

**NC Angus Association Board of Directors Meeting
February 12, 2022 – Yadkin County Agricultural Center – Yadkinville, NC**

NCAA Board Meeting Session I

Members present: Mike Moss-President, Callie Carson-Vice President, Sharon Rogers-Executive Secretary, Kim Starnes - Treasurer, Greg Collins, Louis Fulcher, Derek Goddard, Zach Moffitt, John Smith, Roy Swisher, Henry Vines, Mark Wilburn, Jeff Wood and Michael Wyatt. Guest: Mark McCully and Reese Tuckwiller from AAA. Absent: John Brewer, James Britt, Brooke Harward, Scott London, 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 introduced Mark McCully, AAA-CEO and Reese Tuckwiller, AAA-Regional Manager. Mark thanked the board for allowing him to sit in on the meeting to learn more about our state association and what the AAA could do for our organization.

Minutes from the November 14, 2021, meeting were reviewed. Roy Swisher made a motion to accept the minutes as presented, second Callie Carson. Motion passed.

Treasurer Kim Starnes reviewed the financial report. The current bank balances as of 1/31/22 for checking was \$11,432.35 and the money market savings account \$30,484.20. Kim then passed the discussion to John Smith, CPA for an overview of the year end financials. John noted the end of year audit is presented on a cash basis and the NCAA saw a net loss of \$2,021.37 for the fiscal year 2021. Derek Goddard made a motion to approve the treasurers report, second Henry Vines. Motion passed. John also presented the year end audit which found the association in good standing, but he encouraged the board to look for additional revenue. Callie Carson made a motion to accept the audit report, second Zach Moffitt. Motion passed.

Committee Reports

Annual Meeting – Chairman Roy Swisher gave an overview of the day. He informed the board that there were twenty sponsors and 118 attendees pre-registered for the day. Callie then emphasized the Annual Meeting survey and encouraged board members to have attendees complete as many as possible.

Angus Advantage Sale – John Smith reported the Clinton sale facility and EB Harris have been secured for Friday, June 3. John also had copies of the consignment form to distribute at the Annual Meeting. Callie Carson mentioned the sale promotion postcard that was printed to distribute at various events. Sharon stated the consignment form is on the ncangus.org website. John encouraged board members to help secure consignors. Zach stated this is the perfect sale to help your bull customers market their females to a larger audience. President Moss recognized this was not going to be easy, but he encouraged everyone to work to make this first sale a success and solidify the Angus Advantage name.

Field Day – Chairman Mark Wilburn has been in communication with Joe French at the Upper Piedmont Research Station in Reidsville as a potential host for the field day. The UPRS has a GrowSafe feeding system in place and Mark thought it would be interesting for members to see the system and learn about the data collected. Mark asked for suggestions on date and time from the board.

Endowment – Kim Starnes reported the NC Angus Association Endowment for Excellence year end market value was \$69,567. With the current spending allocation of \$2,435. The board requested Sharon to contact NCSU to acquire the spending allocation. Mark McCully then mention the Angus Foundation and the services they have available for state associations.

Human Resources - The board approved a \$1,000 year end bonus for Sharon Rogers with a motion by Roy Swisher, second by Callie Carson. Motion Passed. President Moss will be collaborating with the Treasurer to conduct a review of the financial procedures of the NCAA. They will also review the old policy of having bonus incentives tied to advertising revenue. Henry Vines recommended the President and the Treasurer both be on the bank signature card along with the Secretary.

Long Range Plan – President Moss gave an overview of the plan tactics and their progress. The overall discussion centered on the commercial producer tactics and the new program between Angus Link and MAC Sales. Mark and Reese emphasized the value this program could bring to the smaller producers in the southeast who currently cannot take full advantage of Angus Link. More program details will be rolled out soon.

Magazine – Sharon reported the preferred page will be auctioned during the Annual Meeting social.

Marketing – Chairman Zach Moffitt introduced the idea of NCAA offering a frozen genetics marketing opportunity in an online sale format. This format would be a minimal cost to NCAA and to consignors. He encouraged board members to seek input from other members on their interest in this type of sale.

Nomination – The nomination committee will present the following slate for consideration for board members at the annual business meeting: Joe Hampton, Karl Gillespie, Greg Little, Kyle Mayberry and Eugene Shuffler.

Spring Fever Sale – Sale manager, Zach Moffitt reported he was pleased with the consignments and is looking forward to a successful sale. He mentioned the need to have animal information into Sharon by the deadline since Angus Media is pushing up our timeline for production of the sale catalog.

Many committee reports were waived until the Annual Business Meeting.

Zach Moffitt made a motion to adjourn, seconded by Roy Swisher. Motion passed and meeting was adjourned.

NCAA Board Meeting Session II

Members present: Mike Moss-President, Callie Carson-Vice President, Sharon Rogers-Executive Secretary, Greg Collins, Louis Fulcher, Derek Goddard, Brooke Harward, Zach Moffitt, Roy Swisher, Jeff Wood and Michael Wyatt. Newly elected board members present: Joe Hampton, Karl Gillespie, Greg Little, Kyle Mayberry and Eugene Shuffler

Absent: John Brewer, Scott London and Lynae Bowman-NCJAA President

President Moss called the meeting to order, welcomed everyone and recognized a quorum. New board members then gave a brief personal introduction.

Louis Fulcher made a motion, with a second from Roy Swisher to nominate Mike Moss for NCAA President for 2022-23. Roy Swisher made a motion to accept Mike Moss by acclamation, second from Zach Moffitt. Motion passed

Eugene Shuffler made a motion, with a second from Roy Swisher to nominate Callie Carson for NCAA Vice President for 2022-23. Eugene Shuffler made a motion to accept Callie Carson by acclamation, second from Louis Fulcher. Motion passed

Eugene Shuffler made a motion, with a second from Zach Moffitt to nominate Jeff Wood for NCAA Treasurer for 2022-23. Eugene Shuffler made a motion to accept Jeff Wood by acclamation, second from Louis Fulcher. Motion passed

The following tentative board meeting dates were selected for 2022-23: May 15, August 14, October 30, and February 11, 2023 (Annual Meeting). Location of each meeting to be determined.

Roy Swisher made a motion to adjourn, seconded by Zach Moffitt. Motion passed

Action Items from November 2021 Meeting that need consideration:

Action Items: Sale committee, Zach or Sharon contact Joe French regarding the future of the NCAA sale ring at the Upper Piedmont Research Station

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

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

Action Items: Roy and Sharon will consider the EDGE proposal and next steps for NCAA.

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

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

**NC Angus Association Board of Directors Meeting
May 15, 2022 – Piedmont Custom Meat Ag Center - Asheboro, NC**

Members present (in person): Mike Moss-President, Sharon Rogers-Executive Secretary, Jeff Wood-Treasurer, Joe Hampton, Brooke Harward-NCAAx President, Greg Little, Scotty London, Zach Moffitt, Eugene Shuffler, Roy Swisher, and Michael Wyatt.

Members present (Zoom): Callie Carson-Vice President, Greg Collins, Louis Fulcher, Karl Gillespie, and Derek Goddard

Members absent: John Brewer, Kyle Mayberry, and Lynae Bowman, NCJAA President

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

Minutes from the February 12, 2022, meeting were reviewed. Joe Hampton made a motion to accept the minutes as presented, second Zach Moffitt. Motion passed.

Treasurer Jeff Wood reviewed the financial report. Jeff stated the current bank balances as of 3/31/22 for checking was \$10,211.86 and the money market savings account \$30,484.69. He then mentioned the April balance of \$147,931.60 but stated this balance included proceeds from the Spring Fever Sale yet to be paid out to consignors. Jeff received no question regarding the report. Eugene Shuffler made a motion to accept the financial report, second Zach Moffitt. Motion passed.

President Moss then reviewed the Action Items for previous meetings.

