the sale.

**Endowment:** Sharon Rogers deferred report to the annual meeting.

**History:** 75<sup>th</sup> Anniversary publication has been completed and printed for distribution at tonight’s banquet.

**Long Range Plan:** Mike Moss reported the Spring Fever Sale committee has made the most progress by implementing the tactics from the strategic plan. The next step is for the Down East Sale to examine its future plans. John Barnes submitted his report stating he is establishing a marketing committee and hopes to meet with them to generate tactics for the initiative to strengthen the relationship with commercial cattlemen.

**Magazine:** Share has secured Reid’s Print Shop to produce both the spring and fall issues. Preferred pages will be auctioned at banquet. Members have a new ad price structure for 2020 with lower prices and a discount for purchasing multiple ads.

**Membership:** 180 paid members for 2019

**NC BCIP:** John Bridges deferred his report to the annual meeting. Eugene Shuffler agreed to represent the NCAA at the spring BCIP meeting.

**NC Purebred Breeder’s Council:** deferred report to the annual meeting



**Nominating:** Chairman John Smith presented the following nominees: John Brewer, Derek Goddard, Brooke Harward, Zach Moffitt and Jeff Wood. Roy Swisher made the motion to accept the nominations, second Linda Hicks motion passed.

**Publicity:** Linda Hicks deferred report to the annual meeting

**Scholarship:** Sharon Rogers deferred report to the annual meeting

**Spring Fever Sale:** Mark Wilburn presented the following report from Brent Scarlett. *We are appreciative of the feedback we received at the long range planning meeting this summer and as a committee we are excited to see what the future holds. We are saving our formal report for the Annual meeting but would like to officially thank the NCAA Board of Directors for their continued support of our ideas and plans to move the sale in a forward, progressive direction. This Annual Meeting will be the last that our "Judges Choice" awards for top fall pair, spring pair, bred heifer and open heifer will receive the monetary award from the association as discussed in the Summer meeting which in turn the board decided to allow us to use that \$1000 from the association towards additional advertising for the Spring Fever Sale. We will continue to have the Judges Choice awards to recognize those folks who commit to offering quality cattle in our sale with a plaque in the years to come. We would like to challenge each of you on the Board of Directors to look deep within your own herds to see if you can offer a quality consignment for our sale. Please contact Sharon Rogers, Mark Wilburn, Daniel Wall or myself if you are interested in consigning or have any questions. Please mark your calendars and plan to join us for the 37<sup>th</sup> Annual North Carolina Angus Association Spring Fever Sale on Saturday, May 2, 2020.*

Discussion then moved to utilizing a sale manager for the 2020 Spring Fever Sale. Many pros and cons were discussed. Some pros included the advantage to having a third party to assist in selection and screening of the cattle, more assistance with catalog and outreach to a different audience. Cons were the lack of time to have all the details in place for 2020, the decision on who to utilize for the manager and the return on investment for employing a manager. President Shuffler and Mark Wilburn agreed to finalize all the details if the committee decides to utilize a sale manager.

Mike Moss questioned how the committee plans to utilize the \$1000 marketing funds from the NCAA. Mark Wilburn reported some potential uses include a new digital platform, additional AJ ad, videos of females and specializes ads. Waiting for consignments to determine the final sale marketing plan.

**Website:** Sharon reported feature farm ads will be auctioned at the banquet and need to bring a minimum of \$150, five spots available. All items will be auctioned before dinner. Cost of website is \$600/year.

**Wood Endowment:** Deferred report to the annual meeting

**NC Junior Angus:** Brooke Harward presented information regarding the Eastern Regional Junior Angus Show in 2021 to be hosted by NCJAA. Junior will give a brief presentation during lunch for NCAA and NCAAx to give them a better understanding of show structure and needs. The NCJAA are selling an Angus print for \$100 (\$115 if want it shipped) to raise money for the show.

**Other business:**

Sharon requested permission to explore selling the NCAA educational booth previously used at the NC State Fair. Sharon stated the stand alone table top booth was a success at the 2019 State Fair and we no longer need the "white booth" for the fair. Mark Wilburn made a motion and second from James Britt to explore selling the booth, motion passed.

