

**BBU BOARD OF DIRECTORS
MEETING
FRIDAY, MARCH 22, 2013
TUNICA, MISSISSIPPI**

President Steve Emmons called the meeting to order at 8:30 a.m.

Roll was called with the following members in attendance:

Steve Emmons	Paul Hill	Dan A Gattis
Steve Carpenter	Larry Meacham	Sheldon Mc Manus
Mike Collier	David Staggs	Billy Welkener
Dwight Bertrand	Kito Saenz	Melvin Scherer, Jr.
Tommy Perkins	John Pierson	

Mackie Bounds, Derek Frenzel and Davin Vaughn were absent from the meeting.

Dwight Bertrand made a motion that the minutes from the January 15, 2013 board meeting be approved as presented. Dan Gattis seconded and the motion carried.

FINANCIAL REPORT – Dwight Bertrand commented on the February financials and entertained questions. **Dwight Bertrand made a motion that the Financial Report be approved as presented. Billy Welkener seconded the motion and the board voted in accordance.**

EVP REPORT – DR. TOMMY PERKINS –

Staff: Dr. Perkins updated the board on recent staff changes. Jeralyn Stephens joined the staff at the beginning of February as the Communications Coordinator. Breann Pritchard resigned with notice and her last day was February 22. Dr. Perkins shared that another person has been offered a part time data entry position and will begin work in April if they take it. At the present time BBU has seven employees on staff.

Software: The contract for GPS Software was signed in January, with some issues still being ironed out. Dr. Perkins reported that we are day to day with Australia until then. Since the CEO of the International Livestock Registry in Australia has resigned, contact with them is slow at best.

DNA Lab – Pfizer Animal Health has recently changed their name to Zoetis. They are the official DNA Lab for BBU at this time. Perkins answered questions about MMI and the several turnovers in ownership. We have the data from MMI but will probably never have the samples Perkins stated in answer to questions. The University of Missouri is a future option for a DNA Lab as well as Neogen.

Advertising Projects: Perkins reported on the advertising projects with Rosebud (Fichte) and ASN (Cain). Rosebud produced a folder and brochure with pictures suitable for print ads as well. The Rosebud Ads are geared toward gaining new members. ASN delivered

four ads in February. The file format has to be changed to be able to take advantage of and utilize the ads which are intended to reach out to commercial breeders. Jeralyn will work with breeders and or satellites wishing to use these ads. With two advertising contracts, our budget is high in that area this year, but breeders have also stepped up to sponsor some of the cost involved. Co op ads are helping by splitting the cost of full page ads in numerous regional and national publications. Co op ads thus far have been placed in The Cattleman and the Louisiana Cattleman with BBU paying 25%, a satellite paying 25% and breeders splitting the remaining 50% of the cost. Sometimes the breeders cover their satellite's part and split 75% of the cost of the ad. Testimonial ads are still being sought from BBU members. Experience shared is always great advertisement. Discussion ensued about utilizing social media ads such as Facebook and placing Satellite website addresses in ads. Satellites will need to keep their websites current if they are put on the ads.

RFD TV Show – “The American Rancher”, featuring Beefmasters, will air Monday April 8, at 8:00 p.m. central time and also on Tuesday April 9, at 10:00 a.m. It will re air on Sunday April 14, at 11:00 a.m. central time. The times will be posted on the BBU Website. After it airs on RFD it will be available on our website for all to see.

Research Projects – Dr. Perkins reported on the research project being conducted by the University of Missouri. Results should be available by the July board meeting. Input was sought on new EPD development for traits that are specific to Beefmasters. The University of Missouri will continue their research using the same ten bulls that are in the genomics program and breeding them to about 200 mature commercial cows (with a handful of heifers). These cows will become part of the genomics project as well. The research will be instrumental in looking for selection indexes for reproductive traits (i.e. heifer rebreeding, longevity, ovulation, etc.). Genex will breed at cost for us in exchange for a chance to breed some cows in Texas. Breeder sponsors will be sought for part of the project costs and a request made to B.E.E.F. to fund the balance.

Partners for Progress – The Partners for Progress program has brought in about \$21,000 to B.E.E.F. for research. There is approximately \$100,000 set aside for the genomics research project to date. Several breeders joined Mike Collier in Houston to put on and support an auction to benefit B.E.E.F. and J.B.B.A. The event raised about \$10,000 for the foundation and \$2000 for J.B.B.A. Partners for Progress is an easy and effective way for any breeder to be able to contribute to research funding.

