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Form **990-EZ**

Department of the Treasury
Internal Revenue Service

Short Form
Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

▶ Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990 All other organizations with gross receipts less than $500,000 and total assets less than $1,250,000 at the end of the year may use this form

▶ *The organization may have to use a copy of this return to satisfy state reporting requirements.*

OMB No 1545-1150

2009

Open to Public Inspection

A For the 2009 calendar year, or tax year beginning OCT 1, 2009 **and ending** SEP 30, 2010

B Check if applicable: ☐ Address change ☐ Name change ☐ Initial return ☐ Termin-ated ☐ Amended return ☐ Application pending

Please use IRS label or print or type See Specific Instruc-tions

C Name of organization

TENNESSEE BEEF INDUSTRY COUNCIL, INC.

Number and street (or P O box, if mail is not delivered to street address) 530 BRANDIES CIRCLE SUITE A

Room/suite

City or town, state or country, and ZIP + 4 MURFREESBORO, TN 37128

D Employer identification number 62-1276303

E Telephone number (615)896-5811

F Group Exemption Number ▶

- **Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).**

G Accounting method ☐ Cash ☒ Accrual Other (specify) ▶

I Website: ▶ WWW.BEEFUP.ORG

H Check ▶ ☒ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

J Tax-exempt status (check only one) — ☒ 501(c) (6) ◀ (insert no) ☐ 4947(a)(1) or ☐ 527

K Check ▶ ☐ if the organization is not a section 509(a)(3) supporting organization **and** its gross receipts are normally not more than $25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts, if $500,000 or more, file Form 990 instead of Form 990-EZ ▶ $ 488,065.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I)

Revenue	1	Contributions, gifts, grants, and similar amounts received		1	3,976.
	2	Program service revenue including government fees and contracts		2	480,972.
	3	Membership dues and assessments		3	
	4	Investment income		4	
	5a	Gross amount from sale of assets other than inventory	5a		
	b	Less cost or other basis and sales expenses	5b		
	c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)		5c	
	6	Special events and activities (complete applicable parts of Schedule G) If any amount is from **gaming**, check here ▶ ☐			
	a	Gross revenue (not including $ _____ of contributions reported on line 1)	6a		
	b	Less direct expenses other than fundraising expenses	6b		
	c	Net income or (loss) from special events and activities (Subtract line 6b from line 6a)		6c	
	7a	Gross sales of inventory, less returns and allowances	7a		
	b	Less cost of goods sold	7b		
	c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)		7c	
	8	Other revenue (describe ▶ INTEREST INCOME)		8	3,117.
	9	**Total revenue.** Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8 ▶		9	488,065.
Expenses	10	Grants and similar amounts paid (attach schedule) STMT 4		10	17,000.
	11	Benefits paid to or for members		11	
	12	Salaries, other compensation, and employee benefits		12	198,901.
	13	Professional fees and other payments to independent contractors		13	9,489.
	14	Occupancy, rent, utilities, and maintenance		14	51,267.
	15	Printing, publications, postage, and shipping		15	6,674.
	16	Other expenses (describe ▶ SEE STATEMENT 1)		16	232,055.
	17	**Total expenses.** Add lines 10 through 16 ▶		17	515,386.
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)		18	<27,321.>
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)		19	450,990.
	20	Other changes in net assets or fund balances (attach explanation)		20	
	21	Net assets or fund balances at end of year Combine lines 18 through 20 ▶		21	423,669.

Part II Balance Sheets. If Total assets on line 25, column (B) are $1,250,000 or more, file Form 990 instead of Form 990-EZ

(See the instructions for Part II)

		(A) Beginning of year		(B) End of year
22	Cash, savings, and investments	272,792.	22	230,882.
23	Land and buildings	578,787.	23	584,972.
24	Other assets (describe ▶ SEE STATEMENT 2)	134,279.	24	114,375.
25	**Total assets**	985,858.	25	930,229.
26	**Total liabilities** (describe ▶ SEE STATEMENT 3)	534,868.	26	506,560.
27	**Net assets or fund balances** (line 27 of column (B) **must** agree with line 21)	450,990.	27	423,669.

