

International Red Brangus Breeders Association

2011 Annual Meeting Minutes

June 11, 2011

Washington County Fair Grounds

Brenham, Texas

The members of the International Red Brangus Breeders Association (IRBBA) held their annual meeting on June 11, 2011 at the Washington County Fair Grounds in Brenham, Texas. Over 30 members and guests enjoyed and participated in a range of presentations and activities. The participants included 5 guests from Mexico. The weekend began on Friday evening with a reception and dinner prepared by Rhumina and Jimmy Stofa and their crew.

On Saturday morning, the Annual Meeting was held. President Marcos Borges presided over the general membership meeting. The meeting was called to order at 9:20 AM.

2010 Annual Meeting Minutes

The meeting Minutes from the 2010 Annual Meeting were read by the attendees. One correction was recognized. Rhumina Stofa was added to the Scholarship Committee member list. Gary Markham moved to accept the meeting minutes as corrected. Bruce Buffaloe seconded the motion and the Meeting Minutes from the 2010 Annual Meeting were approved as corrected.

Treasurer's Report

The current bank balance is \$33,223.00. This is an increase of \$14,000.00 from last year.

Increase in funds is mainly due to advertisement revenue of the IRBBA Website advertisement listings. Website ads spaces were sold for a two year duration. Last year the revenue for these ads amounted to \$15,400.

During the past 12 months, the IRBBA website was completely re-designed at a cost of \$4,100. Another \$1,000 was spent to maintain and update it throughout the year, including the weekly eblasts.

This year one of the major fund raisers is the advertisement spaces for IRBBA Journal. The Journal is produced every other year, so basically your ad is good for two years.

Major expenses are HLS&R trading booth, Cattleman monthly ad, Gulf Coast Cattleman monthly ad, IBBA ads, San Antonio show premiums, website maintenance, annual meeting event, and accounting work.

The IRBBA Memorial Scholarship account is very positive. It has a current balance of \$17,647.00. This is an increase of \$10,000 over last year. In summary, the association is financially sound with the current bank balances.

Sale Report

Don Cox delivered the Sale Report. The Genetic Edge Sale was held at the Houston Livestock Show. The sale average was just under \$4,000 per head. The 2010 Sale average was \$4050 per head. The seating arrangement for the sale was revised due to the Fire Marshal requirements for blocking if exit ways from the stands by crowds of people. Don encouraged the members to pick out the cattle that they were going to enter in the 2012 sale now and get them ready.

The 2010 Divas Sale II was held in College Station at the Annual Meeting. 13 lots were entered and sold for an average price of \$3400. Buyers were from the US and Mexico. Don noted that there are 10 heifers entered in the 2011 Divas Sale III which will be held at 6:00 PM today here at the Washington County Fair Grounds.

Advertising Committee

John Liechty delivered the Advertising Committee Report. The association is advertising in the Medias, the Cattleman, and the Gulf Coast Cattleman, and the HLSR International Room with our booth.

During 2011 a new Journal will be printed and issued before the 2012 shows. Advertising space in the new journal will be auctioned off at Lunch today.

The principle advertising medium for the Association is the website www.redbrangus.org. The website has been remapped and improved. All members are listed on the website as a part of the \$70 annual membership fee. A member's website can be listed on the website for an additional \$100.

The focus for the 2011 and 2012 marketing will be on commercial cattle breeders.

Scholarship Committee

Tracee Buffaloe Price outlined the activities of the Scholarship Committee. Seven Scholarships totaling \$13,000 are to be awarded today. Committee members are Allen Goode, Kay Gibson, Stacey Costello, Rhumina Stofa and Tracee Buffaloe Price. Additional members are needed for this committee.

The primary fund raiser this year was the selling of bronze statues of a bull, a heifer and a bull and heifer together. Gary Markham bought the Bull and Joe Dillard bought the Heifer and double bronze. A picture of the bronze will be posted on the IRBBA website. A \$2500 limited edition bronze will be available and a portion of the cost of the bronze goes to the IRBBA Scholarship fund.

Other fund raisers were Semen Silent Auction and the raffle of a Browning Rifle.

IBBA Report

The IBBA report was delivered by Don Cox. Total herd Reporting will be made simpler with 1 time reporting and payment made in 2 installments.

All show cattle will be DNA tested if they are a Division Champion or Reserve Champion. This starts at the 2011 Brangus Futurity.

Ben Spitzer is the IBBA representative that attends Conferences and other events and promotes the IBBA.

Dennis Kmiec Summarized the Bull Test held at McGregor, Texas this spring. Transducers were placed on the back of the bulls. This measures the feed intake of each animal. The cost of gain was about \$1.35 per pound average. This test gives you the opportunity to compare your bulls with other breeder's bulls. Red bulls out performed Black bulls in feed conversion and gain per day.

International Report

Marcos Borges delivered the International Report. He has visited Brazilian feed yards recently where they are feeding 900,000 head. They are selling Brangus Branded beef in Brazil.

The World Brangus Congress will be held in Australia in 2012. All members were encouraged to attend the conference.

