American Brahman Breeders Association

Board of Directors Meeting Minutes

December, 2025, 9:00 AM CST
The Stella Hotel
Bryan, TX

Officers Present:

David Miller, President
Catherine Neumayr, Vice President
Carolyn Falgout, Secretary/Treasurer

ABBA Staff:

Paul Maulsby, Executive Vice President
Iridiana Ibarra, Office Manager/Recording Secretary

Directors Present:

Jake Dixon
Josefina Lecuna
J'Boone Koonce
Catherine Neumayr
Steve Hudgins
David Domsch
Mike England
Kathy Bailey
Hatch Smith, Jr.
Gary Buchholz
Amy Wilder
Kelvin Moreno
Pasquale Swaner
Natalie Herzog
Carolyn Falgout
David Miller
Kevin Whaley
Teresa Moreno
Michael West
Billy Badilla

Past Presidents Present:

Craig Fontenot

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President Miller called the meeting to order at 9:00 AM CST.

President Miller led the group in prayer.

Iridiana Ibarra reported that a quorum was not established, with 19 directors and 1 Past President present at the start of the meeting. Later in the meeting, Director Josefina Lecuna arrived, bringing the total number of directors present to 20; however, a quorum was still not established.

President Miller informed the Board that, due to the lack of a quorum, no official action could be taken and the meeting would proceed for informational purposes only.

Carolyn Falgout provided an update regarding the Association's current financial position and budget outlook.

Members were informed of a projected 2026 budget deficit of approximately $92,000, in addition to approximately $76,800 in outstanding legal expenses expected to be paid by year-

end. Discussion centered around the importance of proactively addressing these financial obligations while preserving the Association's ability to continue providing quality member programs, services, and strategic initiatives.

Mrs. Falgout informed the board that the committee reviewed several proposed fee adjustments intended to strengthen the Association's financial position and offset increasing operational costs. Proposed changes included increases to new F1 membership fees, annual F1 membership renewal fees, ear tag fees, and F1 certification fees. Discussion acknowledged that many of these fees had remained unchanged for a significant period despite inflation, rising vendor costs, and increasing administrative expenses.

Additional discussion included the need for stronger long-term budgeting practices, more proactive revenue planning, and improved financial oversight to ensure the Association remains financially stable while continuing to invest in key areas such as research, youth programming, international outreach, and communications.

The Board also discussed the financial impact of legal expenses, vendor cost increases, and the importance of identifying operational efficiencies and alternative revenue opportunities moving forward.

President David Miller welcomed the Board and thanked those in attendance for their continued commitment to the Association. He acknowledged the importance of maintaining open communication and professionalism, particularly during a time when the Association has faced challenges related to constitutional reform, financial planning, and differing member perspectives.

President Miller addressed the recent constitutional amendment process and the membership response, noting that while the amendment package was not successful, the effort reflected the Board's desire to improve governance and strengthen the Association's long-term structure. He emphasized that moving forward, member engagement and transparency will be essential in any future constitutional review process. Discussion centered around the importance of ensuring members feel heard and represented, with a renewed commitment to involving Area Directors more directly in collecting feedback and facilitating communication with the membership.

President Miller also spoke to the broader need for unity within the Association, encouraging directors and leadership to remain focused on the long-term health of the breed and organization rather than allowing differences of opinion to become divisive. He acknowledged that while disagreements are natural in governance, the collective goal should remain the advancement of the American Brahman breed and service to the membership.

Additional discussion included the importance of maintaining momentum on strategic priorities, including breed improvement, youth engagement, financial responsibility, and international growth, while ensuring the Association remains adaptable in an evolving cattle industry.

Catherine Neumayr provided the communications committee report to the board of directors. Updates were provided regarding the Association's communications and marketing initiatives.

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Mrs. Neumayr reported significant progress in expanding the Association's digital communication reach, with the email distribution list growing to more than 16,000 recipients and maintaining an average open rate exceeding fifty percent. This continued engagement reflects strong member and industry interest in Association communications.

She also reported ongoing cost-saving efforts, including internal management of trademark renewals, which is projected to save approximately $5,000 per trademark compared to outside legal handling.

Marketing initiatives were also discussed, including the successful launch of the printed sire directory, which generated approximately $29,000 in revenue. Members discussed plans to expand this concept in future years by incorporating sire summaries and collaborating more closely with the Research & Breed Improvement Committee to provide value-added educational and promotional materials.

Discussion also acknowledged the need for continued diversification of marketing strategies heading into 2026, with an emphasis on increasing sponsorship opportunities, expanding member engagement, and strengthening breed promotion efforts.

Todd Schindler provided the Research & Breed Improvement Committee report. He provided an update regarding current research initiatives and breed advancement efforts.

Discussion focused on the Association's continued investment in genomic research and long-term breed improvement strategies. Members were informed that the poll gene marker research project in partnership with Texas A&M University remains a priority, with the previously approved $7,500 allocation invoiced and ready for payment. Additional fundraising efforts are ongoing to ensure the full completion of the research.

Mr. Schindler also discussed broader genetic improvement goals, including the development of future Expected Progeny Differences (EPDs) related to fertility, udder suspension, teat size, sheath design, feet and leg structure, and other commercially relevant traits. Members acknowledged that these traits are increasingly important to commercial producers and long-term breed competitiveness.

Discussion emphasized the importance of breeder participation in collecting accurate performance data, including weights, ultrasound records, reproductive records, and whole-herd reporting, all of which are essential to developing meaningful and statistically sound evaluations.