Advancer Program Changes – Perkins passed out a handout on proposed changes to the Beefmaster Advancer program. The change would eliminate one step in the process of advancing to a purebred Beefmaster. The purpose is to put the Advancer program more in line with the Upgrading program in progression to a purebred. The benefit would be the contribution toward our goal of moving to a multi breed genetic evaluation in the future. The proposed change would be to number III of the Advancer rules. The change would read as follows:

III. Beefmaster Advancer Animal Eligible for Beefmaster Registration

- a) *“Purebred” Beefmaster Cattle* *Animals*
produced from a 75% or greater Beefmaster Advancer mated to a
Purebred Beefmaster may be presented as a registered Beefmaster if the
percentage Beefmaster is greater than 87.5% in the resulting offspring.

Billy Welkener made a motion to approve the recommended changes with a second by John Pierson. The motion was passed with a vote from the board.

Performance Bull Tests – Perkins announced that the Live Oak BBA Board approved a performance bull test to take place in South Campbellton, Texas. The first test will be June 1, and will include calves from last Fall. They will also have a test for Spring calves. The tests will help correctly collect data on yearling bulls that will be useful in breed research and thus benefit the breed association overall. Louisiana BBA is working on a performance bull test possibly to end with consignments to their November Sale. Mississippi is host to several Forage tests, one of which is in Hinds. Perkins stated that Genetic Resource Center at Sexing Technologies in Navasota is conducting a bull test involving individual feed efficiency and noted several Beefmaster breeders already have bulls there. A Lyssy Beefmaster bull took first place for the best RFI out of 112 bulls (all breeds) last year at one of the tests. Dr. Perkins stated that Sexing Technologies uses one of the most up to date technologies available for their research.

COMMITTEE REPORTS –

Long Range Planning – **Dr. Perkins** reported on the Commercial Marketing survey development. There are ten questions specific to Beefmasters and using Beefmaster bulls. The survey will be sent to about 2000 cattlemen across the United States. The cost will be approximately \$1.25 per survey sent including the self addressed stamped envelope included. The funding was approved last year for the survey. The target date for the mail out is April 15, once the questions are approved.

Commercial Marketing – **Melvin Scherer, Jr.** reported that the committee met via teleconference on February 5, 2013. The main topic was the upcoming E6 Sale in Columbus, Texas. The committee is encouraging E6 Sales in other regions to reach out to commercial cattlemen, but it isn't easy to come up with consignments. SEBBA had planned a Beefmaster Influenced Sale in Alabama for September but has had to abandon the idea due to lack of consignments. Scherer noted that the effects of ads from the commercial perspective are starting to be felt. Melvin proudly announced that the champion in San Antonio was a Beefmaster Advancer this year winning over F1 females. He also commented that the Beefmaster Challenge jackpot (made up of contributions from individual breeders) has not yet been won. The winning pen has to have Beefmaster sired calves at side to be eligible for the jackpot.

Finance and Audit – **Dwight Bertrand** reported that the committee has met by teleconference and talked about ways to get a handle on the number of cattle in our registry and help with income revenue at the same time.

Membership Committee – Dave Loftin stated that the committee members had been making calls to non renewals offering the extended February rate of renewal. Having committee members from the different satellites helped make the phone calls go a little faster and members were actually calling people within their region of the country. Loftin stated that the new multi year renewal option had been well accepted with seven two year renewals, four three year renewals and nineteen five year renewals. We also had four new lifetime this year. The committee proposed that the board consider allowing JBBA members, who remain with the Association as adult members, to apply the dues they have paid as JBBA members towards a lifetime membership fee. **Billy Welkener made a motion to accept the proposal. After much discussion Billy Welkener moved to TABLE THE MOTION to allow the finance and audit committee to review it and discuss their findings with the board at the July Board Meeting. Dwight Bertrand seconded. The board agreed.**

Advertising and Public Relations Committee – Clark Jones reported that the RFD television program featuring Beefmaster Cattle and breeders is the latest ad campaign and is scheduled to air soon. The co op ads currently being utilized are a positive way to be seen by many in many publications and the split costs allow for more ads to be placed. ASN has developed ads for us that are ready for placement. As more Satellites get on board with co op ads, we should begin to see more Beefmaster ads in various National and Regional publications. Jones urged the board to envision the impact that more advertisement will have on the success of the breed. He also asked for a directive or outline from the board for the committee to use as they develop a two year advertising plan.

Convention Committee – Cindy Emmons shared that the committee has been working on ideas and plans for the upcoming BBU Convention to be held in Fort Worth at the Historic Stockyards. It will be a different venue than breeders may be used to but it will be exciting and memorable. BBU has booked the entire Hyatt Place Fort Worth Historic Stockyards Hotel for the event. The seminars and most of the meals will be in Stockyard Station. The Cowboy Hall of Fame will be the location of the Meet and Greet. A Chuck Wagon lunch is planned for Saturday. The Herd Bull Alley and the President's Council Sale will all be within walking distance. Sponsorships are available at all levels. Satellites have been asked to participate in a fundraising bull rider Calcutta. Lots of great events have been planned. Reservation information is posted on the website.