New Business

Board Meeting Minutes: Geary Stutts suggested that the Board Meeting Minutes be posted on the website. This was discussed. Gary Markham moved to send the Board Meeting Minutes to the members via email. This motion passed.

Membership Certificates and Board Member plaques: All the members who were present received framed membership certificates and Board Members received a plaque for their service.

Election of Board Members

Don Cox, who is the chairman of the Nominating Committee, presided over the election of the Directors. He announced the members who were nominated for the Board of Directors. Those nominees were Greg Munoz, Darryl McDonald, John Liechty, Geary Stutts, and Jim Gibson. No nominations from the floor were made. The new members elected were Greg Munoz, Darryl McDonald, and John Liechty. They will all serve three year terms that expire in Spring of 2014.

The annual Meeting was adjourned at 11:00 AM.

Presentation of Membership Certificates and Board of Director Plaques

The Association provided Framed Membership certificates to all breeders who were present. Those Members not present will receive their Certificates by mail.

The members of the Board of Directors were presented with Plaques indicating the number of years of service to the Association. Charter Members of the Association who were present were John Kopycinski, Don Cox, and Dennis Kmiec. Don Cox and Dennis Kmiec have served on the Board of Directors for 20 years each.

Speakers

A panel of cattle industry professionals answered discussed and answered questions regarding how the Red Brangus breed should position itself in the industry, both domestically and abroad, The panelists included Jose Albertazzi Publisher of La Ganadera, from Costa Rica, Ben Spitzer of the IBBA, a fourth generation cattleman and Clay Neel, Manager of the JF Welder Ranch at Refugio, Texas. Clay oversees the operation of 3,000 head of ¾ Hereford x ¼ Brahman cattle.

Questions were posed by Allen Goode.

1. As Breeders, how can we make commercial cattlemen more profitable?

Clay Neel outlined what makes a commercial cattleman profitable. Included on his list was fertility, environmentally efficient bulls, low input cost, cows with good udders, stay with proven genetics, balance trait selection, and using middle of the road cattle.

Jose noted that identification of the important characteristics for breeding and commitment to customer's success will make return customers out of foreign buyers.

Ben Spitzer identified turning in data on cattle performance, involvement in industry events, advising customers about the Optimax Program, transferring bulls to the customers so that the IBBA can stay in touch with the bull buyers after they have purchased a bull, and good maternal characteristics.

2. How do we attract buyers with larger herds of cattle to use Red Brangus?

Clay responded that the buyers need the recommendation of the breeders because the breeders know the genetics. Commercial cattlemen need solid, middle of the road cattle that perform consistently.

3. How do we improve the international Market?

Jose responded:

-Provide more information to the Breeders

-Visit the breeders in their country so that you understand their challenges and can provide solutions.

- Growth opportunities are in Panama and Belize.

4. What characteristics are the Commercial Cattlemen looking for in bulls?

Clay responded that moderate frame, depth of rib, and muscle are important. Medium frame size #6 bulls, with balance multi-trait characteristics are a requirement. ½ Blood cattle are too variable in their performance and cut ability. 3/8 and ¼ bloods are preferred. Some cattle men want large cattle to put more pounds on the ground. He prefers grass fed bulls to grain fed bulls so that they will not lose weight when put out to work. The highest criterion, for a female, is fertility. Without a calf every year she makes you lose money. He stressed the relationship that a large commercial cattleman has with a breeder for providing bulls that will work in his environment.

Ben's number one criterion was to do more with less and develop relationships with commercial cattlemen.

Jose emphasized that you should know your customers and recommended that you attend the 2012 World Brangus conference.

IRBBA Journal Advertising

Don Cox let the auction of sale of advertising pages in the journal. The Journal will be published in the fall of 2011 and be ready for the 2012 Shows.

IRBBA Memorial Scholarship

The IRBBA Memorial Scholarship Committee awarded seven scholarships with a total amount of \$13,000. The recipients were Kelsey Munoz, Austin Accord, Connor Cox, Courtney Cox, Nathan Munoz, Montana Harper and Sara Velky.

Herd Bull Parade

Red Brangus breeders displayed senior and junior herd bulls in the Herd Bull Parade providing participants an opportunity to evaluate some of the top Red Brangus genetics. Clay Neely of the JF Welder Ranch provided comments on the bulls.

2011 Divas in Red Sale III

The third "Divas in Red" Premier Red Brangus Heifer Sale was held in conjunction with the annual meeting. Breeders presented ten premier females that were auctioned under the guidance of IRBBA Member Geary Stutts. The 2011 Divas in Red grossed \$34,000 to average, \$3,400. The high selling lot was CX MS HOME RUN 89/X1 consigned by Cox Excalibur, Katy and purchased by Triple JR Cattle Co., Muldoon for \$5,800. The second high selling lot was BKC SUPERWOMAN 9X2 consigned by BKC Ranch, Hockley and purchased by Abraham Thomas of Lubbock for \$5,100. Heifers were sold to breeders from Costa Rica and Texas.

The Annual Meeting activities were concluded after the Divas Sale.