

**BBU BOARD MEETING
JAN 24, 2020 – 8:30 A.M.
BEVY HOTEL – BOERNE, TX**

President Bob Siddons called the meeting to order.

Dr. Jim Colvin opened the meeting in prayer.

Steve Carpenter called roll in Kendall McKenzie's absence. The following members were in attendance:

Bob Siddons	Dr. Jim Colvin	Jerry Davis
Chris Kauffman	Jerry Thomas	Larry Meacham
Steve Carpenter	James Skelton	Mike Moss
Sue Pierson	Brian Melloan	Collin Osbourn

Kendall Mc Kenzie, Larry Lairmore, Trey Scherer, Tony Psencik and Clark Jones were absent. Sadly, Vice President JC Thompson died the day before the meeting.

Chris Kauffman made a motion to accept the minutes of the October 24, 2019, BBU Board meeting as presented. James Skelton seconded, and the motion passed.

FINANCIAL REPORT: Treasurer Chris Kauffman presented BBU November financials to the board and discussed the preliminary report of the December Financials which he just received the night before from the bookkeepers. A comparison of financials for August thru December 2018 and August thru December 2019 was made available to the board. A "short year" tax return was being filed for August 1, 2019 to December 31, 2019, to accommodate the board's approval to change BBU's Fiscal Year to coincide with the calendar year beginning January 1, 2020. Chris entertained questions on the financials presented. **James Skelton made a motion to accept the November financial report as presented. Steve Carpenter seconded the motion and it carried.**

UPDATES ON BEEFMASTER HERDS FOR RESEARCH PROJECTS

A&M BEEFMASTER HERD: Collin Osbourn reported that 13 heifers were at A&M now with others planned for arrival in the spring. They were running ahead of the

100 frozen embryos they had hoped to have stored and even had plans to flush more this spring. Osbourn stated that the Beefmaster Herd at A&M is being noticed by other association visitors to A&M. Dr. Herring hopes to begin using performance data from the heifers in his classroom soon. Collin thanked everyone for the donations to this herd.

Oklahoma State University is another University we are working with. They have one heifer already donated by the Arnold family. We are finalizing parameters with Dr. Reuter and will start to push out specific information in the spring to obtain more donations. OSU alumni may be called on to donate and encourage donations to this research herd. This will be more of a research program.

University of Tennessee is exploring options for a Beefmaster crossbred herd. We are in the beginnings of negotiations now.

Noble Foundation – Collin and Steve Carpenter reported that the process for working with Noble is slow because of all the bureaucracy they must deal with and the fact that Dr. Wells is hard to catch between his meetings slows communications as well. They are asking for about 200 straws of semen to use on the Noble herd. This will make a significant difference for us when those co-op producers begin to see those resulting calves. Noble prefers red polled on the donations with middle of the road EPDs and less than average milk production. They are maternal oriented but conscious of carcass quality as well.

Osbourn noted that Beefmasters are in a good spot right now with several interested Universities. The generational affects of exposing future vets and extension agents attending these Universities to Beefmasters through these projects could have long term benefits for Beefmasters in the cattle industry.

OLD BUSINESS:

FISCAL YEAR CHANGE from August 1 thru July 31 to January 1 thru December 31 that was approved by the board in October is currently underway. The IRS has been notified of the change and our CPA has just requested financials so they can file a short return. Everything we needed to do is in motion and ready to go in order to change our Fiscal Year.

NEW EPDs – Collin reported that the new EPDs were received on Tuesday and are still being reviewed. Lance Bauer stated the correlations look good as far as the two new EPDs. Setting accuracy limits will be helpful. Age at first calf and

stayability were actually added last fall for the first time but the office held off on publishing those until we ran another evaluation on top to see what the correlations were and see where we are at. We got over ninety percent correlation from one run to the other. Mature Cow weight EPDs are in the works but we are still about 600-700 records short of what we need to develop these new EPDs. Bauer stated that once we have that mature cow weight along with these fertility EPDs, it would be smart to go back and reevaluate \$M thru a third party as we did when we first started utilizing \$M. We need to include age at first calf, stayability and mature cow weight along with calving ease EPDs in \$M. Currently \$M is driven and heavily influenced by growth traits. Adding data from the new EPDs will make a significant difference to \$M and will more truly represent the \$M index.

