American Brahman Breeders Association

Marketing Committee Meeting Agenda

February 12, 2025, 6:30 PM CST
Teleconference

Brand Jones called the meeting to order at 6:30 pm CST.

Present
Brand Jones
Michael England
Clay Hudgins
Jason Smith
Michael West

Staff
Paul Maulsby

The Marketing Committee Meeting focused on the future of the Brahman Bucks program, emphasizing its significance in promoting F1 cattle within the industry. The committee unanimously decided to continue the program, selecting eight events to present at the upcoming Beaumont meeting, despite varied opinions on whether to prioritize spring events. Participants reviewed the current budget of $4,800 for these events and discussed the challenges and potential benefits of F1 certification, considering how it could enhance the program. Additionally, plans were announced to hire a dedicated field representative by the end of March to further support breed promotion and certification efforts. Action items were assigned, including the creation of a Basecamp project for document sharing and compiling event lists, alongside exploring ways to increase the budget and secure corporate sponsorships.

Participants discussed the importance of continuing the Brahman Bucks program. Mike England moved to continue the program, seconded by Mike West. Brand Jones emphasized the importance of promoting F1 cattle and their value in the industry.

Brand Jones called the roll for committee members. Discussion ensued regarding the current budget for Brahman Bucks events, which is $4,800 for 8 events. There was an emphasis on the need to expand the Brahman footprint through F1 hybrid promotion.

The committee discussed selecting 8 Brahman Bucks events for the year, debating whether to choose all 8 events now or focus on 4 spring events. The decision was made to select all 8 events and present them at the Beaumont meeting.

There was a discussion on the value and challenges of F1 certification. A proposal was made to include certified tags as part of Brahman Bucks awards. The committee debated the cost-effectiveness and administrative burden of certification for large producers.

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Paul Maulsby announced plans to hire a field representative by the end of March. Discussion took place on the importance of a field representative in promoting the breed and certifying cattle. It was emphasized that the field representative should focus solely on their designated responsibilities.
The committee agreed to present all 8 selected Brahman Bucks events at the Beaumont meeting. There was also a discussion on potential corporate sponsorships to expand the program. Brand Jones expressed concerns about the association's commitment to the program.

Action items were assigned as follows:
Paul Maulsby will create a Basecamp project for the Marketing Committee to share documents and plan Brahman Bucks events. He will compile a list of the 8 selected Brahman Bucks events and share it with the committee by Monday. Additionally, he will look into increasing the budget for Brahman Bucks events and explore fundraising options. Lastly, he will hire a field representative by the end of March. Brand Jones will present the 8 selected Brahman Bucks events at the Beaumont meeting.

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