

Officers

President, Bob Millerberg

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

Vice President, Bruce Lawrence

PO Box 299
Anton, TX 79313
806/997-5381
bl11@dtmspeed.com

Secretary, Lance Sennett

2518 N. St. Rd. 25
Waynetown, IN 47990
765/234-8506
lsennett@omnicityusa.com

Treasurer, Bob Mitchell

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

At Large, Richard Hefner

11230 NS 3550
Seminole, OK 74868
405/382-2954
lkhefner@yahoo.com

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

Wendell Geeslin, Platteville, CO

970/785-6170

Jack Glendenning, Lebanon, MO

800/543-3474

Mike Hall, San Luis Obispo, CA

805/756-2685

Richard Hefner, Seminole, OK

405/382-2954

Bruce Lawrence, Anton, TX

806/997-5381

Bob Millerberg, Draper, UT

801/561-9911

Bob Mitchell, Wauzeka, WI

608/875-5049

Ed Pinegar, Springfield, MO

417/833-6784

Roger Potter, Redwood Falls, MN

507/644-5362

Lance Sennett, Waynetown, IN

765/234-8506

Brian Skaggs, Lexington, OK

405/527-1988

Mike Smith, Plainville, KS

785/885-4882

Jay Straight, Logan, IA

712/648-2180

Tom Vaughn, Cavalier, ND

701/265-4097

Jerry Wulf, Morris, MN

320/392-5988

NALF NEWS

One Name Added to Board Ballot

The Nominating Committee has slated Harley Coleman, Montana (second term); Mike Smith, Kansas (second term); John Goodish, Pennsylvania; Mat Lewis, Colorado; and Charles Linhart, Iowa, as its candidates for the North American Limousin Foundation (NALF) Board of Directors. The at-large nomination process added Harris Mosher, Pennsylvania, to the ballot. Find all of the candidates' biographies starting on page 18.

Those unable to attend the Annual Meeting in Denver, Colorado, (January 12, 2009) can request absentee ballots until December 1. Those members must mail their completed, signed ballots to NALF's official accountant by **December 30**.

'Vision in Action' To Include Top Speakers

NALF will conduct a leadership and breed-improvement workshop December 12-13 at the Hilton Kansas City Airport. Titled "Vision in Action," the workshop agenda includes timely topics and industry-leading presenters. Those who cannot attend the event can participate at a distance via www.limousinlive.com, which will offer a live Web blog of the workshop. Look for more information on the NALF Web site.

Denver Schedule Released

The junior show at the National Western Stock Show (NWSS) will begin at 1 p.m. Sunday, January 11. The sale-cattle parade starts at 3 p.m. that same day; the sale itself will be Monday, January 12, at 6 p.m. The open show will start at 8 a.m. Tuesday, January 13. The pen and carload shows are Wednesday, January 14, beginning at 8 a.m.

The Doubletree Hotel Denver will be the Limousin breed's headquarters during the NWSS. Rooms are \$81 per night if you mention the "North American Limousin Foundation" when you call 800/222-TREE to make your reservations before **December 7**. Book ahead to ensure a room near the breed's main events—including the member social, where NALF will recognize its past presidents.

Find the complete schedule and more information on page 59.

Commercial Awards Recognize Supporters

NALF honors a Commercial Marketing Booster of the Year, a Commercial Producer of the Year and a Limousin Promoter of the Year during the NWSS pen and carload shows. Download nomination forms from the NALF Web site, or request copies from the office. Nominations are due **December 5**.

'Tis the Season for Limousin Merchandise

Visit www.boelte.com/cards on the Web to order Limousin greeting cards. Several designs (including a couple of new ones) are available. A portion of the proceeds benefits the North American Limousin Junior Association (NALJA).

Also check out the promotional merchandise available on the NALF Web site. Luggage from the Limi Boosters, farm signs, business cards and apparel are some of the great gifts available.

Nearly 300 Complete Marketing Survey

NALF has finished surveying Limousin breeders and other cattle producers about commercial-marketing priorities and strategies. Over 60 days, 284 people completed the 10-minute exercise.

