

# United States Bucking Bull Association

With the formation of ABBI, a tax-exempt nonprofit agricultural association known as the United States Bucking Bull Association ("USBBA") has also been established. USBBA is structured and qualified as tax-exempt non-profit corporation in keeping with Section 501(c)(5) of the U.S. Internal Revenue Code.

The primary mission of USBBA is to publicly promote bucking bull ownership, breeding, training and welfare while simultaneously enhancing the marketability and value of bucking bull stock. That mission is accomplished through the promotion and growth of USBBA membership, aggressive marketing, advertising and promotional campaigns developed and administered by USBBA, including advertising and marketing programs conducted in association with ABBI's activities and events. USBBA will also benefit bucking bull owners, breeders, trainers and the bucking bull stock registered with USBBA through the organization and operation of an innovative incentive program.

## INCENTIVE PROGRAM

One of the key objectives of USBBA is to increase not only the marketability but the value of all bucking bulls. USBBA has created and implemented a bucking bull incentive program that will continue to have a dramatically positive impact on the animals participating, the owners of those animals, as well as the bucking bull industry as a whole.

The USBBA Bucking Bull Incentive Program ("Incentive Program") works as follows. Owners of mature bucking bulls who are also members of USBBA may, for a fee, register one or more of their animals in the Incentive Program. Once registered, a bull ("Incentive Bull") will have the option of remaining registered throughout the life of the Incentive Program. Upon payment of a registration fee, each bull calf produced from an Incentive Bull will qualify to be registered in the Incentive Program. Calves must be registered with ABBI on or before the date they reach the age of seven (7) months. Calves of non-ABBI registered bulls will not be permitted to be registered in the Incentive Program.

Incentives are set up to be able to be paid at designated events throughout the year or at Year End. Pay out of the Incentive program since 2006 has been \$197,766.33.

#### WHY SHOULD I JOIN USBBA?

If you are interested in getting involved and helping the bucking bull industry continue to grow, visit the website: [www.abbinow.com](http://www.abbinow.com). Join now! You don't have to own any bucking bulls, you can still be in the know about what is going on in the bucking bull world. As a benefit of USBBA, you will receive 6 exciting issues of ***The AMERICAN BUCKING BULL*** Magazine, the official magazine of the ABBI. Each issues recaps the events that are happening, lists the standings of Classic and Futurity animals, has feature stories on some of the top and up and coming breeders within the bucking bull industry and is a resource to experts in the field. Each issue will teach you tricks of the trade, if you are just starting your herd, or introduce you to the breeders that could be a resource to purchasing interest in a bucking bull that is currently performing in the PBR.

Don't miss out, stay in the know, join USBBA today!