A motion was made to table the discussion for funding the NC State Fair British Breeds Steer Show to the spring meeting.

Sharon Rogers discussed discontinuing the landline phone for the NCAA office. Sharon offered to use her cell phone for a fee of \$35/month for the NCAA. No more faxing to Angus office if discontinue landline. Mark Wilburn made a motion and second from Roy Swisher to accept \$35 fee for cell phone only. Motion passed.

Meeting was adjourned to reconvene after the Annual Meeting.

## **Board of Directors Meeting - Session II:**

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, John Bridges, James Britt, Derek Goddard, Steve Grady, Brooke Harward, Linda Hicks, Dwayne Livengood, Zach Moffitt, John Smith, Kim Starnes, Henry Vines and Mark Wilburn. Guest: Roy Swisher

Absent: John Barnes, John Brewer and Jeff Wood

Meeting called to order by President Eugene Shuffler.

Roy Swisher reported Genex is offering a \$200 credit on semen to be auctioned at banquet.

New officers were elected:

Steve Grady nominated Eugene Shuffler for President, second from Kim Starnes

Mark Wilburn nominated Mike Moss for Vice President, second from Zach Moffitt

Linda Hicks nominated Kim Starnes for Treasurer, second from John Smith (All officers accepted by acclamation)

Brooke Harward requested board assistance for funding their ice cream social at the 2020 NC Junior Beef Round Up. Mark

Wilburn made a motion to donate \$200 with a second from John Smith, motion passed.

Board of directors voted of award Sharon Rogers \$1000 bonus.

The next board meeting is scheduled for **Sunday, April 19<sup>th</sup>@2:30 pm at the Piedmont Custom Meats Conference Center in Asheboro, NC.**

Motion was made by Dwayne Livengood, second by Mike Moss to adjourn. Motion passed.

Meeting was adjourned.

Submitted by: Sharon Rogers, NCAA Executive Secretary

## NC Angus Association Board of Directors Meeting

May 17, 2020 via Zoom web based conference

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes -Treasurer, James Britt, Brooke Harward, Linda Hicks, Zach Moffitt, John Smith and Henry Vines. Guest: Brent Scarlett and Roy Swisher

Absent: John Barnes, John Brewer, John Bridges, Derek Goddard, Steve Grady, Dwayne Livengood, Mark Wilburn, Jeff Wood, Andre Goforth-NCAAx President and Riley Wood-NCJAA President.

President Shuffler called the meeting to order, welcomed everyone to the first ever virtual board meeting.

Minutes from the February board meeting were distributed and a motion was made by Linda Hicks with a second from Mike Moss to approve as presented. The motion passed. Financial report was presented. Treasurer Kim Starnes reviewed the financial report everyone received via email. Current checking account balance as of April 30 was \$7,133.68 and money market savings account \$30,478.84. A motion was made by Roy Swisher and second by Mike Moss to approve the financial report. Motion passed.

President Shuffler informed the board of two decisions made by the executive team since the last board meeting. First was the cancellation of the 2020 Spring Fever Sale due to the COVID-19 pandemic. Second point of business was Executive Secretary, Sharon Rogers, will be compensated at an hourly rate starting May 2020 through September 2020 in lieu of a monthly salary. Many of the normal spring and summer events have been canceled for the NCAA and Sharon did not feel it was fiscally responsible for the NCAA to have to pay her with the decrease in her overall time. Her hourly compensation will not exceed the normal salary during these months. The executive committee will revisit her salary in September.

