American Brahman Breeders Association

Communication Committee Meeting Minutes

May 18, 2026, 10:30 AM CST

Teleconference

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

Present
Catherine Neumayr
Haley Herzog
Kathy Bailey
McKenna Schulte

Staff
Paul Maulsby
Iridiana Ibarra
Audrey Acord

Guests
Pasquale Swaner
V6 Ranch
Amy Wilder

The meeting of the ABBA Communications Committee was called to order at 10:30 AM by Chairman Catherine Neumayr. Iridiana Ibarra was appointed to serve as secretary. Roll call recorded four committee members present, along with three ABBA staff members and three guests. The minutes of the previous meeting were approved as distributed.

Under old business, the committee received an update regarding the ABBA trademark filings. At previous meetings, the committee discussed the in-house filing process for the trademarks to avoid the estimated $5,000 legal expense. Staff reported that the filings remain in progress and that progress continues to be made.

Under new business, Catherine Neumayr led discussion on the proposed ABBA Data Release Calendar. Mrs. Neumayr explained that historically the ABBA released official reports through The Brahman Journal that members could use to market and promote their cattle based on verified ABBA data. When the new ABBA website launched, the vision was for these reports to instead be released directly through ABBA channels in a timely press release format on the association's website. Mrs. Neumayr stated that this has not happened consistently and emphasized the importance of providing members with accurate marketing information directly from ABBA data sources.

A proposed annual release framework was discussed, including Top Producing Sires and Dams, International and National Show producing sire and dam reports, Register of Renown and Vanguard lists, Trait Leaders, registration rankings, and Show Animal of the Year announcements. Mrs. Neumayr also emphasized the importance of continuing an official ABBA

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sire summary and stated that coordination between the Communications Committee, office staff, and the Research and Breed Improvement Committee would be necessary. Following discussion, the committee agreed that the ABBA office would prepare a formal release calendar with proposed publication dates and deadlines for committee review and approval, establishing a clear commitment to membership regarding the release of official ABBA data reports.

The Office Report was presented by Paul Maulsby. Mr. Maulsby reported that new staff member Audrey Acord has joined the ABBA office. The ABBA handled the International Show program and advertisements in-house, which was well received and demonstrated future financial and revenue potential. ABBA email newsletters continue to perform well, and social media strategy remains focused on positive, industry-related content. Feedback from members indicated a desire for promotional materials that can be used at sale barns and events, and staff is currently developing graphics and materials for this purpose. Mr. Maulsby also emphasized the Brahman breed's unique value in complementing other breeds through crossbreeding. Discussion was also held regarding the ABBA online calendar. The office is transitioning from relying solely on member-submitted events to proactively adding events internally, while still encouraging members to submit their events to support the calendar's growth and accuracy.

The Communications Report was presented by Audrey Acord. Ms. Acord reported that Facebook remains ABBA's largest social media platform with approximately 85,000 followers. Some metrics on Facebook and Instagram are currently down, which was attributed largely to prior staff turnover and a temporary lack of in-house communications staff. Audience demographics across platforms remain primarily male and between the ages of 25 and 44. Email marketing continues to perform strongly, with open rates approximately 13% above the industry average and a contact list totaling approximately 15,750 subscribers. Website traffic has also increased, averaging approximately 10,000 visits per month.

Additional discussion was held regarding social media and communication strategy. Haley Herzog noted that Facebook algorithms often reduce visibility for posts containing direct URL links and suggested alternative scheduling platforms that offer stronger Instagram and Facebook management capabilities. Ms. Herzog also shared strategies for improving email deliverability into primary inboxes instead of promotions or junk folders. She emphasized the importance of maintaining and updating the ABBA event calendar and suggested including links that direct users to individual show websites for additional event information.

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 11:10 AM.

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