

BBU BOARD MEETING
VIA ZOOM – OCTOBER 29, 2020 – 10:00 A.M.
BEVY HOTEL BOERNE, TX

President Bob Siddons called the board meeting to order. Collin Osbourn covered some of the operations in place for the zoom meeting, explaining how it would work. The board members were set up as panelists and would be able to be seen and heard with the video option. Attendees will be able to listen to the meeting and see what is on the screen but would not be able to speak or be seen. Board members were asked to stay muted until they intended to speak to the board. Osbourn explained how to control mute and how to participate in the chat. With no further questions, Osbourn turned back to President Siddons to continue the meeting. Siddons then asked Secretary Kendall McKenzie to call roll. The following were in attendance:

Bob Siddons	Dr. Jim Colvin	Clark Jones
Chris Kauffman	Jerry Thomas	Larry Meacham
Kendall McKenzie	Trey Scherer	Mike Moss
Collin Osbourn	James Skelton	Tony Psencik
Sue Pierson	Brian Melloan	
Larry Lairmore	Jerry Davis	

Tony Psencik joined late (traveling), and Steve Carpenter (ice storm power outage) was not available for the meeting.

President Siddons asked for any questions or discussion of the minutes from the June 26, 2020 meeting at the Bevy Hotel. **Chris Kauffman made a motion to accept the minutes of the June 26, 2020, Board meeting as presented. Larry Lairmore seconded the motion. The motion carried.** President Siddons ask for questions or discussion on the August 11, 2020, conference call meeting minutes. **Chris Kauffman made a motion to accept the August 11, 2020, conference call meeting minutes as presented. Kendall McKenzie seconded the motion and the motion carried.**

Treasurer, Chris Kauffman addressed the board on the current financials. Kauffman noted that the financial package that was included in the board packet saw everything pretty much on standard except for the Convention income. Convention income and expense was included this year but with the postponement of our usual convention the income and expense zeroed each other out. Kauffman spoke to the numbers on the other line items such as advertising (new branding efforts), staff expenses (down due to travel restrictions), and spoke on the PPP loan forgiveness application. Chris entertained questions.

Treasurer Kauffman presented and discussed the **BBU Budget for 2021** (January – December) proposed by the Finance and Audit Committee. Kauffman noted the budget was attainable, not

conservative but maybe discounted a little based on possible lingering effects of COVID 19. Kauffman presented the income and then the expense side allowing time for questions or discussion as needed. There was question and discussion on salary availability for possible new field staff. Kauffman asked that the 2021 Budget proposed by the Finance and Audit Committee be approved by the board. President Siddons entertained a motion to approve the 2021 Budget as proposed and presented. **Clark Jones made a motion to approve the 2021 Budget as proposed. Jerry Davis seconded the motion and the motion to approve the 2021 Budget passed.**

2021 and 2022 Convention Updates – Collin Osbourn shared with the board that we were able to reschedule the 2020 Convention. The Omni in Fort Worth worked with us and allowed us to move deposits and agreements forward to 2021 with no penalties. The dates (October 28th thru October 30th) are already on the BBU website and he noted that the 2021 Convention will fall over Halloween weekend.

The Omni asked us to consider using another of their hotels for our 2022 Convention. There is a brand-new Omni Hotel and Resort in downtown Oklahoma City, Oklahoma. They have made an aggressive proposal (keeping our contract basically as it is for 2021). The dates would be October 20th through October 22nd. Osbourn noted that these hotels do tend to get booked quickly, so he would like some direction on whether to lock in the Oklahoma City Omni or continue to look. After some discussion, **Sue Pierson made a motion to hold the 2022 BBU Convention in Oklahoma City, Oklahoma. Mike Moss seconded the motion and with none opposed the motion passed.**

B.E.E.F. - Dave Loftin (President of B.E.E.F.) was delayed and unavailable so Collin Osbourn reported on the B.E.E.F. director and officer elections in his absence. Dave Loftin is term Limited out this term, so he had to go off the board. The nominations were made, and elections held. Two weeks ago, the new board met via conference call and they decided they would like to have Lorenzo Lasater serve as President and Clark Jones serve as Vice President. BBU (through the BBU Board) as the sole member of the B.E.E.F. Foundation must ratify the President and Vice President appointments. **Kendall McKenzie made a motion that the board approve the B.E.E.F. Board recommendations of Lorenzo Lasater and Clark Jones for President and Vice President of B.E.E.F. Chris Kauffman seconded the motion and the motion carried.**

