

NALF Teams With *BEEF* Magazine To Promote Webcasts

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Welcome to December. Between the naturally shorter days and the “falling back” clocks, it is getting dark much earlier these days. So what will you do with all of that time in the house? Here is a suggestion for a couple of Tuesday nights this month.

As a service to all cattle producers, the North American Limousin Foundation (NALF) and *BEEF* magazine will co-host two free CyberCampfire webcasts on *DVAuction.com* in December. The first will address crossbreeding strategies on December 11. The second, which Five Star Cattle Systems will sponsor on December 18, will deal with bull-buying strategies. Both webcasts begin at 7 p.m. Mountain Time.

To participate in an interactive CyberCampfire producer-outreach webcast, you must register with *DVAuction.com* beforehand, and it is best to do so at least three hours before the event starts. You only need to register once so, if you are among the

250 NALF members already registered on the site, you are ready to go.

When it is time for a webcast, return to the *DVAuction* home page and click the “View” button next to “North American Limousin Foundation” under “Today’s Events.” Or use the link on the NALF home page.

To help promote our commercially oriented webcasts to the industry at large, *BEEF* magazine has agreed to send notices to 75,000 of the e-mail addresses it has collected. If you currently receive *Cow Calf Weekly*, *BEEF Stocker Trends*, *BEEF Quality Strategies* or *BEEF Industry Express* in your e-mail inbox, there is a good chance you will see them.

The webcasts will offer information that is useful to all cattle producers. They also will help explain the Limousin breed’s leading role in a more efficient and intelligent beef industry. Those should be enough reasons for you as a NALF member to tune in and to encourage your commercial customers

to do the same. But the success of the December webcasts also will go a long way toward solidifying NALF’s promotional relationship with *BEEF*, so now you have another reason.

The NALF Board of Directors and staff members and *BEEF* representatives still are working on the 2008 schedule of webcasts. If you would like to see and hear a particular topic discussed online, share it with Frank Padilla in the NALF office. If you would like to sponsor a webcast next year or suggest a potential sponsor, he can use that information, too. Just let him know by December 10.

Finally, the NALF Web site now includes an archive of the visuals, audio and supplemental materials (if available) from our past webcasts. That way—if you cannot log in for the live, interactive discussion—you can at least catch up later.

See you online.



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