BBU BOARD MEETING JUNE 28, 2019 – 8:00 A.M. EMBASSY SUITES NW SAN ANTONIO, TX

President Bob Siddons called the meeting to order.

Treasurer Chris Kauffman opened the meeting in prayer.

Secretary Dan Gattis called roll with the following in attendance:

Bob SiddonsJustin WilliamsTrey SchererJC ThompsonDerek FrenzelJames SkeltonChris KauffmanGary HalepeskaBrian MelloanDan GattisLarry LairmoreTony PsencikSteve CarpenterDr. Jim ColvinCollin Osbourn

Kendall Mc Kenzie Jerry Thomas

Sue Pierson was out absent due to family illness.

Siddons entertained a motion to approve the minutes from the previous meeting. **JC Thompson** made a motion to approve the minutes of the April 25, 2019 meeting as submitted. Gary Halepeska seconded and the motion carried.

Financial Report – Treasurer Chris Kauffman presented the May financials and answered questions from the board. Kauffman projected a net gain for the end of Fiscal Year 2019. After some discussion, **James Skelton made a motion to accept the May Financial Report as presented. Trey Scherer seconded the motion and the motion passed.**

Texas A&M Update – EVP Collin Osbourn addressed the board concerning the goals of the Texas A&M Project (to establish a premier Beefmaster herd that will focus on maternal oriented data driven solid red cattle) and the parameters they plan to use to accomplish these goals. They plan to use frozen genetics and plan to flush cows this Fall to implant in recips next spring. Osbourn stated that Texas A&M alumnus Hans Wittenburg is contacting breeders for donations of open heifers (20 to 25) to expedite things. Osbourn noted that parameters have been set for the donations as they do not want any extremes. These parameters include: Birth Weight - breed average or better; Weaning Weight - breed average up to the top ten percent; Yearling Weight - breed average up to the top ten percent; Milk - twenty percent to seventy percent; Scrotal Circumference - one percent to seventy percent; Calving Ease — breed average or better; Maternal Weaning Weight (Milk and Growth) ten percent to seventy percent; carcass traits - top seventy percent. Osbourn noted that quality is of the utmost importance. One of A&M's main goals is establishing premier solid red cattle. Thus, live animal donation

parameters include red Beefmaster females with at least one generation removed from any color, maternal oriented females with adequate performance for the industry standards, phenotypic conformation that meet industry standards for high quality purebred cattle (a one conformation score on our classification scale). The live donations will be looked at by staff, possibly a task force and the A&M University group as well. Underline score is preferred at a two or a three but a one would be considered as well. Some carcass merit is important and as discussed in meetings this week, we are working to improve carcass value as a whole. We are up against Red Angus that are already in the herd and we need to present quality animals to be able to stand up next to them.

Nomination forms will be made available to gift the offerings to B.E.E.F. and B.E.E.F. will then gift them to A&M University. Once a donation is made, the University will decide how to best utilize it. More information on the project will be made available as it finalized.

2020 BBU Convention – EVP Collin Osbourn updated the board on the potential 2020 BBU Convention location. Global Source (the third party that is bidding out our Convention) found that having the Convention at the Stockyards in Fort Worth has become extremely high and limited on room nights they can offer. The group ask for bids from Downtown Fort Worth Omni to see what they could offer our group. The Omni in downtown Fort Worth can accommodate our group with guest rooms and meeting room space. The challenge will be a location for the President's Council Sale. Discussion ensued about possibly not having a sale or having a video sale of sorts. LSBBA and CTBBA will meet with their respective boards and make a decision concerning hosting a Fort Worth convention and report back to the BBU board. Osbourn will have Global Source inquire further about the capability and cost of the convention center (across the street for the Omni) to house and pen cattle for a sale.

COMMITTEE REPORTS:

Finance and Audit – Treasurer Chris Kauffman presented a proposed 2020 budget to the board. Kauffman noted that the budget is conservative on the projected income side. He discussed the proposed budget covering various line items and explaining how the numbers for the 2020 budget were calculated. Chris expounded on the increases of the expense side specifically advertising (the digital media campaign the committee is presenting), credit card fees (as the use of credit cards increase with online registrations) and accounting services (which includes the annual audit, preparation of tax returns, payroll and bookkeeping). Kauffman answered questions concerning the proposed budget. Dan Gattis moved to accept the 2020 Budget as proposed. Steve Carpenter seconded and the motion carried.

