



2019 GENERAL MEMBERSHIP MEETING

HIAWASSEE, GA | JULY 27, 2019 | 10:00 A.M.

MINUTES

The Georgia Cattlemen's Association semi-annual business meeting was held at The Ridges Resort & Marina in Hiawassee. GCA President Brent Galloway called the meeting to order at 10:30 a.m. Roll was taken through registration. It was established that a quorum was present, and that due notice had been given.

Karson Arnold led the Association in the Pledge of Allegiance.

Melvin Porter gave the Invocation.

Appreciation was expressed to Georgia Farm Bureau for their overall sponsorship as well as all our sponsors.

Jennifer Houston, NCBA President, gave an update on NCBA and the political issues we face as an industry. She encouraged everyone to be NCBA members. The larger our numbers the more our voice is heard in Washington.

A motion was made to approve the minutes from the April 5, 2019 Membership meeting as presented. The motion was seconded. The motion passed. (Robert Arnold/John Callaway)

A motion was made to ratify the actions taken by officers, Executive Committee and board of directors since the last meeting. The motion was seconded. The motion passed. (Kurt Childers/Cleve Jackson)

Committee Reports

President's report - President Brent Galloway gave the President's Report. It has been busy so far traveling across the state. He shared of his travels with the Young Cattlemen's Conference that he attended in June. It was such an eye-opening experience with all that NCBA does for our industry. He encouraged everyone to get involved with NCBA. He thanked his family for supporting him in all his travels and for being with him this weekend.

Treasurer's Report - Treasurer Carroll T. Cannon gave the Treasurer's report and a recap of the current fiscal year. The fiscal year will end on September 30, and through June revenue is in excess of expenses, and GCA is operating within its 2018-19 budget. There are no unforeseen expenditures at

this time, and the organization should end up in the black for another year. He thanked the GCA staff, Executive Committee, and Board of Directors for being good stewards of GCA dollars over the years. He also thanked everyone for participating in the GCA PAC auction.

Young Cattlemen's Council – Evan Dover, Chairman of the YCC, gave an update. They had their annual farm tour in the Spring, and it was a huge success. They had a great turnout and toured four farms. At Convention they had their annual steak biscuit breakfast which was also very successful. The annual corn hole tournament was held last night. He thanked everyone who participated in the cooler syndicate which was donated to the YCC. They will come up with a fundraising plan for their group. He invited everyone 18 to 40 to get involved in the YCC.

Cattle Health and Well-Being - Cattle Health & Well Being Committee Co-chair, Kristy Arnold gave an update on the committee. They met this morning and had updates from Dr. Jane Marie Hannebelle from the State Vet's office, Dr. Lisa Nolan gave a UGA Vet School update, Carole Knight gave a Georgia and National BQA program update, Dr. Hemant Naikare gave a UGA Vet Diagnostic lab update, John Callaway gave a ACC for Beef update, Dr. Brent Credille gave an update on the current research projects and Dr. Nancy Nickle gave an update on the Georgia TICK Survey. It was an information packed meeting.

Georgia ACC For Beef: John Callaway reported on the ACC for Beef. They started collections of Georgia check-off funds on July 1, 2014. He thanked the Georgia Livestock Markets Association for collecting and being so cooperative. They are trying to invest wisely for Georgia's cattle producers. They have allocated more funds for youth activities. There are currently 17 research projects going on. The full 2018 Annual Report was available for review. The next referendum will be in 2020. He encouraged everyone to make sure their neighbors are signed up to receive a ballot.

Cattlemen's Beef Board: Betts Berry gave an update on the Cattlemen's Beef Board. The relationships that we have in the industry are extremely important. There are more people than ever that have no clue where our food comes from. The biggest update is reapportionment happens every three years and since 2010 the SE Region has been composed of the states of Alabama, Georgia, and South Carolina. With the appointment of Stephanie Butcher from the Georgia dairy industry in 2017, Alabama has been without a representative and has asked to withdraw from the SE Region. The proposal is for South Carolina to join the region composed of West Virginia and Delaware, so that in 2021, Alabama will have a seat and Georgia a seat as well in the Southeast Region.

Georgia Beef Board: Robert Fountain, GBB Chairman, shared that they appreciate the support of the Checkoff in the State. We are always looking at getting \$10 worth of coverage for only \$1. It is the best \$1 you will spend. As producers we don't have the time, resources or talent to promote our product and this \$1 does that for us. It is a privilege to work as a team with GCA, Georgia Livestock Markets, Georgia Farm Bureau and the Georgia Dairy Producers. Team Beef in Georgia is a huge success. The May Beef Month Media Tour hit all the major markets. We hosted our 3rd annual Cattle Drive 5K in Macon. The Beef Board has lots of events coming up including Macon Burger Week and the Georgia National Fair. The grant received from ACC For Beef has been used to enhance the program areas. Anyone with ideas to promote beef was encouraged to contact Kaytlyn.

Georgia Cattlewomen's Association: Theresa Molle, GCWA President, shared that the ladies have been busy doing farm days across the state. They have visited with over 5,000 students. The Cattle Drive for Hunger applications are due July 31. They plan to give away 10 \$100 gift certificates for beef to non-profit organizations throughout the state. They will again be hosting the beef cookoff during the Georgia National Fair. The contest will be with ground beef and looking for the best beef recipe. They will also have a booth at the Sunbelt Ag Expo in October.

