

Billy Jaynes – CEO Exclusive Genetics

You can emulate the wheel, use the same wheel or reinvent the wheel. Or you can place a completely new wheel to create a better and smoother ride for the future. Billy Jaynes, one of the most unorthodox and innovative business brains in the country, offers just that – an opportunity to try out something new and make money. Time and again there have been entrepreneurs who have made it big because they like to win, to make money and because they love what they are doing. Billy is perhaps one of the very few we will ever meet who equated his own success with that of the others. He envisioned entertaining, offer opportunities for others to make money and in the process taste his own success.

Benevolent? Maybe. Smart? Definitely. He has opened up the bucking bull investment world to a brand new concept of growth with his path-breaking options for all. Billy Jaynes and his innovative investment ideas offer a chance for healthy returns but also more involvement for every investor. Even if one is not very knowledgeable about the sport of bull riding, the various ways that they can learn and get hands on experience of this emerging market promises more fun. What makes his ideas stand apart is that he has brought the bull riding world and its many opportunities closer to the mainstream populace unlike his predecessors in the industry. It is an exciting way to be engaged in the investment and to expand the portfolios of the new age investors.

So how did it all begin?

Billy's passion for bull riding stems from his childhood days. As a teenager he took on a dare to ride a bull and that changed the course of his life. He went on to ride at an intercollegiate level while at Sam Houston State University in Huntsville and progressed to ride in professional rodeos. Even when he went to work at a collection agency in Houston, Texas he continued to participate in the sport of bull riding. With each day he rode, he not only fed his passion but also gained more insights about the industry itself. At 25, Billy left his job to start his own collection agency and there began the journey of the entrepreneur who has changed the rules every step of the way to make things better for everyone associated with him.

Early years

As his business took off, Billy decided to pay more attention to it and stop taking unnecessary risks, so he stopped bull riding, at age 27, after almost 12 years of doing so. But his passion for bucking bulls never waned and perhaps that's the reason he got into the rodeo business. He bought a professional rodeo company, a deal which coincidentally was finalized in 1993 on his wedding day. He actually put on professional (PRCA) rodeos, and took livestock to the prestigious National Finals Rodeo in Las Vegas from 1994-1999. The 90s saw him running two businesses (a collection agency & rodeo company) simultaneously But he soon realized that his labor of love, for bucking bulls, wasn't profitable and it was distracting him from the business that was financially successful so he decided to sell his rodeo company and shift to just raising bucking bulls to fulfill his need to be around bucking bulls. As fate would have it at almost the same time Billy was selling his rodeo company, Bob Tallman, well known rodeo announcer, launched the Rodeo Stock Registry to keep track of genetics, and where the great bulls are coming from.

Billy, one of the forerunners who registered bucking stock cattle, and who started with just five cows quickly realized the tremendous potential of DNA and decided to purchase more cows with bucking genetic backgrounds. This time he included famous, genetically based cows which should lead to good bulls that could prove superior DNA. He thought his traveling days were over and all he would now do is raise and sell superior stock through his newly created annual MEGA-GENETICS BUCKING STOCK SALE.

Jaynes Gang

When his dad and his friend bought a bull, at the first sale, they wanted Billy to partner with them for the training and competitions. His first instinct was to say no. But since it was his Dad he buckled and gave in. He went to a few futurity (2 year old bulls) competitions and to his surprise found that he was really enjoying himself. It was his Dad who realized the potential of training and his persistence that led to formation of The Jaynes Gang, a bucking bull training company. They played it small in the initial years with 10 or less bulls in training and just 7-8 events a year. Billy being Billy, soon realized the immense potential of this industry and very soon he had much more to offer his customers. Now he could tell them that you can come buy a bull, and The Jaynes Gang will take care of it. We will raise it, train it and take it to competitions for you. All you have to do is just come and have fun. In fact their slogan became, "*We do all the work, you have all the fun!*" The idea not only took root, it took the industry by storm. Billy and Jaynes Gang were offering an exclusive service - and their cattle were selling for two and three times the profit that everybody else in the industry was making.

2007 saw Billy sell his collection agency so, at 44 years old, he planned an early retirement to his ranch where he figured he could enjoy his bucking cattle. Of course, at that point he was looking to ride off in the sunset to some enjoyable ranch work, no travelling, and maybe some good cattle sales. But things for him were never meant to be too quiet for too long. Two of his industry acquaintances, who were really multi-millionaire oil men and PBR stock contractors, came up to him around this time. They were fascinated with the bucking bulls and had got into buying bucking bulls because they wanted to be professional bull rider stock contractors. They were buying the most expensive and great PBR bulls but not making any money out of them. With Billy's help they hoped to do just that and proposed a partnership which will market and sell genetics of the greatest bulls in the world. Enter, Exclusive Genetics.

Exclusive Genetics

If there was anything that Billy Jaynes was sure of, it was that to do it right you have to do it big, and if he was coming out of early retirement he said it must be big. He was not just going to sell genetics to current industry buyers for two oil men, he insisted on targeting a new market to introduce fresh blood into the bucking bull industry and expand it. With his silent partners by his side, he started cultivating the wider interests of the avid fans of the sport. Now the bull riding fan could watch the bucking bulls perform and be involved and invested in the process. So he came up with the idea of the Million Dollar Championship for young Bucking Bulls. It would give the chance for a fan to buy a baby bull, and basically bet that bull would become a future super star bucking bull, and if the fan was correct, they could win big! And fulfill a dream along the way of being a stock contractor.

