American Brahman Breeders Association

Communications Committee Meeting Minutes

September 13th, 2024, 8:00 AM CST
The Stella Hotel

Members Present:

Catherine Neumayr - Chair
Kathy Bailey
Kaleb Bendy
Charolette Smith
Steve Wilkins

ABBA Staff:

Montgomery Alexander

The Communications Committee convened at 8:00 AM on Friday, September 13, 2024. The meeting was well-attended, with five members and six guests present. Discussions primarily focused on addressing the ongoing communication challenges faced by ABBA members. It was noted that ABBA is not currently regarded as the primary source for Brahman news and updates, though the committee believes it should be. As a result, strategies were explored to improve the flow of information and enhance ABBA's visibility within the membership.

An update on ABBA's social media efforts was provided by Monty, who reported slow but steady progress. Committee chairs were reminded to share relevant information to ensure balanced representation across all areas. Additionally, the Brahman Bulletin newsletter has been reinstated, and committee chairs were encouraged to submit updates for inclusion.

The ABBA photo contest, conducted on Facebook, received significant participation. The committee reviewed submitted photos for potential use in ABBA's social media efforts. A proposal was made to host a photo workshop at the All American event, aimed at helping youth improve their photography skills, which would benefit both their participation in contests and ABBA's content creation efforts.

The committee also discussed the possibility of utilizing interns to assist in creating content for ABBA. Ms. Charlie Vernon agreed to collaborate with Monty to establish guidelines for internship opportunities.

During the meeting, it was brought to the committee's attention that two ABBA trademarks, **"The Queen of Cow Country"** and **"Crossbreeding's Common Denominator,"** were canceled in February 2018. The committee formally requested that Iridiana work with ABBA's legal counsel to pursue the renewal of these trademarks.

The need for a dedicated communications staff member to attend ABBA events—including shows, sales, and field days—to capture photos and videos was discussed. The committee noted that similar roles exist in other breed associations and expressed long-term support for the creation of a full-time position, with remote or hybrid options, to attract top talent.

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A proposal for a new ABBA website was reviewed, generating enthusiasm and optimism regarding its potential impact. The committee recognized that a revamped website would be instrumental in improving communication with members, enhancing ABBA's brand image, and positioning ABBA as the primary source for Brahman information in the U.S. Additionally, plans were made to offer advertising opportunities on the site to generate revenue. The website is targeted for launch by **March 1, 2025.**

To support the website project, the committee voted to allocate the entire advertising budget of **$7,000**, along with an additional **$2,500** from the general budget, totaling **$9,500** in funding. The remaining **$11,500** required for the website will need board approval.

The meeting adjourned at **9:55 AM.**

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