

American Brahman Breeders Association

Board of Directors Meeting Minutes

September 13, 2024, 1:00 pm CST

The Stella Hotel

Bryan, TX

Officers Present:

Mark Forgason, President
David Miller, Vice President
Terry Novak, Secretary/Treasurer

ABBA Staff:

Iridiana Ibarra, Office Manager/Recording Secretary
Montgomery Alexander, Director of Communication & Youth Activities
A.J. Knowles, Director of Breed Improvement
Megan Mullins, DNA Coordinator

Directors Present:

Kaleb Bendy	Josefina Lecuna
Terry Novak	Todd Schindler
Charolette Smith	Derrick Smith
Catherine Neumayr	Mark Forgason
Steven Hudgins	Michael England
David Domsch	Kathy Bailey
Gary Buchholz	Hatch Smith
Amy Wilder	Natalie Herzog
Kelvin Moreno	Steven "Steamer" Swaner
Steven "Pasquale" Swaner	Carolyn Falgout
Carson Watkins	David Miller
Yaniet Santos Moreno	Teresa Moreno
Corey Ladner	William Deaton
Michael West	Brand Jones
Billy Badilla	

Past Presidents Present:

Ed Cullers
Jim Williams
Dr. Craig Fontenot
Barry Smith

President Forgason called the meeting to order at 1:23 PM CST.

President Forgason led the group in prayer.

Iridiana Ibarra reported that a quorum was established with 29 directors present and 4 past presidents.

Terry Novak presented the Finance Committee report, summarizing key discussions and decisions from their recent meeting.

Craig Fontenot proposed transferring all AJBA dues to Merrill Lynch, leaving \$10,000 in the account for immediate needs. This motion, seconded by Scott Satterfield, was approved. The transferred funds will be reinvested to generate interest until needed. The committee also decided to sell the remaining company vehicle and reimburse employees for travel at the government mileage rate, eliminating vehicle-related expenses. For longer trips, rental cars will be provided, and insurance costs for personal or rental vehicle use by staff will be reviewed.

The committee noted that 5% of the contingency fund, totaling over \$46,000, was allocated in the 2024 budget but was not earning returns. A motion was approved to transfer this amount to Merrill Lynch for investment, which has been yielding 4–5% interest. Profits from the 100-Year Anniversary celebration and book sales, after accounting for outstanding bills, will also be transferred to the ABBA building fund and invested in a one-year term to take advantage of fluctuating interest rates.

Mr. Novak proposed a budget workshop in November, consulting with committee chairs to identify projects for next year requiring funding. During discussions on the allocation of 100-Year Anniversary proceeds, the committee suggested depositing the funds into the building fund. Carolyn Falgout emphasized that donors expressed a preference for the profits to benefit the building fund. Kelvin Moreno added that a group of breeders who donated animals for the event also supported this allocation. This recommendation was unanimously endorsed by the Finance Committee.

Barry Smith raised concerns about staff cell phone reimbursement, particularly for after-hours calls. Iridiana Ibarra explained that the committee concluded legal counsel should be consulted to explore best practices, including whether to continue allowing staff to use personal phones with an allowance, provide company phones, or implement other solutions. Findings will be presented to the Finance Committee.

Carson Watkins inquired about after-hours calls from members, and Ms. Ibarra described managing various communication platforms, including phone calls, emails, texts, and WhatsApp messages. She acknowledged the volume of international messages but emphasized that WhatsApp remains the most practical method for international members. Mr. Watkins suggested she consider a new personal phone number to set boundaries and noted that members should avoid contacting staff after hours.

Mr. Watkins also questioned the practicality of retaining a CPA firm based in Florida, advocating for a Texas-based firm to facilitate in-person interactions. Derrick Smith moved to authorize Mr. Novak to research and select a new CPA in Texas. Mr. Watkins supported the motion but emphasized the need for proper Finance Committee review.

Kelvin Moreno provided historical context, explaining that the Finance Committee previously sought quotes from Texas-based firms but found no suitable candidates due to the complexity of ABBA's financial needs. Beasley Bryant was selected for its qualifications, competitive pricing, and ability to manage ABBA's intricate financial reporting. The firm has since delivered significant improvements, including resolving financial discrepancies and identifying missing funds. Mr. Moreno cautioned against making a change without a viable alternative, emphasizing the professionalism and stability provided by the current CPA. He highlighted that ABBA has no long-term contract with Beasley Bryant, allowing for flexibility if a qualified Texas-based firm is identified in the future.

The Finance Committee report concluded with an emphasis on maintaining ABBA's financial integrity and ensuring any changes are made in the organization's best interest.

Derrick motioned to bring CPA back to Texas and allow Terry to research the best CPA firm to hire and bring final to EC, 2nd by Catherine Neumayr-motion carries

Iridiana Ibarra presented the financial report to the Board of Directors, beginning with the ABBA balance sheet. She addressed the closure of the Origin Bank account, which required a trip to Houston since none of the current staff were authorized signers. The account, with a balance of \$18, was officially closed in August following a joint effort by Joe Mask and Ms. Ibarra.