### **Committee Reports**

*Due to the Zoom format committee reports were presented in order of importance and the need for more discussion. Reports will be listed below in order they were presented.*

**Spring Fever Sale:** Brent Scarlett spoke on behalf of the sale committee. He discussed the many reasons for having to cancel the 2020 sale due to COVID-19. He then presented a plan from the sale committee for the NCAA to host an online fall sale. This sale would give members an opportunity to market their very best cattle, remain socially distant since we do not know about the state of the virus this fall and generate some income for the NCAA. The sale committee's proposal is to host the sale on anguslive.com, which they feel is the premier online venue for registered Angus, with the sale name "Genetic Harvest Sale". The cost for anguslive.com is 5% per lot sold, no fee is charged for lots that do not reach their minimum. NCAA would continue to charge 4% sale fee for its service of coordinating and advertising the sale. The committee felt a couple of major challenges will be getting high quality photos/videos of the cattle and getting the cattle to buyers after the sale. Solutions may include the committee and NCAA compiling a list of individuals qualified to make good pictures and videos to share with the consignor's. Then consignors could reach out for assistance. Also after the sale cattle could be brought to a central location for pick up. Consignors will also be encouraged to deliver cattle to buyers.

NCAA will assist with logo design, advertising and promotion of the sale. Coordinate Eblast with NC, VA, TN, SC and GA and put together Facebook ads. Anguslive.com will put together catalog from information provided by consignors. Reece Tuckwiller has agreed to help with some online publicity for the sale since we purchased a Spring Fever ad in the Angus Journal and received no benefit. The committee may also ask Reece help with the screening of the cattle for the sale. President Shuffler mentioned the need to have a third party person help with screening the cattle and to also be available to help buyers screen the cattle they may want to purchase. In the guideline for the sale, NCAA must be clear that not all consignments will be selected to be in the sale.

Brooke Harward and Zach Moffitt both agreed 30-40 lots was too many for one sale so the alternative may be a two day sale with bred females and open females separate. Brent agreed 20 lots is best and they are ok with that number. Brent suggested having open females on Friday, November 27 and bred/mature females on Saturday, November 28. Brooke

agreed the multiple day sale would work better. The board agreed to allow the sale committee to explore criteria for having "Elite" open heifers.

Mike Moss made a motion to give the Spring Fever Sale committee the authority to move forward with planning the online Genetic Harvest Sale for fall 2020, second Brooke Harward. Motion passed. Henry Vines made a motion, second by Mike Moss not to charge consignors who purchased space in the Angus Journal Spring Fever ad at the Annual Meeting.

**Down East Sale:** James Britt spoke on behalf of the sale committee. The discussion continued from the February meeting for restructuring the sale to offer commercial females from NCAA member bull customers. James has spoken with several large breeders in the area and most were not interested in participating in a sale of this format considering the current COVID-19 challenges and restrictions. James then made a motion from the committee to cancel the 2020 Down East Sale, motion passed. President Shuffler asked the sale committee to start planning for a 2021 sale with answers to the following: when, where and how. Henry Vines reminded the committee to be sure to inform the Edwards family and EB Harris that the sale was canceled for 2020. James agreed to contact the Edward's and Sharon will communicate with EB.

**Annual Meeting:** Chairman Roy Swisher asked board members to send him ideas for changes, updates and programming for the 2021 meeting. Sharon also reported the 2020 meeting had good attendance and it generated \$1,000 in income for the association.

**Field Day:** After much discussion it was determined the NCAA would not host an on-site, in person field day this year due to COVID-19.

**Long Range Plan:** Chairman Mike Moss spoke about his concern with the lack of effort from John Barnes in the implementation of the strategy to strengthen the relationship and engagement with commercial cattlemen. President Shuffler and VP Moss agreed to communicate with John Barnes on how to proceed with this very important strategy. Mike also reported the Spring Fever Sale committee has done the most with working to implement new tactics from the long range plan and Zach Moffitt is moving forward with new marketing ideas.

**Magazine:** With the use of the new printer for producing the publication and positive ad sales from our members the 2020 spring edition of the magazine had a profit of \$1,188.23. This number is encouraging but Sharon continued to stress the importance of having members support the publication by purchasing ads. Sharon is hopeful the new ad pricing will help. Sharon offered Allied Industry Partners a feature in the e-newsletter and on the website during the height of COVID-19, Merck and Select Sires took advantage of the offer.

**Membership:** Sharon reported membership numbers are a bit lower than last year at the current time. She will be sending out a reminder postcard to encourage renewals but is fearful the COVID-19 pandemic may deter some from spending.