Action Items: Sale committee, Zach, or Sharon contact Joe French regarding the future of the NCAA sale ring at the Upper Piedmont Research Station - Sharon has a call into Joe. Zach asked to find out the dimensions of the sale ring. President Moss then asked the Spring Fever Sale committee to make a recommendation on the future of the NCAA sale ring.

Action Items: President Moss will meet with Human Resource Committee to review personnel and report back to the board at the next meeting. - President Moss stated the personnel report would be presented later in the agenda.

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. – in progress

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

Action Item: Sharon poll membership for interest in online semen and embryo sale – completed by Marketing Committee

Committee Reports

Annual Meeting – Chairman Roy Swisher stated the Annual Meeting Committee had meet earlier in the week via Zoom for some initial discussion for the 2023 meeting.

Roy presented the following: two meeting location options: Forsyth or Iredell County Cooperative Extension offices. Speaker options: Ray Starling or Matt Lour. Education program topic to focus on the new Angus Advantage Sale and meal to include a meat plus two vegetables with a less food at the social.

Roy also presented a schedule for the 2023 meeting:

10am-12	BOD Meeting
noon-1	BOD Lunch
1-3pm	Educational Workshop
3-4pm	Annual Business Meeting
4:15-5:30pm	Social
5:30-6:30pm	Awards and Auction
6:30pm	Banquet & Speaker

Discussion was had on the need to relocate from the Yadkin facility used in 2023. Roy had spoke to members who felt there was not enough space for NCAA, NCAJrs & NCAAx and the cost could be a problem if Yadkin County Farm Bureau was not willing to assist with the building rent. President Moss then mentioned the overall positive response on the

attendance survey to the Yadkin location. Jeff Wood stated, he liked the experience in Yadkinville and hoped the committee would explore a way to return to the venue. Greg Little mentioned the same type of facility is available in Union County if the board ever wants to explore that option. Brooke Harward felt that in the future we should consider a rotation for different host locations across the state. Callie stated the committee hopes to have everything finalized for the meeting by October so we can begin securing sponsorships. Brooke Harward made the following motion: Have Callie Carson negotiate with the Yadkin County Farm Bureau to help us with a reasonable rate for the building rental. If this is accomplished book Yadkinville for meeting on February 11, 2023. Second from Eugene Shuffler, motion passed. Joe Hampton made a motion to allow the committee to seek quotes for different beef options for the menu. Second from Brooke Harward, motion passed.

Action Item: Committee secure Yadkinville location, get food quotes and secure speaker.

Angus Advantage Sale – Callie Carson presented the following report: After much debate, the NC Angus Advantage Sale Committee unanimously agreed to cancel the inaugural sale and postpone the sale until another time. At the time the sale was planned in the fall of 2021 forecasts and optimism for 2021 were high. Since then, we are seeing record high fuel prices, record high fertilizer prices and rising feed costs. Due to rising fuel prices and the distance to the Clinton facility, potential consignors were discouraged from consigning. By April 1, there were no consignments. The committee feels like this is an optimal time to plan for 2023 by promoting sale requirements and educating producers on the value of pelvic scoring, vaccinations protocols, and utilizing Angus sires in commercial herds. These educational sessions can be offered over Zoom, at Cattlemen’s events, and the NC Angus Field Day.

Action Item: Committee work to educate and secure consignors for 2023 sale.

Field Day – Brooke Harward presented the following report for Chairman Mark Wilburn. The Upper Piedmont Research Station has agreed to host the 2023 field day in mid-September. Final date to be determined soon. Educational topics will include: Joe French discussing the UPRS GrowSafe system and water intake research, Dr. Dan Poole will have a reproduction research review along with an optimal calf care program. Please contact Mark Wilburn with any additional thoughts or suggestions.

Action Item: Mark to finalize date and secure speakers.

Spring Fever – Sale Manager Zach Moffitt gave the following sale overview. The 38th Annual NC Spring Fever Sale was held on 4.23.22 at the Shuffler Farms Sale Facility in Union Grove. The consignors did an excellent job getting their cattle prepared for sale day and they were well received considering the economic challenges of production in 2022. We had viewers in the crowd and online from NC, SC, VA, TN, KY, AL, MD, GA, TX, CO, SD, MO, OK, IA, OK, NY, and CT. We also sold cattle, embryos, and semen into NC, SC, VA, KY, TX, MO, and SD. The NC Angus Association’s reach is getting larger every year. The top lot was lot twenty sold by Fulcher Farms for \$15,500 and selected by Windy Hill Farms, the top bred heifer was lot thirty-four from Dancing Pedlar and she was selected by Steve Zybach of Biscoe, TX for \$6,000, the top pair was lot nine consigned by 4K/Tarheel Farms for \$7,000 and selected by Chapman Cattle Company. The top semen lot also consigned by Fulcher Farms, one straw of Connealy Clarity sold for \$2,200 to Van Beek Ranch in SD. The top Embryo lot was lot sixty-six and sold for \$3,000 to Pleasant Hill Farm in KY and was consigned by ZWT Ranch in Crossville TN. The sale gross was \$206,000 and averaged just over \$3,000 per head. I look forward to working with everyone on the 39th Annual Spring Fever Sale.

Sale Committee Chairman Brent Scarlett reemphasized the successes of the 2022 sale and presented the following recommendations for 2023. Sale date will be April 22, 2023, at the Shuffler Farms Sale facility with Zach Moffitt serving as sale manager. The committee has been in contact with Will Thompson to serve as the auctioneer for 2023 pending board approval. Positive comments were made regarding Will Thompson and the board agreed to the committee recommendations for 2023.

Action Item: Committee determine the future of NCAA sale ring at the UPRS.

Human Resources – Executive Secretary, Sharon Rogers informed the board of directors she would be leaving the position upon the board finding a new person to fill the role. President Moss then opened the floor for discussion on next steps for the board to consider. Eugene Shuffler made a motion for the NCAA to move forward with the process to hire a new

secretary, second from Greg Little. Motion passed. President Moss reviewed the job description and stated the human resource committee would use it as a guide for the job posting. Joe Hampton asked if this was considered a half time position and how could all of that be done. President Moss will be asking Sharon to calendarize the job description for a better understanding of how and when events take place. Current salary is \$15,000/year. Roy Swisher commented that the committees will need to step up and take on more responsibility when a new person is hired. The discussion then moved to the finances of the NCAA and how the association could not afford to pay any more salary to the position. In the past the Secretary was paid a percentage of ad sales but since the magazine this policy has not been in effect. President Moss then asked the board to allow the executive committee to work on a job description with a salary of \$15,000 and the potential to cut back hours or reduce accountability to make the position more in line with the salary. The board agreed for the executive committee to move forward. The next step will be to post the job description, potential Zoom interviews with candidates, narrow field and have one to two candidates interview in person with committee or board.

Action Item: Executive Committee to begin search for new Secretary.