A new account was established for the World Brahman Congress, as per the Finance Committee's decision to keep event-related funds separate. This account includes a debit card and checks, with Treasurer Terry Novak authorized to sign checks. Ms. Ibarra reminded the board that \$300,000 had been allocated for the Congress, \$100,000 of which was recently moved from Merrill Lynch for event expenses. The remaining \$200,000 continues to accrue interest.

Reviewing ABBA's investment accounts, including those with Chilton and Merrill Lynch, Ms. Ibarra reported \$68,000 in accounts receivable, mostly from Digital Beef. Of this, approximately \$20,000–\$25,000 pertains to World Brahman Congress sponsorship invoices. Additionally, she noted a \$5,600 balance from the 100-Year Anniversary Book. To improve cash flow, the Finance Committee reduced the payment grace period for Digital Beef accounts from 90 to 30 days, after which accounts will be locked.

Efforts to clean up the balance sheet are ongoing, including reallocating prepaid fees and outdated line items to appropriate expense accounts. Ms. Ibarra highlighted the resolution of an issue with AJBA dues, which had not been paid since 2020. After extensive research and reviewing three years of bank statements, ABBA paid \$79,240 in back dues for 2020–2024. Going forward, AJBA dues will be paid quarterly to prevent similar issues.

She reported a 15% increase in total liabilities and equity, transitioning to the statement of income. Registrations were down 4%, but transfers increased by 3%, and F1 certificates remained steady. DNA testing saw a dramatic 120% increase, attributed to the new policy requiring upfront payments. Overall, registrations and transfers increased by nearly 4%, with

membership and renewal fees also showing growth, driven by the Marketing Committee's "Brahman Bucks" campaign.

On merchandise sales, ABBA generated \$69,000 in income, yielding a \$50,000 profit through July. She also reviewed sales from events like the F1 Sale and the International Sale.

Expenses showed a 44% decrease in salaries due to the vacant EVP position. However, postage and freight costs nearly doubled, reflecting ongoing challenges with the Go Paperless campaign as many members still prefer physical mailings. Legal fees also rose significantly, prompting the Executive Committee to develop a cost-control plan. New expense categories included officer meeting travel, board meeting costs, Shopify fees for the online store, and QuickBooks payment fees, which average 3.5% per transaction. The Finance Committee is considering adding a service fee for credit card payments to offset these costs.

Ms. Ibarra noted that promotional breeder supplies distributed at Houston and other events were well-received. ABBA also disbursed \$15,000 for AJBA sponsorships and \$4,000 for scholarships. Investments in Chilton and Merrill Lynch continued to perform positively, and vehicle sale income from the first Expedition contributed to the association's revenue. Overall, ABBA's net income increased by 19%.

A motion to approve the ABBA profit and loss statement and balance sheet was made by Mike England and seconded by Bill Deaton. The motion carried.

Ms. Ibarra also presented the AJBA balance sheet and statement of income, emphasizing recent updates to align with ABBA's financial standards. She noted that this level of detail is a new initiative led by ABBA's CPA to modernize AJBA's financials. A \$38,000 CD discovered in a California bank has since been transferred to the AJBA Chase account.

She acknowledged a key discrepancy between AJBA dues reflected in its financials and those in ABBA's financials, which remains unresolved despite the CPA's efforts. To ensure consistency, the decision was made to use dues figures from the ABBA balance sheet, sourced directly from the registry program.

Ms. Ibarra reiterated that the financials presented were accurate as of July. Hatch Smith, during his report, would provide additional details, including a profit and loss statement for the All American event.

A motion to approve the AJBA financials was made by Barry Smith and seconded by Todd Schindler. The motion carried.

Terry Novak addressed the board, expressing the need for stronger support and clearer direction in his role. He emphasized the importance of transparency and proposed monthly financial reports to keep everyone informed. Terry acknowledged challenges in fulfilling his responsibilities but reaffirmed his commitment to improving ABBA's financial standing.

He stressed the need for unity and effective leadership, urging the board to carefully consider future elections and work together to avoid chaos and miscommunication. Terry highlighted ABBA's strong financial position, while acknowledging room for improvement, and called for professional solutions to modernize operations.

He concluded by pledging to leave the organization in excellent financial health, emphasizing that teamwork and collaboration are key to achieving this goal.

President Mark Forgason reported to the board, highlighting the positive developments within the office and committees despite the absence of an EVP. He commended the office staff for their dedication in keeping up with registrations and transfers.