**Website:** Sharon reported feature farm ads were auctioned at the Annual Meeting banquet and they sold much better than in 2019. The ad sales will cover the yearly cost for the website and maintenance with some monies left over for the NCAA.

**Endowment:** Sharon Rogers reported there has been no change in the endowment and the NCAA spending for 2020-21 will not be sent from the Ag Foundation until after June 30.

**Fair & Shows:** Chairman Joh Barnes was not at the meeting so Brook Harward reported as of the meeting both the Eastern Regional and National Junior Angus Show were still scheduled. The National Junior Angus Show has been relocated to Oklahoma and many of the contest will be held in a virtual format. The NC Junior Beef Round Up has been rescheduled to August 7-9, 2020 with a new location in Fletcher, NC.

**Marketing:** Chairman Zach Moffitt and Brooke Harward suggested producing some educational webinars and videos for sharing with the membership since the face to face contact is prohibited. One potential webinar could be on how to take good pictures/videos of your cattle for sale promotion. Zach also spoke to the need to increase the number of recipients for the NCAA eblast and newsletter, potentially ask members to share their email list and Sharon will use it only for NCAA. Mike Moss suggested the committee needs a clear set of guidelines to provide members on how the emails will be used.

Brooke also made the board aware that you just cannot add names to the email marketing list, individuals must agree to receive your emails. NCAA needs more social media presence, Zach requested board members to share the NCAA Facebook page and ask their friend to like the page. Zach then recommended the NCAA increase the price of eblast to \$50. Mike Moss made a motion with the second from Zach and motion passed.

**NC BCIP:** Chairman Joh Bridges was not at the meeting so James Britt and President Shuffler reported the schedule is set for 2020-21 and information has been sent to past consignors. The Butner sale will remain on a Friday for 2020.

**Scholarship:** Sharon Rogers reported the scholarship has two very qualified applicants and the committee is currently reviewing their applications.

**Constitution & Bylaws:** President Shuffler requested the committee review the current constitution and bylaws for any updates or changes that need to be made. Chairman Henry Vines agreed to work with the committee of Eugene Shuffler, Mike Moss, Kim Starnes and Dereck Goddard on the review.

**History:** Chairman Suzanne Brewer submitted a report thanking the board for their support of the 75<sup>th</sup> Anniversary edition of the history book. She also asked the board for how often they felt the book should be updates. The board agreed to updates every five years.

**NC Junior Angus & Auxiliary:** Local spring shows canceled. Brooke Harward reminded the board the Eastern Regional Junior Angus Show in 2021 will be hosted by NCJAA. She also reported the NCAAx is considering the feasibility of holding a summer outing in 2020.

**Grievance, Hall of Fame, Human Resources, Nominations, Publicity, Purebred Breeders Council, and Wood Endowment:** No report

**Other business:**

Sharon informed the board the NCAA educational booth will be selling on an EB Harris auction in early June. Sharon and Russell Wood are working on this project.

The discussion for funding the NC State Fair British Breeds Steer Show was reopened and Henry Vines motioned to contribute \$250 to the 2020 show, second Brooke Harward. Motion passed.

**New business:**

Sharon informed the board the office HP Printer was no longer functional. Currently she is using the portable printer used for sales. She will explore options for replacing the office printer and report back to the board.

**August 30, 2020** at 2:30 pm at the PCM agribusiness center in Asheboro was selected as the next meeting date. Board members then discussed the need to offer Zoom as an additional way to attend board meetings.

Linda Hicks made the motion to subscribe to the Zoom web based meeting service for one year. Second Mike Moss, motion passed. Brooke Harward made the motion to have all board meetings in person but to offer Zoom as an option for members who are unable to attend in person. Second from Mike Moss, motion passed.

Mike Moss made the motion to adjourned the meeting, second Linda Hicks. Motion passed

Meeting was adjourned.

