

NC Angus Association Board of Directors Meeting - February 7, 2021 – Zoom web based conference

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes -Treasurer, John Barnes, John Brewer, Derek Goddard, Brooke Harward, Linda Hicks, Dwayne Livengood, Zach Moffitt, Henry Vines, Mark Wilburn, Jeff Wood and Andre Goforth-NCAAx President

Absent: John Bridges, James Britt, Steve Grady, John Smith and Riley Wood-NCJAA President.

President Shuffler called the meeting to order, welcomed everyone to the board meeting and recognized a quorum.

Minutes from the November 2020 meeting were reviewed. Mike Moss asked to remove the following from the minutes for correction: 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.~~ Henry Vines made a motion to accept with correction, second Kim Starnes. Motion passed.

Treasurer Kim Starnes reviewed the financial report. Current bank balances as of 1/31/21 for checking is \$\$5,305.09 and the money market savings account \$30,481.15. Kim stated overall the association lost \$3,364.67 for 2020 but given the fact we had not major source of income in 2020 the loss was acceptable. A motion was made by Mike Moss, second Kim Starnes to approve the financial report. Motion passed.

Committee Reports

NC Junior Angus: Brooke Harward reported the juniors are holding a virtual annual meeting, planning for some spring and summer shows and concentrating most of their efforts into the upcoming 2021 Eastern Regional Junior Angus Show to be held in NC. Brooke updated the board on the fundraising for the ERJAS, reporting on the heifer syndicate put together with a heifer donation from Bruce Shankle. Dr. Brent Scarlett and Doug Rowell headed up the fundraising for the syndicate and brought in \$10,000. Henry Vines recommended contacting local Farm Bureau boards and agriculture based companies. Kim Starnes suggested they contact Farm Credit. Brooke stated the junior are still fundraising and would appreciate any support from the NCAA. Mike Moss recommended the board consider donating funds and make a decision by April 15.

Annual Meeting / Field Day: Chairman Roy Swisher was not on the call but he reported through President Shuffler. The date has been set for June 12, 2021 and the event will be at Windy Hill Farms in Ramseur. Roy requested input on program and speaker suggestions. Mark Wilburn reported he was still a bit concerned with the status of mass gatherings on that date but would work with Roy on the planning.

Endowment: Sharon Rogers reported NCAA received the endowment report for 2020-21. Due to COVID and the volatility in the market the endowment did not grow enough to have a spending account for 2020-21.

Genetic Harvest Sale: Sharon reported the sale has been settled and the consignors who sold lots have been paid.

Hall of Fame: Chairman Richard Kirkman has been in contact with President Shuffler.

Human Resources: Sharon agreed to continue the hourly compensation rate.

Long Range Plan: Chairman Mike Moss reviewed the “stoplight” chart he has compiled to help gauge the progress for each tactic. Mike mentioned progress and concern in a few areas.

Progress: Spring Fever Sale has hired a sale manager and will be using CCI for online stream of 2021 sale. Promotions has an educational video from Zach Moffitt on clipping cattle now on the website and the free Eblasts are seeing an uptick in use by members

Concerns: Down East Sale planning, the need for a new person to lead the commercial producers initiative and overall bull promotion.

Magazine: Sharon reported most all special advertisers renewed for 2021 but the back cover for spring and fall are available.

Marketing / Spring Fever Sale: Chairman Zach Moffitt reported additional farms are taking advantage of the eblast service from NCAA. Then he moved into a discussion on the progress for the Spring Fever Sale. Zach stated he had seen all but two consignors' cattle and the cattle were looking good. He reported consignors have been very responsive and are getting their information to him and Sharon. A catalog cover has been selected and he will be using the AAA pasture to publish service for producing the catalog. President Shuffler also reported he had received the CCI.LIVE contract.

Membership: Sharon reported current membership renewals for 2021 are coming into the office and approximately 80 have renewed. Several member are taking advantage of the online renewal through the NCAA Square online store.

NC BCIP: Chairman James Britt reported the Waynesville Bull Sale was on December 5, 2020. The 24 Angus bulls averaged \$2802.38, 4 Charolais averaged \$2550.00, 1 Hereford \$3300.00, 2 Simmental averaged \$2800.00, and 6 Sim-crossed averaged \$2433.33. Overall average \$2728.38. The high-indexing Angus bull was Lot 12, cosigned by Broadway Cattle, this bull had an ADG of 5.09 lbs. /day. Butner Bull Sale was on December 18, 2020. The 33 Angus bulls averaged \$3365.15 and 4 Herefords averaged \$2900.00. Overall average \$3314.86. The high-indexing bull was Lot 16, cosigned by Overcash Angus. This bull had an ADG of 5.17 lbs. /day. I did not have the opportunity to view the Waynesville cattle, but I did view the Butner cattle and the bulls looked great on sale day. Very thick, slick-haired, and great footed set of bulls.

Publicity: Sharon reported she compiled four articles for the March Angus spotlight edition of the Carolina Cattle Connections. Articles included: Hill Angus Farm, Moffitt Farms, Smith Angus Farm and Justin Wood.

Scholarship: Sharon Rogers reported the 2021 Sanders Scholarship value will be \$1,880 and the application deadline is May 1, 2021.

Website: Sharon reported the website continues to have good traffic. She also stated four of the five "featured farms" renewed their spot on the site, currently looking for a fifth farm.