President Forgason shared his recent visit with Iridiana Ibarra to the Louisiana Centennial Celebration in New Iberia, hosted by the Louisiana Brahman Association. He praised the event's organization, food, and live music, noting it was a great celebration capped off by an excellent Brahman show. He also expressed his joy in reconnecting with 98-year-old Raymond Long, a longtime Brahman breeder with a sharp mind and fond memories.

Reflecting on the ABBA's history, President Forgason emphasized the progress Brahman breeders have made over the past century, transforming the breed into a predictable and consistent herd. He expressed optimism for the breed's potential in the next 100 years, cautioning that internal conflict could hinder that progress.

He urged members to treat one another with respect and end the negativity often seen on social media, emphasizing that public disputes harm the entire association. He called for unity and cooperation to ensure success for the association and the incoming EVP.

As ABBA embarks on its second century and prepares for the World Brahman Congress, President Forgason encouraged everyone to work together with a positive outlook.

He then invited Hatch Smith to introduce the next speaker.

Hatch Smith, representing the EVP Search Committee (Terry Novak and Craig Fontenot), addressed the board to provide an update on the search process. The committee emphasized their shared decision to approach the hiring process with caution, acknowledging that the breed is currently facing challenges and expressing the importance of allowing time for some of these issues to resolve before making a final decision.

The committee reviewed and vetted several candidates before selecting one who met all their criteria. The chosen candidate possesses extensive experience in the commercial cattle industry, youth development, and the show ring, ensuring a well-rounded understanding of key areas relevant to ABBA. Additionally, the candidate has strong connections with Texas A&M University, which the committee views as a significant asset for the breed's future progress and unification.

Following the update, Mr. Paul Maulsby was invited to address the board and provide a five- to ten-minute introduction to his background. The board was encouraged to direct any immediate questions to Mr. Maulsby or later discuss them with the search committee.

Paul Maulsby addressed the Board of Directors, opening with an acknowledgment of his familiarity with many members through professional interactions and sharing his background for those less acquainted with him. He outlined his qualifications, extensive experience, and vision for the role, emphasizing his commitment to representing all members of ABBA, regardless of their herd size, financial standing, or background.

Mr. Maulsby highlighted his identity as a cattleman and underscored the importance of enforcing ABBA's rules, providing stability, and ensuring the breed's growth both domestically and internationally. He reflected on his upbringing in northeastern New Mexico on a 50,000-acre ranch, where his family managed 800 head of cows. This early exposure to agriculture, including hands-on experience with cattle operations and ranch management, shaped his understanding of the industry. His introduction to Brahman-influenced cattle as a young boy left a lasting impression, particularly their superior performance and hybrid vigor.

His passion for the cattle industry led him to Oklahoma State University, where he participated in livestock and meats judging. Post-graduation, he worked with his father-in-law raising purebred Simmental cattle and managing 3,500 stocker calves, honing his skills in animal health, pasture management, and business operations. His tenure at Texas A&M University further broadened his expertise in extension, research, and teaching. He developed and taught a sales and marketing course, conducted master's research on marbling in *Bos indicus* cattle, and managed cow herds, gaining significant experience in budgeting, staff supervision, and collaborative administration.

In addition to his academic and practical experience, Mr. Maulsby has a strong background in the show ring and youth development. He has judged numerous shows, managed the Belt Buckle Bonanza, and served as superintendent of the Brahman show at the State Fair for 14 years. His diverse experience positions him as a connector among the association's varied sectors, from show breeders to commercial producers.

Recognizing the diversity within the cattle industry, Mr. Maulsby stressed the importance of respecting each member's priorities and choices, whether they focus on show cattle, commercial operations, or a combination of both. He emphasized that ABBA's role is to represent all members equitably and ensure that everyone has a voice in the association. His approach is not to direct the organization in one specific direction but to foster inclusivity and support for all facets of the membership.

Mr. Maulsby also expressed a strong commitment to leadership, unity, and fairness. He acknowledged the challenges of working with strong personalities but emphasized the need to enforce the bylaws and maintain transparency. He envisions Brahman cattle as a maternal cornerstone of the American beef industry, with vast potential for growth on a global scale.

To illustrate his vision, he likened the association to a truck, with each sector—youth, performance, commercial, and show—acting as a lug nut securing the wheels. He explained that when one sector falters, the entire structure becomes unstable. His goal is to keep all sectors aligned and the association moving forward effectively.

In conclusion, Mr. Maulsby expressed gratitude for the opportunity to address the board and reaffirmed his dedication to supporting ABBA's mission. He highlighted his current work managing a 350-head commercial cow herd and overseeing a global beef export operation, which underscores his practical experience and leadership acumen. His closing remarks emphasized his passion for the Brahman breed and his commitment to its advancement within the beef industry.

A motion was made by Barry Smith and seconded by Kelvin Moreno to hire Paul Maulsby, contingent upon the Executive Committee finalizing the incentive package. Motion carried.