Genetic Storage Update – Collin Osbourn reported that we have renewed our contract with Neogen Genomics (formerly Geneseek). We will be updating our forms to reflect the new name (same company). The genetic storage we have talked about where they will start charging after they have been there for a year will go into effect January 1, 2021, so we have a year to iron out the details with them on where the samples will be returned to (preferably the breeder as the office has no place to store them). Bauer mentioned that we are sending out blood cards when we send out TSU kits now and advising breeders to also take a sample on the cards and store it themselves. That sample could be used in the future if they decide they want to move an animal to AI sire or donor status.

DNA and PV requirements for AI sires and donor dams – Osbourn shared with the board the issues breeders are experiencing with the parent verification rule now that we are transitioning to one lab, Neogen. We are ending up with more and more donors and AI sires that have parents that are on file at different labs. We are asking for a little more leeway when using parent verification exception forms. Currently the AI sire and donor dam exception form is used when a sire or dam was never typed or was typed but on an old platform and is now dead or inactive with no new sample possible. Osbourn asked the board for thoughts and recommendations on using the parent verification exception forms in cases where the donor dam or AI sire is on file with a 150K HD genotype with only the sire or dam verified at Neogen because the other parent is on file at Zoetis. Collin noted

that the time it takes to get samples moved from Zoetis to Neogen is what is frustrating as well as added expenses. We are still negotiating with Neogen to allow us to move a specified number of samples over from Zoetis (high profile animals/bulls) at no charge but we do not have the exact number specified in writing at this date. **Jerry Thomas made a motion to allow the parent verification exception form to be used on HD genotyped AI sires and donor dams in lieu of obtaining an additional sample when they are verified to one parent and the other parent is only on file at the other lab. Steve Carpenter seconded the motion and it carried with none opposed.**

Display of “P” animals – Collin has had numerous requests to make “P” animals visible on searches so breeders can see calves that may be recorded to a dam but not registered. It would allow validation of dam production on the public search. The decision was made to allow Breed Improvement to discuss, consider and give feedback to the board on this at the summer meetings.

NEW BUSINESS

University of Tennessee Beefmaster Herd – as stated in research and program updates earlier, we are working with the University of Tennessee to start a Beefmaster Herd. Dusty Pendergrass, Clark Jones, Bill Pendergrass and Justin Williams sat down with University representatives at Tennessee Cattlemen to discuss working together. Dr. Rhinehart, a beef cattle extension specialist at the University of Tennessee, is very in tune with crossbreeding and heterosis. He has recommended to the state of Tennessee through extension that every cow in Tennessee needs a quarter ear and best way to get to a quarter ear is through a Beefmaster bull.

Breed Improvement – Lance Bauer updated the board on the recent activity of the committee. Sub-committees have been set up with specific topics to cover. Efficiency EPDs is one of the sub-committees. Members of this sub-committee include Dr. Andy Herring, some members that have participated in grow safe tests and a few members that have not tested yet. The group will be looking at how to develop and use efficiency EPDs to best benefit our breed.

Another Sub-committee will be discussing recommendations for Satellites on how they can utilize performance data in their sales.

How to involve small breeders in performance is another sub-committee made up of some small breeders that do utilize performance in their programs and will have good input in the discussions.

Speaker topics for convention is another sub-committee's focus. Bauer mentioned possibly expanding on the Beefmaster 101 started last year and presenting possibly Beefmaster 201 this year, incorporating lots of interactive panels and offering the staff panel again.

Another sub-committee will review and discuss updating the typesetter and pacesetter requirements.

Summer meetings will be in May this year which allows less time for committees to meet and discuss and be ready to make recommendations to the board.

Osborn noted that Commercial Marketing has already begun to meet with the regional vice-chairs of that committee.

