

BBU BOARD OF DIRECTORS MEETING

VIRTUAL TEAMS – MARCH 4, 2026 – 12:00 PM CST

President Trey Scherer called the meeting to order.

Executive VP Dr. Lance Bauer called roll with the following directors in attendance:

Trey Scherer	Clay Howell	Lauren Lyssy
Mike Moss	Randy Mason	Charlie Bradbury
Clark Jones	Judy Long	Leon Anderson
Ray Walther	Bill Wilson	
Derek Thompson	Jared Stricklin	

Directors absent included: Rick Stonecipher, John Evangelo, Ruben Gutierrez, and Chris Chick.

The minutes from the January board meeting were presented and reviewed by the board. A motion was made by Judy Long to accept the minutes as presented. The motion was seconded by Clay Howell. All approved, none opposed. The motion carried and the January minutes were approved as presented.

President Trey Scherer asked if there was any old business to be discussed, but there was none.

Dr. Bauer gave an update on the 2026 Summer Meetings that will be held in College Station in July.

Dr. Bauer gave an update on several committees, including Breed Improvement, Membership, and Long-Range Committees. He gave updates on things they are working on that will be reported to the board at Summer Meetings.

Dr. Bauer gave an update on the Beefmaster Banter Podcast and the recent guests they have had on the podcast and topics that have been discussed. He also updated the board on advertising and sponsorships for the podcast.

Dr. Bauer gave an update on the status of the marketing department and everything that the BBU Marketing Director has been working on that is ready to roll out this spring.

Dr. Bauer gave an update on the WHR letter that will be sent out to members soon which will include more information and details regarding the program that will hopefully incentivize more members to join the program.

A motion was made by Ray Walther to move into Executive Session. The motion was seconded by Clay Howell. All approved, none opposed. The motion carried and the meeting moved into Executive Session.

After the meeting moved out of Executive Session, Business Manager Kelsey Crenshaw gave an update on the office. She also gave an update on the status of the 2025 Tax Returns and Audit.

Dr. Bauer gave an update on the recent purchase of Neogen by Zoetis. He is in communication with the leadership there to ensure our customer service and prices remain consistent.

President Trey Scherer asked about how the office was addressing scan data issues that arise to ensure that data gets entered correctly and in a timely manner.

A motion was made by Ray Walther to adjourn the meeting. The motion was seconded by Clark Jones. All approved, none opposed. The motion carried and the meeting was adjourned.