Catherine Neumayr presented the Communications Committee report to the Board of Directors. The Communications Committee met at 8:00 a.m. that morning with five members and six guests in attendance. The discussion focused on addressing ongoing communication challenges faced by ABBA members. The committee noted that ABBA is not currently viewed as the primary source of Brahman news and updates, but this should be a priority. To address this, the committee concentrated on strategies to improve information flow and enhance ABBA's visibility within the membership.

Monty Alexander provided an update on ABBA's social media, reporting slow but steady progress. Committee chairs were reminded to share relevant information with her to ensure balanced representation across ABBA's activities. The reinstatement of the Brahman Bulletin email newsletter was also discussed, and committee chairs were encouraged to submit updates for inclusion.

The ABBA photo contest on Facebook saw excellent participation, with the committee reviewing and approving many photos for use on social media. The committee also discussed utilizing interns to create content for ABBA, and Ms. Charlie Vernon agreed to work with Monty to establish internship guidelines.

The committee recommended to the Youth Committee that a photo workshop be held during the All American event to help youth improve their photography skills, which would benefit both their contests and ABBA's social media.

Additionally, the committee discovered that two ABBA trademarks, *Queen of Cow Country* and *Crossbreeding's Common Denominator*, were canceled in February 2018. They requested that Iridiana Ibarra work with ABBA's legal counsel, Frank, to renew these trademarks as soon as possible.

The need for a dedicated communications staff member was also discussed. This individual would travel to ABBA events, shows, sales, and field days to capture photos and videos, similar

to practices in other breed associations. The long-term goal is to work with the new EVP to advocate for a full-time communications role with remote or hybrid options to attract top talent.

The committee reviewed an exciting proposal for a new ABBA website, which left members feeling optimistic about its potential to improve communication, enhance ABBA's brand, and position the association as the primary source for Brahman information in the U.S. The website will also offer advertising opportunities to generate revenue, with a goal to launch by March 1, 2025.

The committee voted to allocate its entire \$7,000 advertising budget, plus an additional \$2,500 from the general communications budget, for a total of \$9,500 toward the website project. However, the remaining \$10,500 required will need board approval.

The meeting adjourned at 9:55 a.m. Catherine concluded her report by making a motion to adopt the report and approve the allocation of \$10,500 for the new ABBA website.

motion to approve by Catherine with the \$10,500 needed for new website and 2nd by Barry Smith, motion carries

Milton Charanza presented the Research and Breed Improvement Committee report, noting that the meeting was called to order at 8:06 a.m. and adjourned at 12:18 p.m. The session was well-attended, with nine members and three guests initially present, and additional guests joining throughout. The meeting opened with a prayer by Todd Schindler, and the minutes from the previous meeting were approved.

The committee began with new business to accommodate Mr. Jim Bulger from Digital Beef, who participated via phone to discuss EPD-related issues. Following over an hour of productive discussion, the committee expressed satisfaction with the current EPD system, which was last updated on September 11. The number of ultrasound records has steadily increased, reaching over 1,400 in 2024. The committee decided to use only the first scan results within the acceptable window for calculations. Additionally, the committee addressed a historical inaccuracy in gestation length, correcting it from 283 days to 291 days. They also discussed the benefits of genetic trend graphs, which will now be accessible to breeders on Digital Beef to evaluate progress against breed averages. Breeders will have the option to share their data publicly, further enhancing transparency and utility.

During the review of old business, Mr. Charanza highlighted the success of the recent Beef Cattle Short Course, which was attended by over 2,000 participants. Several presenters emphasized the value of Brahman genetics, with USDA researcher Dr. Mark Thallman advocating for increased use of Brahman genetics in U.S. crossbreeding programs. The committee also reviewed ongoing research projects, including a USDA study revisiting Brahman F1 genetics.

The bull development program was discussed, with 51 bulls participating this year. The committee emphasized the need for increased breeder involvement to enhance the program's impact. Updates on the ST Genetics development project, prepared for the World Brahman Congress, were also shared. An event during the Congress will showcase the project's results.

Two presentations planned for the Congress were announced: Donnell Brown will discuss the responsibilities of purebred breeders, and Dr. Gill will address horned and polled inheritance. Mr. Charanza also revisited a recent action item on polled designations, which had caused issues due to indeterminate DNA test results. Dr. Gill recommended delaying enforcement until further research is complete. The committee proposed rescinding the rule temporarily to address these concerns.

The committee reviewed a proposal to streamline correction policies for registrations. To refine this proposal and address DNA policy issues, a subcommittee was formed, consisting of Mr. Charanza, Rodney Roberson, Jim Williams, Josefina Muskus, and office staff. This subcommittee plans to report back to the Executive Committee with their recommendations.