Seedstock Marketing/Executive Sales – chairman Clark Jones thanked the board for the opportunity to head this committee. He reported that the committee met several times discussing how to educate the members on how to go about marketing seedstock cattle. Jones conferred with JC Thompson, chairman of the Advertising and Public Relations committee, to

see how they can work together on this project. Clark went on to share ideas such as building a series of educational videos to put on our website for members to utilize that will cover various topics – registration/DNA/marketing etc. Trey Scherer presented a concept of a Herdbook 101 which would outline the process of how to select an animal for a sale and how to go through the process of preparing, advertising and marketing it. The committee plans to continue work on developing these concepts (instructional videos and herdbook 101). Jones asked for any questions or input and then concluded his report. President Siddons expressed his appreciation for the ongoing work of the committee.

Advertising and Public Relations – Chairman JC Thompson reported that he took advantage of the large committee this year and took the opportunity to separate into groups and assign them specific topics to discuss, consider and research. The first topic to consider was how to utilize co-op ads to the best advantage. The group agreed that going back to their satellites and marketing groups to renew and refresh their vision for the co-op ads would be a start. The second topic was how to develop and take advantage of digital advertising/promotion opportunities through resources we already have and can expand on. The younger committee members worked on this topic. Trey Johnson reported that the group took the ideas Clark Jones Seedstock Marketing/Executive Sales Committee had shared with Thompson and considered how they could utilize free social media platforms to get instructional videos/educational events/upcoming field days/etc out to every Beefmaster breeder. It can be used for education and/or public relations. Johnson suggested Facebook live as a communication tool. Links to our educational videos on various topics will appear in google search when commercial cattlemen or our own breeders search the topic. Interviews with industry leaders is another area to expand on. Kalli Ellis has already created a video about the Texas A&M premier herd project we are now involved with. Everyone needs to understand the importance of sharing, liking, commenting and creating traffic on Facebook posts to make them most effective. JC Thompson made a motion asking the board for their blessing with utilizing social media platforms and increasing digital advertising going forward. There were several seconds and the motion carried.

Thompson reported that there will be no RFD TV segment this year due to lack of available advertisers. The committee requested the association to earmark ten thousand dollars for promoting Beefmasters on RFD TV. The benefits of RFD TV were discussed along with options that may be available to change up what we have done in the past and change up the cost. Larry Lairmore made a motion to put an additional ten thousand dollars in the advertising budget that is allocated/earmarked specifically for (Beefmaster Seedstock) RFD TV, and we utilize it ONLY if satellites and/or individuals make up the balance and content. Trey Scherer seconded the motion and it passed.

Breed Improvement – chairman Mackie Bounds commented on the size of his committee and the loss of his vice-chair. He recognized four chairs of sub-committees that were created to help make it possible to hear from all thirty-two members of the committee - Melvin Scherer, Justin

Williams, Joe Kreger and JR Ramirez. The sub-committees all discussed the same topics giving everyone a chance to be heard. The first issue addressed was what does the membership need and want at our BBU Convention. The cattle sale was not mentioned in any of the four groups. This has to make us wonder if our members are really benefiting from the cattle sale at our conventions. Education was the common answer. The committee stated that Beefmaster 101 – Back to the Basics is what the breeders really need. The committee recommended three different segments of Beefmaster 101 – the increased use of AI; increasing \$M – how can breeders accomplish this; an actual carcass class with a certified scan technician leading it. President Siddons suggested classification as an additional topic that could be led and developed by staff with pictures in the presentation. Discussion continued with no board action required.

