American Brahman Breeders Association

Communication Committee Meeting Minutes

September 3, 2025, 10:00 AM CST

Teleconference

Catherine Neumayr called the meeting to order at 10:00 AM CST.

Present
Catherine Neumayr
Haley Herzog
Kathy Bailey
Kaleb Bendy
Alyssa Doucet

Staff
Paul Maulsby
Iridiana Ibarra
Chloe Grimm

Under old business, an update was given regarding ABBA trademarks. “Queen of Cow Country” "Crossbreeding's Common Denominator" and “World is Better with Brahman” are all available. Attorney fees for filing were estimated at $5,000, which was not in the budget, so ABBA staff will attempt to process the filings in-house, with an expected cost of $200 per mark and a timeline of approximately nine months.

In new business, the Office Report was given by Paul Maulsby. Ads are currently running in multiple U.S. and foreign publications, with the foreign placements supported by USLGE funds and therefore not impacting the ABBA budget. Reciprocity transfers have increased, largely due to these international advertising efforts. A classifieds page has been added to the ABBA website, and members were encouraged to utilize this service. Monthly segmented email newsletters are being sent with growing lists and strong content performance. Paul reported that a new ABBA booth has been purchased from the committee’s budget. The booth is customizable with interchangeable graphics, and the committee recommended developing a foreign “skin” to be used at international events, potentially funded through USLGE. Iridiana Ibarra will lead this effort given her USLGE expertise.

The Communications Report was given by Chloe Grimm, who shared a visual presentation. She reported that Facebook metrics are up in all areas compared to last year, while Instagram is performing below Facebook but still ahead of the previous year. The Brahman photo contest performed exceptionally well, and future contests will be aligned with ABBA’s content pillars. Ms. Grimm noted email performance remains strong, with an open rate of 49%, which is 14% above the industry average. The mailing list has grown to more than 7,000 subscribers, which can be segmented into categories such as AJBA, International, and F-1. She also shared new print ads currently in circulation both domestically and internationally. Several new educational materials have been produced, including “How to Collect Semen Samples,” “Golden Certified F-1’s vs. Certified F-1’s,” and “How to Collect Hair for DNA,” with more in development. Chloe

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Grimm showed the new ABBA booth and explained how it can be refreshed with new sleeves or skins to remain current.

At Catherine Neumayr's request, Paul Maulsby updated the committee on the ABBA Sire Directory currently in progress. The directory will be an important promotional piece for U.S. breeders as well as a revenue-generating tool for the association. Sales goals have already been exceeded, and the breeder response has been strong. The directory will include advertising from outside companies as well as educational content. Mrs. Neumayr suggested including the sire summary in the directory; Paul Maulsby noted this may not be feasible for the 2025 edition but could be planned for 2026.

Mr. Maulsby requested committee feedback on two items: email service providers and selling ad space in newsletters. Haley Herzog shared that she prefers Constant Contact and does not recommend Mailchimp, while Catherine Neumayr stated she prefers Flodesk for design. On ad sales, Paul Maulsby noted the revenue potential, and Haley Herzog confirmed that other breeds already sell newsletter ad space. Ms. Herzog also proposed producing a yearly ABBA calendar that could include a Bos indicus gestation chart, photos from the contest winners, educational QR codes, and advertising. She further complimented Chloe Grimm on ABBA's social media content and encouraged that videos be shared on YouTube. The committee agreed that YouTube is an important part of the communications plan. Paul Maulsby agreed and noted that the current ABBA channel is outdated. Haley Herzog suggested removing old content and creating curated playlists such as Tutorials and Meet Our Team. Catherine Neumayr and Iridiana Ibarra explained that the association no longer has access to the original YouTube channel and will need to continue using a new one moving forward.

With no further business to discuss, a motion to adjourn was made by Kaleb Bendy and seconded by Haley Herzog. The meeting was adjourned at 10:50 a.m.

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