Milton Charanza delivered the Research & Breed Improvement Committee report; motion to approve by Milton and 2nd by Todd Schindler; motion carries

Pasquale Swaner presented the Show Committee report to the Board of Directors, noting that committee members Jim Williams, Val Walters, and Steve Hudgins were present, while Tyson Ward and Danny Hughes were absent. He announced that Jessica Smith Fairchild had resigned due to personal obligations and expressed appreciation for the guests who attended the meeting. He described the two-hour session as highly productive.

The primary focus was an update on the Houston Livestock Show and Rodeo (HLSR) schedule. Over the past 60 days, the committee engaged in extensive discussions with HLSR after learning of significant proposed changes. Initially, HLSR suggested moving cattle in on Thursday at 3 a.m., showing on Friday and Saturday, and moving out immediately. Through negotiations, a more favorable schedule was secured, including early tack move-in on Monday, group classes on Wednesday, the female show on Thursday, the bull show on Friday, and move-out on Saturday. Pasquale thanked HLSR for their cooperation and emphasized the importance of maintaining open communication with them to avoid future disruptions. He noted that HLSR is considering to implement qualifying shows starting in 2025 to address issues with bogus entries.

During the meeting, several motions were proposed and approved. A motion by Val Walters, seconded by Steve Hudgins, to eliminate weights and measures at the National Show and World Brahman Congress, was approved and is effective immediately. The committee also recommended continuing color classification at the National Show and Fort Worth as done in previous years. Additionally, a motion by Jim Williams, seconded by Steve Hudgins, was approved to require the first class of fall (January 1–February 28) and spring (May 1–June 30) to be palpated safe in calf instead of having a calf at side. Another motion by Val Walters, seconded

by Jim Williams, proposed that fall classes (July–August) and spring classes (November–December) do not require palpation; this was also approved, effective July 1, 2025.

Pasquale concluded by moving for the adoption of the report. 2nd by Natalie Herzog, motion carries.

Hatch Smith presented the Youth Committee report, noting that the financials for the past two years had already been approved. He emphasized that this is the first time in recent memory the committee has had two solid years of financial data, allowing for a more informed budget going forward. In previous years, he operated without clear financial direction.

He highlighted key accomplishments from this year's All American event, which generated \$28,000 in profit. The event featured 2,075 total entries across all contests, including 1,361 entries in cattle classes. A total of 891 head of cattle were present, with 310 exhibitors from eight states participating, making it an outstanding show.

He noted two discrepancies in the financials. First, the 2023 entry numbers appear inflated due to Showman App including sponsorships in the total, which should be adjusted. Second, costs in Texarkana were significantly higher than in West Monroe, LA, contributing to the variance in profits. Despite these differences, the event was successful both financially and operationally.

Looking ahead, next year's All American will be held in Bryan, TX, overlapping with the Texas FFA Convention. To address potential conflicts, the committee is forming a plan to minimize the impact on Texas FFA participants, including adjustments to the schedule and structure. The recent decision to eliminate weights and measures will also streamline the event and reduce logistical challenges.

Mr. Smith then introduced the AJBA President to discuss the role of AJBA directors in the upcoming National Show, World Brahman Congress, and Junior Show. Traditionally, AJBA directors assist in the ring at the National Show, but with three shows scheduled over the span of a week, additional support will be necessary. To address this, state directors and other youth participants will be invited to help, provided they complete a brief training course during the event week.

Zach Mosley, AJBA President, addressed the board to outline the American Junior Brahman Association's involvement in the upcoming World Brahman Congress, National Show, and Junior World Congress. He explained that the AJBA directors would play an active role, including assisting with ring work, staffing the ABBA booth, participating in the trade show, and organizing the annual cornhole tournament during the event week.

He acknowledged that, as Mr. Hatch Smith mentioned, the AJBA board consists of only a few members, making it difficult for them to cover the entire week alone. To address this, the AJBA has reached out to state associations to offer their assistance in the ring and throughout the event. Additionally, other AJBA members interested in contributing will be invited to join and assist.

He emphasized that the AJBA is eager to support the World Brahman Congress Committee in any way needed and will strive to accommodate any requests for involvement. Zach Mosley concluded by expressing excitement for the event and looking forward to welcoming everyone to Bryan for the World Brahman Congress.

Hatch Smith delivered the Youth Committee report and AJBA financials; motion to approve by Kelvin Moreno, 2nd by Mike West; motion carries

Carolyn Falgout presented the International Committee report to the Board of Directors, noting that the committee met today with seven members and five guests in attendance.

She reported that the committee received \$25,000 from USLGE to support sending judges to international shows for 2025. To date, approximately \$12,000 remains in the budget, though upcoming trips for Collin Hudgins to Costa Rica and Stuart Watkins to Ecuador have not yet been deducted. Mrs. Falgout emphasized the importance of securing additional funds for committee activities and highlighted the success of the knife fundraiser. She encouraged other committees in need of funding to consider similar fundraising initiatives.