Submitted by: Sharon Rogers, NCAA Executive Secretary

## **NC Angus Association Board of Directors Meeting - August 30, 2020 via Zoom web based conference**

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes -Treasurer, John Barnes, John Brewer, James Britt, Derek Goddard, Linda Hicks, Dwayne Livengood, John Smith, Henry Vines and Jeff Wood. Guest: Richard Kirkman

Absent: John Bridges, Steve Grady, Brooke Harward, Zach Moffitt, Mark Wilburn, Andre Goforth-NCAAx President and Riley Wood-NCJAA President.

President Shuffler called the meeting to order, welcomed everyone to the virtual board meeting.

Minutes from the May 2020 board meeting were distributed. Mike Moss noted one correction in the Long Range Plan Section. The sentence should read: Chairman Mike Moss spoke about his concern with the lack of progress from John Barnes in the implementation of the strategy to strengthen the relationship and engagement with commercial cattlemen. Linda Hicks motion, second Mike Moss to approve the minutes with the correction. Motion passed.

Financial report was presented. Treasurer Kim Starnes reviewed the financial report everyone received via email. Current bank balances for checking are \$8,701.10 and the money market savings account \$30,479.61. Kim stated given the current circumstances the financial are in good order. Linda Hicks questioned the expenses for the 2020 Spring Fever Sale. Sharon stated those expenses were for advertising paid out before the decision to cancel the sale. A motion was made by Linda Hicks, second Mike Moss to approve the financial report. Motion passed.

### **Committee Reports**

**Annual Meeting:** President Shuffler gave a report for Chairman Roy Swisher. Roy has been in contact with AAA Regional Manage, Reece Tuckwiller to present a cattle marketing 101 educational session. Sharon has spoken with April Bowman about the availability of the Forsyth County Extension office and April advised us to wait until late fall to evaluate the need for a new location. The constitution and by-laws committee will also need to review the guidelines for holding an annual meeting given the current pandemic. The board was charged with determining new locations if needed. The decision at this meeting is to move forward as usual and revisit the plan at the fall board meeting.

**Down East Sale:** John Smith reported there will be no 2020 Down East Sale due to the COVID-19 challenges and restrictions. The committee hopes to hold a sale in 2021.

**Endowment:** Sharon Rogers reported there has been no change in the endowment and the NCAA spending for 2020-21 will not be sent from the Ag Foundation until late November 2020.

**Fair & Shows:** Chairman John Barnes reported the 2020 junior livestock shows will be held at the Mountain Expo and the NC State Fair. It was reported that all Covid-19 rules were followed at the Junior Beef Round Up and the show was a success.

**Constitution & Bylaws:** President Shuffler requested the committee review the current constitution and bylaws for any updates or changes that need to be made. Chairman Henry Vines agreed to work with the committee of Eugene Shuffler, Mike Moss, Kim Starnes and Derek Goddard on the review.

**Genetic Harvest Sale:** Sharon reported the sale committee hosted an informational Zoom conference for potential consignors. Approximately 15 people participated with several questions. Sharon has compiled a list of professional to help consignors with pictures and videos. The board asked to receive this list as well. The consignment deadline is September 15.

**Human Resources:** John Smith made a motion to continue Sharon's hourly compensation rate through the end of the year, second Mike Moss. Motion passed.

**Long Range Plan:** Chairman Mike Moss stated many of the tactics are being implemented but he wants to put together a tracking document to help with the overall visibility of each activity and its progress. For example, the Spring Fever Committee is implementing some of their new tactics in the Genetic Harvest Sale and Sharon has done some for membership. John Barnes will work with Mike to brainstorm ideas for the commercial cattlemen outreach.

**Magazine:** The fall membership publication deadline is September 1. Sharon already has a few ad commitments but would always like to have more.

**Marketing:** Chairman Zach Moffitt has recorded a cattle clipping video and it is currently being edited for distribution. Mike Moss suggested he, Zach and John Barnes discuss future marketing ideas.

**Membership:** Sharon reported current membership numbers are 9 people less than for 2019 but given the current climate she felt that was not too bad. President Shuffler also reported NC lost one voting delegate to the American Angus Association meeting, which indicates fewer cattle are being registered in NC.

