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**IBBA PROMOTIONS COMMITTEE**  
Meeting Minutes – June 26, 2019

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Chairman Jeremy Jackson called the meeting to order at 7:00 p.m. CST

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| Jeremy Jackson | PRESENT | Wade Fisher  |        |
| Chris Sankey   | PRESENT | Cody Gariss  |        |
| Eddy Roberts   | PRESENT | Sara Green   | ABSENT |
| Darrell Wilkes | PRESENT | Joy Reznicek | ABSENT |
| Mike Vorel     |         |              |        |

**I. AMERICAN RANCHER VIDEO DISCUSSION**

Discussion on the potential plan for the American Rancher was discussed. It was agreed that it was important to focus on good cattle, breed makeup, and carcass data. Testimonials from our breeders, feed lots and commercial producers would be both desired and beneficial to the message.

One of the potential testimonials that was requested was with Black Diamond Feeders/ Tiffany Feeders since they are familiar and prefer Brangus in their program. Sankey will also be discussing a potential testimonial with his nephew.

The plan to offset the cost of the video would be to offer eight 30-second advertising slots for purchase to our breeders for promotions of their ranches. The breeders would have first option to buy the slots at \$1500 a piece after the announcement of the slot availability on August 2<sup>nd</sup>. If there are more than 8 interested parties, the decision to enter everyone in a lottery was made and the selection would be done and live streamed at the SBBA field day in Alabama on August 17<sup>th</sup>.

If not all the slots are sold, the offering will be made to national accounts at the price of \$3000 per slot. From there the chance will be given for custom feeders that Dr. Wilkes will choose and discuss with.

**II. SEMEN PROMOTION**

It was also discussed and decided upon that during the video, a promotion for Brangus semen would also be featured. – A promo code that is good for up to 72 hours following the video will be advertised. Interested breeders will need to call in to the IBBA office for information and ordering. Bulls listed in the 2020 semen directory will be the ones that are available for this discount, which will also make ‘shopping’ easier for interested parties since it will be posted on the website for their review.

**III. COMMITTEE MEMBER FINAL THOUGHTS/ANNOUNCEMENTS/ADJOURN**  
With no other discussions/suggestions, the meeting was adjourned.