USLGE requires judges representing ABBA at international shows to submit reports, including photos or a written summary of their activities. These reports are mandatory for reimbursement. She stated that judges who fail to provide the necessary documentation may be removed from the approved list, as USLGE will not cover expenses without proper reporting.

Currently, belt buckles are provided for judges officiating at international shows under ABBA's auspices. However, for judges who are invited independently and not through ABBA, the committee has decided to provide blankets as a form of representation.

The committee is working on organizing seminars in Honduras, potentially in January, and in the Philippines, tentatively planned for April. These efforts aim to strengthen relationships with international partners who support ABBA but may not frequently interact with its members. She invited all interested parties to attend these seminars, noting that travel expenses would be their own responsibility.

She concluded by underscoring the importance of showing support to international partners and moved for the adoption of her report.

Brand Jones presented the Marketing Committee report to the Board of Directors, beginning with the unveiling of the Brahman Bucks logo. He credited the Communications Committee, particularly Catherine Neumayr, for designing the logo, emphasizing the importance of consistent branding. Mr. Jones explained that the goal is to make the Brahman Bucks logo as recognizable as iconic brands like Caterpillar or John Deere. The logo will be prominently featured in publications and on the website to strengthen the program's identity.

Mr. Jones discussed the purpose of Brahman cattle, noting the committee's consensus that their primary role is to provide heterosis for crossbreeding and produce F1s, which are vital to the

cattle industry. He provided an update on the Brahman Bucks events, reporting that seven events were scheduled for the fall, with two already completed and five remaining. These events are being promoted on the ABBA website and Facebook page. Mr. Jones highlighted the significance of the Texas Hereford Association Sale, noting its potential to foster collaboration between Brahman and Hereford breeders. He reflected on the benefits of past joint field days and emphasized the mutual reliance between these groups.

Mr. Jones shared a success story from a recent Brahman Bucks event where three golden-certified F1 heifers sold for \$3,500 each, well above the day's average. The seller credited the Brahman Bucks program for adding \$2,000 to his total, showcasing the program's ability to enhance visibility and profitability for breeders.

The committee decided to discontinue the National F1 Sale as a standalone event due to low participation and high costs. Instead, they plan to integrate F1 cattle into other sales to promote the program more effectively. Mr. Jones also emphasized the need for promotional materials, such as flyers and brochures, to support the Brahman Bucks program and requested an additional \$2,500 from the Board to fund these materials, which will be used at upcoming sales and events.

He introduced a plan to secure corporate sponsors for the Brahman Bucks program, moving away from smaller fundraisers like bake sales or raffles. The committee aims to recruit four corporate sponsors, each contributing \$3,500 annually, generating a total of \$14,000. The sponsors' logos, displayed smaller than the Brahman Bucks logo, will appear on all promotional materials. Mr. Jones explained that these funds would ensure steady payouts for the program, allowing ABBA to expand its reach and offer enhanced awards for both F1 and Golden Certified cattle.

Mr. Jones highlighted the program's growing recognition and shared his success in securing support from Crystalix, whose manager enthusiastically endorsed the sponsorship idea. Currently, the program offers awards of \$300, \$200, and \$100. With additional sponsorship funds, the committee could increase payouts and encourage broader participation, promoting quality genetics.

He noted that sale barns have also benefited from the program, attracting consignors and improving sale outcomes. Sale barn managers frequently praise ABBA and the Brahman Bucks program, further strengthening its reputation and reach. To support marketing efforts, Victoria Lambert offered to donate a full-color page in the Brahman Journal and provide 1,000 overruns for distribution at events. This generous contribution was warmly received, with plans to use the materials at upcoming sales.

The report concluded with a motion to approve the Marketing Committee report and to request an additional \$2,500, in addition to the current \$2,500, for marketing items. The motion was made by Mike England and seconded by Mike West.

Amy Wilder presented the Membership Committee report, noting that the meeting began at 8:00 a.m. and adjourned at 9:41 a.m., with four members present.

The committee discussed the encouraging 18% increase in new memberships. When asked about the reason behind this growth, Iridiana Ibarra attributed it to the success of the Brahman Bucks program—congratulations to all involved.

The committee also had an in-depth discussion about the possibility of hosting a membership convention. To gather input, a survey will be sent out to members to determine interest in holding a convention, preferred locations, potential dates, and desired activities or offerings. Members are encouraged to complete the survey to ensure their voices are heard.

The committee has one recommendation: to require Nine Thots Ranch to change its membership name, or the membership will be inactivated.

Membership Committee report delivered by Amy Wilder; motion to approve by Amy, 2nd by Derrick Smith

Kelvin Moreno provided a comprehensive update on the World Brahman Congress as the event approaches, now less than 60 days away. He highlighted several key developments, starting with the welcome reception scheduled for Wednesday, November 6, at Kyle Field's End Zone Club. This iconic venue, offering a panoramic view of the field, will also host the Brahman Sale later that evening. Kelvin shared that consignors' brands would be displayed on the big screen at Kyle Field, adding a unique feature to the event. Efforts are also underway to include live animals for photos and press releases. A recent walkthrough conducted by Kelvin and Monty confirmed that preparations for the event are on track.

