American Brahman Breeders Association

Communication Committee Meeting Agenda

February 3, 2025, 8:00 AM CST
Teleconference

Catherine Neumayr called the meeting to order at 8:00 AM CST.

Present
Catherine Neumayr
Kathy Bailey
Cyana Briles
McKenna Schulte
Charolette Smith

Staff
Paul Maulsby
Iridiana Ibarra
Chloe Grimm

A committee member was appointed to take minutes. A roll call was conducted, with five committee members present. ABBA staff members Chloe Grimm, Paul Maulsby, and Iridiana Ibarra were also in attendance, along with 15 guests.

The minutes from the previous meeting were reviewed and approved following a motion by Kathy Bailey, seconded by McKenna Schulte. The motion carried. Under old business, Iridiana Ibarra provided an update on ABBA trademark renewals, stating that while still in progress, they will be a priority for 2025. Paul Maulsby then provided a progress report on the new ABBA website, confirming that the expected launch is scheduled for the second week of March. Cyana Briles inquired about the availability of meeting minutes and agendas on the new site, to which Paul confirmed that a system is in place for that. Tyler Peerson Salazar raised concerns about outdated email addresses listed for staff, noting that she had received a bounce-back message. Paul Maulsby encouraged anyone experiencing similar issues to report them directly to him via email.

In new business, Chloe Grimm was introduced and provided an overview of her role and current initiatives. She delivered an informative report, and Cyana Briles requested that the website include information on the Houston event and its schedule, which Paul confirmed would be added. Reggie Rodriguez raised a question about inconsistencies in ABBA email addresses. Iridiana responded that ABBA is transitioning to Office 365 as its official email provider.

Laney Rongey brought up concerns about the Digital Beef system, specifically the dropdown menu options for bag extension and teat size, requesting that they align with herd book descriptions. Iridiana stated she would look into the matter, and Paul added that they are working on updating resources to provide clearer information. Stuart Watkins raised the issue of communication with international members who may be impacted by DNA registration requirements. Iridiana clarified that there is no DNA requirement for reciprocity registrations. Paul emphasized that this issue is a high priority and stated that ABBA will use International E-Blasts to communicate directly with affected members.

With no further business, a motion to adjourn was made by McKenna Schulte and seconded by Kathy Bailey.

DRAFT