American Brahman Breeders Association

Executive Committee Meeting Minutes

September 25, 2025, 4:30 PM CST
Golden Nugget Hotel & Casino
Biloxi, MS

President David Miller called the meeting to order at 4:30 PM CST. Iridiana Ibarra called roll 10 present; a quorum was established.

Present
David Miller
Catherine Neumayr
Carolyn Falgout
Mark Forgason
Amy Wilder
Gary Buchholz
Steve Hudgins
Pasquale Swaner
Hatch Smith
David Domscch

Staff
Paul Maulsby
Iridiana Ibarra

Guests
Michael England
Dakota Smith
Luke Neumayr
Ron Stinson
Billy Badilla
Kelvin Moreno

Hatch Smith motioned to approve the minutes from the August 27th, 2025, meeting, and the motion was seconded by Gary Buchholz. The motion carried.

The committee discussed plans for the next board meeting, agreeing that it will be held in December in College Station to minimize costs and reduce staff travel expenses. Committee meetings will remain virtual to ensure full participation, while the executive and finance meetings will be held in person. The team will begin making arrangements immediately to secure the venue, taking into consideration the holiday season and aiming to avoid the quick turnaround challenges experienced at the previous meeting.

The committee discussed and confirmed that there are no active legal cases at this time, noting the successful resolution of two recent lawsuits. The April case *Michael England; Josefina Lecuna Muskus; Michael West; Terry Novak; O.W. Schneider; and John Carey Clay vs.*

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American Brahman Breeders Association resulted in legal costs of $77,000. The second case Brad *Hinze/Hinze Cattle vs. American Brahman Breeders Association* incurred $18,000 in costs.

The office reported that the recent constitutional amendments are intended to help reduce future litigation by shifting financial responsibility to the suing parties. This reflects a deliberate and strategic effort to protect the association, mitigate legal risks, and limit costly exposure moving forward.

The committee moved into Executive session.

During executive session, a motion was made to pursue violative conduct and disciplinary proceedings against three members in connection with the data breach.

Paul Maulsby provided the executive committee with an office update. He announced that Digital Beef has been acquired by 701X, signaling upcoming changes to the platform's interface and user experience. 701X will offer a free, optional system comparable to competitors such as CattleMax, providing members with additional flexibility and modernized tools. The office is in active discussions with 701X to determine the best approach for integration and communication with members to ensure a smooth transition.

The office is also monitoring potential impacts from Neogen's market activity, as ownership of the genomics and DNA lab services may shift. However, the association has received assurances that ABBA operations will continue without interruption. Contingency plans are being developed to safeguard against any disruptions or negative impacts on user experience and data management, ensuring uninterrupted service and maintaining a competitive advantage.

In addition, the office is advancing international outreach through an inbound program scheduled for November 4 and 5. Supported by USLGE funds, this initiative aims to educate international guests and expand ABBA's global membership base.

Event planning for the upcoming National Show on November 4–5 includes a robust educational program featuring classification training, a judges clinic, and seminars on DNA/genomics, marketing, and regional cattle health threats. These sessions are designed to enhance member value and engagement. Collaborations with Texas A&M University and Trans Ova Genetics will add scientific depth and practical insights, further strengthening ABBA's credibility.

The awards program, including show animal and HK awards, will be held immediately before the national sale to maximize visibility for top breeders and foster community recognition. Virtual committee meetings continue to increase participation and efficiency, with minutes now posted online promptly to promote transparency and provide members with timely access to governance updates.

After no new business, Hatch Smith moves to adjourn the meeting, seconded by Carolyn Falgout, meeting adjourned.

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