Constitution & Bylaws: no report

Fairs and Shows: Chairman Brooke Harward presented the following report:

Cattlemen's Congress, Oklahoma City, OK – Junior Angus Show (January)

- Reserve Junior Heifer Calf Champion, Division 1 – Younge Lady 2137, exhibited by Mattie Harward
- Reserve Junior Heifer Calf Champion, Division 2 – Genflo Coor Missie 221, exhibited by Marcie Harward

Mid-Atlantic Junior Angus Show, Harrisonburg, VA (March)

- Reserve Grand Champion Owned Female & Champion Senior Heifer – Maplecrest Rita 0231, exhibited by Mattie Harward
- Bred-and-owned Reserve Intermediate Champion Heifer – KEP Ava, exhibited by Kaylee Pittman
- Bred-and-owned Senior Heifer Calf Champion, Wood Elsa 2111, exhibited by Mary Wood
- Owned Reserve Junior Champion Heifer, Division 2 – Genflo Coor Missie 221, exhibited by Marcie Harward

WNC Spring Fling, Fletcher, NC (April)

- Grand Champion Angus & Supreme Champion Heifer - Genflo Coor Missie 221, exhibited by Marcie Harward
- Reserve Champion Angus, Oakley SCC Phyllis 2110 ET exhibited by Rebecca Tipton (TN)

NCJAA State Show / Show Down in the Foothills, Lenoir, NC (April)

- Grand Champion Heifer – SCC HF Sheza Queen 129, exhibited by Greyson Peeler
- Reserve Champion Heifer & Champion Bred and Owned Heifer – KBCY Julie 24 Karat 053, exhibited by Shane Kendall
- Reserve Champion Bred and Owned Heifer – PDF Barbara 38H
- Grand Champion Cow/Calf Pair – SCC SFC Royal Blackbird 9103, exhibited by Ava Wood
- Reserve Champion Cow/Calf Pair – GHCC Ms Modoc 21G1, exhibited by Anna Brown
- Grand Champion Bull – Wood Black Ice 2100, exhibited by Ava Wood

Upcoming Fairs & Shows:

- Atlantic National Angus Show, Timonium, MD – May 26-29
- Eastern Regional Junior Angus Show, Chatham, VA – June 16-19
- National Junior Angus Show, Kansas City, MO – July 2-9

Updates:

NC State Fair – Schedule Change (tentative)

- Open Beef Cattle Show: Wednesday, October 12 – Friday, October 14 (Angus will show Thursday or Friday)
- Junior Beef Cattle Show: Saturday, October 15 – Monday, October 17 (Angus will show Sunday or Monday)

Brooke also asked for any further direction from the Board of Directors on the role of the Fairs and Shows committee.

Endowment/Finance: Jeff Wood informed the board that Sharon had requested the \$2,435 spending allowance from the NC Angus Endowment for Excellence within the NC Ag Foundation.

Grievance: no report

Hall of Fame & Awards: no report

History: no report

Long Range Planning: no report

Magazine: Sharon Rogers informed the board about the late publication of the spring magazine due to “supply chain” issues for the printer. She stated the printer has given a refund of over \$400 and with the refund the magazine will still make money if the board chooses to wave the fee for the Spring Fever ads placed in the publication. Eugene Shuffler made a motion to not charge for Spring Fever specific ads, second from Brooke Harward. Motion passed. Sharon will reach out to the farms that purchased ads. She also stated the fall deadline is September 1.

Action Item: Sharon to communicate with Spring Fever Sale advertisers.

Marketing: Zach Moffitt opened the discussion on how to help sell more ads for the magazine. Brooke asked if we should make it a requirement for board members to sell a certain number of ads each year to help increase magazine revenue.

Next Zach discussed the committee's plan to host an online frozen genetics (semen and embryo) sale to benefit both members and the NCAA. Host will be AngusLive, Zach is waiting for final agreement. Potentially have the NCAA charge 2% to organize, advertise and settle the sale. The committee is still finalizing all sale requirements but is seeking board approval to move forward with the sale. The board approved the further development of the online frozen genetics sale.

Action Item: Committee to finalize guidelines and secure participation for a frozen genetics sale.

Membership: Sharon Rogers reported numbers are on par with past years, but it is time to send out a second notice for 2022 membership renewal.

Action Item: Sharon to send out reminder for 2022 dues.

NCBCIP: Eugene Shuffler reported the nomination deadline for Waynesville is June 1 and Butner is June 15.

NC Purebred Breeder's Council: no report

Nomination: no report. President Moss asked the committee to have nominations ready by November.

Publicity: Sharon Rogers reported there is an article coming for the Spring Fever Sale

Scholarship: Sharon Rogers reported two applications were received for the 2022 Sanders Scholarship. The committee is evaluating them.

Website: Sharon Rogers reported the website update will need to be done by the new secretary. EDJE is not pressuring us to do the updates, but it is something that needs to be completed to make the site better.

Action Item: Committee and new secretary to work with EDJE on website updates.

Wood Endowment: Jeff Wood reported the scholarship will be awarded at the 2022 Junior Nationals.

NC Junior Angus – Brooke Harward reported the juniors were hosting their own Zoom meeting tonight to start planning for summer events.

North Carolina Angus Auxiliary - Submitted by Brooke Harward, 2022 NC Angus Auxiliary President

As we reported at the Annual Meeting, we are excited to start 2022 with one of our largest membership groups that we have had in the last several years with thirty-two members. We had a great annual meeting at Sanders Ridge Vineyard with twenty-six ladies in attendance. We also want to say thank you to everyone who donated, bid on, or purchased items from the Silent Auction at the Annual Meeting Banquet. These funds will go directly to support our NC Angus juniors and Angus activities in our state, and we appreciate the support.

In March we had two NC Auxiliary members travel to Missouri to be a part of the Angus Women's Connected Conference. This biennial conference is hosted by the American Angus Auxiliary and funded by the Angus Foundation. Christy Perdue attended as the American Angus Auxiliary Region 4 Director representing ten states from the southeast and Cortney Holshouser attended as one of twenty-five ladies selected from a field of over one hundred applicants. This

conference included several workshop sessions, a tour of the American Angus Association, and networking with other Angus enthusiasts from across the United States.

In April, on the same day as the Spring Fever Sale, we held our Spring Meeting at Laurel Gray in Hamptonville. We were also able to provide the flowers for the Spring Fever Sale and want to say thank you to everyone who bid on or purchased the flowers. You can read more about our Spring events in the Spring NC Angus News magazine.

This July we will have several members attend the American Angus Auxiliary mid-year meeting in Kansas City at the National Junior Angus Show (NJAS). The AAAX is celebrating their 70th Anniversary this year and will have several events at both the NJAS and the Angus Convention in November celebrating the milestone.

We will also host a summer outing in Boone and Banner Elk on July 22-23 in which all ladies are invited to attend. We will have a morning of educational workshops, lunch, and an afternoon of area agriculture tours. The educational workshops will also include a workshop presented by some American Angus Auxiliary officers. For more information, contact me or any NCAAx officer.

As an affiliate group of the American Angus Auxiliary who works closely with the Angus Foundation, we do want to let the Board know that this Tuesday, May 17th is the Angus Foundation Day of Giving. The Angus Foundation supports various efforts in the categories of Youth, Education, and Research, including giving over \$3.9 million in youth scholarships since 1998 and investing over \$1.3 million in beef cattle research in the last 10 years. The Foundation has a challenge to raise \$20,000 this year and an anonymous Angus breeder has agreed to match dollar for dollar, up to \$20,000, any donation that is made until midnight, Tuesday, May 17th. More information is available on the Angus website.

Finally, this year we are selling the popular Richardson style hats that have a custom leather patch of an etched image of a bull and the numbers "1873" underneath representing the year Angus cattle were introduced to the United States. We have structured and unstructured hats available for \$30 each. These are available now and can be shipped to you or brought to you at any upcoming Angus event.

In conclusion, I just want to say thank you to the Board for your support of the NC Angus Auxiliary and our goal to help promote the Angus breed, support related Angus associations, and especially to work with Angus youth. Thank you!

Old business: Sharon reported she had purchased a new laptop and software for the NCAA.

New business: Zach Moffitt asked the board, "should we talk to SC about working together"? After discussion Joe Hampton made the following motion: Have President Moss and the executive committee reach out to SC to explore opportunities for working together in the future. Second from Zach Moffitt, motion passed.

Action Item: Executive Committee reach out to SC for future collaborations.

Meeting discussion then moved into developing programs, memberships, etc. to appeal to commercial cattle people. Examples included Angus Link, special memberships, bull test, sales, and private treaty sales. The need to work with other agencies was discussed to add value to the breed. Michael Wyatt mentioned he felt the most important job of the NCAA was to help educate its members to help them be more successful. President Moss thanked everyone for the discussion and asked them to consider how to make this happen.

