



2021 GCA MANAGEMENT REPORT

This past year has seen a significant change for the organization, as well as the challenges that we've seen throughout the world during the pandemic. As we began 2020, GCA began in looking forward to a very promising year of great meetings, advocating on behalf of the industry and working with our members to improve our industry for future generations. Just as we had wrapped up the annual Steak Biscuit Breakfast, the pandemic hit and caused significant shifts in our day-to-day activities.

GCA staff then began the process of determining the ability to continue with the planned activities of the organization including the GCA Convention & Beef Expo, the planned tour to Hawaii and Summer Conference planned for Jekyll Island. In March, GCA & GBB said goodbye to Kaytlyn Malia as she took an opportunity with another company in agriculture. The duties of this position would be covered by existing staff until the extent of the pandemic could be determined. Also, the Convention and Beef Expo was postponed to May to hopefully allow the pandemic to subside. GCA staff also went to work determining the options to address the disparity seen in the cattle market (see legislative committee report).

In April, GCA staff, in response to the rising COVID outbreak, shifted to working from home with a rotating person covering the office. While challenging, the staff was able to pivot and adjust to cover these challenges. As the pandemic raged on, GCA made the difficult decision to cancel the 2020 GCA Convention and Beef Expo to ensure our members safety. In May, GCA staff came back to the office full-time and continued to pull together to cover the different needs between the organizations in the interim, as well as shifting the tour to November in the hope that the outbreak would subside and processing the refunds and other considerations due to the cancellation of GCA's convention. Our staff put together our first Virtual Annual Meeting taking on challenges that they had never done before. Our staff worked to shift convention speakers to a virtual webinar series to provide educational opportunities for our members.

As the summer went on, GCA said goodbye to Bailey Herrin who left GCA to join the United Braford Breeders as their Executive Director. GCA went to work to hire a replacement for this position and found Steve Sellers who joined us in mid-July as the Director of Communications. During this time, Steve began selling advertising and getting up to speed on the design side of the magazine's production. In August, Taylor Evans joined GCA/GBB as the GBB Director of Public Relations filling the role that was previously held by Kaytlyn and jumped right into helping make Macon Burger Week a success. In October, staff began the process of planning the next GCA convention by visiting the hotel in Savannah with leadership and members of the Events committee.

As we entered the end of 2020, GCA Staff and EC continued to monitor the ongoing pandemic and decided to postpone the 2021 GCA Convention planned for the end of January to February of 2022. At the end of the year, GCA lost an asset with the resignation of our long-time Vice President of Operations, Michele Creamer. The EC met numerous times in the first part of 2021 to determine the

best course of action for the financial future of our organization. GCA has engaged with Qbix Accounting Solutions to provide this professional service and the staff is working diligently to update our accounting system and continue to provide for the financial success of GCA and our affiliated organizations.

The staff has done a tremendous job of being flexible and excelling no matter what challenge presented itself this year. They have taken on roles and responsibilities, both temporary and permanent, which have also provided new opportunities for growth and success. The staff is working well as a team to address the needs of the organization. While there are certainly more challenges ahead, we're confident that brighter days are also ahead.

Membership has been and will always be the lifeblood of our organization. The inability of our chapters from being able to meet has had a negative effect on our membership, but we're hopeful that the vaccine will allow for more chapters to begin meeting again. Remember in the interim that due to the addition of our online database members are able to join or renew at any time. We've expanded our efforts through mail renewals to former members but need everyone's help in reaching out to our expired members.

We know that many of our members have been impacted by the pandemic either personally or by association and this has shown us that the virus is indiscriminate. We're hopeful that the vaccine rollout will go well and life can get back to a semblance of the normal we once knew. The GCA staff is here to help in any way that we can and will continue to work for the good of our industry.