

# SEBBA

SOUTHEASTERN

*Beefmaster*

BREEDERS ASSOCIATION

## Board of Directors August 24, 2018 Tunica, MS

The Board of Directors met on Friday, August 24, 2018 at Tunica, MS. The rolled was called and four members were absent: Randy Mason, Melaine Hardwick, Justin Williams and Corey Gardner. There was a quorum of twelve members.

A motion by Steve Dodds to approve the minutes. Motion passed. The financial reports were examined with explanations for any unusual transactions. Motion to approve by Steve Emmons. Motion passed.

### **Battle Arena Presentation**

Steve Sosbee and Rebecca Fite met with the BOD and others to inform us that the minimum rental rate was going to be \$6800. Steve said that SEBBA had not been paying the minimum for several years and that his board was questioning him as to why not. This will actually be about a \$2000 increase. The only thing that will reduce that price is if someone rented another area of the complex.

### **Advertising—Ben Hayes**

Ben reported on the broadcast that would take place during the futurities on SEBBA Facebook and the DV Auction that would take place on Saturday during the sale. He talked about the possibility of boosting which would be worldwide and increase cost \$1200.

### **Convention—Steve Dodds, Amber Leatherwood**

Steve told everyone not to forget about “Name the Cowboy” that was still ongoing. Send names to Ronnie. He also shared that pictures would be made at check-in by Penny and Charlie and would be available to members later if they so desired. The Boot Scoot skeet shoot needs a SEBBA team and prizes would be awarded. Clark Jones and Cottage Farm will sponsor the awards. The transportation to and from the Vineyard will be provided by Ty Agee, Jerry Thomas and Ronnie Teague. There will be heavy hors d’oeuvres, lots of wine and Blue Grass Music. The Dancing with the Stars is hoping for a big prize, but have not secured one yet. Neal volunteered to be in charge of this event and recruit a team from each satellite. Saturday night Grand Ole Opry, must make special registration, will be picked up at hotel and brought back.

### **JBBA—Cindy Emmons**

We only have 26 entries this year, many MS kids have aged out, and the committee is working hard to recruit new members/families. There was a lot of discussion about awards BBU/SEBBA belt buckles at

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the MS State Fair and/or Dixie National JBBA shows. We are hoping several people will want to help sponsor this event. BOD thought that the buckles might generate more interest in Beefmaster Cattle and more want to show. The odds are not good that the Southeast will get a National JBBA show in the near future.

## **Seedstock Marketing—Brian Melloan**

Brian thanked everyone for helping raise the almost \$16,000 we gave Justin William's family. Brian agreed with advertising that we needed to revamp our SEBBA backdrop to use in state cattle meetings and also at our own sales. Penny offered to develop a couple of layouts to choose from. Brian suggested that we look at putting education into revamping our sales. Give people a reason to come! Why or why not come to SEBBA sale? Why would breeders not want to put cattle into our sale? He suggested that costs are the keys to changing the face of our sales. Bringing better cattle is necessary, and everyone especially the BOD should consign to SEBBA sales. The increase in costs as presented by Sosbee was discussed thoroughly. Most agreed that we like the Battle Arena, climate controlled and convenient for Texas, Louisiana, Oklahoma, Missouri and others. Some people thought we should attempt to have a more family friendly environment. Maybe move out of Casinos for rooms and banquets. Of course, this time of year kids are back in school which makes JBBA and SEBBA sale difficult to attend. There was additional discussion on finding at least a new venue for one of the sales. Everyone agreed that planning was important, and most contracts like these are at least one year in advance. A motion was offered by Steve that we lock in March 2019 and August 2019 at Battle Arena and Gold Strike if possible. In addition, there will only be one formal banquet unless the costs can be reduced significantly. We currently have a contract with Gold Strike for March 2019 which includes blocked rooms and a banquet. I have requested to cancel the banquet, but I am waiting on Executive VP to reply. I did ask for rooms only for August 2019. Motion passed.

Steve & Cindy Emmons found a nice facility for a banquet, the Tunica National Golf Course Club House. The management team can feed us buffet with steak and trimmings for somewhere between \$30-\$40. We are waiting to hear from Gold Strike. In addition, Nick Owens works for Mississippi State, and he is investigating using some of these venues for a sale. More information later.

## **BBU Update—Dusty Pendergrass**

The results of the BEEF project on Grow Safe was really good, BBU is compiling the data and will have it available at a later date. Dusty is working with a group of cattlemen from Missouri area in hopes of having an E6 sale in the near future. There were almost 100 people at the initial meeting. This year when you renew your membership everyone will be asked to apply for a permanent prefix in an effort to better identify cattle. Example might be DBL TT. This will go in front of all your named and unnamed animals. BBU voted to reduce the scan window from 320-500 days. This was originally expanded to 550 in an effort to get more animals scanned.

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## **Nomination Committee—Jerry Thomas**

Jerry reported that the committee had asked Gerry Stricklin, Brian Melloan, Randy Mason & Ty Agee to remain on the BOD for an additional term. Jerry informed the board that SEBBA had successfully secured Brian Melloan a slot on the BBU Board of Directors. The voting will be in October.

## **Awards:**

New Member 2018—Jason Hearn

Member for 2018—Amber Leatherwood

Performance Breeder for 2018—Ty Agee

Breeder for 2018—Brock Clay

## **Scholarships:**

Amelia Buckley—MS

Chloe Tomlinson—GA

Miss Beefmaster America Grand Champion—Bouie River (Buckleys)

Reserve Champion—Will & Rayna Skaggs