President Moss then informed the board of the need for a full description of each committee. He plans to ask each committee chair to put together a written description of the committee. Brooke stated she had a template she would share from the Auxiliary to help with the process. Jeff Wood mentioned currently the secretary is the chair of several committees so how will this be for the new secretary; do we need to get more member chairs?

President Moss thanked everyone for the great meeting and discussion. The next meeting date will be August 14, 2022, location to be determined.

Jeff Wood made a motion to adjourn, seconded by Zach Moffitt. Motion passed and meeting adjourned.

Respectfully submitted

Sharon Rogers, Executive Secretary

**NC Angus Association Board of Directors Meeting
August 14, 2022 – Piedmont Custom Meats Ag Center - Asheboro, NC**

Members present (in person): Mike Moss-President, Callie Carson-Vice President, Sharon Rogers-Executive Secretary, Jeff Wood-Treasurer, Karl Gillespie, Joe Hampton, Brooke Harward-NCAAx President, Greg Little, Eugene Shuffler, Roy Swisher, and Michael Wyatt. / Members present (Zoom): Greg Collins, Louis Fulcher, and Lynae Bowman-NCJAA President / Members absent: John Brewer, Derek Goddard, Scotty London, Kyle Mayberry, and Zach Moffitt

President Moss called the meeting to order, welcomed everyone and recognized a quorum. President Moss then introduced Cortney Holshouser the incoming Executive Secretary for the NC Angus Association. Cortney gave a brief introduction and stated she is looking forward to working with NCAA and to please reach out to her with any questions.

Minutes from the May 15, 2022, meeting were reviewed. Greg Collins pointed out an error. In the treasurer's report, sentence should read: *Jeff received no questions regarding the report.* Joe Hampton made a motion to accept the minutes as amended, second Eugene Shuffler. Motion passed.

Treasurer Jeff Wood reviewed the financial report. Jeff stated the current bank balances as of 7/29/22 for checking was \$13,806.75 and the money market savings account \$30,485.71. Roy Swisher asked about the \$1,880.00 in the "other expenses" category. Sharon explained the \$1,880 was a donation from Stagg Sanders to be awarded to Lynae Bowman for the William Sanders Scholarship, funds in and out. Eugene Shuffler made a motion to accept the financial report, second Roy Swisher. Motion passed.

President Moss then reviewed the Action Items from the previous meeting. It was determined items would be discussed during their respective committee report.

Annual Meeting Committee Action Item: Committee secure Yadkinville location, get food quotes and secure speaker.

Angus Advantage Sale Action Item: Committee work to educate and secure consignors for 2023 sale.

Field Day Action Item: Mark to finalize date and secure speakers.

Spring Fever Action Item: Committee determine the future of NCAA sale ring at the UPRS. (NO ACTION TO DATE)

Human Resources Action Item: Executive Committee to begin search for new Secretary.

Magazine Action Item: Sharon to communicate with Spring Fever Sale advertisers.

Marketing Action Item: Committee to finalize guidelines and secure participation for a frozen genetics sale.

Membership Action Item: Sharon to send out reminder for 2022 dues.

Website Action Item: Committee and new secretary to work with EDJE on website updates.

New business Action Item: Executive Committee reach out to SC for future collaborations.

Committee Reports

Annual Meeting – Chairman Roy Swisher stated the Annual Meeting will be held on February 11, 2023, in Yadkinville, NC at the Extension Office Conference Center. Callie Carson reported there could be a \$250 fee for the building use in 2023. Our costs were cover by Yadkin County Farm Bureau and we did not incur this cost in 2022, but we went over the allotted hours and if we use too many hours in 2023, we will have to cover the extra cost. Also, the Yadkin County Farm Bureau conference room can be used for extra space and meeting rooms for the Juniors or Auxiliary if needed. Roy also reported the committee is waiting to secure food cost quotes closer to the meeting date but will have all the details by the October board meeting.

Greg Little gave a brief report on the use of the Union County Extension Conference Center. The one-day cost is \$1,800 for the conference facility and \$400 for the arena. The board agreed this could be an option in the future.

Action Item: Committee report final plan for Annual Meeting at next board meeting.

Angus Advantage Sale – President Moss reported, James Britt no longer wished to be on the Angus Advantage Sale Committee. Callie Carson then requested new members to join the sale committee. She also detailed steps which need to be taken by the committee: secure a facility/location for the sale, consider date for the sale, educate producers on

the sale requirements, encourage our seedstock members to get their customers involved in the sale, and continue to educate and spark interest of everyone for the sale.

Joe Hampton asked if the committee was still considering a summer sale? Callie reported the committee is open for suggestion on the best sale date.

Action Item: Committee work to educate consignors for 2023 sale and explore sale locations. Secure new committee members

Spring Fever – No report

Field Day – Sharon reviewed the schedule provided by committee chair Mark Wilburn. Field Day will be held on September 16 at the Upper Piedmont Research Station in Reidsville, NC. Program will feature tour of station and its Grow Safe facility. Drs. Joe French and Dan Poole will give research updates. Sharon asked if the board wanted to charge a fee for the meal at the field day. After much discussion, Joe Hampton made a motion not to charge participants for food and to provide Joe French \$500 to take care of lunch preparation for the event. Roy Swisher seconded the motion, motion passed.

Action Item: Sharon to communicate with Joe French regarding lunch plan. Cortney to finalize arrangements closer to event date.

Human Resources – President Moss once again welcomed Cortney as the new Secretary and emphasized that the board is looking forward to collaborating with her. He also thanked the board of directors for working with the selection committee on the process. The committee then recommended that Sharon be invited to the Annual Meeting for a special recognition, motion approved.

Constitution & Bylaws: no report

Fairs and Shows: Chairman Brooke Harward presented the following report:

Eastern Regional Junior Angus Show (Chatham, VA)

- Owned Senior Champion Heifer – Maplecrest Rita 0231, exhibited by Mattie Harward
- Bred-and-Owned Intermediate Champion Heifer - KEP Ava, exhibited by Kaylee Pittman
- PGS Reserve Division 2 Heifer - Daltons Anita 1211, exhibited by Caroline Scarlett
- Bred-and-Owned Intermediate Champion Bull - Wood Black Ice 2100, exhibited by Ava Wood

NC Junior Beef Round-Up (Fletcher, NC)

- Grand Champion Angus & Reserve Supreme Champion Heifer - Rozeboom 165 sired by SCC SCH 24 Karat, exhibited by Logan Ball
- Reserve Champion Angus, Maplecrest Shadoe L0312 sired by PVF Insight, exhibited by Schyler Crocker

Upcoming Fairs & Shows:

- NC Mountain State Fair, Fletcher, NC – September 10-11
- Carolina Classic Fair, Winston-Salem, NC – October 5-9
- NC State Fair, Raleigh, NC – October 12-17

Updates:

NC State Fair – Schedule Change

- Open Beef Cattle Show: Wednesday, October 12 – Friday, October 14 (Angus - Thursday, October 13, 1:00 pm)
- Junior Beef Cattle Show: Saturday, October 15 – Monday, October 17 (Angus - Monday, October 17)

Endowment/Finance: Sharon stated the \$2,435 spending allowance from the NC Angus Endowment for Excellence within the NC Ag Foundation had been received and deposited.

Grievance: no report

Hall of Fame & Awards: no report

Action Item: Board of Directors send suggestions for 2022 inductee to Dr. Richard Kirkman, committee chair.

History: Chair Suzanne Brewer reported she hoped the board of directors would consider funding for the next publication of the history book in 2025 which would be the 80th Anniversary of the NCAA.

Long Range Planning: Callie Carson requested anyone interested in the commercial producer initiative to reach out to her because they need more committee members. Roy Swisher had no report. Mike Moss reported on the success of the Spring Fever committee in adopting the plans recommendations. He also looks forward to the future of the Angus Advantage Sale and how it could enhance the NCAA with commercial producers across the state.

