

**BBU BOARD OF DIRECTORS MEETING**  
**APRIL 26, 2018 8:00 A.M.**  
**NOBLE RESEARCH INSTITUTE ARDMORE, OK**

President Steve Carpenter called the meeting to order.

Ex-Officio Mackie Bounds led the opening prayer.

EVP Collin Osbourn called roll, in the absence of secretary Dan Gattis, with the following in attendance:

Steve Carpenter	James Skelton	Larry Lairmore
Bob Siddons	Dalton Skinner	Dr. Jim Colvin
Chris Kauffman	Kendall Mc Kenzie	Jerry Thomas
Mackie Bounds	Derek Frenzel	Collin Osbourn
Trey Scherer	Gary Halepeska	
Ronnie Teague	Sue Pierson	

Dan Gattis and Justin Williams were not in attendance due to family health emergencies.

President Carpenter called for any additions, deletions or corrections to the minutes from the previous board meeting. **Mackie Bounds made a motion to approve the minutes of the January 4<sup>th</sup> board meeting as presented. Larry Lairmore seconded and the motion carried.**

**Financial Report**

**Treasurer Chris Kauffman** noted that the February financials were sent out with the board packet. The March financial report was just made available prior to the meeting and will be emailed to the board after the meeting. Kauffman noted that the financial reports can be overwhelming for those without an accounting background. President Carpenter noted the complexity of the current reports and stated that a simplified version of the financial statements is being developed for the board that won't require an accounting background to understand but it will still show the current balance and previous year comparisons. The complete financial reports will still be available to any request it. **Collin Osbourn** apologized for the late February financial reports and noted it was due to the change in our registry operating system and learning how to pull the reports the bookkeepers require to complete monthly financials. Kauffman went over the February report and gave a brief update for March, but noted the board members should feel free to email him on any questions they may have when the March financials are made available to them. **Dalton Skinner made a motion to accept the February financial report as submitted. Kendall Mc Kenzie seconded and the motion carried.**

## **OLD BUSINESS**

### **B.E.E.F. Endowment Update**

**Bob Siddons** reported on the progress of the B.E.E.F. Endowment. Recently regions have been defined and regional chairs and committees are currently being assigned to begin focusing in each of those regions in hopes of generating new pledges. Future meetings and calls will be directly with the regional chairs going forward – moving into the second phase of the campaign.

**Mackie Bounds** reported on the role of the regional committees and chairs and shared how they will work with them to approach potential donors. Bounds spoke of ideas they are working on - such as forming a One Hundred Dollar Club where people would commit to \$100 per month for five years, making it easier for donors to commit to and budget their donations. The Endowment is essential to move our breed forward making the research that will prove our breed's strengths and claims affordable. The Endowment is growing and soon we will begin to see revenue generated from the investments. Bounds looks forward to the future and the day the committee has to start considering requests for grants. Steve Carpenter recalled Brandt's presentation in the beginning of the campaign noting that when we grew the endowment to a significant level, larger corporations would begin to consider getting involved. Bounds stated that the committee is working towards getting that involvement. A survey will be sent to our members that will help identify the different companies (John Deere, etc.) our group has invested in and supported over the years and to what degree. The data from the survey will be used as we approach those long-supported corporations and ask them for their returned support to help in the advancement of our breed. Carpenter noted that the cattle industry is data driven these days. The testimonials from cattlemen using our bulls don't work like they did years ago. Cattlemen today are looking at EPDs and/or research results to help them decide which breed to incorporate into their programs. That is why research dollars are so important now.

### **Commercial Heifer Chip Update**

**Collin Osbourn** stated the Commercial Heifer Chip is set on go working strictly through Igenity/Geneseek at this point. There have been some mixed feelings on the use of the chip by commercial cattlemen. The price is in the \$25 to \$27 range and without "proof" they see Igenity just trying to sell a product. It may involve using some test herds and proving the benefits of the chip to gain acceptance. The hope is to sell 500 to 1000 chips this first year. Osbourn noted that to avoid confusion of \$T and \$M those indices here will be referred to as Terminal advantage and Maternal advantage. Although tenderness is not a trait that we particularly measure there is enough data to include that trait. There are thoughts of including a complete or balanced indice as well. Hopefully by the end of May everything will be completed and it will be ready to launch. Igenity has been good to work with thus far.

### **New Registry Program Update**

**Collin Osbourn** reported that the member login is growing in use as people get their passwords and test it out. Videos are available through a link on our website with a step by step, screen shot demo of how to enter registrations and weights. Osbourn noted that embryo and AI transfers and registrations are still slow and require office assistance as our rules for donor dams and AI sires make it harder to program.

### **Convention Update and Options**

**Collin Osbourn** shared that the office had coordinated with Jennifer Hastings (convention planner) and visited three prospective sites in San Antonio for the 2019 Convention – The Gunther, The Omni and The Wyndham. Osbourn reported to the board on the visits and each proposal made. **After some discussion Mackie Bounds made a motion that the 2019 BBU Convention be held at the Wyndham Hotel on the River Walk in San Antonio, Texas. Larry Lairmore seconded and the motion passed.**

**Derek Frenzel made a motion to hold the 2020 BBU Convention in the Fort Worth Stock Yards area and allow Jennifer Hastings to start working on the details and proposals for the event. Kendall McKenzie seconded and the motion carried.**

### **NRI Sires**

**Lance Bauer** has been compiling a list of AI sires that fit the criteria set by the Noble Research Institute for bulls they want to use on their cows. They wanted bull in the top 20 percent in weaning weights and yearling weights. They also had preferred ranges in birth and milk and other traits. Lance sorted on the criteria and came up with a list of about 53 bulls. There were several more that missed the cut because they were a little high on some of the ranges he was given. Carpenter suggested including those on the list also and let NRI disqualify the ones that really are out of the ranges they want. Looking at calves out of these sires was suggested before gifting semen on them. Lance will meet with NRI and report back to the board at the next meeting.