NC Angus Auxiliary: President Andrea Goforth reported the auxiliary will be conducting a virtual Annual Meeting in February and they are currently working with the juniors to help with the upcoming ERJAS.

No reports: Constitution & Bylaws, Down East Sale, Fair & Shows, Grievance, History, NC Purebred Breeders Council, Nominations and Wood Endowment

May 16, 2021 at 2:30 pm is the next board meeting in person and zoom. Location Piedmont Custom Meats Ag Conference Center, Asheboro, NC. Mike Moss made the motion to adjourned the meeting, second Kim Starnes. Motion passed

Meeting was adjourned.

Submitted by: Sharon Rogers - NCAA Executive Secretary

NC Angus Association Board of Directors Meeting - May 16, 2021 – Zoom web based conference

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes -Treasurer, John Brewer, James Britt, Brooke Harward, Linda Hicks, Dwayne Livengood, Zach Moffitt, John Smith, Henry Vines, Mark Wilburn, Jeff Wood and Lynae Bowman-NCJAA President

Absent: John Barnes, John Bridges, Derek Goddard, Steve Grady and Andre Goforth-NCAAx President

President Shuffler called the meeting to order, welcomed everyone to the board meeting and recognized a quorum.

Minutes from the February 7, 2021 meeting were reviewed. Linda Hicks made a motion to accept the minutes as presented, second Henry Vines. Motion passed.

Treasurer Kim Starnes reviewed the financial report. Sharon Rogers reported the current bank balances as of 4/30/21 for checking is \$177,021.27 (this includes majority of Spring Fever Sale) and the money market savings account \$30,481.89. Kim stated the association made approximately \$9,000 from the Spring Fever Sale and with this income the NCAA was recording a net income of \$13,809.90 for the current year. A motion was made by Henry Vines, second Linda Hicks to approve the financial report. Motion passed.

Committee Reports

Annual Meeting / Field Day: Chairman Roy Swisher has meet with Mike Moss, Mark Wilburn, Zach Moffitt, Sharon Rogers and Reese Tuckwiller for a planning meeting. The Annual Meeting/Field Day will be June 12 at Windy Hill Farms in Ramseur, NC. Schedule and presenters have been finalized: Reese Tuckwiller, Chad Joines, Mark Wilburn and Dr. Lee Duckworth of Grassy Valley Angus. The theme of the educational program will be marketing your registered Angus cattle with topics to include feeding, clipping, taking photos & videos along with sales and marketing options. The day will conclude with a tour of Windy Hill Farms. The 2021 NCAA business meeting will be held at 1 pm with the yearly NCAA business, committee reports, elections and awards presentations. The NC Junior Angus Association will serve lunch. Sharon will be sending out an invitation to NCAA members and AAA members in NC. She will reach out to potential vendors. Pre-registration cost will be \$10, \$15 on site and \$25 for vendors. Brooke Harward stated she would reach out to the NC Angus Auxiliary to gauge their interest in participation.

Constitution & Bylaws: Chairman Henry Vines reported the committee meet with the Executive committee on May 6 to discuss changing the number of directors who serve on the board. After much discussion the Constitution and Bylaws committee recommend to the NCAA Board to make no changes to the number of board members. The Constitution & Bylaws committee recommended only the changes made at the November 2020 meeting be sent to the membership for approval at the Annual Meeting. President Shuffler stated, Sharon had shared the proposed changes with the membership. Sharon will also include a written copy of the changes in the event mailing.

Down East Sale: James Britt reported he and John Smith are working on plans for a 2021 sale to feature commercial replacement females. They will be contacting sale location in eastern NC for pricing and availability and will report more at the June 12 meeting.

Fair & Shows: Sharon reported she had signed the contract for the NC State Fair educational booth for 2021.

Hall of Fame: No report from Chairman Richard Kirkman. Sharon was asked to contact him regarding a recipient for 2021.

Long Range Plan: Chairman Mike Moss stated the need to find a new point person to work with the commercial producer's engagement initiative. President Shuffler suggested seeking out the new person once the new board was in place.

Magazine: Sharon reported the spring 2021 edition of the magazine saw a profit of \$598.18

Marketing: Chairman Zach Moffitt reported: E-blast advertising from out of state customers is up and we have sold several e-blasts to other producers in our region for sales this spring. Including: D&W Angus, Ogeechee Angus, Friendship Farms, Rocking W Angus, Lazy H Ranch, BJ Angus, Dix Angus Ranch all in Kansas.

Sharon Rogers reported with the increase in number of subscribers plus an increase in number of emails sent out we no longer qualify for a free plan. She is looking into other email marketing platforms to make sure we are getting the best dollar value. To date she feels we have sold enough to pay for any fees incurred in 2021.

Membership: Sharon reported current membership renewals for 2021 at approximately 150, down some from the same time last year. Sharon hopes the Annual Meeting/Field Day will bring awareness and more members. Member are continuing to take advantage of the online renewal through the NCAA online store.

NC BCIP: Chairman James Britt reported the NC BCIP had distributed information packets with all the details for consigning bulls for 2021. The check in date for Waynesville is June 23 and Butner is July 7.

Nomination: Chairman John Smith requested names and phone numbers for potential new board members. President Shuffler recommended looking for candidates from all across the state since we now have the Zoom technology and travel will not be an issue.

