American Brahman Breeders Association

Membership Committee Meeting Minutes

September 9, 2025, 4:00 PM

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Amy Wiider called the meeting to order at 4:00 PM

Present
Amy Wilder
Scott Weber

Staff
Paul Maulsby
Chloe Grimm
Madison Rose

Guests
Reggie Rodriguez

Amy Wilder reported that the 2026 Spring Membership Convention is being planned for the post-Houston, pre-All American timeframe. Kalahari Resorts in Round Rock has been selected as the primary venue option, and a subcommittee is working to finalize requirements. She noted that the last convention was held in 2017 with an ABBA budget of $6,500, while the planned 2020 convention was cancelled. Venue requirements under consideration include dates, expected attendance, meeting space, exhibitor needs, meal functions, and budget history. The 2017 convention had a total cost of $29,200, and there is potential for a $5,000 Jen Star donation originally intended for the cancelled 2018 Galveston event.

Madison Rose presented the membership report. She noted that regular membership in 2025 stands at 1,832 compared to 2,300 in 2023, reflecting a decline. Junior membership has shown significant growth, with 1,683 members in 2025 compared to 101 in 2010. F1 membership has experienced steady growth, with 236 members as of September 2025 compared to 263 in 2023. International membership totaled 101 in 2024 with 713 registrations, with Thailand leading in membership numbers. She further reported that membership income has declined from 2024 through the second quarter of 2025.

Ms. Rose explained the membership approval process to the committee. She stated that the current timeline allows two weeks, with one week for Membership Committee review and one week for Executive Committee approval. She further noted that the new member welcome process includes issuance of a certificate, a starter kit, and contact information once final

approval is granted. Final membership approvals are confirmed at the monthly Executive Committee meetings following committee review.

The committee and guests present discussed the Online Membership Application Proposal. Jotform and Google Forms were identified as potential platforms for developing online applications. The benefits outlined included automatic data entry, faster processing, reduced errors associated with the mail system, and an improved member experience. It was further noted that other breed associations, including Red Angus and Brangus, have successfully implemented integrated online application systems.

Amy Wilder proposed establishing a membership area or booth at the National Show to complement the existing merchandise booth. Paul Maulsby informed the committee that educational programming is planned for the afternoon of November 5, including a genomics presentation by Dr. Mark Allen and a discussion on screw worm.

The committee discussed the historical $50 Houston discount membership program and suggested reviving it at a $75 rate. A proposal was made to offer a discount at the November National Show with membership extended through December 2025. Additional discussion included the possibility of incentives for returning members and potential registration discounts for renewals. It was noted that the last membership fee increase occurred three to four years ago during Barry Smith’s presidency.

Questions were raised regarding election result transparency and bona fide residency requirements for candidates. A request was made for public posting of vote counts and verification of candidate eligibility, similar to the process used for judge postings. It was confirmed that December 31 serves as the fiscal year cutoff for both membership eligibility and board candidacy requirements.

After no new business, meeting adjourned.