Part III Statement of Program Service Accomplishments (See the instructions for Part III)

What is the organization's primary exempt purpose? SEE STATEMENT 7

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

Expenses (Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts, optional for others)

28 SEE ATTACHED DOCUMENT

(Grants $) If this amount includes foreign grants, check here ▶ ☐ 28a 348,358.

29

(Grants $) If this amount includes foreign grants, check here ▶ ☐ 29a

30

(Grants $) If this amount includes foreign grants, check here ▶ ☐ 30a

31 Other program services (attach schedule)

(Grants $) If this amount includes foreign grants, check here ▶ ☐ 31a

32 **Total program service expenses** (add lines 28a through 31a) ▶ 32 348,358.

Part IV List of Officers, Directors, Trustees, and Key Employees. List each one even if not compensated (See the instructions for Part IV)

(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-.)	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
SEE STATEMENT 6		76,375.	27,607.	2,921.

Part V Other Information (Note the statement requirements in the instructions for Part V.)

			Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity	33		X
34	Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the changes	34		X
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but **not** reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T			
a	Did the organization have unrelated business gross income of $1,000 or more or was it subject to section 6033(e) notice, reporting, and proxy tax requirements?	35a		X
b	If "Yes," has it filed a tax return on **Form 990-T** for this year?	35b	N/A	
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Sch. N	36		X
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions ▶ 37a 0.			
b	Did the organization file **Form 1120-POL** for this year?	37b		X
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the period covered by this return?	38a		X
b	If "Yes," complete Schedule L, Part II and enter the total amount involved 38b N/A			
39	Section 501(c)(7) organizations Enter			
a	Initiation fees and capital contributions included on line 9 39a N/A			
b	Gross receipts, included on line 9, for public use of club facilities 39b N/A			
40a	Section 501(c)(3) organizations Enter amount of tax imposed on the organization during the year under: section 4911 ▶ N/A , section 4912 ▶ N/A , section 4955 ▶ N/A			
b	Section 501(c)(3) and 501(c)(4) organizations Did the organization engage in any section 4958 excess benefit transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	40b	N/A	
c	Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 ▶ N/A			
d	Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax on line 40c reimbursed by the organization ▶ N/A			
e	All organizations At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T	40e		X

41 List the states with which a copy of this return is filed ▶ NONE

42a The organization's books are in care of ▶ NANCY S. WAUGH Telephone no ▶ 615-896-5811

Located at ▶ 530 BRANDIES CIRCLE SUITE A, MURFREESBORO, TN ZIP + 4 ▶ 37128

			Yes	No
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	42b		X
	If "Yes," enter the name of the foreign country ▶			
	See the instructions for exceptions and filing requirements for **Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.**			
c	At any time during the calendar year, did the organization maintain an office outside of the U S ?	42c		X
	If "Yes," enter the name of the foreign country ▶			

43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of **Form 1041** - Check here ▶ ☐ and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 43 N/A

			Yes	No
44	Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ	44		X
45	Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ	45		X

Part VI **Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.** All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46-49b and complete the tables for lines 50 and 51.