**NC BCIP:** President Shuffler reported all the bulls are on test and each test is up and running. The first weight reports will be out soon for each station. Mike Moss reported, Chairman John Bridges needs to be replaced because he needs more time for his family. President Shuffler appointed James Britt to become chairman of the committee. James will reach out to Gary Gregory for any other information.

**Nominations:** John Smith stated he is seeking nominations for new board members and welcomed any suggestion.

**Scholarship:** Sharon Rogers reported the Sanders Scholarship was awarded to Lynae Bowman and Mattie Harward.

**Website:** Sharon reported the website continues to have good traffic. Sharon set up an online store for the NCAA where people can pay dues, purchase NCAA hats and registered for NCAA events.

**Wood Endowment:** Jeff Wood reported Cara Smith was the 2020 recipient.

No report: Field Day, Grievance, Hall of Fame, History, Publicity, Purebred Breeders Council, NC Junior Angus & Auxiliary

#### **Old business:**

Sharon stated the NCAA educational booth sold on an EB Harris auction. The trailer sold for \$2,000 and EB sent the full amount of the sale to the NCAA. Sharon sent him a thank you note and the board asked for her to put together a thank you note to come from President Shuffler.

#### **New business:**

Sharon asked the board to consider contributing \$250 to the Mt. Expo junior beef show. She has spoken with Neil Bowman and there was a need for more funding for this show. Mike Moss made a motion to contribute \$250 to the Mt. Expo, second Kim Starnes. Motion passed.

John Brewer discussed the potential to publish a NCAA Calendar for revenue generation.

President Shuffler discussed the changes to the AAA convention. All activities have been scaled back and participation can be live or virtual. He will contact all the NC Delegates.

November 15, 2020 at 2:30 pm is the next board meeting. Sharon will check on availability of the PCM Conference Center in Asheboro and a Zoom video conference option will be offered as well.

Dwayne Livengood made the motion to adjourn the meeting, second Mike Moss. Motion passed

Meeting was adjourned.

Submitted by: Sharon Rogers - NCAA Executive Secretary

## NC Angus Association Board of Directors Meeting

November 15, 2020 – PCM Conference Center, Asheboro & Zoom web based conference

Members present on location: , Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes -Treasurer, Dwayne Livengood, Zach Moffitt, Henry Vines, Mark Wilburn and Jeff Wood

Members present on Zoom: Eugene Shuffler-President John Bridges, James Britt, Steve Grady, Brooke Harward, Linda Hicks and John Smith. Guest: Richard Kirkman and Roy Swisher

Absent: John Barnes, John Brewer, Derek Goddard, Andre Goforth-NCAAx President and Riley Wood-NCJAA President.

Vice President Moss called the meeting to order, welcomed everyone to the board meeting.

Minutes from the August 2020 meeting were distributed and reviewed. Eugene Shuffler motion, second Linda Hicks to approve the minutes. Motion passed.

Treasurer Kim Starnes reviewed the financial report. Current bank balances as of 10/30/20 for checking is \$9,363.13 and the money market savings account \$30,480.38. Kim stated given the current circumstances the NCAA is receiving very little income but the association is also being very conservative and not spending. A motion was made by Henry Vines, second Jeff Wood to approve the financial report. Motion passed.

### Committee Reports

**Annual Meeting:** Chairman Roy Swisher reported he had talked with the executive committee and given the current uncertainty with Covid the committee is proposing to cancel the Annual Meeting scheduled for February 13 in Winston Salem. The Annual Meeting committee made the recommendation to combine the Annual Meeting with a field day type event in the spring, which could be held outside. The committee spoke to Mike Moss about hosting the event and he agreed. Brooke Harward suggested including the junior state show along with the event. Mark Wilburn was concerned about the timing since the field day is usually held in the fall. President Shuffler clarified wanting to join the two events to encourage more attendance because there needs to be 25 members in attendance to conduct the business for the annual meeting. Roy Swisher stated he would contact Reece Tuckwiller, AAA Regional Manager, about presenting the cattle marketing 101 educational session. Henry Vines wanted to know if the officers and board would remain in place until the annual meeting. The NCAA Constitution and By-Laws allows for the same board to remain until the annual meeting. Henry Vines made a motion for the Annual Meeting Committee to work on planning a combined event along with the Field Day committee, Marketing committee and the NC Juniors. Second Kim Starnes, motion passed.

