American Brahman Breeders Association

Membership Committee Meeting Agenda

May 18, 2026, 3:00 PM CST

Teleconference

Amy Wilder called the meeting to order at 3:00 PM CST.

Present
Amy Wilder
Joseph Adams
Jason Scanlan

Staff
Paul Maulsby
Iridiana Ibarra
Kendahl Nix

Guests
K Hykel
Catherine Neumayr
V6 Ranch
Nicole Wilson

The Membership Committee meeting was called to order by Chairwoman Amy Wilder. Iridiana Ibarra conducted roll call and confirmed that three (3) members were present. As the committee consists of seven (7) members, a quorum of four (4) was required. Therefore, the meeting proceeded as a discussion-only meeting with no formal actions taken.

Amy Wilder reviewed the responsibilities of the Membership Committee for the benefit of committee members and guests. The committee is responsible for reviewing and recommending membership applications to the Board of Directors, overseeing educational programs, and encouraging member engagement and participation.

Discussion was held regarding the current membership approval process. Iridiana Ibarra explained that the approval system was implemented several years ago following an incident involving a banned individual attempting to rejoin the Association under a different name. The committee agreed that the approval process remains important in protecting the integrity of the Association.

Amy Wilder emphasized the importance of committee members responding promptly to membership approval emails, even with brief acknowledgments, in order to avoid delays in onboarding new members. Since approvals occur monthly, delayed responses can significantly impact activation timelines and create frustration for applicants.

Amy Wilder encouraged committee members to think beyond membership approvals and consider additional ways the committee can better serve and engage members throughout 2025. Due to current budget constraints, the Association will not be hosting a membership convention this year. Committee members and Association members were encouraged to submit ideas and suggestions for future committee focus areas and member engagement opportunities.

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Paul Maulsby presented membership and registration statistics for 2025. He reported that total registrations increased from 14,586 in 2024 to 16,045 in 2025. Purebred registrations also increased from 12,773 in 2024 to 13,697 in 2025, noting that these figures demonstrate continued growth and stability within the Association. Additional statistics presented included: F1 Golden Certified registrations increased from 1,091 in 2023 to 1,267 in 2025. Performance registrations increased from 265 in 2024 to 789 in 2025.

Paul Maulsby also discussed the Association's international reach, explaining that members from countries such as Mexico and Guatemala continue to register cattle directly through ABBA. Reciprocity agreements with international organizations continue to strengthen the Association's global presence.

Kendah Nix provided updated membership totals and noted areas where membership growth will require additional attention: Junior memberships currently total 1,678 compared to 1,656 in 2025. F1 memberships currently total 150 compared to 249 in 2025. ABBA memberships currently total 897 compared to 1,903 in 2025.

Discussion was held regarding the onboarding process for new members. Iridiana Ibarra explained that new membership applications are entered into the Digital Beef system promptly upon receipt. Applicants receive an initial confirmation email and, upon approval, are sent additional information including membership numbers and instructions for setting up their membership portal access.

Paul Maulsby introduced Kendahl Nix as the replacement for Madison Rose, who departed in March. He shared that Kendall is a graduate of Texas A&M University with experience in judging and rodeo activities. Training was completed prior to Madison's departure to ensure a smooth transition, and leadership expressed confidence in Kendall's ability to continue supporting membership operations effectively.

Kendall reviewed the new member welcome packet process, explaining that packets include resources such as Board of Directors contact information, Association bylaws and rules, and Digital Beef instructional materials designed to assist members in navigating Association services.

It was also noted that quarterly reports of new members are distributed to Board members by area to encourage local outreach and engagement.

Jason Scanlan encouraged committee members to provide feedback regarding additional website resources or tools that could further assist new and existing members.

With no further business to discuss, the meeting concluded.

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