

Officers

President, Bob Millerberg

491 E. 12000 S.
Draper, UT 84020
801/561-9911 (O)
bob@crestfinancial.org

Vice President, Bob Mitchell

48715 Hilldale Rd.
Wauzeka, WI 53826
608/875-5049
springcreekcattleco@dishmail.net

Secretary, Lance Sennett

2518 N. St. Rd. 25
Waynetown, IN 47990
765/234-8506
lasennett@att.net

Treasurer, Richard Hefner

11230 NS 3550
Seminole, OK 74868
405/382-2954
richardhefner@bonray.com

At Large, Mike Smith

308 West Mill
Plainview, KS 67663
785/885-4882
mdsmith@ruraltel.net

Ex-Officio, Wendell Geeslin

PO Box 190
Platteville, CO 80651
970/785-6170 (O)
wendell@magnesscattle.com

Directors

Harley Coleman, Charlo, MT

406/644-2232
limobull@blackfoot.net

Jack Glendening, Lebanon, MO

417/588-9083
jack@jbarjlimousin.com

Mike Hall, San Luis Obispo, CA

805/756-2685
mhall@calpoly.edu

Mat Lewis, Iliff, CO

970/521-0545
lewislimousin@kci.net

Charles Linhart, Leon, IA

641/340-1306
charles@linhartlimousin.com

Harris Mosher, Telford, PA

215/723-2906
amosher@netreach.net

Brian Skaggs, Lexington, OK

405/527-1988
skaggsattle@yahoo.com

Jay Straight, Logan, IA

712/648-2180
farmgal@iowatelecom.net

Tom Vaughn, Cavalier, ND

701/520-0110
tomv@polarcmm.com

Jerry Wulf, Morris, MN

320/392-5802
wulflimousin@juno.com

NALF NEWS

Fall EPDs Available

The new expected progeny differences (EPDs) from the fall 2009 international Limousin genetic evaluation are now accessible through various features of the North American Limousin Foundation (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 "Genetic Evaluation" 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.

Change Passwords to Thwart Hackers

If you activated your secured, members-only portion of the NALF Web site more than a year ago, it probably is 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/protectyourself on the Web to check your password strength.

Online Sponsorships

Extend Marketing Reach

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

Each issue of the semimonthly *Partners* e-newsletter includes three sponsor spots. They sell for \$75 each on a "first-come, first-served" basis. For more information, contact Brad Parker or Frank Padilla in the NALF office.

Two sponsor spots on the NALF Web site are available for three-month blocks, starting October 1. They are selling now via a "Country Auction" (similar to eBay) on *DVAuction.com*. The bidding closes **August 15**. For more information, contact Padilla or Parker.

Use the "Marketing Reach" link on NALF's home page (www.nalf.org) 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.

Give Attention to Teat, Udder Scoring

As fall calving gets underway, NALF encourages its members to score their cows' teat sizes and udder suspensions so the data can help guide future selection decisions.

The Beef Improvement Federation (BIF) has standardized guidelines for teat and udder scoring. The system requires a separate score for each, both on 9-point scales. Breeders should evaluate their cows within 24 hours after calving, and the "Genetic Evaluation" section of the NALF Web site includes illustrations to help determine scores.

NALF plans to use udder and teat scores in genetic evaluation once it collects a sufficient number of records.

Board Meeting Scheduled for This Month

The NALF Board of Directors has scheduled its next meeting for August 18–20 in Denver, Colorado. The primary focus will be the fiscal year (FY) 2009–2010 budget. Contact a Board member to provide input about breed issues.

Nominating Committee Named

NALF President Bob Millerberg, Utah, has announced the 2009–2010 Nominating Committee:

- Chairman Wendell Geeslin, Colorado, past president;
- Bob Funk, Oklahoma, past president;
- Lance Sennett, Indiana, Board member;
- Tom Vaughn, North Dakota, Board member;
- Brad Beus, Washington, at-large member; and
- Ron Schilling, Kansas, at-large member.

At press time, Millerberg was confirming the third at-large member.

The October issue of *Limousin World* will include the committee's slate of nominees. The NALF

North American Limousin Foundation

7383 S. Alton Way, Suite 100, Centennial, CO 80112-2339

Phone: 303/220-1693 • Fax: 303/220-1884 • Web site: www.nalf.org

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

office then must receive signed letters of support for at-large nominees from at least 15 different founding, lifetime or active annual members by October 15. Identification of all nominees by then enables NALF to publicize their candidacies and include their names on the official ballot.