Publicity: Sharon submitted a Spring Fever Sale article which will be in the June issue of the Carolina Cattle Connections.

Spring Fever Sale: Sale manager Zach Moffitt reported: I am very honored and blessed to have had the privilege of managing this year's Spring Fever Sale. We asked the consignors to step out of their comfort zone and get more information in and get it in quickly. The consignors responded well and had their cattle right for sale day. This year's sale catalog had nearly 100% of the offering with updated DNA and a large majority of the offering was confirmed bred to the AI. Both of these important details helped make the offering more marketable. We had buyers from FL, SC, VA, MN, NY and TX as well as in state buyers. CCI.Live was very active with online bidding. We also had online bids from LA and PA. Since the sale I have had many calls, text, and emails congratulating the consignors, sale staff, and all who participated in some way or another for the outcome of the sale. I have also had several messages from breeders wanting to know how they can consign for next year. Congratulations to all who participated! Thank you Sharon for all your hard work, our membership is blessed to have you on our team! To the board: Thank you once again for your trust in having me to manage the Spring Fever Sale. I am very grateful. It would be an honor to continue managing the Spring Fever if the board sees fit.

Linda Hicks brought before the board Zach's desire to continue to manage the sale. After much discussion the board felt this recommendation along with any other sale changes for 2022 should come from the sale committee. The board would like for the sale committee to have their 2022 sale recommendations ready for the upcoming Annual Meeting.

Scholarship: Sharon Rogers stated two applications were received for the 2021 William Sanders Scholarship. Applications are currently being reviewed by the selection committee.

Website: Sharon reported the website saw a spike in traffic for March and April most likely due to interest in the Spring Fever Sale. She also reported EDGE is in the process of updating all the websites they manage to make the site more user friendly, easier to update and safer. She is waiting for new pricing from EDGE.

NC Junior Angus: I am Lynae Bowman and I am serving as the 2021 NC Junior Angus Association President. We are excited to be hosting the Eastern Regional Junior Angus Show June 25-28 in Fletcher at the Western NC Ag Center. Volunteers are needed the afternoon of June 24 to help us set-up the facility and on the 25 to help us welcome the 318 head of cattle from 18 states! We can also use volunteers on the 27 and 28 to help us keep hospitality open, and the facility clean. We will send out a link closer to the date for you to sign-up to help if you are able. Because we are hosting the ERJAS we opted not to hold an independent state show and held that in conjunction with the WNC Spring Fling show. There were 18 exhibitors in the State Show. Mattie Harward had the Grand Champion Heifer with Maplecrest Phyllis 0082, and the Reserve Champion Bred and Owned heifer with HSC Proven Queen H38. Logan Ball exhibited the

Reserve Champion heifer with Plum Creek Annie Lu 047. Kaylee Pittman of Micro had the Grand Champion Bred and Owned heifer with KEP Abby. Jonathan Scarlett had the Champion Cow/Calf Pair with Scarletts Barbara. The juniors also served a brisket lunch at the Spring Fever Sale. It was exciting for a lot of them to be back at an in-person event! Junior Nationals will be held July 10-17 in Nebraska this year, so that's a long haul, but we are looking forward to it!

NC Angus Auxiliary: Brooke Harward reported the Auxiliary held their Annual Meeting via Zoom. She will contact the Auxiliary regarding their participation in the Annual Meeting/Field Day.

No reports: Endowment, Genetic Harvest Sale, Grievance, History, Human Resources, NC Purebred Breeders Council, and Wood Endowment

Other business: Sharon Rogers will put together a list of past board meeting dates for Mike Moss to use as a reference for setting up future meetings. The board needs to have a scheduled summer meeting after the Annual Meeting so new board members can get up to speed on activities.

Dwayne Livengood informed the board he would not be able to attend the Annual Meeting but he wanted them to know he had enjoyed his time on the board and was willing to continue to assist the association in the future. President Shuffler thanked Dwayne for his dedicated service for the past three years.

New business: Sharon Rogers requested the board approval for looking into a new laptop computer for the NCAA. Mike Moss made a motion, second from Kim Starnes to explore the purchase of a new laptop. Motion passed. Roy Swisher and Wendy Moffitt may be able to assist with computer selection.

The next meeting will be held June 12, 2021 in conjunction with the Annual Meeting/Field Day at Windy Hill Farms. Henry Vines made the motion to adjourn the meeting, second Kim Starnes. Motion passed

Meeting was adjourned.

Submitted by: Sharon Rogers - NCAA Executive Secretary

NC Angus Association Board of Directors Meeting - June 12, 2021 – Ramseur, NC – Windy Hill Farms

Members present: Eugene Shuffler-President, Mike Moss-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes -Treasurer, James Britt, Zach Moffitt, John Smith, Henry Vines, Mark Wilburn. Newly elected members: Greg Collins and Michel Wyatt

Absent: John Brewer, Derek Goddard, Brooke Harward, Jeff Wood, Lynae Bowman-NCJAA President and Andre Goforth-NCAAx President. Newly elected members absent: Louis Fulcher, Scott London and Roy Swisher

President Shuffler called the meeting to order. He then had each board member introduce themselves. New Board members elected at the Annual Meeting included: Greg Collins, Louis Fulcher, Scott London, Roy Swisher and Michel Wyatt. New officers were then elected all by acclamation.

