

Promotion Committee Meeting- **Meeting Minutes** – June 2, 2020 at 6:00 pm - Conference Call

Attendees: Wade Fisher Lisa Neal, Bill Davis, Chris Sankey(?), Sarah Greene, Andrew Scamardo, Kurt Trammell, Shiloh Hall, Dr. Darrell Wilkes, Lori Edwards, Joe Fuller

Key Topics again were **Frontline Beef Producer and Target 75 Project**

The Committee discussed key issues with the Frontline Beef Producer publication and voted on a plan forward for the next issue this September, 2020.

Bill Davis moved and Wade Fisher Seconded that the Frontline Beef Producer would be published this September with the addition of larg format card ads, additional focus on ads for private treaty sale ads and the use of the IBBA Non-Member (primarily bull) buyer list which contains approximately 10,000 producers as primary mailing list. There should be a map that identifies advertiser location by region of the country. Motion passed unanimously.

In addition, Emily Lochner will pursue pricing to look at a newsprint format. She had already received pricing that can save money with a lighter weight paper on the inside (which is consistent with many national publications). Between the addition of card ads and the printing and mailing cost savings, the goal of these measures will be to produce the Frontline Beef Producer at breakeven or slight loss and provide a positive publication that promotes Brangus to the commercial cattle industry.

Next discussion was around **Target 75** and the charge of this committee to move forward in next 30 days with making contact and interviewing cattle industry influentials that they have on their list of contacts. The goal is for each committee member to contact at least two cattle industry leaders/producers that they know using the questions provided as a format to have the conversation. Lori Edwards will pursue finding a gift of appreciation (from IBA or IBBA available products) like Brangus coasters or tumblers. A report back will be held at next meeting. Fuller will contact the Long Range Planning Committee for more names of key cattle industry influencers that they can contact as well.

Next Meeting – Wednesday, July 1, 2020 at 6:00 pm

Minutes by JF