**Constitution & Bylaws:** Chairman Henry Vines reported the committee had met by phone to discuss updates to the current document. If these changes are approved by the board they will be presented at the Annual Meeting for approval by the membership.

#### ARTICLE III — MEETINGS

*Section 5. Voting at membership meetings shall be by voice, ballot or show of hands. One membership equals one vote.*

#### ARTICLE IV — DIRECTORS

*Section 1. The management of the affairs, property and interest of the Corporation shall be vested in a Board of Directors consisting of not more than fifteen persons, who shall be elected (except as herein otherwise provided for the filling of a vacancy) by the members at their annual meeting. In addition the President and the Vice President shall serve as members of the Board of Directors. The President of the North Carolina Junior Angus Association and President of the North Carolina Angus Auxiliary shall serve as ex-officio members.*

*Section 2. The number of Directors may be decreased or increased by a vote of the majority of the members present at a meeting called for the purpose and entitled to vote thereon.*

There was discussion on the need to reduce the number of board members to encourage director involvement and attendance at meetings. Brook Harward made a motion for the Executive Committee to work with the Nominating



Committee to determine the most effective size for the board and report their findings back to the full board. Second Jeff Wood, motion passed.

The board then asked for Sharon to compile the attendance record of board members for the committee to use as a reference.

#### *ARTICLE V — DIRECTORS MEETINGS*

*Section 7. Voting at Directors' meetings shall be by voice, **teleconference and/or video conference** and a majority vote of the Directors present at a meeting at which a quorum is present shall determine the action taken by the Board at such meeting.*

Mark Wilburn made a motion to support the changes to Article V, section 7 (see above). Second Zach Moffitt. Motion passed.

#### *ARTICLE XI — AMENDMENTS*

*Section 2. Upon adoption of the Constitution, the Officers of the Corporation shall ~~cause to be printed copies~~ **make available the Constitution to the membership.** ~~and shall see that each member shall receive one such copy of this Constitution.~~*

Kim Starnes made a motion to support the changes to Article XI, section 2 (see above). Second Mark Wilburn. Motion passed. Committee chairman Henry Vines requested any other updates or changes be sent to him for committee review.

**Down East Sale:** John Smith reported they committee is working on plans for the 2021 Down East Sale. The tentative plan is to keep the sale in November and offer Angus influenced heifers. The committee is seeking input from the board for planning.

**Endowment:** Sharon Rogers reported there has been no change in the endowment and the NCAA spending for 2020-21 will not be sent from the Ag Foundation until late November 2020.

**Fair & Shows:** Brooke Harward reported both the Mountain Expo and the NC State Fair junior shows were successful. Champion and Reserve heifers came from Appalachian Angus in both shows. Sharon reported the NCAA contributed \$250 to each show.

**Field Day** – Mark Wilburn reported he is in the early stages of planning for 2021 and will now work with the Annual Meeting committee for planning.

**Genetic Harvest Sale:** Sharon reported the sale has 10 lots (7 OH, 1 BH & 2 CC). She has put together promotional materials and shared them with consignors. She also distributed some at the meeting. The sale is scheduled for December 2, 2020 on Anguslive.com

**Spring Fever Sale:** President Shuffler stated he needs to meet with the sale committee to start planning for 2021. Many members of the board feel like the Upper Piedmont Research Station will not be an option for the sale location due to Covid restrictions. The board is encouraging the sale committee to look for an alternate site. Discussion then moved to the option of holding the Annual Meeting in conjunction with the Spring Fever Sale. Several board members requested the respective committees work to see if this is a viable plan. Henry Vines suggested the committee could explore the use of the Alamance County Cattlemen's Sale facility.

A set of meetings were scheduled to explore the options.