President: Michael Moss (nomination by Mark Wilburn, second Zach Moffitt)

Vice President: Callie Carson (nomination by Zach Moffitt, second Mike Moss)

Treasurer: John Smith (nomination by Mark Wilburn, second Callie Carson)

Future meeting dates were scheduled for July 18, 2021 and November 14, 2021. Meeting was adjourned.

NC Angus Association Board of Directors Meeting

An email vote of the Board of Directors and Officers was held the week of June 25, 2021 to unanimously elect Kim Starnes to serve as the 2021-2022 Treasurer for the NC Angus Association.

Submitted by: Sharon Rogers - NCAA Executive Secretary

**NC Angus Association Board of Directors Meeting
July 18, 2021 – PCM Ag Center (Asheboro, NC) & Zoom web conference**

Members present: Mike Moss-President, Callie Carson-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes - Treasurer, John Brewer(Z), Greg Collins(Z), Brooke Harward(Z), Scott London, Zach Moffitt(Z), Roy Swisher, Henry Vines(Z), Jeff Wood and Michael Wyatt. Guest: Daniel Wall(Z)

Absent: James Britt, Derek Goddard, John Smith, Mark Wilburn, Andre Goforth-NCAAx President and Lynae Bowman-NCJAA President

President Moss called the meeting to order, welcomed everyone and recognized a quorum. President Moss then had each board member give a brief introduction to the group.

Minutes from the May 16, 2021 meeting were reviewed. Roy Swisher made a motion to accept the minutes as presented, second Michael Wyatt. Motion passed.

Treasurer Kim Starnes reviewed the financial report. The current bank balances as of 7/1/21 for checking was \$12,665.67 and the money market savings account \$30,482.40. He noted the \$2,509.96 listed in the other expense line item. Two thousand dollar of this line item was money received from Purina Mills and paid out for the ERJA show. (The NCAA assisted the juniors by taking the credit card payment from Purina.) A motion was made by Jeff Wood, second Roy Swisher to approve the financial report. Motion passed.

Committee Reports

President Moss informed the board he is working on populating the committees and he thanked everyone for submitting their preferred committee assignments.

Spring Fever Sale: Sale committee member Daniel Wall gave the following report. The 2021 sale was a success because of many factors including the hiring of Zach Moffitt as Sale Manager, the new location which brought an increase in the crowd and ease of working the sale and the quality of cattle consigned. The committee requested the board approve sale date of April 23, 2022 at the Shuffler sale facility, utilize Zach Moffitt as the sale manager at a rate of 4% and keep Mike Jones as the sale auctioneer. Daniel then asked for questions. President Moss requested clarification on the sale percentage paid to Zach Moffitt since the industry standard for sale management is 5%. Daniel report the sale committee meet with Zach and they agreed to increase his sale percentage by .5%/year until he reaches 5%. Daniel then stated the fee for the Shuffler facility would be the same as 2021. The board recommended the committee communicate the change to Joe French at the Upper Piedmont Research Station. Joe and his staff have worked very hard over the years to assist with the sale and the board wanted to the committee to express their thanks. Roy Swisher then informed the board that the sale ring used at Reidsville is the property of the NCAA. President Moss requested the sale committee look into what needs to happen with the sale ring. Sharon Rogers mentioned the NCAA has given a donation to the Upper Piedmont Research Stations endowment fund each year they hosted the sale. She recommended the board consider still donating to the endowment if the Spring Fever Sale is a success because the funds are used for research related to the historic Angus herd at the station. VP Carson asked Daniel if the sale consignment fees would remain the same. Daniel reported consignment fees would remain at \$50 per lot. President Moss then called for a vote on the recommendation from the sale committee, the vote was unanimous in favor of their plan for 2022.

Action Items: Sale committee (Brent or Daniel) contact Joe French regarding the sale changes and determine the future of the NCAA sale ring at the Upper Piedmont Research Station.

Annual Meeting / Field Day: Chairman Roy Swisher reported the 2022 Annual Meeting is scheduled for February 12. Sharon has spoken with April Bowman and the Forsyth Co. Ag Center has been reserved. Roy requested to have Greg Collins on the committee. President Moss stated he would like for the committee to consider inviting high profile individuals to be speakers for the evening banquet. He recommended contacting Mark McCully-AAA CEO for 2022 and Steve Troxler-NC Ag Commissioner for 2023. Roy stated the committee will contact Mark and he requested suggestions for the educational program.

Action Items: Sharon contact Mark McCully-AAA CEO for banquet speaker in 2022.

Done: Mark McCully-AAA CEO is scheduled as the banquet speaker in 2022

Action Items: All board members contact Roy with suggestions for educational program.

Constitution & Bylaws: Chairman Henry Vines reported the proposed changes to the Constitution and Bylaws were passed at the Annual Meeting on June 12, 2021. The new version can be found on the NCAA website highlights page, ncangus.org.