			Yes	No
46	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	46		
47	Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	47		
48	Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	48		
49a	Did the organization make any transfers to an exempt non-charitable related organization?	49a		
b	If "Yes," was the related organization a section 527 organization?	49b		

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than $100,000 of compensation from the organization If there is none, enter "None"

(a) Name and address of each employee paid more than $100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
N/A				

f Total number of other employees paid over $100,000 ▶

51 Complete this table for the organization's five highest compensated independent contractors who each received more than $100,000 of compensation from the organization If there is none, enter "None"

N/A

(a) Name and address of each independent contractor paid more than $100,000	(b) Type of service	(c) Compensation

d Total number of other independent contractors each receiving over $100,000 ▶

Sign Here

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

▶ Valerie M. Bass — Signature of officer — Date 1-27-11

▶ VALERIE M. BASS, EXECUTIVE DIRECTOR — Type or print name and title

Paid Preparer's Use Only

Preparer's signature ▶ — Date 01/25/11 — Check if self-employed ▶ [X] — Preparer's identifying number (See instr)

Firm's name (or yours if self-employed), address, and ZIP + 4 ▶ KRAFTCPAS PLLC, 555 GREAT CIRCLE ROAD, NASHVILLE, TN 37228

EIN ▶

Phone no ▶ 615-242-7351

May the IRS discuss this return with the preparer shown above? See instructions ▶ [X] Yes [ ] No

FORM 990-EZ OTHER EXPENSES STATEMENT 1

DESCRIPTION	AMOUNT
PAYROLL TAXES	12,393.
TAXES	753.
ADVERTISING	80,911.
DUES & SUBSCRIPTIONS	214.
EQUIPMENT RENTAL	11,685.
INSURANCE	4,416.
JANITORIAL SERVICES	2,213.
SUPPLIES	32,570.
MEETINGS	17,862.
TELEPHONE	8,210.
TRAVEL	15,379.
AUTO EXPENSE	7,810.
BUILDING EXPENSE	1,200.
INTEREST EXPENSE	23,186.
CONTRACT LABOR	6,000.
PROPERTY TAXES	7,253.
TOTAL TO FORM 990-EZ, LINE 16	232,055.

FORM 990-EZ OTHER ASSETS STATEMENT 2

DESCRIPTION	BEG. OF YEAR	END OF YEAR
ACCOUNTS RECEIVABLES	90,664.	104,495.
PREPAID EXPENSES	9,384.	9,480.
DEPOSITS	2,705.	400.
OTHER DEPRECIABLE ASSETS	31,526.	0.
TOTAL TO FORM 990-EZ, LINE 24	134,279.	114,375.

FORM 990-EZ OTHER LIABILITIES STATEMENT 3

DESCRIPTION	BEG. OF YEAR	END OF YEAR
ACCOUNTS PAYABLE & ACCRUED EXPENSES	32,209.	5,645.
CHECKOFF DOLLAR PAYABLE	96,205.	105,912.
NOTE PAYABLE-CURRENT	11,731.	12,417.
NOTE PAYABLE-LONG TERM	394,723.	382,586.
TOTAL TO FORM 990-EZ, LINE 26	534,868.	506,560.

FORM 990-EZ PAYMENTS TO AFFILIATES STATEMENT 4

AFFILIATE'S NAME	AFFILIATES ADDRESS	PURPOSE OF PAYMENT	AMOUNT
NATIONAL CATTLEMEN'S BEEF ASSOCIATION	9110 E. NICHOLS AVE. #300 CENTENNIAL, CO 80112	TO APPOINT BOARD MEMBERS	17,000.
		TOTAL INCLUDED ON FORM 990-EZ, LINE 10	17,000.

FORM 990-EZ INFORMATION REGARDING TRANSFERS ASSOCIATED WITH PERSONAL BENEFIT CONTRACTS STATEMENT 5

A) DID THE ORGANIZATION, DURING THE YEAR, RECEIVE ANY FUNDS, DIRECTLY OR INDIRECTLY, TO PAY PREMIUMS ON A PERSONAL BENEFIT CONTRACT? . . . . . [ ] YES [X] NO

B) DID THE ORGANIZATION, DURING THE YEAR, PAY PREMIUMS, DIRECTLY OR INDIRECTLY, ON A PERSONAL BENEFIT CONTRACT? . . [ ] YES [X] NO

