

SEBBA

SOUTHEASTERN

Beefmaster

BREEDERS ASSOCIATION



**Board of Directors
August 21, 2020
Lexington, TN**

The meeting was called to order by President Jerry Thomas at 9:10am. Roll was called and the following members were absent Henry Brewer, Steve Emmons, Mike Savage, Randy Mason and Neal Hiatt. A motion to approve the minutes by Clark Jones. Passed. The financial reports were given and all questions answered by Ronnie Teague. Motion to approve financials by Mike Leatherwood. Passed.

Ronnie Teague gave us an update on the liability insurance policy that SEBBA holds during sales. The main issue is coverage of any employee of SEBBA during a sale. Justin Williams said he would ask his brother if he had any ideas for this issue.

Membership— Amber Leatherwood told us that BBU hasn't sent a list of new members since January of 2020. UPDATE Amber got the new list and it looks like BBU has 306 new members from January 1st till June 30th of 2020. Amber will mail out any member living in the Southeast a membership letter inviting them to join SEBBA.

Sales Report - Steve Dodds gave a report about the weekend events to take place over the 2-day event in Lexington. Steve pointed out that Jason Hearn is not making any money on the sale and has put a lot of time and hard work into building the Beefmaster Breed in the Lexington area. He went on to say he wants the SEBBA board members to work harder for the breed and challenged everyone to communicate better. Steve has cut sale expenses drastically. He asked several people to volunteer their time during the sale to cut expenses. Tammy Thomas, Ronnie Teague and Amber Leatherwood worked the clerk desk and Drew Franks & Nick Owens worked the ring. We won't be having the awards dinner this year due to Covid but Steve has booked the Country Club for next year. Clark Jones was able to put some semen together to help offset the cost of DV Auction and SEBBA.

Sales - Several people had ideas for future sales. Gerry Stricklin's idea was for everyone to bring their best heifer and have an elite sale with a judge and prize money then all heifers would sell at

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Cell Phone—615.293.7491

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that sale. Brian Melloan's executive sales committee will be in charge of setting the guidelines for this sale. He plans to have a conference call ASAP and then present to SEBBA board for approval.

A committee of Ty Agee, Jason Hearn and Justin Williams was formed to work on a combined sale with possibly Southern Alliance at Cullman. We will have a conference call in October for updates on the 2021 sale. Lance Bauer stated that selling individual bulls doesn't really work. To have a bull sale all bulls need to be group together on a feed test like Nextgen or Beef on Forage.

Scholarships - Penny Bowie gave the report and informed us that Amelia Buckley and Austin Hill would receive this year's scholarships.

Advertising—Clark Jones discussed the shared (Gulf Coast) ads and explained that BBU pays $\frac{1}{4}$ of the ad and SEBBA pays $\frac{1}{4}$ with the individual member paying $\frac{1}{2}$ of ad cost. UPDATE we have 9 people that have signed up. If we get 15 the cost will be between \$300 and \$350. We are going to offer the four times a year paper ad in Gulf Coast Cattleman and a banner ad on the SEBBA Website for one money. Updates later.

Penny Bowie discussed the website and shared that about 50 people per day visit the SEBBA website and we have 3908 friends on SEBBA Facebook. Anyone wanting to advertise on website contact Penny and she will help develop an ad for you.

Clark Jones moved to approve that SEBBA spends \$500 on social media to advertise this year. Motion carried.

Seedstock Marketing—Brian Melloan gave a brief update and wants to schedule a zoom meeting with Penny Bowie help to discuss further.

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Fundraising - Clark Jones mentioned having a gun raffle.

Amber Leatherwood said we will play cow patty bingo tomorrow just like last year but the FFA will not be part of it this year due to the Covid 19. UPDATE : cow patty bingo raised \$530 for SEBBA and Jeff Hawks (friend of Neal Hiatt's) won \$530.

BBU Report - from Lance Bauer

Lance informed us that there will not be a convention this year because of the pandemic. Board meetings will be held virtually and open to all members. Board meeting will be 10/29/20 and 10 am and membership meeting will be at 2pm. Proxy for new president, vice president and new board members will be mailed out in late September. REMEMBER to vote by returning your proxy to BBU. Nominees are Larry Meacham for President; Derek Thompson for President Elect; Cindy Emmons, Ty Agee, Lorenzo Lasater and Kita Saenz for Board of Directors.

2020 Awards

Breeder of the year - Brian Melloan

New Member of the year - Rick Everett

Member of the year - Jason Hearn

Board Member update - Outgoing board members : Henry Brewer, Mike Savage, Corey Gardner and Mike Leatherwood

New Board members : Steve Dodds, Josh Morrison, Corey Gardner and Mike Leatherwood

Clark Jones made a motion to adjourn. 2nd by Corey Gardner.

Adjourned 10:45am
Amber Leatherwood

PS Rick, Brian and Jason all want to thank SEBBA for the award. They were surprised.

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