Down East Sale: James Britt submitted the following report. John Smith and I have been discussing the location of the sale. Our recommendation is the George Upton Arena in Clinton, NC. The facility will cost \$300 per day plus hay, or .75% of the gross. We like the date of November 6, 2021. With that being said, that is the same weekend as the National Angus Convention. The 13th of November is also an option. E.B. Harris has agreed to be the auctioneer for the same rate as in the past. Would we be interested in hiring a sale manager? I think Zack did a great job for the Spring Fever Sale. I understand that the sale has not been as successful as the Spring Fever in the past, so it may be hard to justify from a financial standpoint. I believe that having commercial and registered animals in the sale will attract more buyers considering the surrounding areas (Duplin, Wayne, Sampson). This area heavily consists of commercial cattle and would appeal to local buyers. In the past, potential buyers have asked for commercial animals to be available and I think this would satisfy them. We are planning on having 50-70 lots consisting of commercial and registered yearling heifers, cow-calf pairs, and bred cows. I am reaching out to the board for any suggestions or questions. John and I would like to say thank you for the continued support.

President Moss opened the floor for discussion on the proposal from the sale committee. Many members of the board felt this type of sale would be going back to how it has always been and given previous challenges they thought now would be a good time to make some changes. President Moss stated that James and John had worked very hard but they needed support and guidance from the board. He recommended the board consider the option of a commercial replacement heifer sale, potential only open heifers ready to breed. Brooke Harward suggested having the sale utilize some of the commercial female genetic test on the market for more information on the consignments. VP Carson asked about utilizing the Elite Heifer guidelines and working with bull buyer to offer an outlet for marketing their heifers. Henry Vines recommended all heifers be sired by registered Angus bull, have a repro tract score and pelvic measurement. Scottie London stated, from a commercial producer's perspective, it will be very important to only have top quality females in the sale. Many other potential requirements were mentioned. Roy Swisher stated there is not enough time to put the sale together for 2021. VP Carson made the following motion: not to support the committee's recommendation for 2021 but to rebrand the sale for 2022 with new name, potential new date, possibly same location with new sale criteria. Sale to include strictly premium Angus influenced females bred to registered Angus bulls. Second from Scottie London, motion passed. President Moss thanked to board for the excellent discussion then asked for individuals to step up and serve on the sale committee.

Action Items: President Moss work with James & John to get new committee in place. New sale committee meet before November board meeting to determine sale guidelines, timeline, etc. for a 2022 sale.

In progress: *New sale committee members: James Britt, John Smith, Callie Carson, Zach Moffitt and Jeff Wood. Callie has supplied new sale name and logo ideas to the committee. Other sale requirements have been given to the committee for review and they are currently working on scheduling a Zoom meeting to discuss.*

Endowment: Sharon reported NCSU fiscal year ended June 31 and the report is usually sent in November.

Field Day: Sharon thanked President Moss for hosting a successful field day. She gave the results of the survey for attendees.

Why did you attend the field day? – Educational opportunities and networking with other breeders

Favorite part of field day? – Farm tour, breakout sessions/demonstrations and Dr. Duckworth

Least favorite part? – No response

Future topics? – Vaccination programs, forage management (grass & hay), BCS, marketing and using AHIR

Best time of year? – Spring received the most votes

Hall of Fame: No report but the committee has selected a member for induction at the 2022 Annual Meeting.

Human Resources: A motion was made by VP Carson for the board to approve a \$1,000 bonus for Sharon Rogers, second by Jeff Wood. VP Carson then amended her previous motion to a \$2,000 bonus to allow for no bonus in 2020, second by

Jeff Wood. The amended motion was approved. The Human Resource Committee will review personnel and report back to the board at the next board meeting.

Action Items: President Moss will meet with Human Resource Committee to review personnel and report back to the board at the next meeting

Long Range Plan: President Moss recognized the good work of the Spring Fever Sale to the adding value to NC Angus cattle initiative. He then acknowledged the need to find a new point person to work with the commercial producer's engagement initiative.

Action Items: President Moss needs to find a new point person to work with the commercial producer's engagement initiative.

Done: Callie Carson has agreed to serve as the leader for the commercial producer's engagement initiative

Magazine: Sharon reported the fall magazine deadline for ads and articles is September 1. She pointed out the information sheet in the board packets and encouraged them to spread the word about ads for the magazine.

Marketing: Chairman Zach Moffitt reported the need to grow the NCAA list of emails. He encouraged everyone to share emails with Sharon for the list. The larger the list the more leverage we have when promoting our eblast service. Brooke Harward did caution the board about subscribing individuals to an emails list without their permission, it is better to have people agree to subscribe. Zach also requested anyone interested in serving on the marketing committee to let him know. VP Carson recommended more use of social media campaigns for marketing and education.

Action Items: Zach and Sharon work with committee on new ideas for social media marketing for NCAA

Membership: Sharon reported current membership renewals for 2021 is 168 members which is on par with 2020.

NC BCIP: Chairman James Britt submitted the following report: All of the bulls have been delivered to Waynesville and Butner. In speaking with Johnny, the bulls appear to be slick haired and in good body condition. The first On-Test reports should be coming out soon. The Waynesville Sale is still planned for December 4th and the Butner sale will take place December 17th.

Scholarship: Sharon reported Lynae Bowman was selected as the 2021 William Sanders Scholarship recipient.

Website: Sharon reported EDGE is in the process of updating all the websites they manage to make the site more user friendly, easier to update and safer. The quote from EDGE for redesign of the website is \$3,860. President Moss directed the website committee to consider the proposal and report back to the board. Zach Moffitt recommend to contact Angus Media about a new website for the NCAA.

Action Items: Roy and Sharon will consider the EDGE proposal and next steps for NCAA. Sharon contact Angus Media about website hosting.

