



MANAGEMENT REPORT

The Georgia Cattlemen's Association staff continues to work hard on behalf of Georgia's cattle producers. Our volunteer leaders and GCA staff members continue to strive to ensure that our industry in Georgia remains united and makes progressive strides towards ensuring our sustainability and profitability.

Membership continues to be the lifeblood of our organization. Over the last year we have implemented a new membership database. This is a web-based database that gives us the option of looking up members anywhere and any time. Members can sign into their account and renew their dues, update their information, and even upload a photo. We can pull reports easier for chapters and even by Regions. We can also email renewals and information from the database to our members. We encourage members to sign in and use this great new feature.

We continue to increase our efforts to communicate the actions of GCA with our membership through utilization of all our available tools including weekly eblast updates, social media and our Georgia Cattleman magazine. Utilizing different methods of outreach allows us to ensure that timely information is prioritized. We know that now more than ever it is imperative to keep everyone abreast of all that is going on in the industry. Keep an eye out for industry news, information and announcements from GCA throughout the year.

GCA is currently in a transition with a few of the friendly faces you've been used to seeing moving onto new opportunities. We greatly appreciate our staff's willingness to jump in and expand their abilities while taking on additional challenges as we continue the work of the association.

This has been an interesting year with COVID-19. We know that there are many who are struggling through this crisis. Please know that the GCA staff is here and we are working hard for you. If we can assist you in any way, we are willing and ready.