Should Limousin, Lim-Flex Show Together?

The NALF Board is deliberating the question of whether or not Lim-Flex® animals should show together with purebred and fullblood Limousin animals at the four Level 1 Medal of Excellence (MOE) shows. The Board's objective is to maximize the overall promotional value of those MOE events for the membership and the organization. Follow the survey link on the NALF home page, take a few minutes to study both sides of the issue and share your opinions.

Major Exhibitions Approach

The Limousin shows at the American Royal in Kansas City, Missouri, will be October 30. Jirl Buck of Madill, Oklahoma, will sort the junior entries; and Brandon Callis of College Station, Texas, will judge the open show. Entries are due September 10.

The junior show at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky, will be November 15. The open show will be November 18, and Chris Mullinix of El Dorado, Kansas, will be the judge. NAILE entries are due October 1.

Member Service Fee, Voluntary Checkoff Support Breed Functions

Thanks to those who pay their member service fees, NALF is able to provide effective programs, services and events for Limousin breeders and commercial cattle producers.

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 and themselves.

To generate additional resources for commercial marketing, NALF has a voluntary checkoff. It automatically bills \$4 per head at registration to participating members' accounts. Enrollment is easy—just mark the space on your member service fee notice.

'State Associations' Page Is Updated

The "State Associations" page on the NALF Web site now reflects the latest officer listings on file with the NALF office. If your state or regional association listing is missing, outdated, incomplete or incorrect, contact Brad Parker in the NALF office.

As state and regional associations elect new officers throughout the year, they should share complete contact information for each officer with the NALF office so the Web site and internal mailing lists stay current.

NALF Needs Current Addresses

NALF has been getting a lot of mail returned lately. To ensure you receive paperwork and other correspondence in a timely fashion, you might want to confirm your current mailing address, phone number and e-mail address with the NALF office. That is especially important if you have changed from a "rural route" address to a 911 address since establishing your NALF membership.

Contact Mary Zilk in the NALF office with updates or for confirmations. Provide your member number or herd prefix, including any others for family members or partnerships.

Consistency Helps When Referring to Hybrid

The name *Lim-Flex* is a registered trademark that NALF owns. Members may use the name in referring to qualified animals or the hybrid program in general. When you do so, be sure to include the hyphen and capitalize the F. You also should follow the name with the registered sign (®) the first time you use it in an advertisement, article, brochure, Web page or such.

Special Feeder-Calf Sales in the Works

NALF is organizing special Limousin-influenced feeder-calf sales for this fall. By coordinating with auction markets, NALF helps producers maximize returns for their calves by attracting feeders interested in Limousin genetics. The effort is part of the Limousin breed's commitment to the commercial sector.

For more information or if you would like help organizing a special feeder-calf sale in your area, contact Frank Padilla in the NALF office.



Director of

Performance Programs

Lauren Hyde, Ph.D., Ext. 140
lauren@nalf.org
(performance, ultrasound & carcass data; genetic evaluation; expected progeny differences; Limousin Inventory Management System; information systems)

Director of

Program Administration

Carol Johnson, Ext. 108
carol@nalf.org
(accounts payable; human resources; Board of Directors activities)

Director of Activities and Services

Kate Maher, Ext. 106
kate@nalf.org
(member services; junior activities; shows; Medal of Excellence program)

Director of Member and Commercial Relations

Frank Padilla, Ext. 123
frank@nalf.org
mobile: 308/350-3323
(member outreach, seedstock marketing, commercial programs, industry partnerships, sponsorship programs)

Director of Communications

Brad Parker, Ext. 117
brad@nalf.org
(member communications; public & media relations; advertising; publications; promotions)

Director of Operations and Accounting

Mary Zilk, Ext. 138
mary@nalf.org
(accounting; data processing; online recording; Lim-Flex qualifications; member services)

Member Services Specialist

Erin Garrick, Ext. 104
erin@nalf.org
(parentage verification & other DNA tests; member services)

Registry and Member Services Specialist

Stephanie Kramer-Beddo, Ext. 102
steph@nalf.org
(recording natural, embryo-transfer & foreign animals)

Director of Junior Activities

Bret Begert
bret@nalf.org
home office: 806/375-2308

The year-letter code for 2009 is **W**