The schedule for the Congress remains largely as planned, with Luke Neumayr finalizing the details for the educational day on Thursday. This segment will feature a full morning of general sessions, followed by breakout sessions in the afternoon. A comprehensive list of speakers and topics will be announced soon, showcasing a well-rounded and engaging lineup.

Mr. Moreno addressed a frequently asked question regarding the necessity of registering for the Congress to watch the show. He clarified that attendees do not need full Congress registration for this purpose, as exhibitor day passes will be available for \$10. However, these passes will not grant access to the VIP area, which is included with full registration and offers an open bar and food. Promotions are being planned to ensure these details are communicated effectively in the coming weeks.

Ranch tours will be organized individually by participating ranches, and promotions are planned to highlight each location. While buses will be provided for group visits, many international attendees are expected to travel independently. Additional time has been allocated on November 14 and 15 for attendees to visit ranches of their choice, such as Brushy Creek or Elgin. He also addressed the importance of media coverage for the Congress and invited Communications Chair

Catherine Neumayr to provide an update on the communications strategy. He emphasized that the committee unanimously supported the recommendations made by the Communications Committee during meetings held on August 28 and September 6.

Catherine Neumayr outlined the media strategy developed for the National Brahman Show and the World Brahman Congress. She emphasized that all decisions were made with ABBA's best interests in mind, recognizing the event as the most significant opportunity in nearly two decades to solidify ABBA's presence in the global Brahman industry. Catherine highlighted the committee's primary goal of maximizing ABBA's media presence during the Congress to position the organization as the leading source for Brahman content in the United States. She cited the success of ASOCEBU Colombia, which has built a significant social media following by consistently sharing event photos. ABBA aims to leverage the Congress similarly to enhance its digital footprint.

She explained that proposals for media services were solicited from trusted vendors who could meet ABBA's specific needs. Based on their submissions, the committee selected Next Level Images for photography and Walton Webcasting for live streaming. Key criteria for these services included real-time show photos and daily reels posted on ABBA's social media, free unwatermarked image downloads for exhibitors, multi-camera live streaming with judge commentary and sponsor recognition, and full ownership of all media content by ABBA.

Concerns arose regarding The Brahman Journal's involvement in the Congress. Catherine Neumayr admitted an initial oversight in reaching out to Victoria Lambert and explained that after discussing the matter with Kaleb Bendy, a Congress Committee member, she invited Mrs. Lambert to submit a proposal. Victoria Lambert shared her perspective, stating that she had expressed interest in contributing to the Congress as early as June. Despite donating \$16,000 in work for the All American and offering to contribute for free or with her own sponsors, she felt excluded due to a lack of communication and clear direction.

Josefina Muskus moved to make Victoria Lambert the official media partner for the Congress, with Derrick Smith seconding the motion. However, Kelvin Moreno clarified that contracts with Next Level Images and Walton Webcasting had already been signed. These contracts did not require board approval, as all associated costs were raised independently through sponsorships specifically for the Congress. ABBA legal counsel confirmed that Josefina Muskus's motion was not valid, as it was not recognized by the chair.

President Forgason emphasized the importance of supporting committees, highlighting the detrimental impact of undermining their decisions after thorough research and deliberation. He acknowledged that changes to committee membership could be made in future cycles but stressed the need to respect their conclusions to maintain organizational integrity and focus. The report concluded with confirmation that all contracts and decisions regarding media partnerships were finalized and not open for further debate.

David Miller presented the Executive Committee report, addressing several key topics of discussion. The first item focused on insurance coverage, with the committee considering an increase in coverage limits. Barry Smith proposed investigating higher insurance limits and obtaining quotes for policies with \$1 million, \$2 million, and \$5 million limits. This recommendation stemmed from concerns about employees and staff potentially using personal vehicles following the sale of ABBA vehicles, as well as transportation needs during events such as the World Brahman Congress and Houston, where buses transport members and international guests. The motion was seconded by Mike England. Additionally, Barry Smith recommended that Iridiana Ibarra consult with Sally White to explore further options, compare the available choices, and present the findings to the Executive Committee.

The next topic addressed was the rising legal fees. To manage these costs, Carolyn Falgout proposed that all contact with ABBA's legal counsel be directed through the EVP. David Miller seconded this motion, and it was approved by the committee.

The committee also discussed concerns about ABBA's rules not accurately reflecting changes made between 2018 and 2019. To address this issue, a subcommittee was established to update the rules. This subcommittee comprises Iridiana Ibarra, Dr. Craig Fontenot, and Val Walters.

