American Brahman Breeders Association

Communication Committee Meeting Minutes

December 4, 2025, 10:30 AM CST
Teleconference

Catherine Neumayr called the meeting to order at 10:30 AM CST.

Present
Catherine Neumayr
Haley Herzog
Kathy Bailey
Kaleb Bendy
Alyssa Doucet

Staff
Paul Maulsby
Iridiana Ibarra
Chloe Grimm

The minutes of the previous meeting were distributed in advance and were approved as presented.

Under old business, the committee reviewed the status of the ABBA trademark filings. At the previous meeting, the committee noted that "Queen of Cow Country," "World is Better with Brahman," and "Crossbreeding's Common Denominator" were all available, with legal filing costs estimated at $5,000—an amount not included in the ABBA budget. Staff is completing the filings in-house at approximately $200 per mark, with a projected nine-month timeline. An update was provided that this process is in progress, with Allison Hajny on staff taking the lead.

Under new business, the Office and Communications Reports were presented jointly by Paul Maulsby and Chloe Grimm. In social media, Facebook metrics continue to rise in most categories compared to the previous year, with the only decline being new followers—an expected trend given the surge in growth during Paul's arrival the prior October. Facebook remains the dominant platform for the ABBA audience. Email performance remains strong at 10% above industry averages, with the ABBA email list now totaling approximately 16,000 contacts.

The committee was informed that ABBA has produced the National Sale catalog in-house as a cost-saving measure and plans to do the same for the International Sale catalog. New ABBA winter merchandise is performing well and continues to grow as a meaningful revenue stream. Paul reported ongoing goals to improve the email list and maintain a balanced approach to social media sharing, keeping posts positive while still addressing necessary or sensitive topics. Long-term communications goals include investing in video content, especially b-roll, for use on social media and in the ABBA booth. Catherine suggested exploring opportunities such as the "American Rancher" television program to help drive production of high-quality video content.

Additional updates included new print materials being developed for commercial audiences, such as ads members can print and take to sale barns. The ABBA printed sire directory was also discussed; it was a success with an approximate profit of $30,000. The committee hopes to expand the next edition to include a printed sire summary.

With no further business to discuss, a motion to adjourn was made by Haley Herzog and seconded by Kathy Bailey. Hearing no objection, the meeting was adjourned at 11:13 AM.

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