Magazine: Sharon shared the fall “promote your farm” flyer with the board and stated it has been mailed to all members. She requested assistance with securing ads for the fall edition and suggestions for content. Deadline for the fall edition is September 1. Callie Carson mentioned including the AAA article on Mike Moss. Joe Hampton suggested giving Piedmont Custom Meats a free ad in the magazine for letting us use their conference room and to potentially entice other advertisers.

Action Item: Secure ads for fall edition

Marketing: Callie discussed the results of the online frozen genetics (semen and embryo) sale to benefit the NCAA and its members, hosted on AngusLive on July 28, 2022. The sale had nine consignors with fifty-nine lots and grossed \$7,841. Overall, for the first time the committee was pleased with the results of the sale, NCAA will keep 2% of the gross for \$246.82.

Action Item: Committee to consider a fall/winter frozen genetics sale.

Membership: Sharon Rogers reported current members at 161. The final 2022 dues statement was sent out in July so more members will be forthcoming.

NCBCIP: President Moss stated the committee needs a new chair, so please let him know if you are interested. Via Sharon, Johnny Rogers reported bulls at both stations have settled in and are gaining well. Waynesville weight were taken last week, and Butner weights will be taken on July 16, so progress reports will be out to consignors soon.

Action Item: Secure new chair for committee.

NC Purebred Breeder’s Council: no report

Nomination: Eugene Shuffler had no report. President Moss encouraged everyone to consider members to serve on the board and to share those names with Dr. Shuffler and the committee.

Publicity: Sharon Rogers reported, the contract has been signed for the educational booth at the NC State Fair.

Scholarship: Sharon Rogers reported, Emma Vanhoy and Lynae Bowman received the 2022 Sanders Scholarship.

Website: Sharon Rogers reported, she and Cortney Holshouser have discussed the website update process with EDJE. Sharon has connected Cortney and Mike Smith with EDJE. Brooke Harward also secured quotes from Angus Media. Brooke asked if the committee would need board approval to move forward with any website updates. President Moss said the committee would need to bring any large expenditures before the board for approval.

Action Item: Committee and Cortney to work with EDJE on website updates.

Wood Endowment: Jeff Wood reported the scholarship was awarded to Mary Wood at the 2022 Junior Nationals.

NC Junior Angus – President Lynae Bowman and advisor Brooke Harward presented the following report:

Atlantic National Angus Show in Timonium, MD

- Marcie Harward, Mattie Harward, Justin Wood, Riley Wood, and Mary Wood all received a scholarship through the Atlantic National Merit Award
- Marcie Harward was selected as Supreme Champion Showman, after first winning the Senior Division and Mattie Harward was selected as Reserve Grand Champion Senior Showman

Eastern Regional Junior Angus Show in Chatham, VA

- Mattie Harward, Kaylee Pittman, Caroline Scarlett, and Ava Wood all won grand or reserve division champions during the show

- Mattie Harward won Reserve Champion Senior Showman and Lynae Bowman won 5th place Senior Showman

National Junior Angus Show in Kansas City, MO

- 11 juniors in attendance, 4 were attending their last NJAS – Mattie and Marcie Harward, Greyson Peeler, and Justin Wood
- Marcie Harward started her second year on the National Junior Angus Board of Directors and was elected to serve at the new Foundation Director and will work closely with the Angus Foundation and American Angus Association in the coming year.
- Scholarship winners included: Lynae Bowman - National Howard and Joanne Hillman/Bon View Farms Angus Scholarship, Mattie Harward - Cory Watt Memorial Scholarship, Marcie Harward - Ed and Wilma Minix/Black Witch Farm Angus Youth Scholarship Mary Wood - DeEtta Wood Memorial Scholarship
- Marcie Harward, Mattie Harward, and Justin Wood received their Gold Award
- We had members participate in various contests including:
 - Extemporaneous Speaking – Nate Bowman won first place in the Junior B division
 - Photography – Maddie Grace Carpenter won second in the Junior “People” Division
 - Writing, Graphic Design, Judging, Skill-a-thon, and Career Development

TEAM CONTESTS:

- Cook-Off – 5 members competed on a Senior Roast Division team and placed first in recipe, showmanship, and overall, in their division with their Andy Griffith themed skit
- Quiz Bowl and Team Fitting
- North Carolina was one of only two states to be named an Angus Impact Honorary State for our success with performing community service events during the year
- North Carolina was named the “Under 30 Head” Sweepstakes winner! This award was made possible by the success in the show ring and in contests over the week by our juniors!
- We provided Cheerwine and sweet potato chips at the tailgate picnic held on the 4th of July. Thank you to Cheerwine and the NC Sweet Potato Commission for donating part of these giveaways.

Leaders Engaged in Angus Development (LEAD) Conference in Lexington, KY

- 6 juniors attended this year’s national LEAD conference including Marcie Harward, Shane Kendall, Emma Vanhoy, Hannah Vanhoy, Ava Wood, and Mary Wood. They were able to tour farms, industry related businesses, attend workshops, and network with other Junior members from across the country.

North Carolina Junior Beef Round-Up in Fletcher, NC

- Congratulations to Logan Ball and Schyler Crocker for their Grand and Reserve Champion Angus Heifers. Logan’s heifer also went on to win Reserve Supreme Heifer of the Show.
- Congratulations to our Angus juniors on their showmanship wins
 - Grand Champion Senior Showman – Schyler Crocker
 - Reserve Intermediate Showman – Lydia Crocker

We will host our Fall meeting at the NC State Fair. More details to come.

President Moss and the whole board commended the NC Juniors and the positive impact they are making on the future of Angus cattle in NC.

North Carolina Angus Auxiliary - Submitted by Brooke Harward, 2022 NC Angus Auxiliary President

The NC Angus Auxiliary has had a busy summer so far! In May and June, we had several Auxiliary members attend the Atlantic National Angus Show and the Eastern Regional Junior Angus Show to support the royalty brunch and our own Mary Wood as Miss American Angus. Then in July we again had several members travel to the National Junior Angus Show to support our juniors and attend the American Angus Auxiliary mid-year meeting.

After two years of not being able to due to covid, in late July we again hosted a summer outing. This year we were in Boone, NC and had 7 members attend. As part of the day, Christy Perdue as the Region 4 Director for the American Angus Auxiliary provided a Leadership Workshop for our members as we continue to try and strengthen our involvement with the Auxiliary and our Angus industry as a whole.

In the next few months, we will be attending events to support our Angus juniors and the NC Angus Association including the Field Day and State Fair. In November we will have several members attending the Angus Convention as we celebrate 70 years of the American Angus Auxiliary.

We also ask you to save the date of November 10th for the AAx Full Circle Auction hosted by Angus Live. Items including Angus memorabilia, cattle services/semen/embryos, home decor, jewelry, vacation packages and more to be offered for sale with all proceeds going towards breed promotion, beef education, and youth development.

We would like to again let you know that this year we are selling the popular Richardson style hats that have a custom leather patch of an etched image of a bull and the numbers "1873" underneath representing the year Angus cattle were introduced to the United States. We have structured and unstructured hats available for \$30 each. These are available now and can be shipped to you or brought to you at any upcoming Angus event, including Field Day.

To stay up to date on our events as well as the NC Angus juniors, we ask you to like or view our Facebook page as our publicity chair Christy Perdue does an excellent job of keeping it updated. Thank you again to the Board for your support of the NC Angus Auxiliary.

Old business: Sharon reported she had received eleven out of the twenty-one committee descriptions from the committee chairs. President Moss hopes to have all twenty-one before the next board meeting for a committee review.

Action Item: Committee chairs complete committee description template.

New business: Sharon Rogers shared a request for funding from the NC State Fair Junior Livestock Show. Eugene Shuffler made a motion to contribute \$250 to the NC State Fair Junior Livestock Show, second Callie Carson. Motion passed.