Congratulations to Patrick Shirley of Coosa River Cattle Co., Cropwell, Alabama, and Charles Krackau of KK Cattle Co., New Braunfels, Texas. Each won \$50 in the drawing of survey respondents.

NALF will use the survey results to help develop a new series of commercially-oriented breed advertisements. An agency will present its first concept in January, and the Board should finalize it in time for spring placements by state associations and breeder cooperatives. Another advertisement or two should be ready by fall 2009.

National Funds Can Help Breeders Advertise

The Breeder Cooperative Advertising Program helps breeders share a cohesive Limousin message across the nation, making the most of their relationships with regional publications. In the program, NALF cost-shares 25 percent of qualifying ad expenses with groups of two to six breeders. Find the program details on the NALF Web site, or contact Brad Parker in the office.

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.

E-Mail Keeps Members in Touch

If you are not receiving the semimonthly *Partners* e-newsletter from NALF, confirm your e-mail address is on file in the office. *Partners* contains the timeliest reminders and updates for members.

If you have an e-mail address on file but are not receiving messages from NALF, your software might be blocking them. Make sure *limousin@nalf.org* and *nalfpartners@nalf.org* are in your address book and “white list.”

LIMS Means Proven Genetics

The voluntary Limousin Inventory Management System (LIMS) helps NALF members lower their costs of doing business with their association. LIMS participants pay an annual fee of \$15 per active cow and, in turn, are entitled to record performance for, register and transfer the year's calf crop. That saves \$12 off an animal's least costly traditional registration and transfer.

LIMS herds also contribute more complete and comprehensive production information that leads to inventory-proven genetics backed by more accurate expected progeny differences (EPDs).

To enroll in LIMS, go to the sign-up page in the secured, members-only portion of the NALF Web site (www.nalf.org/members) and click the LIMS button at the top of any page. Breeders must enroll spring-calving cows by February 15 and fall-calving cows by July 15 each year.

Inventory Forms, Barnsheets Are Free

Cow-inventory birth-report forms are available **free of charge** from the NALF office. The preprinted sheets include information about all active cows in a member's herd inventory. The office also will provide barnsheets for ultrasound scanning. Laboratories require them to process scan data so not obtaining the sheets before scanning will delay results. To request either form, call the office.

Consider DNA Sampling

Breeders should consider collecting DNA samples from animals that might be highly propagated someday—plus their sires and dams. Buyers often collect semen or eggs from purchased animals, but they cannot register offspring without the required parentage-verification tests.

You can provide a valuable customer service by maintaining a DNA library.

The cost of FTA kits for DNA testing now is **\$2 each**. They capture DNA in one step and keep it stable for years at room temperature. Contact the NALF office to order.

Additionally, the Veterinary Genetics Laboratory (VGL) at the University of California-Davis will discontinue blood-typing after **December 15** so it must receive blood samples by then.

MOE Data Due Now

NALF reminds Medal of Excellence (MOE) exhibitors they must submit all performance data by **December 1**. Failure to do so will result in disqualification from the MOE year-end recognitions. It is the breeder's or owner's responsibility to submit that information; NALF will not request it.

Trying to Contact NALF?

When you call the NALF office, the “automated attendant” can help you find the correct information or staff member. The Web site's “Contact NALF” section also provides staff members' telephone extensions, e-mail addresses and areas of expertise; other contact instructions for the office; and addresses for the DNA-testing laboratories. “Bookmark” that page in your Web browser for easy reference.

If you are mailing anything to the office, please use the Centennial street address. NALF closed its post-office (PO) box more than a year ago, and mail will not forward anymore. Addressing anything to it will cause costly delays.

Your Customer's Bottom Line Is Important

Copies of the *Bottom Line* newsletter are available from the NALF office. The publication is a great giveaway to potential customers because it provides current information about the breed and beef industry. If you would like to add customers to the mailing list, call NALF or visit the Web site for a subscription card.



Executive Vice President

Kent Andersen, Ph.D., Ext. 120
kent@nalf.org

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)

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 2008 is

U

The year-letter code for 2009 is

W