The Million Dollar Bucking Bull Championship

2007 Las Vegas – Billy stood in a mere 10 x 10 booth sold the dream to PBR fans. The chance to own a bucking bull that could grow up and compete in a private 2 year old bucking bull competition where the winning bull gets \$500,000, and a chance to own a bull that could someday grow up to become a famous PBR, CBR or PRCA bucking bull.

The bucking bull industry, prior to the Billy Jaynes phenomenon, entailed buying a bucking bull which would then be trained by the breeders or select trainers for competitions open to the world. It proved to be extremely hard to win at these events and the payouts really were not that big so people were leaving the industry as fast as they would come into it. What Billy aimed to do is lower these risk factors and ensure better investment for his clients. So he developed a way for one to participate in a private bucking bull competition, called the Million Dollar Futurity. With a payout of \$1 million, all one had to do is buy a bull for \$10,000-\$15,000 and be a part of it. The core concept - the investor has no need to train, maintain, sustain or transport the cattle as Exclusive Genetics handles all the work, while the owner gets all the enjoyment of being a part of this exciting sport.

Billy stood in a booth and bucking bull fans were like moths to a flame and in a short time Billy had to hire quick ready-to-assemble tents to hold presentations and seminars in groups because he could not keep up with the unbelievable interest in this concept he had created. He also had his Dad and wife join him to manage the crowd and help explain his idea to the growing number of people queuing up. In a week, he sold \$250,000.00 worth of bulls and had a bunch of leads for a lot more.

The visionary in Billy knew that he only had to sell 300 bulls for \$10,000 which will lead to \$3 million. They will pay out \$1 million. They will spend \$1 million putting it on, and make \$1 million a year. Billy knew that the future lay in the semantics that most people could not visualize right then. The business had turned into selling the Million Dollar Bucking Bull Championship, and people just wanted bulls. They didn't care to buy their cows, their bull semen, or other bucking genetics they could offer. They just wanted to buy a young bull that could compete in these competitions.

The concept is innovative and minus industry competition literally. The next closest 2 year old bucking bull event pays \$100,000 to win.

The Million Dollar Bucking Bull Championship is a private event and only deals with certified bulls that stem from Exclusive Genetics. It is also a class apart in its very presentation. This is no dirty, rough wild west where cowboys compete randomly with each but a series of carefully coordinated events with parties, seminars and even exclusive entertainment. As a result he has clients from a cross section of industries and across the country and beyond, who have no prior experience in the industry at all. They have one thing in common – they are all risk takers. When they see potential, they analyze and then they gamble.

Billy calls it the journey you'll never forget. He offers a tremendous investment opportunity for all, beyond the traditional options and beyond it all, he offers them thrill and excitement that they will never get out

any other investment in their portfolios. And it's not just making money. He gives them a chance to win and stand in the limelight.

The Bucking Bull Games

Billy, who has a flair for turning bucking bull fans into bucking bull owners, was thrilled to see his vision of the Bucking Bull Games come to fruition at the 2013 National Finals Rodeo in Las Vegas. He took the idea of these popular Games and tailored it to work for his creation of Bucking Bull Games. Through a week-long Festival of six bucking bull events, fans saw champions crowned as yearlings and as two year olds who compete with a remote control bull rider on their back. For the first time in EG's history, BBG introduced three, four and five year old bulls who were challenged by some of the top bull riders in the world in the inaugural Million Dollar Bucking Bull and Bull Rider Tournament.

The Million Dollar Bucking Bull Championship and all of Exclusive Genetics' Bucking Bull Games have become the third largest event to take place in Las Vegas paying out in excess of over \$1,300,000. It was time now to think of expanding not just the company but the industry itself.

The future:

Billy has always dreamt big and his next big one is to grow Exclusive Genetics into a \$10 million bucking bull game event. He set an advisory board, to give his company a better direction and guidance in future growth and prospects. Keeping these visions in mind he has come up with yet another winner –

National Bucking Bull Day

Billy Jaynes next contribution is the National Bucking Bull Day, to be held in April this year at the Academy of Country Music (ACM) Awards in Las Vegas, Nevada. The National Bucking Bull Day will acknowledge the animal athletes who are part of one of the fastest growing segments in the world of sports. The preliminaries for National Bucking Bull Day will take place at Sycamore Springs Ranch in Locust Grove, Oklahoma on March 8, 2014. The overall payout, including NBBB Preliminaries (Locust Grove, OK) and NBBB Finals (Las Vegas, NV) are expected to be \$500,000.

NBBB strives to educate interested fans and new investors about the industry. Bucking bull competitions are starting to offer purses and payouts that rival top events in the horse racing industry. EG, home of the \$1.3 million dollar Bucking Bull Games and the Million Dollar Bucking Bull Championship offers a payout that brings it in line with many of the premier equine events that take place each year.

But what's amazing is that anyone can invest in it and be a part of this great American Heritage. Bucking bull ownership is not just for cowboys anymore. NBBB gives interested fans and new investors the opportunity to learn more about the industry and how they can be involved without all the sweat and hard work. This is aptly expressed in their simple slogan that says it all: *'No Truck or trailer? No Ranch? No Problem! We do all the work, you have all the fun!'*