FOR IMMEDIATE RELEASE
March 19, 2019

Contact: Shelby Schiefelbein
Director of Communications
979-219-6647
shelbys@brahman.org

American Brahman Breeders Association Announces Friend of the Year Winners

HOUSTON, Texas - The ABBA Friends of the Year are given each year to individuals who go above and beyond to help the Association and Brahman breed. The 2018 ABBA Friend of the Year was awarded to Dr. Joe Paschal, the first ever two-time recipient of this award. “Dr. Paschal was chosen for this award for the second time because of his ongoing commitment to the American Brahman breed,” stated Ashley Hughes, Executive Vice President, ABBA. “The American Brahman Breeders Association wouldn’t be the same without his longtime support.” Dr. Paschal has led and assisted a variety of programs during his years of service to ABBA including the collection and analysis of data from the ABBA Carcass Evaluation Program. “Dr. Paschal is a wonderful speaker,” said Armelinda Ibarra, Recording Secretary, ABBA. “Whether presenting a seminar or conducting an educational workshop, he has a knack for reading his audience and relating the message to them. He is so passionate about what he is doing and promoting the Brahman breed. He has helped us immensely.”

The ABBA International Friend of the Year was awarded to Medda Success of Thailand. According to ABBA Recording Secretary Armelinda Ibarra, Medda has been instrumental in developing a fantastic bond between the ABBA and Thai Brahman breeders. His devotion to the breed and confidence in the ABBA set the foundation for the recent revival of interest in American Brahman cattle in Thailand.

Thank you to Dr. Paschal and Mr. Success for all of your contributions to the American Brahman Breeders Association and the American Brahman breed.

###

About the American Brahman Breeders Association
The American Brahman Breeders Association is the world registry for Brahman cattle, the #1 beef breed for efficiency, hybrid vigor, and environmental adaptability. ABBA provides an array of member services, educational opportunities, and a wide array of programs to assist the profitability of its members. For more information about the American Brahman breed or the many opportunities offered by the ABBA, visit brahman.org.

PHOTO: Available upon request via shelbys@brahman.org