### **Report on Sire Evaluation Projects**

**Lance Bauer** presented data and pictures from the University of Arkansas at Monticello and Flying B research projects (both projects are supported by B.E.E.F.). Use of the commercial heifer chips on the females will help us develop correlation between feed efficiency and fertility as well as other data that will help prove Beefmaster is the best maternal breed. When asked how we get this information out to the members and to the industry, Bauer stated that the data and results from these projects will be used in future ad campaigns. He continued to note that as grants are issued through the B.E.E.F. Endowment and more research is done by Universities, the data from that research will be published in popular press and journals of animal science. The more factual information that is published and made available on Beefmaster, the more widely known we will become. In short term it is just a matter of

updating the membership on the scope of the current projects, where we stand with these projects and sharing just a general statement on what we are seeing from the projects.

## **NEW BUSINESS**

**Stephen F Austin Unused Research funds** – Osbourn reported that in 2011 the board approved an \$8900 research grant for Dr. Brown at Stephen F Austin State University when they were starting their herd. The funds came from the Commitment to Excellence program (dedicated funds that were set aside for research only). The project initially ended in 2012 but was extended a few times. The latest completion date was in May 2016. There is \$4751 remaining in unused funds from that project. The University sent a letter asking if we want these funds refunded or do we want them to continue to use these funds. Collin visited with Dr. Brown and found that SFASU doesn't seem to have any ongoing research involving Beefmasters at this time so there is really no reason to leave the money there. **Kendall Mc Kenzie made a motion to ask for the unused portion of research funds to be returned from SFASU. Sue Pierson seconded the motion. The motion passed.** Collin stated that those funds will come back into Commitment to Excellence since that is where they were earmarked from. Discussion ensued concerning the refund going to B.E.E.F. Sue Pierson asked where we were on the operating expense challenge Roger Fuller had issued. Kendall McKenzie stated that Louisiana Beefmaster Breeders Association raised money for the endowment and in response to the challenge, dedicated 50% of their donation for operating expenses. McKenzie noted that LBBA made a commitment to continue their donation for the next five years. Bob Siddons made a donation solely for B.E.E.F. Endowment operating expenses in response to the challenge.

**Texas A & M University Beef Center Plans** – Collin Osbourn noted the recent meeting at Texas A & M of cattle industry people - some that had ties back to A & M – where they laid out their plans for the Beef Center and what they are trying to do. Dr. Lamb has a Beefmaster background and Beefmaster cattle will be included in the Beef Center plan. **Lance Bauer** stated the goal of the Texas A & M Beef Center is to become the leader of *Bos indicus* research in the world. We have several friends of Beefmaster at A & M and being included in the Beef Center plan presents a great opportunity for us as a breed.

**Officer and Director interviews** - Collin took a moment to distribute questionnaires to each board member and asked that they complete and return them to Jeralyn Novak. Jeralyn will contact directors and officers for an interview and then write an article to include in *The Beefmaster Cowman* to allow the membership to get to know them better.

**Animal Naming** – Collin Osbourn explained the current policies of naming or changing the names on animals. Osbourn noted that more and more breeders are building their operations and wanting to market their animals with a name of their choosing. Current policies inhibit or

prevent these requests. Collin reported how other breeds handle name changes and the fees they charge for such requests. Collin recommended the name changes be allowed with a fee structure based either on age or progeny count. **Larry Lairmore made a motion that a name change fee be implemented - \$20 to change the name on an animal with no progeny recorded and \$100 to change the name on an animal with any progeny recorded. No charge if they are not named. The other policies still apply (permission and established name prefix) Mackie Bounds seconded. The motion passed with one opposed.**

The Long Range Planning committee was asked to bring a recommendation to the board in July about a mandatory animal name and prefix requirement.

**The Membership committee** asks the board to allow extension of the March renewal rate through the end of May for those that have not yet renewed so that the committee can make calls and remind members of the renewal. **Chris Kauffman made a motion to extend the March renewal rates through May 31, 2018. Sue Pierson seconded and the motion carried.**

**BIF** will take place in Colorado June 20 - 24. Collin and Lance will be attending and encouraged others that are able to join them. It is an informative and worthwhile conference.

**Strategic Planning - Collin** noted the goal for meeting at the Noble Research Institute is to get their feedback and thoughts and come out with a list of things that need to be addressed sooner than later with the association so that we can get them off to the appropriate committees and get the ball rolling. Uniformity of color was the recurring issue coming out of the meeting with NRI. **Mackie Bounds made a motion that the Long Range Planning Committee be asked to make a recommendation to the Board concerning uniformity of color in our breed. Larry Lairmore seconded. The motion passed with one opposed.** President Carpenter advised the chairman of the Breed Improvement committee to also hold discussion in their meetings on the issue.

**Collin** noted that some of the committees were looking for direction on what to cover in their meetings. Breed Improvement will be looking at our age windows among other things. Finance and Audit will be looking at A restructure of our fees. Kendall McKenzie stated that he would like to see one of the committees look at developing a set of recommended guidelines for satellites, marketing groups and anyone holding a Beefmaster sale to refer to for help in marketing their cattle and eliminating cattle that will not represent the breed in a positive light. Trey noted that Long Range Planning could assign that to the appropriate committee chairman for discussion and development through that committee.

**President's Report – President Steve Carpenter** stated that his report had been covered in discussion today and due to restraints on time he saw no need take time to add anything in the form of a report. Carpenter asked for a motion to move into executive session.

**Trey Scherer made a motion to move into executive session. Ronnie Teague seconded and the motion carried.**