Wood Endowment: Jeff Wood reported Justin Wood received the 2021 DeEtta Wood Memorial Scholarship from the Angus Foundation and that a NC junior has received the scholarship each year. He then offered a historical perspective of the scholarship for new board members and thanked the NCAA for their continued support of the endowment.

NC Junior Angus: President Lynae Bowman submitted the following and it was presented by Jeff Wood: What a week we have had in Grand Island, NE for the 2021 National Junior Angus Show. North Carolina may be small in number but represented well! North Carolina placed first in the Herdsman contest for 15 head or less. Congratulations to Justin Wood as he completed his term on the NJAA Board as Leadership Director and represented North Carolina in the showmanship contest. Congratulations to Marcie Harward on being named to the NJAA Board of Directors. Congratulations to Mary Wood on being named one of the five young women competing for the title of 2022 Miss American Angus. Congratulations to Nate Bowman for placing first in the Junior B extemporaneous speaking contest. Congratulations to Lynae Bowman for winning first place in the Senior Stockmen's competition by placing first in senior skillathon and second in senior judging. Congratulations to Taylor Glover and Thomas Smith as they received their Gold Awards. Congratulations to Justin Wood for receiving the DeEtta Wood Memorial Scholarship. Congratulations to Mattie Harward for receiving the Angus Foundation Richard L. Spader Scholarship. Congratulations to Lynae Bowman and Marcie Harward for receiving Angus Foundation Undergraduate Scholarships. Other juniors participating included Riley Wood,

Charlotte Wood, Ava Wood, and Maddie Grace Carpenter. We were appreciative of the support of Bill and Jane Ebert, Christy Perdue, and Cortney Holshouser in addition to our parents, and several grandparents during the week.

Also, thank you to everyone that helped us host the Eastern Regional Angus Show in Fletcher rather it was in person, through financial support, or prayers. It was a great event and we represented North Carolina well. There were 16 states represented. We especially would like to thank Mrs. Sharon for coming up and helping us with the welcome /check-in on Friday. We appreciate the opportunity to work with one of our state breeders, the Biltmore Estate, who hosted our Angus cattle judging contest and the Queens lunch.

NC Angus Auxiliary: No report

No reports: Fair & Shows, Grievance, History, NC Purebred Breeders Council, Nomination, Publicity

Old business: Sharon is shopping for a new laptop computer for the NCAA.

New business: President Moss introduce the idea of updating the committees for the NCAA. Specifically he was interested in feedback from the board on establishing a policy committee, so the NCAA could have policies in place for addressing industry issues and be able to speak as one united voice. Potential examples were given for policy needs from board members. VP Carson informed the board of the NC Farm Bureau "Action Alerts" as a way to speak for the industry. Brooke Harward recommended having the NCAA committee serve to educate the membership on issues and not have the NCAA take a specific position. Henry Vines agreed it was more important for the NCAA to educate its membership on policies. President Moss thanked the board for its feedback and recognized the topic would need further consideration.

Action Items: President Moss will update members on current committees and consider the addition of any new committees.

Sharon Rogers then presented the donation request letter from Neil Bowman for assistance in funding the youth livestock shows at the NC and Mountain State Fairs for 2021. Sharon explain that the shows were once again going to need outside support due to the lack of funds generated by the fairs in 2020. There was much discussion on the fairs plans for 2022 and if they would continue to have the NCDA Livestock Marketing personnel seek funding for future fairs. VP Carson made the motion to provide \$250 for the Mountain State Fair and \$250 for the NC State Fair Junior Livestock Shows for 2021 but consideration for supporting the 2022 fairs would need to be revisited based on the actions of each fair. Second Michael Wyatt, motion passed.

Action Items: Sharon will send \$250 donations to the Mountain State Fair and NC State Fair youth livestock shows.

Done: Checks have been mailed to each fair

President Moss thanked everyone for their participation in the meeting and announced the next meeting will be held November 14, 2021 (location to be determined). Kim Starnes made the motion to adjourn the meeting, Jeff Wood second. Motion passed

Meeting was adjourned.

Respectfully submitted: Sharon Rogers, NCAA – Executive Secretary

**NC Angus Association Board of Directors Meeting
November 14, 2021 – PCM Ag Center (Asheboro, NC) & Zoom web conference**

Members present: Mike Moss-President, Callie Carson-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes(Z) -Treasurer, John Brewer(Z), Greg Collins(Z), Louis Fulcher(Z), Brooke Harward(Z), Zach Moffitt, Roy Swisher(Z), Henry Vines, and Michael Wyatt(Z). Guest: Brent Scarlett(Z)

Absent: James Britt, Derek Goddard, Scott London, John Smith, Mark Wilburn, Jeff Wood, Andre Goforth-NCAAx President and Lynae Bowman-NCJAA President

President Moss called the meeting to order, welcomed everyone and recognized a quorum. Minutes from the July 18, 2021 meeting were reviewed. Roy Swisher made a motion to accept the minutes as presented, second Michael Wyatt. Motion passed.

Finance: Treasurer Kim Starnes reviewed the financial report. The current bank balances as of 10/31/21 for checking was \$10,599.98 and the money market savings account \$30,483.43. He noted year to date the NCAA has a net income of \$2,671.95. A motion was made by Roy Swisher, second John Brewer to approve the financial report. Motion passed.

The board reviewed the Action items identified during the July board meeting.

