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NALF NEWS

NWSS Is Here

Check-in for the Yards cattle at the National Western Stock Show (NWSS) will begin at 8 a.m. Friday, January 8; and the Hill check-in will start at 2 p.m.

The junior show starts at 1 p.m. Sunday, January 10. The North American Limousin Foundation (NALF) member social and "Genetics on Ice" benefit auction will follow at 6 p.m. in the Doubletree Hotel Denver.

Monday, January 11, will bring the NALF Annual Meeting at **8 a.m.** in the Doubletree. (Check-in begins at 7 a.m.) The sale-cattle parade starts at **2:30 p.m.** that day; the National Limousin Sale itself will follow at 6 p.m.

The Limousin open show begins Tuesday, January 12, at 8 a.m. with the first division of Lim-Flex® females. The first division of Limousin females will follow. Judge Troy Thomas of Harrold, South Dakota, will alternate similarly through the remaining female divisions until he is ready to select the grand champion Lim-Flex and Limousin females. The bull show will proceed in the same fashion. Please direct questions or concerns to a show committee member.

The pen and carload shows begin at 8 a.m. Wednesday, January 13. Magness Land & Cattle and Wulf Limousin Farms will sponsor a complimentary lunch at noon.

The Doubletree Hotel Denver and the Red Lion Hotel Denver Central are the Limousin breed's co-headquarters during the NWSS. Call the Doubletree at 303/321-3333 or the Red Lion at 303/321-6666 for reservations.

Don't Miss the Member Social

The NALF member social will include recognition of the 2009 Medal of Excellence (MOE) award winners. Call the home office by **January 5** to reserve your tickets for \$40 each. They will **not** be available at the door.

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 & 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.

NALF Will Seat New Board at Annual Meeting

The Nominating Committee has slated Jack Glendenning, Missouri (second term); Richard Hefner, Oklahoma (second term); Jay Straight, Iowa (second term); Chad Sette, Nebraska; and John Tobe, Kentucky, as its candidates for the NALF Board of Directors. The at-large nomination process added Kenneth Glazier, Oklahoma, to the ballot. Find all of the candidates' biographies in the December issue of *Limousin World*.

Strategic Planning Continues

NALF Board and staff members began comprehensive strategic planning last month. The process will continue at the NALF Annual Meeting, where attendees will contribute. Those unable to be there can participate at a distance via *LimousinLive.com* on the Web. A special conference for emerging breed leaders in February will allow for more member input. The Board will finalize the plan in April.

NALF will review, revise and renew the plan annually, and it will be the primary guide for budgeting and spending priorities and other decisions.

Invest in the Future

Schilling Limousin of Kansas is donating the centerpiece of the fourth annual Corner Post Genetics Package, which will sell during the 2010 National Limousin Sale. The Lim-Flex heifer, Schilling's Winning Ticket, is a 2/27/09 black, homozygous polled, 75% Lim-Flex daughter of AUTO Black Dakota 129J out of Schilling's Senorita. All proceeds from the package will benefit the Corner Post Fund, which will facilitate additional activities and scholarships for Limousin juniors.

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 image 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

North American Limousin Foundation

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

(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 may upgrade to full- or half-page advertisements in the winter and spring “super issues” for an additional charge.

The newsletter’s mailing list includes about 18,500 producers. If you want to add others to the list, share their contact information with the NALF 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 registration numbers, tattoos or names to find the latest data and the owners’ contact information.

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

LIMS Lowers Business Costs

The voluntary Limousin Inventory Management System (LIMS) helps NALF members lower their costs of doing business with their organization. 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.

Contact the NALF office to enroll your spring-calving cows by February 15 and fall-calving cows by July 15.

Home Office Needs Its Copy

When you register 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 out of the office.

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 2010 Cattle Industry Annual Convention, January 27–30 in San Antonio, Texas, can learn more about the Limousin breed. NALF representatives will be at Booth 8121 in the National Cattlemen’s Beef Association (NCBA) Trade Show, which is open January 28–29.

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.

Notice Is Hereby Given

The Annual Meeting of the North American Limousin Foundation (NALF) will be in the Doubletree Hotel Denver, 3203 Quebec St., Denver, Colorado, on January 11, 2010, starting at 8 a.m. MST. Check-in begins at 7 a.m. The agenda includes the following.

- Welcome, introductions and association overview;
- Strategic planning session;
- Nominating Committee report and election balloting;
- Treasurer’s and secretary’s reports;
- Recognition of NALF committees and retiring directors;
- New business;
- Election results



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The year-letter code for 2009 is

W

The year-letter code for 2010 is

X