JBBA BY LAW CHANGES – Rylee Barber addressed the board concerning proposed changes in the JBBA By-laws that were voted on by the JBBA Board and membership at Nationals in the summer. A copy of the by-laws with the proposed changes highlighted were sent with the board packet prior to the meeting. The proposal includes a change in the election process for Directors. JBBA will do away with districts and each year seven new directors will be elected by popular vote. The districts often presented a challenge to get the best qualified juniors who were willing to serve, into director positions. Removing the districts allows a better opportunity

to fill those director spots with the best junior applicants. The BBU Board must approve all JBBA By-Law changes. **Jerry Davis made a motion to accept the proposed JBBA By-law changes concerning election procedures and elimination of districts as presented. Chris Kauffman seconded the motion and it carried.**

COMMERCIAL MARKETING COMMITTEE – Chairman Joe Kreger presented a 2020 Commercial Marketing Committee action report to the board. Kreger stated the focus this year was on four primary objectives:

- Enhancement of the Beefmaster Commercial and Beefmaster Crossbred Commercial replacement heifer and cow branding.
- Sourcing the Oklahoma State University Grazing Research Beefmaster Cow Herd
- Developing Beefmaster emboldment and building a supply of qualified Beefmaster heifers for the Noble Foundation Integrity Replacement Female Program
- Encourage and support meaningful Beefmaster participation in the University of Tennessee heifer development program.

Kreger felt the most progress was made on the first two objectives and less on the latter two. He shared that his thought process was how do we message and brand our greatest beef product, which is our positive heterosis commercial female. It was important that the branding and messaging be consistent, intuitive, repeatable and memorable to be effective. Kreger shared that he and the staff worked with The Eric Grant Company on the messaging and rebranding. The RFD TV program also featured our Commercial Females this fall. Kreger challenged the future Commercial Marketing committee chair and members to continue working on the last two objectives. Osbourn noted that we will continue to work with The Eric Grant Company to brand our females all the way around. President Siddons and Collin Osbourn thanked Kreger for the work and efforts he and his committee put in to get us this far. Kreger also reported on Dr. Reuter and the “Blue Stem Ranch” at OSU. Kreger explained the program at A&M is a seedstock Beefmaster program. The OSU project will be a commercial Beef Cattle Program and will be a different focused female – focused on the six essentials (not necessarily marketability). They began by using donated Beefmaster semen on Angus cows. To date they currently have 21 Beefmaster heifers donated and delivered and are looking for about five more by the end of November. Kreger thanked the Lasaters (Lorenzo, Alex and Watt Casey) for their donations to this program. They are still looking for a cleanup bull for the spring of 2021. Kreger also reminded the board that all donations are tax deductible through B.E.E.F.

EXECUTIVE VICE PRESIDENT REPORT – Collin Osbourn stated it has been a challenging year and thanked everyone for their patience and endurance through it all. He thanked the retiring officers and board members for their service and dedication the past three plus years. Our breed has a lot of things going for it today: growth and demand, quality genetics. We have seen an increase in demand for our genetics internationally as well as domestically.

International interests include Thailand, Central and South America and some beginning growth in Europe and into Russia. International breeders are buying into some of our best genetics. Our marketing and focus on our females, including the rebranding Kreger spoke about, branding our females as essential and our growing presence within the commercial industry (Lance as a director on the Breed Improvement Federation Board and many other members active on NCBA committees) is all helping us to be more recognizable in the Beef industry today. We appreciate that from the association level. Osbourn noted the need to keep everything positive and sometimes with social media it is hard. The more positive we can stay the better. We will continue to work with the Grant Company to stay positive with our ads and we hope to have some updated ads to present at our first meeting in 2021. We will continue to grow the presence within the industry. We will stay as active as we can with our entire staff, getting them on marketing committees, breed improvement committees and whatever is out there at the NCBA level as well as our local and regional levels. The development of those university herds is very important to us. It opens a door and is an opportunity to get Beefmasters in front of people who haven't seen them before. Breed Improvement will continue to shine in the development of a maternal suite of traits. Age at first calf and stayability have recently come out. We are working toward the development of efficiency and longevity EPDs as well as mature cow weight and heifer preg EPDs. All of these will continue to go in and strengthen our \$M numbers and indexes out there. Osbourn stated if you listen at sales you will realize how many people have really grasped those indexes and taken off with them. Getting those in place and continuing to improve and develop those to make those even better predictors of genetic merit is at the forefront of what we are trying to do through breed improvement, and we could not do it with our members. Osbourn expressed his appreciation for the BBU Staff and mentioned the two newest hires Jon Garza and Rylee Barber. Collin thanked the board for the opportunity to serve and work with this great breed and is looking forward to a great 2021.

PRESIDENT'S REPORT – Bob Siddons thanked the committee chairs - noting that the committees are where a lot of the heavy lifting is done. These leaders stepping up have been critical to the advancements we have made. Siddons thanked the retiring directors noting that this group has had to do some of the most travel of any group of directors we have ever had. That is all out of pocket for them and they are greatly appreciated. Siddons asked for any thoughts or discussion.

Sue Pierson made a motion to adjourn the meeting. Kendall McKenzie seconded the motion and the meeting adjourned at 11:17 a.m.