Bounds stated the other issue considered was \$M. As a maternal breed \$M is important. President Siddons asked the Breed Improvement Committee to take action to make \$M stronger and more accurate. Lance Bauer presented new EPDs that will help the breed move forward in improving \$M. Bauer noted the feedback from A&M University and other industry leaders is that as a maternal breed we need to focus on our maternal strengths. Our larger commercial producers that purchase our bulls have stated we need a fertility EPD. They would trust and utilize that EPD more than they would any other we now have. Bauer shared that we have two EPDs that are ready to be calculated right now. The first is "Days to First Calving EPD". Bauer shared and explained some of the factors considered in the calculations of this EPD. This fertility EPD is lowly heritable but heritable enough that we can make selection decisions based on it and it would roll well into \$M. The other fertility EPD looked at is an industry standard Stayability – the ability of that animal to stay in the herd until five years of age. The data was pulled from all WHR and IBR records (stressed the need for proper disposal codes). This, again is another fertility trait that is lowly heritable but it will work well and roll into \$M making \$M even more robust than it is and add more selection power to our maternal index. The third EPD we need to look at and are currently working towards is a mature cow weight EPD. You weigh the cows at the same time you wean the calves and take a body condition score so that mature cow weight can be adjusted based on the body condition score. Bauer stated that based on discussions he, Bounds and Osbourn have had with the geneticist they feel the two fertility EPDs will roll right into \$M and take the pressure off of the scrotal circumference which is the only fertility EPD we currently have. The mature cow weight would at least relieve some of the pressure that is being placed on the yearling weight EPD and place more pressure on that mature cow weight EPD. Chairman Bounds emphasized that the committee is not asking that the new EPDs be printed at this point but merely begin to be calculated and then studied by the staff. The staff will also talk with the geneticist about the process of getting the new EPDs rolled into \$M. Bauer sees the new \$M calculations possibly being released in the 2020 Summer genetic run. There was discussion among the board. Kendall Mc Kenzie made a motion to allow staff to move forward with the calculations of the new EPDs (Days to First Calving and Stayability) designed to improve \$M. Larry Lairmore seconded and the motion passed.

Bounds spoke to the importance of performance in marketing our cattle and how sales that have futurities and grading should consider performance in their final placing of the animals so the winners aren't found to lack in that area and thus make us appear hypocritical. How to improve AI was another topic of consideration by the committee. We are at twenty percent as a breed right now in the use of AI. The quickest and least expensive way to improve our breed is to take those animals that are in the position to improve the breed and AI our herd. That isn't made easy. The committee will be looking at a program that will encourage the use of AI and that may take a little time.

How to improve IMF was another topic. As a breed we are way behind and we need to make a move to improve. This is a task that will involve multiple committees working together and will require working with the geneticist for guidance as well.

Long Range Planning – Chairman Trey Scherer stated the committee had met via conference call several and subcommittees (chaired by Lauren Lyssy, Clark Jones and JC Thompson) also had conference calls. The first topic that the committee addressed was the animal ID prefix (previously the naming prefix that the board had voted on last year). The idea is that every animal would be named with the chosen prefix followed by the ID number or breeder chosen name. The prefix could never be removed even if the name changes. We ran into some programming issues trying to get this implemented last year and then found concern in calling it a naming prefix when we already have the herd prefix on the membership application and addressed in the by-laws. The committee is only addressing some of these adjustments that may need to be made (calling it an animal ID prefix instead of a naming prefix) as the by-law committee considers any necessary by-law changes on this issue.

The Uniformity Initiative Sub-committee, headed by Trey Scherer, wanted to bring closure, summarization to last year's vote by the board to move forward with the uniformity initiative on a voluntary basis with a one-year Q & A for input and ideas. The board asked the committee to follow up with a suggestion or policy at the 2019 summer meetings. The committee discussed the best way to implement some of the things we were trying to accomplish with the uniformity initiative but in a more user-friendly fashion. The committee returned to the standard of excellence that was formulated some 30 years ago that stated what a good animal should be but said nothing about what a good Beefmaster should be. The committee worked to review and revise the current Standard of Excellence. The committee wanted the standard to follow the six essentials. Trey presented a revised standard of excellence to recommend to the board. The revised standard of excellence includes our mission statement, lists the six essentials, includes our vision and our guiding principles. **Kendall Mc Kenzie made a motion to accept the revised Standard of Excellence (handout). Gary Halepeska seconded and the motion carried.**

A Carcass Uniformity sub-committee was chaired by Clark Jones. The discussion focused on carcass improvement in the breed. Discussion included developing a possible new index for carcass such as a \$C. A grid spacing value was another idea where you take ultrasound scores off of an animal, apply grid values to those and produce a dollar value to the animal. An EPD

index would probably be more accurate though maybe not more user friendly. Scanning is increasing. About 30% of the animals being registered on an annual basis are being scanned. That is increasing and hopefully will continue. We need to educate the breeders what to do with the data once they have it. The committee recommends encouraging the staff to do more promotion and talking about the need for carcass data, how to improve your cattle, what to cull on and such to promote use of the data. The committee also suggested an individualized annual carcass ultrasound report (such as the performance reports we get) that would show what the herd's average adjusted IMF, REA and Back Fat was so that breeders can track their own trending.

