AMERICAN BLACK HEREFORD ASSOCIATION

Board Meeting
February 18, 2026
6:00 PM CT

Members Present: EVP Ernie Dominguez, President Mark Ipsen, Vice President Chad Jones, Secretary Dirck Hoagland, Treasurer Todd Hampton, Matt Marsh, Mike Hamilton, Jason Schroeder, Charles Crow, Boyd Meyer, Recording Secretary Shelley Wilds.

Absent:

I. Meeting called to order by Mark Ipsen at 6:00 PM CDT.
   Prayer: Mark Ipsen
II. Approval of Meeting Agenda
   a. Motion by Dirck Hoagland to approve February meeting agenda; 2nd by Boyd Meyer; none opposed, no abstentions; motion passes.
III. Approval of Meeting Minutes
   a. Motion by Todd Hampton to approve January meeting minutes as presented; 2nd by Jason Schroeder; none opposed, no abstentions; motion passes.
IV. Approval of Finance Report
   a. Motion by Mike Hamilton to approve finance report as presented; 2nd by Dirck Hoagland; none opposed, no abstentions; motion passes.
V. Executive VP's Update
   a. Marketing/Communications Update
      i. 48,400 views on ABHA social media pages in the last 28 days
      ii. 2,100 content interactions
      iii. 54 new follows
      iv. 41,000 views on the ABHA website since the launch of the new site
      v. 7,500 views on the ABHA website in the last 28 days
VI. Committee Updates
VII. Membership
VIII. Vendor Support
   a. ACA Contract Update
      i. Discussion on the new ACA contract for registration, DNA and membership support.
      ii. Motion by Chad Jones to approve ACA contract renewal at $45,000 with a 3% annual increase; 2nd by Boyd Meyer; none opposed, no abstentions; motion passes.
IX. EPDs – Digital Beef
   a. Product Development Update
      i. 701x plans to have all breed association partners on the new registration platform by end of 2026.
      ii. Current Digital Beef code is no longer supported, so the 701x development team is working quickly to get the new platform available to association partners.
X. Other Items—Old Business
   a. Parent Verification Rule
      i. Board referred this topic to the Rules & Ethics committee for more discussion.
   b. Rule 2.10 and 3.3 Proposed Changes

        i. Board referred this topic to the Rules & Ethics committee for more discussion.
    c. National Meeting/Sale Survey Results
        i. Over 90% of survey respondents stated that if the national meeting location met their preferences, they would be likely/very likely to attend.
        ii. The biggest factors influencing whether members attend in person are: Work schedule, Location appeal and travel time.
        iii. The top two choices for the national event location were Nashville, TN and Louisville, KY.
        iv. Discussion on moving the national sale to Cattlemen's Congress in Oklahoma City. Advantages include allowing more time for members to get cattle ready for the sale, the opportunity to have a pen sale, and the additional audience/perspective buyers who are attending the event.
        v. Motion by Mike Hamilton to hold the national sale at Cattlemen's Congress and to hold the national meeting in Nashville, TN; 2nd by Charles Crow. Members voting yes were: Boyd Meyer, Jason Schroeder, Todd Hampton, Matt Marsh, Mike Hamilton, Charles Crow; Members voting no were: Dirck Hoagland, Chad Jones and Mark Ipsen; no abstentions; motion passes 6 to 3.

XI. Other Items—New Business
    a. Partnership Cattle Rules
        i. After discussion by the board, it was decided no action needed to be taken.
    b. AI Approved/Parent Verified Designations & Recognition
        i. The Breed Improvement committee discussed this topic and is considering ideas on how to designate and recognize ABHA members who take these steps to improve their herds.

XII. Announcements

XIII. Executive Session (if necessary)

XIV. Adjourn
    a. Motion by Todd Hampton to adjourn; 2nd by Charles Crow; meeting adjourned at 10:06 PM CT.