Action Items: Sale committee (Brent or Daniel) contact Joe French regarding the sale changes and determine the future of the NCAA sale ring at the Upper Piedmont Research Station. Brent Scarlett reported he spoke with Joe French and he understands the need to relocate the sale. Joe informed Brent the sale ring is broken down and could be moved. Brent stated the sale committee does not have a recommendation for the board regarding the sale ring.

Action Items: All board members contact Roy with suggestions for educational program. Roy Swisher informed the board the committee is still open for meeting ideas.

Action Items: President Moss work with James & John to get new committee in place. New sale committee meet before November board meeting to determine sale guidelines, timeline, etc. for a 2022 sale. President Moss reported this item has been completed and reminded the board of the October meeting to approve the sale for June.

Action Items: President Moss will meet with Human Resource Committee to review personnel and report back to the board at the next meeting. In progress

Action Items: Zach and Sharon work with committee on new ideas for social media marketing for NCAA. In progress

Action Items: Roy and Sharon will consider the EDGE proposal and next steps for NCAA. Sharon contact Angus Media about website hosting. In progress

President Moss then opened the discussion of NCAA Committee appointments for 2021-22. He reported the decision to merge the Finance and Endowment Committees. He also proposed merging the two committees focused on NCAA membership. Henry Vines made the motion to accept the committees as presented, second Callie Carson. Motion passed.

Committee Reports

Annual Meeting: Chairman Roy Swisher presented three meeting options for board consideration:

1. Location and schedule the same as previous years
2. No formal education program, earlier time for business meeting allowing more time for social and banquet. Still in Winston-Salem.
3. New location, Statesville Civic Center. No formal education program, earlier time for business meeting allowing more time for social and banquet. Add alcohol to social. Potential cost for civic center \$2,100.

Callie pointed out the need to refresh the meeting with new location, food and sponsors. Brooke hopes to make the meeting more of an event not just another meeting. Roy asked the board what would make the Annual Meeting a “must attend” event. Responses included: great food, great speakers, great drink, and more time to socialize with other attendees and make it an appreciation event for NCAA members. Other thoughts brought before the board included the need for special entertainment, an on farm location and a tour before the meeting. Henry Vines made a motion to combine and accept options 2 & 3. A new location and a new agenda, second Kim Starnes. Motion passed. After much discussion

on serving alcohol at the meeting social, President Moss made a motion to having alcohol at the 2022 Annual Meeting, serve only beer and wine with two drink tickets, second Zach Moffitt. Motion passed with one dissenting vote. Also mentioned was having local micro-breweries and wineries participate as a way to promote their business. Roy also requested assistance from board members in securing sponsorship for the meeting.

Action Item: Annual Meeting committee explore the use of Statesville Civic Center and requirements for serving alcohol during social. Board members assist in securing sponsorship for the meeting.

Constitution & Bylaws: Chairman Henry Vines – no report

Angus Advantage Sale: Callie Carson reminded everyone of the October Zoom meeting approving the sale criteria. She then spoke to the three topics the board asked the committee to review. Board agreed on all three of the proposals.

1. Committee will select females for the sale based on the following criteria: Females that are AI sired or AI bred, 3-5 year old cows, bred heifers & open heifers
2. Consignors may establish a reserve (floor) on their consignments. This will be handled directly between the consignor and the auctioneer.
3. Consignor must confirm 50% Angus on the female and the service sire should be a registered Angus bull

Endowment: Sharon reported NCSU fiscal year ended June 31 and the report is usually sent in November.

Field Day: No report

Fair & Shows: Brooke to send report of fall fair winner to Sharon

Action Item: Brooke to send report of fall fair winner to Sharon

Grievance: No report

Hall of Fame: No report but the committee has selected a member for induction at the 2022 Annual Meeting.

History: Chairman Suzanne Brewer – No report at this time

Human Resources: President Moss will meet with Executive Committee for review.

Long Range Plan: President Moss recognized the progress which has been made on the overall plan and the value the NCAA has garnered from the thoughts of the membership. He detailed that of the 52 ideas presented 39 have been activated or are in progress. Roy Swisher had not report on the membership initiative. Callie Carson reported the goal is for the Angus Advantage, Angus influenced female sale, to be the first step in many activities to assist commercial producers. The “Angus Advantage” name will be the umbrella for all commercial sale, for example: feeder calf sales, replacement female sales in western NC, etc.

Magazine: Sharon reported the fall magazine was distributed with an income of \$246.99. Sharon is also working with the Annual Meeting Committee to structure the 2022 Industry Partners Program for industry advertising opportunities. Sharon requested board assistance in finding advertisers for the publication.

Action Item: Board members assist in finding advertisers for magazine.

Marketing: Chairman Zach Moffitt reported on the Angus Media deadlines for spring publications. He presented the idea of offering NCAA members the opportunity to do sponsored ads on the NCAA Facebook page. Zach has also been in contact with committee members to explore the idea of the NCAA offering online sales for semen and embryos through AngusLive or other online auctions entities. Sharon was asked to communicate with membership and gauge their interest in participating in this type of sale.

Action Item: Sharon poll membership for interest in online semen and embryo sale.

Membership: Sharon reported current membership for 2021 to date at 176 members. She also reported the increase in memberships being secured in the online store.