The fourth sub-committee was headed by Lauren Lyssy and dealt with AI certificates/signatures. Previously one AI certificates would allow for ten embryo registrations out of the same combination. Additionally, when semen is sold and straws are split between breeders, the value/profitability of that one straw has expounded and the seller of the semen didn't reap any of those additional benefits. The committee looked at requiring one AI certificate for every AI or embryo calf registered. The issue of older bulls and breeders that are deceased was discussed with the committee concluding that the older bulls this would affect have plenty of AI certs available. The committee discussed a buyer beware mentality where when the semen is purchased the buyer and seller have a written agreement concerning the cost of additional AI certificates should they be needed. The committee discussed possible caps on pricing but decided to leave that area alone due to possible legal ramifications of dictating prices in a free market world. Trey Scherer moved to implement the Long Range Planning committee's recommendation that one AI certificate be required for each embryo and AI calf registration beginning January 1, 2021 (motion from a committee requires no second). There was discussion about adding a blank to the AI cert form to document agreed price for future AI certificates between buyer and seller of semen. With a vote the motion carried. Trey Scherer also made a motion that staff be allowed to create/sell AI certificates as necessary given that a breeder is inactive or unable to be reached. The fee will be set by EVP. President Siddons asked for any discussion (none) and called for the vote. The motion carried. Questions arose on bulls that you owned but are deceased and how that will affect the purchase of AI certificates. The last recorded owner will be able to purchase AI certificates. When a bull is sold and semen is retained, AI certificates must be purchased by the seller and recorded at the office at the time the transfer of the bull is presented or a written agreement (signed by the bull's current owner) authorizing the previous owner to purchase additional AI certificates must be presented to the office. Everyone agreed that communication to the member of the upcoming changes is critical in the next eighteen months – through The Beefmaster Cowman, social media and at the upcoming BBU Convention.

DNA requirements was another topic considered by Long Range Planning. This was tied directly to the AI certificate issue. IVF embryos (where one straw of semen may be split between multiple members) versus conventional embryos. Currently, conventional embryo calves do not have to be DNA typed but they do require AI certificates. IVF embryo calves must be DNA typed and parent verified before they can be registered, but they require no AI certificates. The

passing of the previous motion requires current embryo registration procedures to be addressed. The committee recommended (by two thirds vote) that every embryo calf be DNA typed and parent verified before they can be registered. The possibility of the parent's samples being at different labs presented a possible issue to the recommended change. Discussion continued about additional issues such as older animals (parents) samples being on a different platform that can't be verified against the current genomics tests. **Derek Frenzel made a motion that beginning January 1, 2021, all embryo calves will be required to have a minimum of a ULD genotype on file prior to registration. Larry Lairmore seconded.** Trey Scherer suggested that, since the projected start date is eighteen months away, the motion be tabled until the October Board meeting to give everyone three months to think about it. Others felt it would be pointless to put it off. President Siddons called for the vote. **The motion passed with two opposed (Scherer and Thomas).**

The final issue the committee discussed was the need for BBU to go exclusive with one lab to avoid some of the issues just discussed. Collin noted that there is currently a task force made up of several board members from different areas, programs and labs that will meet and report their recommendations to the board at the next meeting.

By-Laws Committee – Chairman Bill Carr stated that when he first heard the board wanted to find a better identification of individual animals through a "naming prefix", his immediate thoughts were that this would require a by-law amendment and that there should be a different phrase to describe that. The need for an amendment is to indicate the need for lack of any duplication and any type of confusion in similar names. Carr suggested the term "animal ID prefix" to avoid confusion with the already existing "prefix" name referred to in the by-laws. The amendment will affect section I, Memberships in the by-laws, specifically paragraphs three, seven and fourteen.

