

Committee Reports



Santa Gertrudis Breeders International's (SGBI) many committees continue to make progress on the goals set by their committee members. SGBI members are encouraged to contact committee members with their questions, ideas and suggestions.

Shows & Exhibits Committee

Tanya Bram, Chair

Hello, all. We hope everyone is having a great summer and finding ways to beat the heat.

The June Shows & Exhibits Committee meeting was held in Texarkana on June 22 during the National Junior Santa Gertrudis Show. The meeting went well and covered a lot of ground, in my opinion. Topics covered included:

- 2022 National Open Show report
- End-of-year awards and nomination dues
- Fundraising for end-of-year awards
- New STAR 5 class breaks for open shows
- Approved judges list amendments
- Amendments to open show rules (still to be discussed and approved)

As of right now, the next committee meeting is scheduled for October during the State Fair of Texas. Last, we would like to thank all committee members for their time and participation. As always, if you have any questions or concerns, feel free to reach out to a committee representative.

Sales & Marketing Committee

Kade Thigpen, Chair

Our June Marketing Meeting was held via zoom on June 16.

Our meeting began with an overview from BluePrint Media on where SGBI is advertising and what ads we are using. The committee voted that we look into more ad options with BluePrint so that we can use more specific marketing toward different sectors in the industry.

The committee also voted to look into the TikTok social media platform as a marketing option, due to the platform's continued growth in popularity.

Overall, the meeting was filled with great discussion on getting the most out of our marketing and ways to market creatively. Be on the lookout for ways to "Share Santa Gertrudis," especially on social media, so that the association's posts can get more reach to more potential customers for our breeders. We look forward to better telling the Santa Gertrudis story to the world.

Editor's Note: A list of SGBI's committees and their committee members was included in the June issue of *Santa Gertrudis USA*. A listing can also be found on the association's website, <https://santagertrudis.com/sgbi/committees>.