International Committee – Dr. Perkins reported that Lorenzo shared with him that \$37,000 had been granted for this year's international activities. A request had been made for \$90,000 and \$37,000 was approved. A request has been submitted to USLGE for \$97,800 for the 2014 Fiscal Year. Welkener stated that with 35 Mexico breeders in Houston purchasing \$188,000 in Beefmaster semen and embryos, the money from USLGE was well spent on the trade missions.

JBBA Program Committee – Allison Wagner Wells sent Steve Emmons a report that he shared with the Board. JBBA is currently looking for sponsors for the National Show to be held in Bryan College Station, on July 22 – 27, 2013. They are also working on getting shows started in different areas of the country to grow the program. The

committee also discussed adding some money to the Arkansas State Fair Fall Show and to Dixie National and another show in Mississippi to increase the prizes. If Beefmaster classes at shows including other breeds pay out extra because a Beefmaster was shown, the exhibitors may see a benefit to showing Beefmaster and join.

President Emmons broke the meeting into a brief Executive Session at this point.

The open session reconvened.

UNFINISHED BUSINESS

South 40 Program – The board awaits a plan of action from Mackie Bounds (absent) on this program. Mackie is working on getting the committee up and running, getting the bylaws established and dues set. He plans to start meetings soon and will get with Bill Carr, Bylaws committee chairman, to discuss being added into the BBU Bylaws as a standing committee. Mackie envisions this group as a fundraising arm to B.E.E.F. More information will be available on this group and their progress at the July Board meeting.

Junior Adult Committee status change – At the January meeting, the board tabled a proposal to move the Junior Program Committee from a “Special Committee” status to become a “Standing Committee”. The board decided to seek input from the members of that committee before voting on the change. After several contacts and discussion with the committee chair and others involved, there was no known objections to the change. An amended recommendation was made to the board in written form from Mackie Bounds and the JBBA Advisory Task Force (hand-out). The only change to the previously presented hand out was to number 4. Previously it was stated that adult committee members could only participate at JBBA Board Meetings through the Chair of the committee. That sentence has been omitted. This means any member of the JBBA Adult Committee can speak at a JBBA Board Meeting. **Dwight Bertrand moved that the board set in place the structure, purpose and duties of the JBBA Adult Committee as has been amended and printed by the JBBA Advisory Committee as a recommendation to the board. There were several seconds and the motion carried.** The Bylaws committee will be asked to incorporate this into the BBU bylaws with the other standing committees so it may be presented to the general membership for approval at the November 2013, general membership meeting. Dr. Perkins noted that this change will bring JBBA under the financial jurisdiction of BBU, saving on separate audit fees.

Steer Feedout Program – Dr. Perkins shared his idea for the program. He envisions several test sights in various areas to encourage participation. Steers must have at least one identified registered Beefmaster parent to be in the contest. Discussion about overall awards and the differences in environmental conditions of each location, led to determining only individual awards should be given. The tests would help collect needed data for the association. Consideration must be given as to whether to run the program as a Board Directive, a National Program or a BBU Office run program. Two tests a year to cover spring and fall calves was discussed as well as dates to start and ideas for funding the program were discussed.

NEW BUSINESS

Beef 706 Program – Dr. Perkins stated that Texas A&M is looking for 35 – 45 breeders to participate in the educational program and currently have six. Central Texas BBA is working hard to come up with 35 breeders. The program will take place sometime in August (approximately 13th and 14th). Interested breeders are asked to contact Dr. Perkins or Larry Meacham or Gary Frenzel. Beefmaster cattle are being used in the program so participants will go to the feed yard and evaluate Beefmaster cattle and then harvest the Beefmaster cattle. Perkins stated it was a great educational program and opportunity.

PRESIDENT’S REPORT – **Steve Emmons** announced to the board that he would like to have a director or officer “spotlighted” in The Beefmaster Cowman each month so that the membership can get to know their board members better. Chel at the Beefmaster Cowman couldn’t guarantee room every month for feature, but possibly every other month. An alternate suggestion was made to have Jason tape the interviews and post them on the website instead. Emmons commented that the outlook is bright right now in the breed and we need to keep the enthusiasm going. Feedback, suggestions and comments are encouraged will be welcome at any time.

Billy Welkener made a motion to adjourn the meeting. Steve Carpenter seconded and the meeting was adjourned.