

**Board of Directors Meeting  
August 25, 2017  
Tunica, MS**

President Moore called the meeting to order and a roll call of members showed the following members absent: Steve Dodds, Clark Jones, Don Bailey & Brock Clay. All board members absent have been ill and Brock is now head coach and he plays on Friday night.

The minutes from the previous meeting along with the financials of SEBBA and Hoss Shaw Scholarship were presented. Without corrections a motion by Justin Williams to approve and a second by Richard Thrasher. Motion carried.

**Advertising Committee**

Neal Hiatt explained to the group that a Junior full page before each of the three sales in the Progressive Cattlemen magazine was the recommendation of the committee. However, a motion to run  $\frac{1}{2}$  page in February 2018 for the March sale would be a test of effectiveness. Motion carried.

**Convention Committee**

Co-Chair Amber Leatherwood reported to the board that the contracts had been signed with Cool Springs Marriott in Franklin, TN for the site of the 2018 BBU Convention, October 25-27. She reported that the committee was working on the agenda and in particular several events that would include the entire group (such as Beefmaster Night at Opry and several events where they would have live music with food and beverages. Amber said her mother built stained glass items such as windows and other things. She had offered to build several different things that would be auctioned off at sales during the year to help with the expenses. In addition, four (4) tickets to Brooks & Dunn Concert will sell at the BBU Convention in 2018. She asked for permission to have a company develop a video that could be shown at the 2017 Convention in Galveston. Motion passed to allow her to secure the video. The 2018 Convention will have a live animal sale, and they will be housed in a tent directly beside hotel.

# SEBBA

————SOUTHEASTERN  
*Beefmaster*  
————BREEDERS ASSOCIATION

*We're the One!*

## Membership Committee

Melaine Hardwick reported that she had been receiving the new member list to follow up with locals and encourage them to join SEBBA, and had been using our buyer's list to recruit new member. She asked that we do more to recognize new members maybe before the start of the sale. Everyone agreed that would be beneficial and the President will be in charge of making that happen. The secretary informed the board that approximately 12 new members had joined SEBBA. Justin Williams volunteered to check about getting some caps made with SEBBA logo.

## Executive Sales

Brian Melloan told the board that there were 86 bulls on test at his farm in Kentucky and that they were making excellent progress. In addition, 75 heifers will be auctioned at the sale. He said that about  $\frac{1}{2}$  of the bulls were black and about  $\frac{1}{2}$  of those were polled. SEBBA is trying to produce a bull Florida buyers want. The bull sale has been moved to September 29-30, 2017 at the same facility in Arcadia, FL.

The committee discussed ways of getting more and better cattle for SEBBA sales. One suggestion was to ask each board member to commit cattle to the sale and ask the board members to help 3G in his effort to get cattle from other breeders. A motion by Randy Mason that we contract with DV auctions and have a live feed from the sale arena for the March sale. Motion carried.

## JBBA

Charlotte Reeves informed the board that several of our local JBBA members attend the national in Wichita Falls, TX where over 500 head of Beefmaster cattle were shown.

Cindy Emmons & Charlotte explain that it had been many years since a JBBA National Convention was held in the Southeast. Cindy said that they had gotten prices from Tunica and Hattiesburg, MS and the only feasible quote was Hattiesburg. She said they offered their facility for 7 days and nights for \$8500 as compared to \$23,000 from Tunica. They informed the board that it was a necessity for the JBBA Board Meeting in October that

---

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

# SEBBA

*We're the One!*

————SOUTHEASTERN

*Beefmaster*

————BREEDERS ASSOCIATION

SEBBA be able to say the facility is paid in full. She and Charlotte had already secured a couple of items to be auctioned on Saturday with Mr. Earl Buckley donating a heifer and Dale Whitaker donating a flush, and what they needed was SEBBA to either raise the additional money or take from treasury. If SEBBA does not get the convention that these monies raised be used for our JBBA. A motion was made that SEBBA guarantee the rental fee for JBBA Nationals in 2019 at Hattiesburg, MS in the amount of \$8500. Motion carried.

PS—The heifer donated by Mr. Buckley brought \$4500 with Coach Brock Clayville purchasing her and the flush from Dale Whitaker brought \$1000 with Billy Richerhazen of Sierra's Love purchasing it. Thanks for the donations, and thanks to the fellows who purchased the items.

## **BBU Updates**

I feel certain everyone knows that Executive VP Bill Pendergrass was in Maryville visiting his mother and he him suffered a stroke. He has been transported back to Houston, TX to a rehab that specializes in stroke victims. He is making progress.

Great information just came out about feed efficiency with Beefmaster placing 2<sup>nd</sup> in both heifer and steer performance. Great news. In addition, the largest private research facility called the Nobel Foundation is seriously considering using Beefmaster bulls in their performance evaluation. That too would be great news.

## **Other**

Awards banquet had 85 attending; I hope the food was good. Awards were given out for the 2017 Miss Beefmaster Championship and the Convention Sale Futurity winners. The Grand Champion female in sale futurity went to from Ronnie Teague and the Reserve Champion Female went to Curtis & Henry Brewer those animals sold on Saturday. In addition the Grand Champion bull went to Swinging B and the Reserve Champion went to Melaine Hardwick.

The 2017 Miss Beefmaster went to Jerry & Tammy Thomas of Henderson, TN. She was a High Velocity X Sex Life Clone. Reserve Champion went to Travis Glaser & Family from

---

Good Cattle. Good People. Good Friends.

1308 Hurley School Rd; Ramer, TN 38367

Page 3

# SEBBA

*We're the One!*

—SOUTHEASTERN

*Beefmaster*

—BREEDERS ASSOCIATION

Texas. She was a Headliner X Spunky Daughter. In the Performance test for heifers under 550 days of age the Grand Champion was a heifer from Jimmy Keene and Reserve Champion was owned by Ty Agee. The judge was Dr. Justin Rhinehart from the University of Tennessee and he had some really difficult decisions to make. He judged the JBBA on Saturday. Thanks Dr. Rhinehart.

## **Nominating Committee**

The nominating committee presented Neal Hiatt, NC to be SEBBA President; Jerry Thomas from TN to be President Elect; Clark Jones, TN to be Secretary/Treasurer. Board members nominated for a three year term were Mike Leatherwood, TN; Henry Brewer, TN; Mike Savage, MS; and Corey Gardner, SC. Ty Agee, TN was nominated to complete term of Neal Hiatt.

Scholarship Winners \$1000 each were:

Kaitlyn Lott  
Hunter Lane.

SEBBA Award Winners were:

New Breeder for 2017—Brock Clay  
Member for 2017—Charlotte Reeves  
Performance Breeder for 2017—James & Mary Ann Skelton  
Breeder of Year 2017—Ronnie Teague

3G (Mike Green) did a really good job with the sale on Saturday with the sale averaging \$3000. The JBBA has a really good representation of members and a very successful show that afternoon. Those JBBA people put in a lot of work. Stay one afternoon and watch them perform.