Action Item: Sharon/Cortney send \$250 to the NC State Fair Junior Livestock Show

President Moss thanked everyone for the great meeting and discussion. The next meeting date will be Sunday, October 30, 2022, at the Piedmont Custom Meats Conference Center in Asheboro.

Joe Hampton made a motion to adjourn, seconded by Jeff Wood. Motion passed and meeting adjourned.

Respectfully submitted

Sharon Rogers, Executive Secretary

North Carolina Angus Association Board of Directors Meeting

October 30, 2022 – Piedmont Custom Meats NC AgriBusiness Meeting Center – Asheboro, NC

Members present (in person): Mike Moss – President, Callie Carson – Vice President, Cortney Holshouser – Executive Secretary, Eugene Shuffler, Roy Swisher, and Michael Wyatt.

Members present (Zoom): John Brewer, Derek Goddard, Greg Little, and Greg Collins

Members absent : Jeff Wood, Brooke Harward, Zach Moffitt, Louis Fulcher, Scott London, Karl Gillespie, Joe Hampton, Kyle Mayberry, Lynae Bowman

President Moss called the meeting to order at 2:34 p.m., welcomed everyone and recognized a quorum. He also announced that hard copies of the agenda, minutes from the last Board of Directors meeting, financial report, committee reports, and committee descriptions were available if needed.

President Moss began reviewing Action Items from the August 14, 2022 Board of Directors Meeting. It was determined that items would be discussed during their respective committee report.

Action Items

Annual Meeting Committee

Committee report final plan for the Annual Meeting at next Board of Directors meeting

Angus Advantage Sale

Committee work to educate consignors for 2023 sale and explore sale locations. Secure new committee members

Field Day

Action Item: Sharon to communicate with Joe French regarding lunch plan. Cortney to finalize arrangements closer to event date.

Hall of Fame & Awards

Action Item: Board of Directors send suggestions for 2022 inductee to Dr. Richard Kirkman, committee chair.

Magazine

Action Item: Secure ads for fall edition

Marketing

Action Item: Committee to consider a fall/winter frozen genetics sale.

NCBCIP

Action Item: Secure new chair for committee.

Website

Action Item: Committee and Cortney to work with EDJE on website updates.

Old Business

Action Item: Committee chairs complete committee description template.

New Business

Action Item: Sharon/Cortney send \$250 to the NC State Fair Junior Livestock Show

Minutes from the August 14, 2022 Board of Directors meeting were reviewed. Roy Swisher moved to accept the minutes as presented. Eugene Shuffler seconded. Motion passed.

Cortney Holshouser presented the financial report. President Moss noted that we are approximately \$3,000.00 to the positive compared to 2021. Eugene Shuffler noted that we did not have a traditional Annual Meeting (and therefore

expenses) last year which reflects the difference. Roy Swisher moved to accept the financial report. Michael Wyatt seconded. Motion passed.

Committee Reports

Annual Meeting – Chairman Roy Swisher reported that the committee was supposed to meet via Zoom on October 23rd, but he called committee members to discuss options. He received 4 quotes for the catering at Annual Meeting. They ranged from \$24.00/person - \$50.00/person. The committee has recommended to use On Time Catering from Lexington. The menu will consist of prime rib, potatoes, green beans or other green vegetable, salad, 2 dessert options, and sweet/unsweet tea and water. They would also provide the food for the social hour and lunch for the Board of Directors meeting (\$11.50/person).

The Juniors will use the Farm Bureau building for their meeting/activity. There are a few options for the morning Board of Directors meeting – the Farm Bureau office, the Farm Credit office, or a room in the Agriculture Building. The Auxiliary is tentatively going to hold their meeting off site. The Annual Meeting schedule is recommended as follows:

10:00 – 12:00 Board of Directors Meeting

12:00 – Board of Directors lunch

1:00 – 2:45 Workshops – Panel discussion about marketing bulls to commercial customers and helping them sell replacement females in consignment sales

Reese Tuckwiller – American Angus Association Regional Manager to present tools AAA has to help market bulls (Angus Link)

Paul Bennett - Knoll Crest Farms

Bill Tucker

Jennifer Ligon – Buckingham County Cattlemen Replacement Heifer Sale Coordinator

3:00 – 4:00 Annual Business Meeting of the North Carolina Angus Association

4:00 – 5:30 Social and Board of Directors Meeting

5:30 – 6:30 Awards presentations

6:30 – Dinner and keynote speaker

The wine and beer for the social are already arranged.

Roy will coordinate sending out sponsorship information before December 31st to help determine the cost per attendee. Sponsorship information will be sent to individuals/farms and businesses. Roy based the quotes from caterers on 100 meals. For the 2022 Annual Meeting, it cost \$2,800-\$3,000, including all meals. Attendance was approximately 120 last year.

Callie continues to try to get in touch with Chuck Grove to secure him as the keynote speaker, but has had no luck with a response.

Action Item : Callie to secure Chuck Grove as keynote speaker

Action Item : Roy contact On Time Catering to confirm their service for Annual Meeting

Angus Advantage – Chairman Callie Carson reported that she and the committee had optimism to move forward with a 2023 sale, but she is having a hard time getting people to commit animals this Fall to hold until the Spring. No one is

willing right now. Most are wanting to cull this Fall or wanting to ship heifers as feeders vs. breeders. There were a lot of people interested in buying females out of this sale, but no one willing to consign. Now is when we would need people to commit to consigning since most would be breeding in the next 30-45 days. With the climate of inflation and weather conditions, people are not willing to hold on to heifers. They want to get rid of them now instead of investing in the breeding process. Callie has lined up 15 head total.

Zach Moffitt has committed to staying on the committee after he rotates off the Board of Directors next year. John Barnes is willing to join the committee to get the sale off the ground and going.

President Moss asked if we should reconsider the time of year for this sale (June) to get more interest in consigning. Callie stated the committee is a good group and she trusts their recommendations.

Genetics on Ice Sale – Cortney Holshouser reported that the sale is settled now that all buyers have finally paid. Jenny Haag from Angus Live sent a check on October 14th for the sale, but it has not arrived yet. Callie Carson reported that in the future, we need more embryo lots to be successful. The next Carolina Genetics On Ice sale scheduled for November 8th has been canceled due to lack of consignments. Most people that Callie reached out to did not want to consign to another frozen genetics sale until they are paid for the first one. John Barnes will be joining this committee. The digital promotion for the North Carolina Angus Association through this sale was a plus.

Field Day /Tours– President Moss expressed his disappointment in the lack of attendance by Board of Directors at the September Field Day. There were only a few present. There were roughly 25 people in Reidsville for a wonderful, educational Field Day with presentations from NC State graduate students, Dr. Dan Poole, Dr. Andrew Weaver, and Mark Wilburn. Joe French and his crew did an excellent job hosting. If we are going to host Field Days, we need to have support from the Board of Directors and attendance. President Moss asked what we can do moving forward to ensure success.

Most Directors were in the hay field or at work. Eugene Shuffler stated the Field Day needs to go back to a Saturday instead of a Friday and be held a different time of year. Some folks were calving at the time also. Callie Carson stated that the Field Day this year was in conflict with the Mountain State Fair and that if we involve the NC Junior Angus members, we will double our attendance because of parents coming with the Juniors.

President Moss suggested all of the Field Day information be reviewed and as Callie prepares committee assignments for next year, get more people involved.

Spring Fever – Cortney Holshouser read aloud the report submitted by Brent Scarlett.

Our committee is excited about the 2023 Spring Fever Sale and the potential it will provide for our association members and purchasers in what should be an up market. Our committee has commitments from our new auctioneer, Will Thompson, and our sales manager, Zach Moffitt for our sale date of April 22, 2023 at Shuffler Sale Facility. Our committee did vote to continue as previously agreed to increase our sale managers percentage to the industry standard of 5% in 2023.

Our committee has seen success having our sale at the Shuffler facility and as such we would recommend the board of directors consider whether they would like to sell the Sales Ring at the Upper Piedmont Research Station in Reidsville that the association owns. It is a decision that should be made by the board of directors.

