

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
springcreekcattlec@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

NWSS Is Here

Limousin check-in at the National Western Stock Show (NWSS) in Denver, Colorado, will begin at 8 a.m. Friday, January 9. North American Limousin Foundation (NALF) staff members will notify exhibitors of the check-in order about a week beforehand.

The junior show will start at 1 p.m. Sunday, January 11. The sale-cattle parade starts at 3 p.m. that same day; and the NALF member social and “Genetics On Ice” benefit auction will follow at 6 p.m. in the Doubletree Hotel Denver, 3203 Quebec St.

Monday, January 12, will bring the NALF Annual Meeting at 9 a.m. in the Doubletree and the National Limousin Sale at 6 p.m. on the Hill.

The Limousin open show begins the next day at 8 a.m. on the Hill.

In the Yards, the pen and carload shows begin at 8 a.m. Wednesday, January 15. Magness Land & Cattle and Wulf Limousin Farms will sponsor a complimentary lunch at noon for those show-goers.

Rooms are available at the headquarters hotel for \$81 per night if you mention the “North American Limousin Foundation” when you call 1-800-222-TREE to make reservations.

Don't Miss the Member Social

Come to the NALF Member Social, where the association will recognize its past presidents and the 2008 Medal of Excellence (MOE) award winners. Call the home office by *January 6* to reserve your tickets for \$40 each.

You also can support the North American Limousin Junior Association (NALJA) and the All-American Limousin Futurity (AALF) at the “Genetics On Ice” benefit auction after the social. The lots will include frozen embryos; semen; National Junior Limousin Show and Congress (NJLSC) shirt, awards and banquet-program sponsorships; ad pages in the NJLSC–AALF souvenir program; and many interesting, unique items. For more information, contact Ken Holloway, 580/597-2419.

Imagine the Possibilities

“Genetics On Ice” also will include a flush from Deer Valley Farm of Fayetteville, Tennessee, to benefit NALJA’s Corner Post Fund.

The flush of 10 embryos will come with five guaranteed pregnancies. The buyer will be able to choose one of five elite Angus donors the farm is offering to flush to any available Limousin or Lim-Flex® artificial-insemination (AI) sire. Once it reaches a suitable principal, the Corner Post Fund will facilitate additional activities and scholarships for Limousin juniors.

NALF Will Seat New Board at Annual Meeting

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 NALF Board of Directors. The at-large nomination process added Harris Mosher, Pennsylvania, to the ballot. Find the candidates’ biographies in the December issue of *Limousin World*.

Breeder Co-Ops Spread the Word

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 two to six breeders. Find the program guidelines, application form and qualified ad images on the NALF Web site, or contact Brad Parker in the NALF office.

'Spotlight' Your Herd

Promote your enterprise by placing a “Breeder Spotlight” advertisement in the *Bottom Line* newsletter, which is a primary piece of promotional literature for the breed. For just \$350 per year (three issues), you can speak directly to commercial cattle producers nationwide. Contact Frank Padilla in the NALF office to reserve your space.

Those who have “Breeder Spotlight” advertisements in the spring and fall issues will have the option to upgrade to full- or half-page advertisements in the winter “super issue” for an additional charge.

NALF recently added more than 8,000 addresses to the list, bringing it to about 19,200 producers. The new names are current nonusers of Limousin genetics with at least 500 cows. If

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.

you want to add others to the list, share their contact information with the home office.

The Right Bull Is a Click Away

Find your future herd sires with the Limousin Exchange Bull Listing Service on the NALF Web site. It features queries and sorts of bulls for sale from a searchable database.

Registered animals' performance and pedigree information is available through the site's EPD (expected progeny difference) lookup. Enter a registration number, tattoo or name to find the latest data and the owner's contact information.

When used with the online member locator, those tools bring efficiency to finding Limousin and Lim-Flex bulls.

LimMark Builds Breed Recognition

The LimMark tagging program helps Limousin customers identify their cattle and couple reputable genetics with documented information.

Only qualified, properly enrolled cattle may wear LimMark tags. Producers first must complete a LimMark agreement and send it to NALF. Guidelines and the enrollment form are on the NALF Web site, or contact Frank Padilla in the NALF office.

LIMS Lowers Business Costs

The voluntary Limousin Inventory Management System (LIMS) helps NALF members lower their cost 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 that year's calf crop. That is a \$12 savings over the least costly registration and transfer in the traditional fee structure.

LIMS herds commit to annual reporting of either calf information, a reason for no calf or a culling code for every cow. By submitting such complete, comprehensive production information, they contribute to inventory-proven genetics with more accurate EPDs.

To enroll, click the "LIMS" button at the top of any page in the Web site's secured, members-only portion. Breeders must enroll spring-calving cows by February 15 and fall-calving cows by July 15 each year.

Show Your Colors

NALF has *free* promotional materials that make great decorations and giveaways at shows or sales. To request posters, fliers or any promotional literature, contact the NALF office.

Find other items in the NALF Web site's merchandise section. Some products—including farm signs, vehicle magnets, adhesive-backed vinyl and business cards—are customizable.

Home Office Needs Its Copy

When you register embryo-transfer (ET) calves or submit DNA samples, be sure to separate the form's three copies. Send one copy to the NALF office and one to the laboratory, and keep a copy for your files. If you forget to send a copy to NALF, it is impossible to match samples, which prevents registration.

E-Mail Data to Correct Address

When e-mailing *performance data* to NALF, use the edata@nalf.org address. Staff members check that account daily. Other NALF accounts can go unread when staff members are traveling.

Inventory Forms 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. To request your forms, call the NALF office.

Limousin Will Be Represented at NCBA Trade Show

Cattle producers attending the 2009 Cattle Industry Annual Convention, January 28–31 in Phoenix, Arizona, can learn more about the Limousin breed. NALF representatives will be at Booth 1603 in the National Cattlemen's Beef Association (NCBA) Trade Show, which opens January 28 for a "sneak peek" from 1:30 to 3:45 p.m. and for a welcome reception from 6 to 9 p.m. It will be open 9 a.m. to 6 p.m. January 29 and 9 a.m. to 5 p.m. January 30.



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