IBBA Committees

Breed Improvement Committee

The committee is charged to consider, pursue and participate in the implementation of all issues relating to development of Brangus or Red Brangus cattle, including but not limited to, performance data, breed traits and characteristics and consideration of all research projects and information available. The Long-Term Plan proposes ideas such as the Brangus Value Project, moving from an IMF EPD to a marbling score EPD, and developing indexes based on economic values.

Commercial Marketing Committee

The commercial marketing committee is to consider, purse and implement all issues relating to promoting Brangus or Red Brangus Cattle to the commercial market and to develop commercial marketing programs, ideas and strategies; and to develop tools to better enable members to market Brangus or Red Brangus cattle into the commercial industry. The committee will work to expand and improve initiatives such as the Brangus Built program and will develop working relationships with feeding and packing companies. This committee will work collaboratively with the Breed Improvement Committee in executing the Brangus Value Project that involves compiling feedlot and carcass data on 10,000 Brangus sire-identified cattle over the next decade.

Finance Committee

To assist the Executive Vice President in developing an association budget in response to the priorities and projects of the standing committees and consideration of the general association expenses and revenues: to develop programs and ideas to produce revenues and to monitor the financial health of the association and make appropriate recommendations to the Board of Directors regarding financial concerns.

International Committee

This committee's responsibility is to expand global markets for U.S. Brangus genetics, live and frozen. The committee represents IBBA in the Federation of International Brangus Associations (FIBRA), is key liaison with the U.S. Livestock Genetics Export Inc. (USLGE) and coordinate foreign trade missions in addition to hosting international visitors.

Member Services and Education Committee

The committee's responsibilities are to enhance membership programs, encourage growth in membership enrollment and develop and retain association members; and to create educational opportunities on the local, regional, and national levels for all members. The long-term plan suggests that a non-voting junior member be added to each IBBA standing committee and this committee would be responsible for encouraging juniors to participate. It is encouraged they create and offer leadership training programs for members that are interested in committee leadership or board of director roles.

INTERNATIONAL BRANGUS BREEDERS ASSOCIATION

Promotions Committee

The promotion committee is to develop and implement promotional strategies and plans, including, but not limited to, formal advertising campaigns, which promote Brangus or Red Brangus cattle and the International Brangus Breeders Association. The promotions committees take on the role of promoting Brangus to cattle breeders, feeders and packers through advertising and other means, including the increasingly important tool of social media. The committee is responsible for conceiving and testing promotional messaging, including conduct of marketing and messaging research.

Show Committee

The show committee is to select judges for the national shows; to create a list of potential judges for use by other shows; to develop and monitor implementation of show rules and guidelines; to recommend locations for shows; to appoint and charge the ethics committee when needed at times of disputes or formal complaints arise; and to assist in the production of the Brangus Futurity and other national shows as needed.

Long Term Planning Committee

The Long Term Planning Committee is charged with maintaining a dynamic plan that is responsive to the needs of members and, importantly, the needs of commercial beef producers utilizing Brangus genetics. This committee works closely with the other standing committees to encourage implementation of the strategies defined in the Long Term Plan.

INTERNATIONAL BRANGUS BREEDERS ASSOCIATION

IBBA COMMITTEE MEMBER APPLICATION

The IBBA President will appoint committee chairs of the following committees: Breed Improvement, Commercial Marketing, Finance, International, Member Service and Education, Promotion, Show and Long Term Planning. IBBA members are encouraged to volunteer to serve on IBBA committees. The IBBA Board of Directors makes official committee appointments upon committee member application submission.

IBBA committees meet multiple times throughout the year. Meetings are conducted in person and via conference call. Please note that IBBA does not provide reimbursement for meals or other travel expenses incurred for meeting commitments. It is preferred that only those persons willing to take the committee membership seriously volunteer. Meeting attendance would be expected to take high priority if selected to such position.

If you would like to be considered for appointment to one or more of the committees listed for 2021-2022, please complete, sign and return this form to IBBA's office by **February 12, 20201** via mail (*P.O. Box 809, Adkins, TX 78101*), email (*ledwards@gobrangus.com*) or fax (*210-696-8718*).

Please identify your preferred choice(s) of committee service by number ranking.

____ Breed Improvement Committee

____ Commercial Marketing Committee

____ Finance Committee

____ International Committee

____ Member Service and Education Committee

____ Promotion Committee

____ Show Committee

____ Long Term Planning

Please list your qualifications or other reasons to be considered in reference to your appointment:

_____

_____

_____

IBBA Member Name: _____

Membership Number: _____ Phone #: _____

Address: _____

City, State, Zip: _____

Email Address: _____

Signature: _____ Date: _____

PLEASE RETURN TO IBBA BY FEBRUARY 12, 2021