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# NALF NEWS

## NALF Introduces Online Transfers

North American Limousin Foundation (NALF) members who can access the secured, members-only portion of the association's Web site can now go there to submit transfers for their and their linked members' recorded animals. Find the new tool in the "Recording" section of the member site's home page. See this month's "NALF Line" column or contact Mary Zilk in the NALF office for more information.

## Is It Time for a New Password?

If you activated your secured, members-only portion of the NALF Web site more than a year ago, it is probably a good idea to change your password now. Changing online passwords every 12 months or so offers added protection against hackers.

The best passwords are a combination of letters, numbers and symbols that appear to be a random string of characters. Visit [www.microsoft.com/protect](http://www.microsoft.com/protect) on the Web to check your password strength.

## Fall EPDs Available

The new expected progeny differences (EPDs) from the fall 2007 international Limousin genetic evaluation are now accessible through various features of the NALF Web site. The fall evaluation also included the Focus Dams, which are cows with outstanding reproductive performance and producing ability.

Download the sire summary's parts in portable document format (PDF) from the Web site's "Programs" section. Or contact the NALF office to request a printed or CD-ROM version of the sire summary, either of which is available for \$10.

## Online Sponsorships Offer Extended Marketing Reach

To provide continuous marketing opportunities for its members and their partners in allied industry, NALF is offering three Internet-based sponsorship programs.

Starting next month, each issue of the *Partners* e-newsletter will offer three sponsor spots. Two-month blocks for each spot sell for \$250 apiece on a "first-come, first-served" basis. For more information, contact Brad Parker in the NALF office.

Beginning in October, two sponsor spots on the NALF Web site will be available for four-month blocks. They are selling via a "Country Auction" (similar to eBay) on DVAuction.com. The bidding closes **August 9**. For more information, contact Brad Parker.

Finally, NALF will secure sponsors for future webcasts on DVAuction.com. For \$1,000 per webcast, a sponsor will get recognition on DVAuction's home page, in its e-mailed daily announcement, during the webcast itself, in all advanced publicity and in the related materials archived on the NALF Web site. For more information about a webcast sponsorship, contact Frank Padilla in the NALF office.

Use the "Marketing Reach" link on NALF's home page to find complete details.

## Heifer-Exposure Data Aids Pregnancy Evaluation

The heifer-retention reporting tool is available for Limousin Inventory Management System (LIMS) participants via the secured, members-only portion of the NALF Web site. LIMS participants have until August 15 to report heifer-exposure information. The optional reporting will give NALF the data it needs for genetic evaluation of heifer pregnancy. (Other breeds, including Angus and Red Angus, already publish EPDs for that trait.) It also will help ensure active LIMS inventories accurately reflect incoming replacement heifers and eliminate the need to report disposal codes for culled heifers later.

## Board Meeting Scheduled for This Month

The NALF Board of Directors has scheduled its next meeting for August 21-23

# North American Limousin Foundation

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Office hours are Monday through Friday 7:30 a.m. to 4:00 p.m. MST.

in Denver, Colorado. The primary focus will be the fiscal year (FY) 2007–2008 budget. Contact a board member or Kent Andersen in the NALF office to provide input about any breed issues.

## Major Shows Approach

The Limousin shows at the American Royal in Kansas City, Missouri, will be October 18. Jerry Adamson of Cody, Nebraska, will sort the junior entries; and Randy Daniel of Colbert, Georgia, will judge the open show. Entries are due September 1.

The junior show at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky, will be November 11. The open show will be November 14, and Terry Burks of Bowling Green, Kentucky, will be the judge. NAILE entries are due October 1.



## Get in the Breed's Corner for VQ Round 3

NALF is ready for Visions Quest (VQ) Round 3—another real-world lesson in producing industry-friendly seedstock and feeder cattle. VQ generates data for genetic evaluation and research and demonstrates how Limousin genetics perform in the feedyard and packinghouse.

NALF encourages cooperation among Limousin breeders and their commercial customers to include a diverse sampling of the breed's bloodlines.

Pen space is limited so NALF suggests enrollment forms arrive well before the September 1 deadline. Participants then

must deliver all cattle between November 1 and 15 to the Colorado State University (CSU) research feedyard near Fort Collins. NALF will help coordinate transportation as much as possible, and early enrollment also will facilitate that effort.

Program guidelines and the enrollment form are available in the "Programs" section of the NALF Web site or by contacting Bo Sexson in the NALF office.

## Member Service Fee, Voluntary Checkoff Support Breed Functions

Thanks to the loyal support of those who pay their member service fees, NALF has maintained effective breed advertising, increased staff representation at events, developed extensive Web-based tools and offered educational programs.

Those who participate in the annual plan may register animals at half the inactive-member rates; enjoy free access to the secured, members-only portion of the NALF Web site; and activate complimentary subscriptions to the *Bottom Line* newsletter for their bull customers. While those who have not paid this year's assessment have had those benefits suspended, they still may reactivate their memberships at any time.

To generate additional resources for commercial marketing, the NALF Board instituted a voluntary checkoff. NALF automatically bills **\$4 per head at registration** to participating members' accounts. Enrollment is easy—just mark the space on your member service fee notice. You may change your checkoff-enrollment status at any time by contacting the NALF office.



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The year-letter code for 2007 is

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