

**Board of Directors Meeting
August 26, 2016
Tunica, MS**

President Moore called the meeting to order and a roll call of members showed the following members absent: Clark Jones, Brock Clay, Glenn Long, and Randy Mason. The minutes and financials were approved. Motion Corey Gardner, Justin Williams.

Advertising Committee

Clark was out with back surgery and unable to attend, but Penny Bowie shared with the group that by using a technique called BOOST a person could increase their audience on Facebook 200-300% and the cost is just minimal. She said for \$100 she could build a post and if SEBBA wanted to make \$200 on the process and then with a cost of \$100-\$500 an email could be sent out to groups of individuals who were not members of SEBBA, but might be cattle breeders of varied assortments. She asked permission to do this and without much discussion a motion by Jerry Thomas was made to allow Penny to make us money and use our website if necessary to do this. She encouraged anyone having a sale to call and check with her. Motion passed.

Convention Committee

Steve Dodds gave this report in response to BBU asking us to host the 2018 BBU Convention, the board had asked to Steve to investigate some options and report back. He told the board that he, Amber & Mike Leatherwood, and Dave Loftin spent a couple of days in Franklin, TN investigating the options. He had two hotel quotes Embassy Suites Franklin and Marriott Franklin. He told the board that there was an economic board/business board in Franklin that donated money to organizations seeking to hold conventions. He said they had promised \$2000 toward expenses. Each facility has a lot beside the hotel where a tent can be erected and that the Franklin County TN Farmers' Cooperative has agreed to at no cost put pen and panels in the tent. He thinks Leatherwood or Kix must own stock. We will need to furnish our own security for the tent and cows. Steve talked about some of the things they were planning for the convention included a Beefmaster Night at the Grand Ole Opry. Possibly a skeet shoot or celebrity

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golf match (my vote I am selling viewing tickets) and a night at Kix's Winery with a Blue Grass Band and a little wine. This place really nice several of us went there the year of their sale. Since most of these things are several miles away he suggested we look at getting coach buses to drive us just in case people get lost or might need a lift home. Good idea. If anyone stays Saturday night there is a big downtown Ghost Tour, and they will get more information later. Something that came out during discussion was what about a JBBA show. Steve said we might be able to use Williamson County Fairgrounds, the board asked Matt Woolford to check this out and let us know. It is only a few blocks down the road. A motion by Neal Hiatt and Billy Richerhazen that we hold the 2018 BBU Convention and that Steve Dodds and Amber & Mike Leatherwood is the Convention Chairs. Motion passed.

Membership Committee

Melaine Hardwick reported that she had not been receiving the new member list to follow up with locals and encourage them to join SEBBA. She told the group that the best way to approach was a letter and with permission that would be her approach. Mackie assured her that the mailing list would be sent directly to her in the future. Melaine has served on the Beef Board and SEBBA nominated her for another term to represent us.

Executive Sales

Brian Melloan told the board that he and Mike had attended the Florida Cattleman's National Convention and makes many contacts with commercial breeders. They got several hundred addresses and email to contact for the bull sale. They gave away a rifle as a door prize. While in Florida he and Mike went to sale site and met with management and they are excited about us coming and will help with the advertising and promotion. That will be December 2, 2017 in Arcadia, FL.

Brian said bulls were progressing and had only culled one bull on disposition. He was getting ready to push them hard for the sale date.

Motion by Neal Hiatt to extend our contract with 3G another year and that we continue to hold our sale at Tunica, MS. Motion passed.

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In addition, SEBBA recommended that Mike Green/3G be the sale manager for the 2018 Convention in Franklin. That decision will now be made by the BBU Leadership. He said that we currently were staying with the terms and agreements laid out by BBU, and we might revisit it later but at this time no additional guidelines.

Nomination Committee

Jerry Thomas presented the slate of new Board Members: Brock Clay will fill out the term of Glenn Long and a three year term for the remaining members of Justin Williams, Steve Emmons, Richard Thrasher and Melaine Hardwick. Motion passed.

BBU Updates

BBU President Mackie Bounds for another 58 days as he says, updated the board on the BBU meeting which included the amnesty period for those who either forgot or haven't registered animals (begins September 1-December 31) for \$25 (Good Deal). The move to add two new indices to our EPD reporting and challenging breeders to Genomic test their animals to improve efficiency in EPDs.

In addition, Executive VP Bill Pendergrass shared that he was very confident where the Breed was today. We are asking for testing and measuring and breeders are responding.

Other

I asked the group for things we could do that would help us finance JBBA. Steve Emmons suggested we sell some semen and that is what we did raising \$3625. That should make us sound for a couple of years. The following breeders donated and many thanks to them. Mackie Bounds, Emmons Ranch, Channarock Farm, Neal Hiatt, Clark Jones, Sheldon McManus, Steven Anderson, and Bailey & Dodds. Thanks to the breeders who purchased the semen.

Awards banquet had 90 attending; I hope the food was good. Awards were given out for Miss Beefmaster and the Convention Sale winners. Cody Pritchett a JBBA member won Miss Beefmaster and the performance test with his heifer. Mike Green remarked that not only is she pretty, but under her skin is pretty too.

Good Cattle. Good People. Good Friends.
1308 Hurley School Rd; Ramer, TN 38367

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Michael Buckley was awarded \$1000 from Hoss Shaw Scholarship.

We honored our Board Members rolling off and thanked them for their help over the last three years.

Brock Clay, Billy Richerhazen, Steve Emmons and Justin Williams.

SEBBA presented the following awards:

New Breeders of Year—Brian, Becca & Garret Melloan

Member of the Year—Melaine Hardwick

Breeders of Year—Jerry, Tammy & Taylor Thomas

Fun auction brought in \$1675. The sale on Saturday was pretty darn good with an average of \$3435, and the JBBA show was a success.