Certificate Revamp – Collin Osborn stated that our current certificate format should allow us to add the two new recent EPDs without issue. Beyond that we will be looking at a significant revamp of our certificate to be able to include any new EPDs. Collin pointed out parts of the current certificate where he thought we could make room for new EPDs, sharing the current certificate layout with the board. He also stated that certificates represent data for that animal for that day only, noting data is constantly updating and changing. The office will find out more about possible programming required for such changes and any limitations involved in reformatting the certificates and then bring it to a committee to complete evaluating it and make recommendations to the board - Seedstock Marketing Committee was elected to discuss this.

Staff Update – Collin announced that Rylee Barber has been hired to assume the role of Youth and Membership programs coordinator. She is currently completing an internship at San Antonio Livestock Show and Rodeo and will join us in late March.

Collin stated that we are in discussion with Jon Garza about a part time position as he retires from the Texas Department of Agriculture. He would coordinate our

International Committee and cover the areas of I10 and South to alleviate some of the area Lance travels. His specific roles would be to influence and help build our relationships with Mexico, Central and South America through our International committee as well as strengthen some of the footholds we have in the valley. There are a lot of Beefmaster cattle raised in the valley that are not registered in our system. Jon will reach out to those breeders to try to change that.

Bob Siddons mentioned that Noel Ramirez, the president of the Mexico Beefmaster Association, requested to meet with him in Houston about developing a relationship with the Mexico Beefmaster Association again.

Partnership cattle with frozen genetics. There is not a way in our current system to track partnerships of frozen genetics. Breeders want the association to track it but the system does not allow for multi-ownership of frozen genetics. The best answer the office has is to have the partners open a partnership membership to record those frozen genetics in or just continue as we do right now making the embryos under one account and transferring a portion of the obtained embryos to the other member to use. The board agreed that the breeders wishing to share frozen genetics will need to work together on how they wish to record them in their respective inventories.

Update on the standard of excellence brochure – Collin presented the work that has been done on the brochure that will be made available at trade shows and in new member packets. Only positive pictures will be used. The brochure will include promotional and educational tools and a new member application in the back. Osbourn noted that underline and conformation pictures are harder to incorporate because of resizing issues. The brochure is really meant to be concise anyway and to direct them to our website for more detailed information on our breed.

Upcoming Events – Collin outlined upcoming events leading up to the Summer Meetings. Summer meetings will be May 27 – 29, 2020. The location for the meetings is currently being negotiated and will be communicated as details are worked out in the next few weeks.

EVP REPORT - Collin Osbourn stated that BBU has not had a long-term planning meeting since 2009. Collin dug into statistics and presented a window on the past the current and the future. He focused on the areas of Financial Stability, Genetic Advancement and Advertising, promotion, and marketing, expanding on each area and answering questions throughout the presentation.

PRESIDENT'S REPORT – Bob Siddons shared he has a goal of having 5000 members in the near future. He spoke to the progress Beefmasters has made over the past ten years with research and advertising. The Texas A&M Beefmaster Herd is essential to our future and how we will be perceived by the industry. Other universities are now showing interest and offering us opportunities as well. Siddons also challenged Satellites to grow their membership and consider hosting regular educational programs. Jerry Davis shared that the cost of the educational events can be overwhelming. You must be creative in seeking support from vendors and sponsors. It is hard work but can be done. There was discussion on International Beefmasters in Europe and the opportunities that are opening up there.

Convention – Collin Osbourn reported that Convention is changing this year. We do not have a specific Satellite that has stepped up to sponsor, so we will be asking all satellites to contribute and to host events and fundraisers to make the 2020 Convention a success. The office will be reaching out to satellites soon. This year we will be at the Omni Hotel in downtown Fort Worth.

James Skelton moved to go into executive session and Chris Kauffman seconded the motion. The meeting moved into executive session.

Chris Kaufman moved to return to open session. Larry Meacham seconded, and the motion carried.

James Skelton moved to adjourn the meeting with a second by Sue Pierson and the meeting adjourned.