President Moss reported that Mike Jones has been informed of the auctioneer change and that Zach Moffitt's commission rate has changed from 3% 2 years ago to 4% last year and now 5%. He then opened up for discussion on what to do with the NC Angus Association owned sale ring housed at the Upper Piedmont Research Station. Roy Swisher stated that if we sell it, we will wind up needing it in the future but if we don't sell it, we will never need it. Keeping the system would create a storage issue. Michael Wyatt asked how much the sale ring is worth. President Moss spoke with Joe French during the recent Field Day, and Joe thinks it is unlikely that the University will allow events such as a sale to be held there

anymore. Derek Goddard asked for a value of the sale ring. President Moss think it may be worth \$4,000, while Callie Carson thinks it may be closer to \$10,000. Eugene Shuffler emphasized that regardless of value, we have to have a buyer that wants the system. President Moss suggested we put it in the Classified ads section or accept/reject private bids. Roy Swisher suggested that Randy Daniels would know the value of the ring or could appraise it. Howard Gentry may know where it came from.

Eugene Shuffler moved to get the sale ring appraised and price it to sell. Then determine the sale mechanism to use to sell it. Greg Collins seconded. Motion passed.

Greg Little asked what the sale ring system includes. It includes the ring, protector, in and out gates. Joe French does not think the box would hold up in transfer. It does not include any panels in the back.

Action item : President Moss will contact Randy Daniels to ask him to appraise the sale ring and report back to the Board of Directors to determine next step of selling it.

Human Resources – President Moss thanked Cortney Holshouser for the work being done during the transition of the Executive Secretary role.

Constitution & Bylaws – No report

Fairs and Shows – Report given by Cortney Holshouser

NC State Fair results are as follows :

Open Show

Grand Champion Angus Female – Wood Elsa 2111, an October 2021 daughter of EXAR Blue Chip 1877B exhibited by Wood Angus

Reserve Grand Champion Angus Female – Seldom Rest Pin Up Gal 12, a September 2021 daughter of Colburn Primo 5153 exhibited by Emma Vanhoy

Grand Champion Angus Bull – Wood Black Ice 2100, a July 2021 son of Gambles Safe Bet exhibited by Wood Angus

Reserve Grand Champion Angus Bull – Wood Deep Pockets 2201, an April 2022 son of SAV Resource 1441 exhibited by Wood Angus

Grand Champion Angus Cow/Calf Pair – BFR Rosetta 1707, a March 2017 daughter of SAV Brilliance 8077 exhibited by Greyson Peeler

Reserve Grand Champion Cow/Calf Pair – Dameron Lucy 7199, a September 2017 daughter of DDA Gemstone 1439 exhibited by Wood Angus

Junior Show

Supreme Champion Junior Beef Heifer and Grand Champion Angus Heifer – Rozeboom 165, a March 2021 daughter of SCC SCH 24 Karat 838 exhibited by Logan Ball

Reserve Grand Champion Angus Heifer – Genflo Coor Missie 221, a March 2021 daughter of PVF The Natural 7042 exhibited by Marcie Harward

Grand Champion Got to be NC Angus Heifer – BFR Lucy Rose 2121, a May 2021 daughter of Colburn Primo 5153 exhibited by Greyson Peeler

Endowment/Finance – No report

Grievance – No report

Hall of Fame & Awards – Cortney Holshouser reported for Chairman Richard Kirkman that the committee doesn't have anyone in mind for induction into the NC Angus Association Hall of Fame, but they are open to suggestions.

History – No report

Long Range Planning – Roy Swisher reported that it has been suggested to him that we look into reincorporating a Commercial membership option. When he first joined the NC Angus Association, there were 3 membership options : Associate, Commercial, or Purebred. It would be a lower cost level to get more people involved in the Association. Eugene Shuffler noted that to change to this system, it would require a constitutional change. The Board of Directors would need to make a decision now in order to notify the membership of voting on a Constitution change at Annual Meeting.

President Moss noted that one advantage of a commercial membership would maybe be getting our information out to more people and getting them to come to Annual Meeting. Eugene Shuffler stated the reason that membership system ended was because Purebred members that never consigned to any Association sponsored sales chose to be Commercial members to save money.

President Moss stated that this topic needs more discussion before a decision is made.

Callie Carson suggested to Roy Swisher that he ask Reese Tuckwiller to touch on the Angus Link program during his Annual meeting presentation to promote the commercial aspect.

Magazine – Cortney Holshouser reported that the Fall 2022 edition of North Carolina Angus News went out the first week of October. 400 copies were printed, 214 were mailed to members or affiliates. The rest will be available wherever the booth is set up (NC State Fair, Angus sales, Field Days, tours, NC Cattleman's Conference, etc). We had lots of content submitted which made for a quality publication.

Ads: (12) full page color, (1) full page black and white, (5) ½ page color, (1) ½ page black & white, (3) ¼ page black & white, (3) business card black & white (one of these was complimentary for Piedmont Custom Meats, Inc.)

Marketing – Cortney Holshouser read aloud the report submitted by Zach Moffitt

The committee is working on another Angus Live semen and embryo sale.

There are a lot of sales going on this fall in the Southeast and prices have been relatively solid considering the market. I'm asking the board and members to help us in an effort to let our members know about the eblast program. 1 free per membership and \$50 per after that is a very cheap marketing opportunity. I would also like to see all of us help Cortney target seasonal sales that may want to pay to put an ad in our printed publications. All of our connections and networks are different and whether you are on the marketing committee or not it would be a benefit to the association to sell these ads or help Cortney and the Marketing Committee sell these ads. I had sent Sharon a long list of sales for the fall but it was probably tough to handle all of that in the transition of Sharon's exit and Cortney's start. Our network together is greater and would greatly benefit the NCAA.

Cortney Holshouser reported that an idea has been passed to the Marketing committee to compile a list of NC Angus Association members that sell freezer beef. It would be a way to connect the Association to consumers. It could be an added benefit to the membership or a fee could be associated with it. A list of grocery stores and restaurants that carry Certified Angus Beef could be included.

Callie Carson noted that some of the Classified ads on our website are not an accurate reflection of what we want to represent as the North Carolina Angus Association. For example, a "Certified Angus Beef cow/calf pair". Cortney will proof these ads before they post on the website to make sure all material is appropriate. John Brewer noted that some animals carry the Certified Angus Beef logo on their registration paper, so maybe that is why the member submitted the information in that way. Callie stated that the logo appears only when the animal meets the criteria to possibly qualify based on EPDs and we do not want to open ourselves up to legal action.

Action Item : Cortney will send update to EDJE to remove the words “Certified Angus Beef” from that particular Classified Ad.

Membership – Cortney Holshouser reported that there are currently 179 members. John Brewer suggested that we provide some sort of incentive for first time members such as a reduced rate for their first year. Eugene Shuffler stated that we already provide a complimentary membership to anyone that buys from a NC Angus Association sponsored sale. Callie Carson explained that the intention of the frozen genetic sale and the Angus Advantage Sale is to add more value to a membership by providing marketing opportunities rather than discounting the membership fee. She also noted that a prorated membership fee system would add a lot of paperwork. President Moss would like everyone to work on recruiting new members.

NCBCIP – President Moss reported that we still need a chairman for this committee. He has asked for volunteers, but has had no luck. The Waynesville BCIP Bull Test Station Sale is December 3, 2022 at the WNC Regional Livestock Center in Canton, NC. The Butner BCIP Bull Test Station Sale is December 16, 2022 at the Granville County Livestock Arena.

Action Item : President Moss will continue to try to find a Chairman for this committee.

NC Purebred Breeder’s Council – No report

Nomination – Chairman Eugene Shuffler reported that the committee is meeting after Thanksgiving. Please get any suggestions for new Board of Directors to him soon.