Georgia Cattlemen's Foundation: Steve Blackburn, Chairman, thanked everyone for their support of the Foundation. The Foundation gives Scholarships each year to deserving students. They have given away over \$10,000 in Scholarships this year. We have given over \$13,000 for hurricane relief. We are currently accepting applications from individuals who have been affected by Hurricane Michael. Anyone who knows of anyone affected was encouraged to get them to fill out an application. All GCF donations are tax deductible. David Gazda gave an update on the Georgia Cattle History Book that is in the making. Jackie Kennedy is interviewing producers across the state and working hard to put the book together. We have raised over \$35,000 for the project. We still have a way to go. Everyone was encouraged to take some of the brochures and share with anyone interested. They are also starting a pledge campaign. Anyone who would like to donate can pledge so much per month and complete their pledge amounts. The book is set to release in April of 2021 during GCA's 60th Anniversary.

Georgia Junior Cattlemen's Association: The Georgia Junior Cattlemen's have had a busy year. Charlsy Godowns, GJCA Coordinator, introduced the new officer team. The Beef Industry Scholarship Challenge will be coming up September 26 at UGA. They are looking for sponsorships for the event. Throughout the year, GJCA will be represented at numerous livestock shows, the Region Roundups, and many chapter meetings.

Legislative Committee: Chris Taylor gave a Legislative Committee update. The PAC auction last night raised \$9,938. Taylor asked someone to step up and give the remaining \$62 so we could hit \$10,000. The committee discussed the 2020 Legislative Efforts. They will focus on Animal Disease Traceability and the funding (Cost-Share) options: including Stockyards (Panels, Software, Wands) and Producers (Tags [one-year]). We will also look at Fake Meat on a State Level. The Federal Legislative Efforts will include: Hurricane Michael Updates, Dealer Trust, ELD's, Fake Meat, Dietary Guidelines and the Livestock Protection Act - Black Vulture Predation. Taylor encouraged everyone to never assume your representative understands every bill to make sure they do. He also encouraged everyone to thank representatives when they vote on bills in our favor and always get to know your representatives so that you can call on them at any time. He thanked whoever did the article in the July magazine on Mr. Billy Moore. Mr. Billy loved the cattle industry and GCA. He encouraged everyone to be a Mr. Billy!

Media and Communications Committee: David Gazda gave a Media & Communications update. Dale & Bailey are working to freshen up the magazine. Several recurring pages will receive facelifts to give the magazine a fresher look. We are also combining the Chapter Connections & Beef Bucks page into one spread. Suggestions for the title of this section are welcome. We are also working on updating the page number design (folio). The plan is to launch the new look with the January 2020 magazine. As always, we welcome members to send in photos and captions of their chapter meetings and events. The magazine is a true highlight of our organization! We welcome any ideas and feedback anyone may have.

Membership and Services Committee: Danny Bentley, co-chairman, spoke on the Membership and Services Committee. Membership numbers are down from last year. He reminded everyone that the Regional VP's are here to support, call on them and use them. They will be rolling out a new membership contest in the coming months that will give you credit for renewals. He encouraged everyone to Pay it Forward. Anyone with ideas was encouraged to contact their Regional VP's.

National Cattlemen's Beef Association: Mary Bea Halimeh, NCBA Membership Director was present at the meeting. Halimeh encouraged everyone who was not an NCBA member to join and make NCBA's voice even stronger on Federal issues. This will also keep Rural America viable. Georgia currently has 423 NCBA members. NCBA has 20 staff members in DC working on lobbying for the cattle industry. She also encouraged everyone to use their membership discounts. Georgia has 10 million people to 1 million cattle. We need to pull together as a team.

Production & Marketing Committee: Dr. Lawton Stewart, co-chair, gave an update on their meeting. They gave an update on all their current programs. They are looking to get more information out to the Regional VP's on the Georgia Verified Program. They feel there is a lot of potential for the program. There was a recent feasibility study on the feeding and processing of Georgia cattle in Georgia conducted by Dr. Kent Wolfe, Director of the UGA Center for Agribusiness and Economic Development. The study was funded and sponsored by South Georgia Farm Credit. They have said they will share the results with GCA when they are complete. They also discussed EID.

Tour Committee: Ernie Ford, co-chair of the Tour Committee gave an update on the Tour Committee. The 2020 Tour will be to Hawaii. The approximate cost will be \$4,000 per person. We will only be able to take 40 participants. Anyone interested should contact the GCA office.

ABAC Report: Dr. Mary Ellen Hicks gave an ABAC update. The school of ag will have approximately 1150 students registered this fall. There is a new Animal Science concentration that will focus on getting students ready for Vet School. The ABAC Beef Unit is in their 16th year of feeding cattle with the Beef Challenge program. The ABAC Cattlemen's Association is extremely active including great educational topics for all their meetings.

UGA Report: Dr. Lawton Stewart gave a UGA update. He bragged on the relationship that UGA and GCA share. Not all states have the relationship that we do. He shared that Dr. Francis Fluharty, the new Animal & Dairy Science Department Head, has been doing a great job. The new Meats Judging Team with Sarah Loughridge is continuing to grow. Dr. Pedro Fontes is the new Reproduction Specialist. The ACC for Beef research funds have been a great asset to our industry. The work coming out of the programs will be used for years.

Management Report: Sandlin gave a Management update. We have a fantastic staff and they truly work hard for the organization. He also thanked the chapters for their hard work through the year. If there is anything that a chapter needs the staff is available to help in any way.

The Friday Golf Tournament winners were awarded. 1st place was Cleve Jackson and Tyson Strickland and 2nd place was Jim Little and Robbie Bondurant. President Galloway thanked everyone for attending the 2019 Summer Conference. He thanked the committees for their hard work through the year.

There being no further business to discuss President Galloway adjourned the meeting at approximately 12:15 p.m.