



Board of Directors Election Time at the NBBQA

The National Barbecue and Grilling Association is calling on those with a passion for the business of barbecue to take part in our bi-annual Board of Directors election.

The NBBQA Nominations Committee is currently seeking nominations for: President-Elect, Secretary, Treasurer, East Region Board Member, Central Region Board Member, West Region Board Member and three Board Members-at-Large.

A ballot will be sent to all current members in good standing on Nov.26 and all votes must be cast by Dec. 21. Nominations close on Nov. 23.

To nominate yourself as a candidate for the NBBQA Board of Directors, send an email to elections@nbbqa.org with the following:

1. Your full name and company.
2. The board position you are nominating yourself to fill.
3. A 100-word biography.
4. A statement about why you want to join the board.

Candidates must be active members of the NBBQA and in good standing. Members of the board do not receive any compensation or travel reimbursement for the annual in-person meeting. They must also have an activated account on NBBQA.org, including a photo and updated profile. Monthly Board of Directors conference calls are required, as is serving on two committees, which have varying levels of commitment.

Only those who have been on the board for two years or more can be nominated for president. Additionally, nominees for region-specific roles must live in the designated area. All elected



Saffron Hodgson

Officers and Directors must attend the one-day Board Orientation and Meeting prior to the 2019 NBBQA Conference in April.

If you have any questions about the election, you can message us at elections@nbbqa.org.

In other Board of Directors news, Brad Barrett (GrillGrate) has stepped down from the board to focus on his business. We are thankful to Brad for his service and are happy to have Kevin Kolman (Weber Grills) step up to fill out the remainder of Brad's term.

Besides the election, there are other ways you can take part in all we have going on in the NBBQA.

We're still accepting your suggestions for speakers and session topics for next April's big NBBQA conference in Kansas City. We're looking to pack the conference with expertise, talent and wisdom to help you thrive in the business of BBQ. Nominate yourself, or someone else, by emailing info@nbbqa.org.

We are also happy to announce that we are now accepting entries for the 2019 NBBQA Awards of Excellence online at NBBQA.org. Do you have what it takes to rise above the competition in the categories of Rubs, Sauces, Products, Photography, and Media? Submit your entries now and find out how you did at the 2019 NBBQA Conference, taking place April 3-6 at the Marriott Downtown in Kansas City, Missouri. It's always a blast.

Don't forget to book your tickets now for the 2019 educational conference and BBQ Bash. You won't want to miss it! Are you going to the NBBQA Conference? Let us know on our Facebook Event page or on any of our social media channels @nbbqa.

#BUSINESSOFBBQ #IAMBQ

Saffron
Saffron Hodgson
 Acting Executive Director



SCA Grew Smartly With Strategy, Structure

By Stover E. Harger III
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In five years, the Steak Cookoff Association has grown from a Texas startup to a worldwide powerhouse.

Because of the growth potential they witnessed from the start of the Steak Cookoff Association, founders Ken Phillips and Brett Gallaway worked to make sure their business would expand, while always retaining the quality control and operational order that helped set them apart from the start.

"Five years ago, if somebody said that we'd be in 14 different countries and 31 states and doing 230 events in a year, I just would have thought they were absolutely nuts. It would have scared me to death," Ken said.

Now that day is here and Ken isn't scared to death, because a key component of the SCA's growth strategy was to scale smartly.

The Steak Cookoff Association (SCA) hosted its 2018 World Championship from Oct. 4-7 in Fort Worth, Texas, where winning steak cooks from all over competed for an SCA World Champion ring and a first-place prize of \$10,000. It was the culmination of an exciting competition year and a celebration of the sport Ken and Brett love so much.

The business partners started the SCA

at a time when there were few steak cookoffs in the country. As competitive steak cooks themselves, the pair saw firsthand how steak competitions could be improved — with structure and a cook-focused approach. It seemed like a perfect

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*-Ken Phillips,
Steak Cookoff Association*

opportunity because they personally saw a need they could help fulfill.