NC BCIP: Chairman James Britt submitted the following report: I spoke with Johnny on Thursday and he had just dropped off the catalog for the Waynesville bull test. He said the bulls had gained very well but had some bulls get kicked out late, due to BSE. The remaining bulls looked sale ready and was very pleased, overall. He also went on to say that the Butner bulls didn't gain as well, but had come on great in the last month. He is in the process of wrapping up the final report for that test station. There is a lot of variability in the bulls, but that could be a good thing. Something for everybody. Overall, Johnny believes that the bulls will represent NC Angus very well. Thank you.

NC Purebred Breeders Council: No report

Nomination: President Moss reported the need to find five new board members for 2022-2025. Nominations would be presented at the Annual Meeting for approval from the membership.

Action Item: Committee secure 5 nominees for approval at Annual Meeting.

Publicity: Sharon reported it is time to prepare the articles for the Angus spotlight edition of The Carolina Cattle Connections. Articles deadline is February 1 for the March publication. She has secured Craven Angus but is looking for two additional farms to interview. Brooke agreed to write an article on Mary Wood and request an article from Marcie Harward. Callie will also write an article on the upcoming Angus Advantage Sale.

Action Item: Sharon secure two additional farms for articles
Brooke write article on Mary Wood and Marcie Harward
Callie write article on Angus Advantage Sale

Scholarship: Sharon Rogers, no report at this time.

Spring Fever Sale: Committee Chairman Brent Scarlett emphasized the success of the 2021 sale and the committee hopes for the same in 2022. The consignment deadline is January 15 but it would be helpful to get the information to Zach as soon as possible. Zach would like to do farm tour in December to help consignors with decisions for sale consignments. Deadline for information to Angus Media is February 25, 2022.

Website: Sharon reported EDGE is in the process of updating all the websites they manage to make the site more user friendly, easier to update and safer. The quote from EDGE for redesign of the website is \$3,860. In additional conversations with EDGE, Sharon determined the fee could be paid in installments. Also Sharon asked the board for guidance in seeking financial support from the juniors and the Auxiliary due to the fact they have a presence on the website. Motion was made by Callie Carson, second Henry Vines not to ask for financial assistance. Motion passed. Sharon will work with the website committee to set up a zoom with EDGE to determine next steps.

Action Items: Sharon work with EDGE and website committee to determine next steps in updating the site.

Wood Endowment: The DeEtta Wood Achievement Awards are due December 31.

NC Junior Angus: President Lynae Bowman submitted the following report:

The new officers to be installed at the annual meeting will be: President- Lynae Bowman, Vice President- Emma Vanhoy, Secretary- Hannah Vanhoy, Treasurer- Ava Wood, Reporter- Caroline Scarlett, Eastern Directors- Schyler Crocker, Shane Kendall, Anna Brown; Central Directors- Nate Bowman, Maddie Grace Carpenter; Western Directors- Greyson Peeler, Cole Williams, Logan Ball; Queen- Emma Vanhoy, Princess- Lydia Crocker, Sweethearts- Maddie Grace Carpenter and Caroline Scarlett; Advisors- Scott and Robin Vanhoy

A huge congratulations to Mary Wood who is the new Miss American Angus! North Carolina is well represented with Marcie Harward serving on the National Junior Board.

The State Angus Show is planned in conjunction with the show that Anna Munday English holds in Caldwell County. Kirk Stierwalt will be the clinic speaker on Saturday, April 23 and the show will be Sunday, April 24. We realize that this conflicts with the Spring Fever Sale, but think that we can still serve lunch if the board would like us to! April Bowman is not hosting the Clover Classic 4-H Livestock Show this year, but someone may step-up to host it on a different date and/or a different location. We have a number of juniors showing this weekend at the North American International Livestock Exposition and judging in the 4-H and Junior College Livestock Judging contests. NC Angus Auxiliary

Achievement Forms are due to April Bowman by December 31 and can be found on the NC Angus website. DeEtta Wood Achievement Award is due December 31 to the NCAA office.

NC Angus Auxiliary: President Elect- Brooke Harward reported. The Auxiliary worked hard to support the Eastern Regionals in NC. They are excited that Mary Wood was crowned Miss American Angus for 2022 and Christy Perdue will be serving as a national Auxiliary Regional Director. They are in need of a Secretary and will be electing officers at the February Annual Meeting.

Old business: President Moss requested input from the board on the future of the sale ring in Reidsville? After some discussion a motion was made by Zach Moffitt with a second from Henry Vines to explore selling the sale ring. Motion passed. President Moss requested Zach, Brent and Sharon work together to manage the sale.

Action Item: Zach, Brent and Sharon work on marketing sale ring

New business: Sharon informed the board she would not be able to attend the 2022 NC Cattlemen's Conference in Hickory, NC. She requested volunteers to set up and man the NCAA educational booth. Members Callie, Mike, Zach and Roy felt they would be in attendance and could assist with the booth.

Henry Vines reported on the success of the livestock judging contest held at the Craven Angus fall sale. Sixty-six young people participated in the contest.

President Moss thanked everyone for their participation in the meeting and announced the next meeting will be held February 12 in conjunction with the Annual Meeting, time to be determined. President Moss will consider proposed meeting dates for 2022. Zach Moffitt made the motion to adjourn the meeting, Callie Carson second. Motion passed Meeting was adjourned.

Respectfully submitted: Sharon Rogers - NCAA – Executive Secretary