American Brahman Breeders Association

Finance Committee Meeting Agenda

September 25, 2025, 3:00 PM CST
Golden Nugget Hotel & Casino
Biloxi, MS

Present
Carolyn Falgout
William Deaton
Kelvin Moreno
Hatch Smith

Staff
Paul Maulsby
Iridiana Ibarra

Guests

David Miller	Billy Badilla
Catherine Neumayr	Mike England
Mark Forgason	Dakota Smith

Carolyn Falgout called the meeting to order at 3:00 PM.

Hatch Smith moved to approve the minutes from the Finance Committee meeting held on May 15, 2025. The motion was seconded by Kelvin Moreno. Motion carried. The minutes were approved as presented.

The meeting opened with a discussion on the current revenue shortfall driven primarily by lower-than-expected registrations and ongoing challenges in collecting past dues. Registrations revenue through August was approximately $150,000 below the $300,000 target. Historical trends indicate that registration numbers may increase in the fall due to calf weaning and DNA submissions.

Kelvin Moreno emphasized the importance of closely monitoring DNA submissions, noting that there are animals that are currently registered with P numbers, which may represent pending registrations. DNA-related revenues are becoming a major source of income, now comparable to traditional registration and transfer fees. The office will develop a report linking P numbers with DNA submission status to improve revenue tracking.

Accounts receivable totaled approximately $39,380, excluding current Sire Directory payments. Large outstanding balances included $18,330 from last year's World Brahman Congress Sale.

Kelvin Moreno made a motion to remove the 17,000 accounts receivable and bill the consignor for the commission + the nomination fee with a letter accompanied by Paul Maulsby to be paid within 30 days for their account to maintain good standing with the association, A letter to be sent to the member with a bill for their balance of 1330.00 within 30 days to maintain in good standing, seconded by Hatch Smith, motion carries.

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Bill Deaton made a motion to amend the motion to add two other members to get a letter as well Hatch Smith seconded, motion carries

Delinquent accounts will be locked out if payments are not received within 30 days.

For the World Brahman Congress sponsorship, $12,000 remains unpaid, including $2,000 from the 100-year anniversary book.

Kelvin Moreno made a motion to prepare a folder of all documentation and emails showing the deliverables of their WBC sponsorship and the 100-year anniversary book. Additionally, for Paul Maulsby and Mark Forgason to meet with them within 30 days. Seconded by Hatch Smith, motion carries.

The committee discussed strategic initiatives aimed at accelerating DNA processing and reducing delays that are currently impacting both revenue and member satisfaction. Iridiana Ibarra informed the committee that submitting tissue samples to the lab is significantly faster and than submitting hair samples.

It was noted that beginning November 15, the labs will implement a $5 hair sample handling fee. In light of this change and to encourage a shift toward tissue submissions, the committee discussed the possibility of issuing TSU vials to members at no cost and selling the applicator guns at cost plus a 5% markup. This initiative aims to streamline processing, lower overall costs for members, and expedite revenue generation for the Association.

Hatch Smith made a motion to provide the TSU vials to members for free and sell the TSU guns at cost + 5% + shipping fees through the end of 2026, Bill Deaton seconded, motion carried.

The committee outlined plans to transition to a fully digital herd book system effective January 1, 2026. Under the new system, members who wish to receive paper certificates will be charged a $2.50 fee per certificate. This transition is expected to generate significant cost savings, with postage expenses alone totaling nearly $30,000 through August.

The digital platform will give members and buyers the option to opt in for paper documentation, thereby reducing unnecessary mailings and improving operational efficiency. While the committee acknowledged that the change may lead to an increase in office call volume during the initial adjustment period, it was agreed that the long-term savings and efficiency gains will outweigh these short-term challenges.

Kelvin Moreno made a motion to go 100% paperless January 1 2026 and if registrations papers are wanted there will be a $2.50 fee, seconded by Kelvin Moreno, motion carried.

The meeting underscored the need for tighter budget controls and clearer fiscal planning, particularly regarding event expenses and legal costs. Legal expenses have surged to nearly $90,000 across two lawsuits, with $80,000 already spent in the current year alone.

The committee expressed strong frustration over these unbudgeted costs and the significant strain they are placing on Association finances. Members discussed the possibility of adopting constitutional clauses to deter frivolous lawsuits and to allow for cost recovery from losing parties when feasible.

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The committee reviewed the financial performance of the All American event, noting that unchecked costs contributed to significant overruns. A total of $20,000 was spent on photography and video services alone, which far exceeded typical and comparable fees for similar events.

Kelvin Moreno made a motion that the finance committee create the AJBA budget and be approved by the ABBA board in conjunction with the ABBA budget, seconded by Hatch Smith, motion carried.

Paul Maulsby provided the committee with an office update focused on revenue diversification and strategies to enhance membership engagement. Efforts to grow new revenue streams and improve member retention were highlighted as essential to the organization's financial stability and long-term health.

The office reported a 200% increase in international registrations and transfers, which has significantly contributed to revenue diversification. Additional revenue growth has been seen in F1 registrations and the Sire Directory, providing incremental income sources.

The office is also placing emphasis on improving the new member experience to strengthen retention during a period of industry challenges. Committee members discussed potential strategies to further boost revenues and reduce operational costs while maintaining the quality of member services.

With no new business to discuss, Hatch Smith made a motion to adjourn the meeting. The motion was seconded by Kelvin Moreno and carried. The meeting was adjourned.

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