"Everywhere we went the rules were different, there were some rules we liked and didn't like," Ken said. "And we thought we should be the sanctioning body for grilling."

"A lot of our core beliefs were put in

place by the negative experiences of our three-and-a-half years competing (before founding the SCA). We wrote the rules from the eyes of the cooks who are the customers. Rather than beating them over the head with rules or yelling at them for parking on the line or taking up too much space, we really focused on making it fun for the teams. That shift in mentality I think was really the big fuel that started things."

They tested the concept at small events and the positive reaction from cooks let them know there was reason to continue and invest more time and energy. "It went smoothly, it showed potential," Ken said.

In the first year of the SCA in 2013, there were 19 sanctioned events. In 2014 there were almost three times as many thanks to increasing exposure, including the first-ever NBBQA Conference SCA competition. Each year there's been more and more.

"We projected this year we'd do about 150 to 175 events," Ken said. "We're going to end the year at 230 events. It just blew up."

However, the SCA didn't grow just for growth's sake. Each step in its evolution has been incremental. Scaling a business takes a step-by-step approach. Rome wasn't built in a day; neither was the SCA.

Because of the work Ken and Brett put into laying the foundation of the SCA, and

SCA: Finding Manageable Growth Necessary



training qualified representatives and judges to make sure the events the founders can't attend go off without a hitch, their growth has been manageable. They can't be everywhere and neither can other business owners, no matter the industry.

"We would rather say no to events than to grow outside of our capabilities," Ken said.

Keeping quality up while growing the business is important to the SCA. "Early on we just did things from

memory. We didn't have manuals," Ken said. That didn't last long.

Soon after starting, Ken and Brett made sure to take time to sit down and write down rules, create manuals and commit to paper other necessary information to run their operation. Because of that work, the SCA is able to continue to sanction contests all over the world.

"Having written rules where you have those materials really helped standardize a lot of things," Ken said. Now they have comprehensive rules for their SCA reps and judges so anyone who helps host or judge an SCA event knows exactly how it should run.

"By developing those tools, it gave us a lot of help making things more uniform.... We have a pretty in-depth process of training the reps to run the events where we don't let them run them until we're very confident they are able to do so."

Even with lots of careful planning, Ken said it's important to always remain flexible because you never know what's going to happen.

"We ran into problems we never expected to happen. We try to share those learning experiences with the new reps," he said. "You got to think on your feet at times."

SIG Round-up

Some of the members-only Special Interest Group content available on NBBQA.org.



Enthusiasts: "Living A Healthier BBQ Lifestyle," Mick Brown, BBQ Rescues!



Events: "Planning A Restaurant Hosted BBQ Competition," Montana Coleman, Sonny's BBQ



Business: "Tips For Building Your Brand Through Sweat Equity," Joey Machado, B&B Charcoal



Competition: "Best Pieces of Advice When Forming a First-Time BBQ Team," Various SIG members



Culinary: "Ways Food Service Operators Can Save Money On Beef Cuts," Steve Wald, National Cattleman's Beef Association



Products: "BBQ Sauce Business Strategies," Dave Raymond, Sweet Baby Ray's



Marketing: "Building and Maintaining Your Brand Image in BBQ," Danielle Bennett, Diva Q

NBBQA MEMBER VOICES



Johnny Joseph,
Blowin' Smoke Grillers

"I really enjoy most of all going to the NBBQA Conference and enjoying all the camaraderie between the BBQ guys and girls and us... We're one big happy family."



Stebin Horne,
KUDU Grills

"That's the challenge of entrepreneurship. Being in a position where every day you're going to do what it takes to make that happen. I was passionate about it."



Debra Conwell,
Joe Bosco BBQ

"It's just been a family. It's what BBQ means to us... We couldn't believe how the community has welcomed us. It's pretty sensational and we're just humble and grateful and blessed."



Tim Scheer,
Blues Hog

"It's just been truly amazing. I sit back and look and laugh. ... I've figured out the harder I work the further I get. ... We turned our hobby into a job."