The second by-law amendment will involve section IV Committees, paragraph nine; changing the name of the Executive Sales Committee to Seedstock Marketing Committee. The by-laws committee agreed the current language in the by-laws properly describes the purpose so recommends a change only in the name.

Carr reported committee found no other by-law issues in anything presented to them from other committees.

Carr presented the proposed by-law amendments in writing to the board as required. Dan Gattis made a motion to accept the proposed amendments to the by-laws Section I, paragraphs three, seven and fourteen to include "animal ID prefix" and to read as Bill Carr developed (handout) and also to change the name of the Executive Sales Committee to Seedstock Marketing Committee in section IV paragraph nine of the by-laws. It was seconded by Tony Psencik and the motion passed. The proposed amendments will be voted on at the annual membership meeting in October. Once the membership passes the amendments, the office will begin the process of applications for Animal ID Prefixes and get them in place as soon as possible.

Commercial Marketing Committee – Justin Williams (reported for chairman Joe Bayne Kreger) that the committee is focused on plans to work with the Grant Company and the advertising committee to try to put together and implement ads to promote the Beefmaster crossed females to different regions across the country. This is an effort to try to rebrand the E6 program where name recognition of the Beefmaster cross is more widely known and sought after across the industry.

Convention Committee – Chairwoman Marie Welkener addressed the board on the plans for the 2019 Convention. LOBBA is the sponsoring satellite. The large committee is already hard at work. Viva Beefmasters will take place October 24 – 26, 2019, at the Wyndham River Walk Hotel in San Antonio. The registration fee is \$250 this year. A Trap Shoot and shrimp boil will kick things off Wednesday evening. Thursday's Meet and Greet will be on the River Walk at Rio Rio Cantina with free time after to enjoy a dinner on the River Walk if you choose. Marie noted there are still sponsorship opportunities available and Live Oak is selling raffle tickets to raise their sponsor money. Educational events, annual membership meeting, the Cattlewomen's breakfast, the President's Dinner/dance, the Awards Luncheon and a Live Cattle Sale are just some of the activities planned. Welkener thanked her committee and invited everyone to join them on the River Walk!

Ethics Committee – Chairman Gary Halepeska thanked his committee members. He reported that this year they have had nothing new to consider. Halepeska did note that he will have an update for the board later in executive session.

International – Bonnie Ramirez reported for Chairman Lorenzo Lasater on the Go International Team (GIT) and their progress and happenings. The group participates in International events, traveling abroad, hosting International guests and trade missions. Ramirez reported on the funding from USLGE this year and some of the upcoming trips include Columbia, South Africa and Mexico. Lance spoke about the opportunities with South Africa and his hopes to follow through on some of the details this next trip. The committee is also working on a new International Semen Directory to be put out in the fall.

JBBA Adult Committee – Bonnie Ramirez (for Co-Chairs Darrell Glaser and Charlotte Reeves) shared information with the board about the upcoming National Show. "Beef in the Heart of Texas" is taking place in Belton, Texas, July 21 – 26, 2019, at the Belton County Expo Center. Sponsorship opportunities were still available. The gun raffle the juniors held was a huge success. Ramirez invited everyone that could to come out and see the Juniors in action.

Membership – Chairman Barry Parker announced that membership is up! He reported that his committee has been working on a few things. Several of the committee called other breeds to see what their member benefits were and found that comparatively our benefits are in line

with or better than some of the other breeds. Parker commended out website for being easy to navigate compared to others.

The committee discussed the option of auto-renewals and discussed it with the office staff. Osbourn noted at this point in time we do not have a good clean way to set up auto-renewal without incurring possible refunds and costly charge back fees being involved.

The committee recommended to the board that new members names, city and state be published in the Beefmaster Cowman and the E-News as a form of welcome. Parker made this a motion. Larry Lairmore seconded the motion and motion carried. As the committee chairman Parker asked that the list be sent to him each month as well.

Parker inquired about multi-year membership options that the board approved several years ago. Changing registry programs hindered tracking that option and the financial tracking, allocating funds made it difficult. President Siddons asked the staff to look into getting the multi-year options available again and what impact it would have.