FORM 990-EZ PART IV - LIST OF OFFICERS, DIRECTORS, TRUSTEES AND KEY EMPLOYEES STATEMENT 6

NAME AND ADDRESS	TITLE AND AVRG HRS/WK	COMPEN-SATION	EMPLOYEE BEN PLAN CONTRIB	EXPENSE ACCOUNT
VALERIE M. BASS, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	TBIC- EXECUTIVE DIRECTOR 40.00	76,375.	27,607.	2,921.
RONNIE YEARGIN, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	CHAIRMAN 1.00	0.	0.	0.
JENNIFER HOUSTON, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN	VICE CHARIMAN 1.00	0.	0.	0.
STEVE SCOTT, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	TREASURER 1.00	0.	0.	0.
EDDIE PASCHALL, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	SECRETARY 1.00	0.	0.	0.
LARRY CUNNINGHAM, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN	PAST CHARIMAN 1.00	0.	0.	0.
LAFAYETTE WILLIAMS, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN	BOARD MEMBER 1.00	0.	0.	0.
KRISTINA MCKEE, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
LARRY MCCOY, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
MIKE SHARP, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
RICHARD BROWN, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
JIM LIGON, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
BOB WILLIS, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
MAC PATE, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.

JOE GAINS, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
JAMES B. NEEL, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
ROB REVIERE, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
DAVID FUGATE, 530 BRANDIES CIRCLE STE. A, MURFREESBORO, TN 37128	BOARD MEMBER 1.00	0.	0.	0.
TOTALS INCLUDED ON FORM 990-EZ, PART IV		76,375.	27,607.	2,921.

BEEF AND BEEF PRODUCTS PROMOTION: I.E. TO PROMOTE BEEF AND BEEF PRODUCTS BY RADIO, PRINT, BILLBOARD AND TELEVISION ADVERTISING, TRADE SHOWS, CONVENTIONS AND SEMINARS.

Description of program services: 2009-2010

Administration

- Held quarterly board meetings to discuss beef product promotion
- Sponsored trade shows and conventions
- Held Regional Checkoff Meetings
- State Beef Council 2011 Planning Meeting

Information Function

- Ag In the Classroom training – Promotion through Farm Bureau – Provided teaching kits to teachers – to use in their classes to promote healthy eating habits
- Country Farm Field Days for Children – provided educational materials
- Sponsor portion of Tn. Dietetic Convention
- Provide training and resources to school nurses on School Wellness Kit statewide
- Provided food editors/food professionals with press releases, timely recipes, and consurmer beef information
- Ad in Tennessee Home & Farm Magazine – 600,000 distributions
- Purchase and distribute consumer information and give-a-ways (recipes, cookbooks, caps, aprons, cutting boards, stickers, etc)
- Sponsor special event(s) throughout the year that maximize beef's position among consumers – July Beef Month, Farm Tour w FB and TCA, Southern Living, SHE expo

Promotion Function

- Conduct Retailer Symposium for chain and independent retailers including a beef cutting demonstration --- Kentucky and Tennessee
- Sponsored radio advertisement promotion beef and beef products during the UT football games. "Beef Day" at U.T. – 13 week promotion with the Vol Radio Network is heard on 75 affiliate stations throughout Tennessee and reaches over 300,000 listeners each week – Sponsored with Food City retail promotion
- Radio promotion --- Titians – Beef Promotion
- Tennessee Grocers Expo—exhibit during the annual convention and promote new chuck roll and value cuts, provided free materials

Industry Relations

- Beef Days – Agribition, Cumberland Beef Day, Dairy Farm Day
- Year-end Buyer's cards result – over 79,000 cards were sent to stockyards
- Monitor state and national industry issues and respond to local media with current and factual information as necessary. Relay local issues to NCBA
- Update TBIC directors and Industry leaders to current issues and relay unified industry messages
- Inform industry organizations and individual producers about the Beef Checkoff program through press releases, newsletters, annual reports and exhibiting during producer events