Publicity – Cortney Holshouser reported that the NC Angus Association booth was set up at the NC State Fair October 13-23. This year, we added a cut out cow with Fall decorations to serve as a photo spot and draw more attention to our booth. There was also a sign displayed with the QR codes for our Facebook and Instagram pages so people could easily follow us on social media. We had a great response. The most popular literature was the Angus beef charts. A question I got asked a lot is where someone can buy Angus beef. I have passed an idea along to the Marketing Committee to compile a list of members who sell freezer beef, individual cuts, etc. It could be an added service to the membership or there could be a fee charged to be included on the list. The list could be available where the booth is set up and on the website.

Scholarship – No report

Website / Social Media - Cortney Holshouser reported that we have a new Instagram page for the NC Angus Association: nc_angus_assoc

Our Facebook account has grown from 2,500 followers to 2,768 since September 1st. In the last 28 days, we have reached 6,062 people and had post engagement (reactions, comments, shares) of 2,707.

Wood Endowment – Cortney Holshouser reported for Jeff Wood that he would like to step down as the Chairman of this committee. He would still like to remain in the committee, just not chair it as he feels it appears inappropriate.

Action Item : Cortney Holshouser will become Chairman unless someone else would like to.

Old Business

Committee Descriptions – 14 committee descriptions were submitted by Chairmen. They were each reviewed as submitted and suggestions were made for changes and additions.

Overall recommendation for all committee descriptions – all material should be written in bullet points to make it easier to read.

Annual Meeting

Addition to Responsibilities & Duties :

- Develop meeting agenda and secure speakers.

Callie Carson moved to accept this committee description with amendments. Roy Swisher seconded. Motion passed.

Constitution & Bylaws

Addition to Responsibilities & Duties :

- Recommend and facilitate a review of the Constitution annually.

Amendment to Goals & Objectives : To maintain the NC Angus Association Constitution and Bylaws in support of the Association's strategic direction.

Callie Carson moved to accept this committee description with amendments. Roy Swisher seconded. Motion passed.

Fairs & Shows

Amendment to Responsibilities & Duties : Report on Angus open show and fair results for major shows in NC including, but not limited to, NC State Fair and Carolina Classic Fair.

Callie Carson moved to accept this committee description with amendments. Eugene Shuffler seconded. Motion passed.

History

Amendment to Number of Committee Members Requested :Replace with 5 – Executive Secretary, NCJAA representative, NCAAX representative, and 2 additional members

Amendment to Purpose : Purpose is with any History Book is to highlight and record the accomplishments of said entity NCAA.

Amendment to Responsibilities and Duties : I've taken the responsibility of compiling updates and new historical NCAA information.

Addition to Responsibilities & Duties :

- Compile updates and new NCAA information.
- Publish historical handbook as directed by the NCAA Board of Directors
- Archive any historically significant content.

Amendment to Goals & Objectives : Replace with

- Highlight and record NC Angus Association activities.
- Archive key elements.
- Develop archiving system.

Callie Carson moved to accept this committee description with amendments. Roy Swisher seconded. Motion passed.

Human Resources

Callie Carson moved to accept this committee description as presented. Eugene Shuffler seconded. Motion passed.

Long Range Planning

Callie Carson moved to accept this committee description as presented. Greg Collins seconded. Motion passed.

Marketing

Roy Swisher asked President Moss about his previous suggestion to combine the Marketing Committee and the Publicity Committee. It was determined that they need to remain separate as Marketing is needed to market our organization and cattle. Publicity is needed for the Association as a whole.

Callie Carson moved to accept this committee description as presented. Eugene Shuffler seconded. Motion passed.

Membership

Addition to Goals & Objectives :

- Highlight values of NC Angus Association membership.
- Identify key target groups and individuals with an outreach program.

Eugene Shuffler moved to accept this committee description with amendments. Michael Wyatt seconded. Motion passed.

NC Angus News Magazine

Amendment to Number of Committee Members Requested : Replace Chair with Executive Secretary

Addition to Responsibilities & Duties :

- Contact Angus Media for content
- Provide value added relevant content for NC Angus members

Move "Each committee member offer feature article idea for magazine publisher to develop for the spring and fall editions" from Goals & Objectives to Responsibilities & Duties

Addition to Goals & Objectives : Increase readership by providing quality feature articles

Addition to Financial Considerations : Magazine should be revenue neutral at a minimum, but the goal is to have each edition be a profit center for the NCAA.

Eugene Shuffler moved to accept this committee description with amendments. Roy Swisher seconded. Motion passed.

Nominating

President Moss asked about adding choosing officer nominees to Responsibilities and Duties. Eugene Shuffler stated that according to the Constitution, the committee is only obligated to find Board of Director members.

Callie Carson moved to accept this committee description as presented. Roy Swisher seconded. Motion passed.

Publicity

Addition to Purpose :To promote the NC Angus Association, and its membership and its affiliates.

Addition to Responsibilities & Duties :

- Manage social media accounts.
- Work with other committees to advertise and promote activities and events as needed.

Amendment to Goals & Objectives : Educated on the value of NCAA membership and Angus cattle in NC.

Discussion occurred about some of the committees being repetitive. Michael Wyatt suggested that Marketing and Publicity are the same thing. Callie Carson explained that marketing is getting a project done and publicity is telling the story. Roy Swisher suggested that in the future we allocate more money in the budget to promote the Association itself in publications.

It was determined to move Social Media from the Website Committee to the Publicity Committee.

Callie Carson moved to accept this committee description with amendments. Eugene Shuffler seconded. Motion passed.

Scholarship

Addition to Number of Committee Members Requested : or NCAA members of affiliates

Discussion occurred about changing the committee's name to Sanders Scholarship. Michael Wyatt asked what that would mean if there ever was another scholarship created by the Association. Callie Carson explained that it is not likely that will occur with the option of the NC Ag Foundation to manage scholarships.

Committee name changed to Sanders Scholarship

Callie Carson moved to accept this committee description with amendments. Roy Swisher seconded. Motion passed.

Website

Addition to Number of Committee Members Requested : (Marketing Committee Chairman, Executive Secretary, and Publicity Committee Chairman)

Addition to Responsibilities & Duties : Consider and develop new content for the website.

•Proofread classified ads submitted to ensure all content meets Association standards.

Addition to Goals & Objectives : •Develop a mobile friendly version of website.

Callie Carson moved to accept this committee description with amendments. Roy Swisher seconded. Motion passed.

Wood Endowment

Addition to Goals & Objectives :

•Provide monetary support for NC Angus Juniors to continue to develop their leadership skills.

Roy Swisher moved to accept this committee description with amendments. Greg Collins seconded. Motion passed.

New Business

President Moss reviewed a North Carolina Aberdeen Angus Breeder's Association stock certificate from 1951 that was sent to Sharon Rogers this summer from someone settling their father's estate. The certificate was found in his house and they want to know if there is any value to it now. Cortney Holshouser called Howard Gentry to see if he had any memory of this, but he did not. Callie Carson noted that just because they have the certificate, doesn't mean that we have not paid them out. In reviewing the history book, there were 66 shares sold for \$5.00 each. There needs to be more research done on this issue. President Moss stated for the time being, the Board of Directors' response is that we are not aware of any value associated with the certificate.

Action Item : Cortney will call Marty Rooker for legal advice and to ask if he will draft a statement/response from the Association. She will also research documents filed with the Secretary of State to see if stock holders have been paid out or if the North Carolina Aberdeen Angus Breeder's Association has legally been dissolved.

President Moss thanked everyone for a great meeting and especially for going through the committee descriptions so tediously. The next Board of Directors meeting will be Saturday February 11, 2023 at the Yadkin County Agriculture Building in Yadkinville, NC at 10:00 am.

Michael Wyatt moved to adjourn the meeting. Callie Carson seconded. Motion passed.

Meeting adjourned at 4:42 pm

Respectfully submitted by Cortney Holshouser, NCAA Executive Secretary