**December 6, 2020** – 2:30 pm: The Executive Committee, along with committee chairman from the Annual Meeting, Spring Fever, Field Day, Marketing and juniors committees to meet via Zoom

**December 13, 2020** – 2:30 pm: The NCAA Board of Directors meet via Zoom for a report from the 12.6.20 meeting.

**Hall of Fame:** Chairman Richard Kirkman reported the committee is seeking suggestions for the 2021 recipient. Please contact him with any thoughts.

**History:** Chairman Suzanne Brewer reported, first Ray & I would like to thank the board for the tremendous honor of the induction into the North Carolina Angus Association's Hall of Fame. Board minutes on the website & the NCAA magazine is where I got a lot of information for the 2020 NCAA History update. I hope that Cortney Holshouser & Christy Perdue will continue on the Auxiliary section and that the juniors will have someone keeping up with junior news. And thank you to the board for providing financing for the printing.

**Human Resources:** Sharon agreed to continue the hourly compensation rate through the end of the year,

**Long Range Plan:** Chairman Mike Moss reviewed the "stoplight" chart he has compiled to help gauge the progress for each tactic (Excel file included with the minutes).

Some topics received further discussion:

**Down East Sale:** discussion centered on timing of the sale and requirements for females in the sale. The committee will gather more information.

John Barnes informed VP Moss he would no longer be able to lead "Strengthen the relationship and engagement with the commercial cattlemen" because he is relocating to South Carolina. President Shuffler and the executive committee will find a new person to lead this initiative.

President Shuffler thanked VP Moss for developing the chart to keep the focus on the initiatives and their progress. VP Moss requested a time to present the state of the plan to membership during the Annual Meeting.

**Magazine:** The fall membership publication has been distributed. Sharon reported the fall edition should have approximately \$1,300 in revenue giving the magazine an overall profit of \$2,400 for the year. Sharon requested to continue the Allied Industry Partners program for 2021 and the board agreed.

**Marketing:** Chairman Zach Moffitt reported on the completion of his "Getting cattle ready for a sale" clipping video. The video is up on [ncangus.org](http://ncangus.org) and was included in the November e-news. He hopes to do additional videos on marketing bulls and females.

**Membership:** Sharon reported current membership numbers are at 173. (7 people less than for 2019). Brooke requested to learn how many AAA member were also NC members? Sharon will get the number.

**NC BCIP:** Chairman James Britt reported the Waynesville and Butner tests were complete. The Waynesville sale is 12.5.20 and the catalog is online (selling 25 Angus, 4 Charolais, 3 Hereford, 8 Simmental). The Butner sale is 12.18.20 (selling 35 Angus and 5 Hereford)

**NC Purebred Breeders Council:** The committee will need a new chairman.

**Nominations:** Earlier in the meeting John Smith stated he is seeking nominations for new board members.

**Publicity:** Sharon requested farms to interview for the Angus spotlight issue of the Carolina Cattle Connection. Mark Wilburn suggested Randal Smith.

**Scholarship:** Sharon Rogers reported the new Sanders Scholarship cycle will begin in 2021.

**Website:** Sharon reported the website continues to have good traffic. Some new additions to the website include: link to online store, newsletter sign up, fall magazine, clipping video and Genetic Harvest Sale information.

**Wood Endowment:** Jeff Wood requested the board help encourage NC Angus Juniors to apply for the DeEtta Wood Achievement Awards. Deadline is 12.31.20.

**NC Junior Angus:** Brooke Harward reported for the juniors on the planning for the 2021 Eastern Regional Show to be held June 25-28 in Fletcher. The juniors are busy with fundraising and will need to generate an additional \$30,000 to fund

activities for the show. They will be sending sponsorship request letter out soon and they are having an online “items” auction on Anguslive in December.

Grievance and Auxiliary: No report

February 7, 2021 at 2:30 pm is the next board meeting. Sharon will check on availability of the PCM Conference Center in Asheboro and a Zoom video conference option will also be offered.

Dwayne Livengood made the motion to adjourned the meeting, second Mark Wilburn. Motion passed

Meeting was adjourned.

Submitted by: Sharon Rogers - NCAA Executive Secretary