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**EASTERN BRAHMAN  
BREEDERS ASSOCIATION**  
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Membership  
\$25/year -  
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**NEW BRAHMAN  
\*\*\*SHOW\*\*\*  
SAVE THE DATE  
9/9/2019  
Eastern  
Brahman  
Extravaganza**



Marketing & Promoting Brahman cattle in ABBA area #12  
providing networking & educational opportunities by  
utilizing the internet & social media and through hosting  
Brahman Shows, Quality Sales & Field Days



## Eastern Brahman Breeders Association - Gathers Support from the Heart of Brahman Country

### American Brahman Breeders Association (ABBA)

Recently Eastern Brahman Breeders Association (EBBA) - President, Cyana Briles took a trip to Houston, Texas where the American Brahman Breeders Association (ABBA) is Headquartered. Ms. Briles met with Ashley Hughes, the Executive Vice President of the ABBA to thank our "parent organization" for all their support in our endeavors out here on the East Coast in ABBA area 12. Ashley Hughes agreed to present a program at our Eastern Brahman Extravaganza Show in September at the NC Mountain State Fair discussing Brahman Cattle and the ABBA.

### The Santa Elena Ranch

While in the Texas area Ms. Briles also stopped and visited with Alfredo and

Josephina Muskus of the Santa Elena Ranch (Est.1959) located in Madisonville, Texas. The Santa Elena Ranch has been raising quality Red Brahman Cattle for many years. Alfredo Muskus is an esteemed ABBA judge and has graciously agreed to come judge our Eastern Brahman Extravaganza show at his expense. It is an honor to have a judge of his caliber offer to support our new show in such a fashion. Alfredo Muskus has traveled the world from various countries in South American to Thailand judging shows for the American Brahman Cattle Breed. Alfredo Muskus has also agreed to organize a short presentation about exporting Brahman Cattle to other countries, he has extensive expertise in this department. This will be the Muskus' first visit to North Carolina and we are over the moon excited to host them with our brand of southern style hospitality.

## **Infinity Cattle Services - Chris Shivers and Team**

Next stop on this EBBA Texas tour was a meeting with Chris Shivers of Infinity Cattle Services. This meeting was part networking and part interviewing Infinity Cattle Services in regards to hosting our first Eastern Brahman Sale for us in the Spring of 2020. Chris Shivers is well connected in the American Brahman World having worked for the ABBA for 17 years, 13 of those years serving as the ABBA Executive Vice President. The meeting was a delight and Chris Shivers vowed to do all he could to help support our new organization, regardless of whether we used his services to host a Brahman Sale or not. After a discussion among our EBBA board members and a vote it was determined that with a goal of hosting a high end quality Brahman Sale that we should indeed engage Infinity Cattle Services to host our first EBBA Brahman Sale. The details are still being worked out but please mark your calendar for a Saturday in Mid - May 2020 with the tentative location somewhere in the state of Georgia. This will be a fantastic opportunity for our EBBA membership to market their finest American Brahman and Brahman Influenced Cattle.

## **HK Cattle - Dinah Weil**

From the moment Ms. Briles first messaged this knowledgeable well respected lady she knew she had found a "Mentor". Dinah Weil is a seasoned and savvy cattle-woman who excels not only in her love of Red Brahman Cattle but in the art of lifting people up by noticing and commenting on their positive characteristics. The HK Cattle brand and all it has achieved over the years is in big part because of Ms. Weil and the smart herds-woman and business-woman she is. This visit to HK Cattle in Rosharon, TX solidified the friendship between Ms. Briles and Ms. Weil but more importantly it garnered support for the passion that Ms. Briles has in growing the Eastern Brahman Breeders Association.



## Eastern Brahman Extravaganza - Open Brahman Show

We will be hosting an open Brahman Show at the North Carolina Mountain State Fair in Fletcher, North Carolina at the WNC Agriculture Center on September 9, 2019. We are still in the planning stages working with the NC Department of Agriculture and the Mountain State Fair officials and the ABBA.

We have our location, our date and our judge! A good start, but there is still so much to do. To be a sanctioned ABBA points show we must first prove ourselves, which means that we need a minimum of 40 registered head of Brahman to show two years in a row. Our open show will feature both registered Brahmans and a commercial class for all Brahman Influenced heifers. Our goal for our show is that it be a friendly and fun show where everyone will feel welcomed no matter their level of experience or pedigree of their cattle. We want our Eastern Brahman Extravaganza to be a place where Brahman folks come to network with other Brahman folks and a place where the general public can come and learn more about our type of cattle. We have a show page on our website [Extravaganza](#) where you can get all the information you need about our show, classes, rules, a link to enter online and much more. Please check out all the information on our show page and feel free to contact us if you have any questions. Hope to see everyone there!



# Sponsorship Opportunities - Eastern Brahman Extravaganza

It is because of our amazing membership that we can host an open Brahman Show. The Eastern Brahman Extravaganza is financed completely through sponsorship funds. We will be mailing a sponsorship letter out to our membership and we hope that you will consider a sponsorship. There will be options to sponsor a Championship Buckle, hanging a banner in the arena (we will create your banner for you and it's yours to keep), donating an item or service for the silent auction along with many other options. Be on the lookout for your sponsorship letter, but it can also be found on our website as a downloadable PDF at the bottom of our show page [Extravaganza](#).

## Membership

Please help us grow our membership, if you know someone with Brahman or Brahman Influenced Cattle, or if you sell a Brahman or Brahman Influenced animal please tell folks about our Association. Your membership to the Eastern Brahman Breeders Association helps **us** help **you** to market and promote Brahman and Brahman Influenced Cattle in the Eastern part of the country. One of the benefits of being a member is your listing on our [Eastern Brahman Website](#). Please check your listing for typos and that your links all work and that we are featuring the image you want. It's easy to make updates and changes, just send us an email or contact us through the website. In addition our website features a "For Sale" page and every member is entitled to one free listing on the [For Sale](#) page. There is a very simple form you can fill out on the For Sale page to place your ad.

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