B.E.E.F. – President Dave Loftin stated that someone had recently approached him and asked what the Foundation was, indicating that we need to be talking about it more, putting it in The Beefmaster Cowman and generally educating our breeders on what we are doing. Loftin addressed the loan to B.E.E.F. and the repayment schedule. He had Lance Bauer update the board on the current research projects that B.E.E.F. dollars are funding. Angus cows (about 100 per year) are being Al'd to Beefmaster sires, then cleaning up after that Al with walking sires, Beefmaster bulls. The heifers are going to GroSafe then back to Flying B. The current data is being used for advertising and promoting the breed. Eventually the data will be enough to show and prove statistical significances for our breed. Loftin reported that in the past three years B.E.E.F. has funded over \$154 thousand in research and more research is planned. Loftin noted the importance of contributions (stocks, property, cash) to the 501 C3 (tax exempt) stating the donations can fund scholarships and educational events as well as research. Last year the BBU Board approved the increase of the B.E.E.F. Board from six members to twelve members. Nominations were made at the B.E.E.F. board meeting last Wednesday. B.E.E.F. asks BBU (as the sole member) to approve the following nominations for officers of B.E.E.F.

B.E.E.F. President: Dave Loftin
B.E.E.F. Vice-President: Lorenzo Lasater
B.E.E.F. Secretary/Treasurer: Debbie Cheatham

Dan Gattis made a motion to approve the nominations for officers of B.E.E.F. as presented. Kendall McKenzie seconded and the motion carried.

Nominating Committee – Chairman Steve Carpenter stated the nominating committee recommends the following candidates for the board of directors:

Clark Jones Jerry Davis (Canton, TX) Mike Moss Larry Meacham

Secretar	v:
----------	----

Kendall McKenzie

Treasurer:

Chris Kauffman

Justin Williams seconded the committee's recommendations. The candidates were approved.

EVP REPORT – Collin Osbourn thanked the staff for their dedication. Collin introduced summer intern Kaley Kelly who wanted to learn the ins and outs of association work. She has been a big help to the staff as she is learning.

A lot of good things are happening within our organization. One of the things going in our direction is the TAMU herd. It is a great opportunity we are very glad to have and we look forward to having the opportunity to put those cattle and genetics together to help bring us to the forefront at a major university.

We are getting more and more word from Noble Research now. They have gone through quite a few changes in recent years. We will have an opportunity to get some genetics into some of their cow herd. We have visited with Robert Wells and it looks like their may be an opportunity coming for us to get some semen to them to be used. They will have a vastly different set of parameters than A&M had but it should be something we can fill their needs and help get some genetics up there and get that expedited.

Joe Bayne Kreger has mentioned a potential opportunity with OSU and we are exploring all options there as well.

The more of the relationships we can build with the different Universities, the more recognition we can get, the more we can ingrain ourselves within the beef industry. This has been a challenge in the past so these new opportunities are welcomed on our part and exciting to say the least.

The true breed improvement and the steps the association has made in just the last few years are unbelievable. We have gone from simple growth EPDs with very low accuracy values to now incorporating carcass and fertility EPDs. Setting the goals from our committees to help us identify where we've been, where we are and how me move forward has been fantastic, looking at those changes. The A&M staff told us in April we have changed more than any breed out there in the past five to seven years — modernizing our cattle, getting our cattle back into what the industry is demanding today. Osbourn commended the breeders for working on it.

The time is now to put our best foot forward and really become performance oriented. That is where the industry is. We have come far but we still have a ways to go. Setting parameters and goals and working to reach them is key. It takes the whole group working together to make it happen. So, hats off to the breeders and all that you do to contribute.

We need to continue to promote data collection and submissions. The staff will continue to move forward in everything we can do to facilitate moving and taking those next steps in performance to position us even better within the industry.

PRESIDENT'S REPORT – Bob Siddons thanked all committee chairs and committee members. Siddons noted the importance of having the right committee chairs to keep things moving in a positive direction.

Siddons also spoke to the importance of growing the Endowment and B.E.E.F to keep the research money available. He advised the board and breeders present to invest their money wisely by contributing to the 501 C3 that will make a difference for them and comes with a tax exemption.

James Skelton made a motion to move the meeting into executive session after a short break. Justin Williams seconded the motion and the meeting continued in executive session.

Larry Lairmore made a motion to return to open session with a second from Justin Williams and the motion carried.

Justin Williams made motion to adjourn the board meeting. Dan Gattis made the second and the meeting adjourned.