

SEBBA

SOUTHEASTERN

Beefmaster

BREEDERS ASSOCIATION

BEEFMASTER

BREEDERS UNITED

Board of Directors

March 29, 2019

Tunica, MS

The meeting was called to order by President Hiatt. Roll was called and the following members were absent Tony Moore, Steve Emmons, Richard Thrasher and Corey Gardner. A motion to approve the minutes by Clark Jones. Passed. The financial reports were given and all questions answered with respect to SEBBA money and BBU National Convention. Motion to approve financials by Mike Savage. Passed.

A motion to use email requesting input and/or approval from board members as it relates to financial or SEBBA business. Passed.

The Board discussed and approved the fund raiser presented by Mike Savage. Basically, you sell 300 tickets for \$100 each. Every ticket is drawn. Winners are 1, 50, 100, 150, 200, 250 and either 299 & 300 split \$10,000 or number 300 win it all. Motion passed. **Update** a couple week after this meeting my attorney in TN advised me against doing this without approval from State. He says that is fairly easy to get and last 6 months. With all the new things happening right now, we have decided to hold off on the raffle.

Membership—Melaine Hardwick explained the process we use with the new member list in an effort to get people to join SEBBA. Melaine has asked Amber Leatherwood to assist her in this due to health issues and tornado that destroyed her summer home.

Advertising—Randy Mason and Clark Jones discussed the shared ads and explained that BBU pays ¼ of the ad and SEBBA pays ¼ with the individual member paying ½ of ad cost. Randy encouraged other breeders to develop a local group and help get the message out. Penny Bowie discussed the website and shared that 1150 people had visited the website in last year. I can agree with that many members have requested catalogs and membership thru the website. Penny said we have 3245 friends on SEBBA Facebook. Anyone wanting to advertise on website contact Penny and she will help develop an ad for you. Banner ads are \$300 a year.

Commercial Marketing—Justin Williams thanked everyone for the money raised for his family after the tragic accident with his son. He is better, but lots of therapy lies ahead. Justin shared that commercial breeders are wanting more data on bulls specifically RFI and EPDs. He suggested that breeders let their neighbors know the day they are scanning and maybe smaller breeders could bring their animals to be

SEBBA; 1308 Hurley School Rd; Ramer, TN 38367

Cell Phone—731.610.5383

Ronnie Teague

Great Cattle! Great People! Great Friends!

SEBBA

SOUTHEASTERN

Beefmaster

BREEDERS ASSOCIATION

BEEFMASTER

BREEDERS UNITED

scanned while tech is there. He asked that breeders notify executive secretary and we can send out an email blast. In addition, if time permits Penny can put on SEBBA website.

JBBA—The board discussed SEBBA JBBA shows and decided to wait until we have a permanent site. The Juniors can already show at Mississippi State Fair and Dixie National. We decided to hold off on the buckles we awarded last time at these shows.

Sales—Brian Melloan started the discussion of revamping SEBBA sales. We have such enormous expenses with rental of Battle Arena and Award Banquet and then the fact so many people do not want to stay in a Casino. We talked about going in with another satellite to have a sale (possibly Louisiana or Arkansas). Several people did not want to do that. Then we discussed just having one sale until cattle market improved. We just aren't consistently getting enough good cattle for two sales a year. Everyone was reluctant to give up the Miss Beefmaster Futurity and the Bull Championship. We did decide to make a final decision later. People did question if the two futurities helped promote SEBBA and did it get better cattle to our sale.

Most of the board felt that SEBBA should leave Tunica, that we should look further South where Beefmaster cattle are desirable. We discussed Meridian, Hattiesburg, Moulton and Lexington, TN. Steve Dodds presented a proposal to the board for Lexington. The First Farmer's Coop holds sale at the facility twice a year selling commercial heifers/pairs and registered bulls. The rental is \$1000 plus \$200 clean-up. Steve suggested we look at about 30 commercial type animals and 30 registered animals with a couple of bulls. Steve hopes we can sell the commercial side at 7-8% and hold the registered sale to 15%. Neal asked Brian Melloan, Brock Clay, Steve Dodds, Mike Savage and Mike Green to serve on a committee that would develop a revamped sale. **Update** the board approved the Lexington Sale for August 2019. Mike Green has mailed you the guidelines. We still want to pursue a sale further South and the committee is working on that goal.

A motion by Brian Melloan that we add Bruce Robbins as Sales Consultant at 1% gross. Motion passed.

Adjourned.

Ronnie Teague

SEBBA; 1308 Hurley School Rd; Ramer, TN 38367

Cell Phone—731.610.5383

Ronnie Teague

Great Cattle! Great People! Great Friends!