Updates were also provided regarding efforts to integrate genomic data from multiple providers, including Zoetis and Neogen, through third-party platforms such as Helical. The objective is to centralize genomic information, improve evaluation accuracy, and reduce dependency on any single provider.

The Board acknowledged the continued expertise and leadership of Dr. Mark Allan in guiding these efforts and supporting the Association's long-term genetic advancement strategy.

Val Walters provided the Show Committee report. He provided updates regarding show operations, point calculations, and rule discussions.

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Members were informed that show animal points remain temporarily unpublished while the current points algorithm undergoes review and correction. Issues stemming from Digital Beef's ownership transition and programming changes have delayed resolution, but leadership emphasized the importance of ensuring complete accuracy before publicly releasing standings.

Discussion also included the revised Show Animal of the Year point system approved at the committee level, which shifts from total accumulated points to an average-per-show model. Proposed eligibility requirements include attendance at a minimum number of shows, participation in either the National or International Show, and counting only top qualifying shows toward year-end recognition.

The committee also reviewed recommendations related to judge eligibility, including reducing the layoff period between judging assignments to improve scheduling flexibility and expand the pool of qualified judges.

Gary Buchhols provided the Board with the Youth Committee report. He provided updates regarding youth programming, budgeting, and All American planning.

Discussion centered around the financial realities of hosting youth events, with members noting that the most recent All American event cost approximately $60,000. Committee members emphasized the importance of developing multi-year budget planning to allow for stronger sponsorship acquisition, better cost forecasting, and improved event planning.

Mr. Buchholz informed the board that the committee reviewed scheduling updates for the 2026 All American, including confirmation of event dates from June 30 through July 5. Discussion acknowledged delays caused by venue transitions and scheduling coordination but emphasized the importance of confirming dates early to assist families with planning.

Members also discussed the broader importance of youth leadership development, mentorship, and preserving the high standards expected of AJBA programming.

Carolyn Falgout presented the International Committee report and provided updates regarding global engagement, fundraising, and federation matters.

Members were informed that the International Committee independently raised approximately $16,000 through their successful semen auction generating approximately.

Discussion highlighted the Association's continued commitment to supporting international breeders through education, translated materials, marketing outreach, and relationship development in key global markets.

Challenges surrounding World Brahman Federation coordination were also discussed, including inconsistent participation from international member organizations and uncertainty regarding future Congress scheduling, particularly the anticipated 2026 event in Mexico.

Mrs. Falgout acknowledged the importance of maintaining strong international relationships and continuing to position ABBA as a global leader in Brahman breed development.

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Marketing

Amy Wilder provided an update regarding recent membership activity and ongoing membership-related discussions.

The committee reported that forty-three (43) new memberships had been approved between August and October through the Association's established review process, which includes vetting by the Membership Committee followed by Executive Committee approval, with final Board ratification pending when quorum is present.

Discussion also included proposed membership-related fee adjustments, including updates to AJBA lifetime membership fees and AJBA dues, with acknowledgment that certain membership fee structures had not been reviewed or adjusted in many years.

Mrs. Wilder informed the board that committee members discussed the importance of transparency and communication throughout the membership approval process, particularly ensuring that Area Directors are kept informed regarding membership activity within their respective areas. Additional discussion centered around opportunities to improve onboarding communication and maintain strong member engagement from the beginning of the membership process.

Jake Dixon provided an update regarding constitutional reform efforts.

Discussion centered around the recently unsuccessful amendment proposal, member feedback, and lessons learned throughout the process. Members acknowledged concerns related to the scope of the proposal and agreed that future efforts should prioritize transparency, member education, and narrower amendment packages.

The committee intends to reconvene after the new year for in-person discussions and a reset of the constitutional review process.

Executive Vice President Paul Maulsby provided a comprehensive operational and strategic update.

Mr. Maulsby addressed the Association's current financial condition, acknowledging budget pressures and outstanding obligations while emphasizing that the organization remains financially stable and operationally sound. He noted that while certain areas, including registrations and transfers, have shown slight declines, the Association is not experiencing a severe downturn and remains positioned to make strategic investments.

He emphasized the importance of diversification within the Brahman breed, noting that the Association's future success depends on supporting all segments of the industry, including show cattle, commercial producers, seedstock operations, and international markets. He stressed that long-term breed sustainability will require continued relevance across multiple sectors of the beef industry.

Mr. Maulsby provided updates on genomic integration efforts, including discussions with Zoetis, Neogen, and third-party technology providers to improve DNA data accessibility and evaluation

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consistency. He reiterated the importance of consolidating genomic resources to improve the accuracy and usefulness of breed evaluations.

He also highlighted the Association's continued collaboration with leading experts such as Dr. Mark Allan to advance breed improvement initiatives and expand educational opportunities for breeders. Planned educational efforts include webinars, breeder outreach, and improved communication around performance data collection.

Internationally, Mr. Maulsby discussed the Association's use of USLGE funding to support advertising, international promotion, and translation of educational materials into Spanish and Thai. He acknowledged uncertainty surrounding future federal funding but emphasized the importance of continuing global outreach efforts.

Operationally, Mr. Maulsby reported improvements within the Association office, including enhancements to the new office space, improved staff coordination, and efforts to streamline member services. He acknowledged ongoing challenges related to vendor systems, data integration, and internal workflows but expressed confidence in the office team's ability to continue improving efficiency and service delivery.

He concluded by emphasizing the importance of strategic planning, adaptability, and continued collaboration between leadership, staff, and membership to ensure ABBA remains strong and relevant for future generations.

There being no further business, the meeting was adjourned.

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