Another issue highlighted was the difficulty in obtaining Zoetis lab reports in international markets, particularly due to the transition from STRs to SNPs. The committee acknowledged that some international labs are experiencing challenges in providing reports and committed to finding solutions to resolve this issue.

With no further discussion, David Miller moved to accept the Executive Committee report. The motion was seconded by Mike England and approved.

Jim Williams presented the Constitution Committee report, noting that the committee had been working for two years on its objectives. Last year, O.W. Schneider chaired the committee, while this year, Coleman Locke served as chairman, though he was unable to attend the meeting. The committee members included Coleman Locke as chairman, Jim Williams as vice chairman, David Domsch, Sam Sparks, and Bob Parrish. Over the past 18 months, the committee had held numerous meetings to address issues related to the ABBA Constitution.

Mr. Williams emphasized that the core issue requiring resolution was whether to retain the current structure of 44 directors or to reduce the number of directors to a smaller figure, such as 10 or 14, as had been discussed over the past two years.

The committee proposed that the directors vote to indicate their stance on the issue. The options were to maintain the current structure of 44 directors as stipulated in the Constitution and bylaws or to substantially decrease the number of directors. He explained that if the majority voted to retain the current structure, the matter would be resolved. However, if the majority favored a reduction, further decisions would need to be made about which directors would remain, as this was a significant consideration.

Mr. Williams further outlined the process required to amend the Constitution, noting that it was not a simple undertaking. Any proposed changes would need to pass through the Executive Committee, the Board of Directors, and ultimately be approved by a two-thirds majority of the ABBA membership. He highlighted the importance of careful deliberation, given the challenges involved in implementing constitutional changes.

The committee sought clear direction from the board to determine the next steps and whether further work on the matter was necessary. Mr. Jim Williams appointed Brand Jones, Amy Wilder and Todd Schindler to count the votes. The final vote by secret ballot came back to decrease the number of directors.

Jim Williams delivered the Constitution Committee report; motion to approve by Todd, 2nd by Mike England.

Iridiana Ibarra provided the board with an update on the activities and improvements within the ABBA office. She began by introducing Kylie McIntosh, the new Registrations and Transfers Coordinator. Kylie, who has experience with the Brahman breed and previously worked as a Membership Coordinator for the Beefmaster Breeders Association (BBU), joined the team about a month ago. Her familiarity with Digital Beef has been a significant advantage, allowing her to manage registrations, transfers, and member communications efficiently. Kylie also played a key role in the recent BBU convention and is expected to contribute significantly to the World Brahman Congress.

Megan Mullins, was commended for her excellent work with DNA-related tasks. She has been creating informative materials to educate members on DNA testing and its processes. Mrs. Mullins is now fully caught up on DNA submissions. AJ Knowles, has been collaborating with Zoetis to integrate DNA markers into Digital Beef. Currently, 16,000 markers are in the system, including 6,700 SNPs and 9,300 STRs. AJ also successfully completed the latest EPD update.

Monty Alexander was acknowledged for her role in ensuring a successful All American event. This was the first year in several where financial gains were recorded. Ms. Alexander also took the lead in reinstating the Brahman Bulletin, a monthly newsletter designed to keep members informed. Staff members contribute updates to this bulletin, and members are encouraged to subscribe.

Iridiana Ibarra reported hiring Gabby Schultz as a student worker to assist with phone calls. With the office receiving up to 60 calls between 8:00 AM and noon, the additional help has been crucial. Gabby Schultz has been instrumental in managing the high call volume. Additionally, Hannah Pace was hired as the World Brahman Congress intern. With her background at BBU, she is tasked with managing trade show logistics and international outreach for the Congress.

The phone issues mentioned during the last meeting have been resolved, thanks to the office's IT specialist. However, a new issue arose with the outdated email platform, which struggles to communicate with Gmail accounts. As a temporary solution, an ABBA Gmail account was

created for correspondence with Gmail users. Plans are underway to transition to Office365 to address these issues. Additionally, the IT specialist highlighted the lack of cybersecurity measures in the office. Quotes are being gathered for potential implementation in 2025.

Preparations for Houston 2025 are also underway, with invitation letters already being processed. Iridiana is finalizing room blocks and will soon distribute the schedule. Members are encouraged to submit invitation letter requests to the office.

Ms. Ibarra addressed the need to update ABBA's show rules, as many discrepancies exist between current practices and outdated rules. A subcommittee has been formed to address these issues and ensure clarity for members.

She concluded her report by commending the ABBA staff for their dedication and enthusiasm, especially during this landmark year celebrating ABBA's 100th anniversary and hosting the World Brahman Congress. She expressed gratitude for the board's support and urged everyone to collaborate to make this a once-in-a-lifetime event successful.

Motion by Jim Williams to accept the office report, 2nd by Brand Jones.

With no further business to discuss, David Domsch made a motion to adjourn seconded by Pasquale Swaner meeting adjourned at 4:00 PM.