

## 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 **March 15, 2024**, via mail (*P.O. Box 809, Adkins, TX 78101*), email Mandie ([msadovsky@gobrangus.com](mailto:msadovsky@gobrangus.com)) or fax (*210-696-8718*).

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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
- ☐ Junior Advisory Committee

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

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IBBA Member Name: \_\_\_\_\_

Membership Number: \_\_\_\_\_ Phone #: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE RETURN TO IBBA BY March 15, 2024**

## **IBBA Standing Committees**

### **Awards Committee**

The Awards Committee is charged with soliciting and evaluating nominations for the awards presented each year to recognize contributions and accomplishment of IBBA members and non-members who utilize Brangus genetics. The committee is comprised of the chairperson of all other standing committees.

### **Breed Improvement Committee**

The committee is charged with development and implementation of all programs relating to genetic improvement and genetic evaluation of Brangus, Red Brangus and Ultrablack cattle. This includes performance data, trait definitions, statistical models for genetic prediction and all other policies that affect the information available for making accurate selection decisions. The committee oversees the technical aspects of research projects including the Brangus Value Project. The committee also has an educational objective of ensuring that Brangus breeders have a good understanding of the tools available to achieve objective genetic improvement.

### **Commercial Marketing Committee**

The commercial marketing committee is to consider, pursue 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 Vigor program and will develop working relationships with feeding and packing companies. The committee has an educational objective of exposing members to the expectations and requirement of downstream commercial cattle buyers.

### **Finance Committee**

To assist the Controller and 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. The committee also recommends policy and subsequently oversees the association's management and/or investment of reserve funds.

### **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.

### **Junior Advisory Committee**

This committee is charged with providing guidance and advice to the International Junior Brangus Breeders Association (IJBBA) and its Board of Directors.

### **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.

### **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. The committee seeks to create and offer leadership training programs for members that are interested in committee leadership or board of director roles.

### **Officer Nominating Committee**

This is a special committee with the specific charge of nominating a slate of officers to the Board of Directors each year. As a special committee, it is comprised of the three immediate past presidents of IBBA.

### **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 promotion committee takes 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.