



NALF officers for the coming year include (front row, from left): Bob Millerberg, Draper, UT, president; Bob Mitchell, Wauzeka, WI, vice president; Lance Sennett, Waynetown, IN, secretary; Richard Hefner, Seminole, OK, treasurer; Wendell Geeslin, Platteville, CO, ex-officio; and Dr. Kent Andersen, executive vice president.

NALF Board members for the coming year include (standing, from left): Jerry Wulf, Morris, MN; Mike Hall, San Luis Obispo, CA; Jack Glendenning, Lebanon, MO; Brian Skaggs, Lexington, OK; Harris Mosher, Telford, PA; Charles Linhart, Leon, IA; Tom Vaughn, Cavalier, ND; Harley Coleman, Charlo, MT; Jay Straight, Logan, IA; Mat Lewis, Iliiff, CO; and Mike Smith, Plainville, KS, member-at-large.

## Millerberg Re-Elected President

The North American Limousin Foundation (NALF) 2009 Annual Meeting was January 12 at the Doubletree Hotel in Denver, Colorado, in conjunction with the National Western Stock Show (NWSS). About 90 members and guests attended.

With NALF President Bob Millerberg of Utah presiding, the main order of business was the Board of Directors election. Nominating Committee Vice Chairman Dave Berry, Washington, presented six nominees for the five open positions.

Harley Coleman, Montana, and Mike Smith, Kansas, were elected to second terms on the board. Mat Lewis, Colorado; Charles Linhart, Iowa; and Harris Mosher, Pennsylvania, also earned seats on the 2009 board, which met afterward to elect officers.

Millerberg will continue as president for the coming year, with Bob Mitchell, Wisconsin, serving as vice president. Lance Sennett, Indiana, will continue as secretary; and Richard Hefner, Oklahoma, will be treasurer. The board elected Smith as the member-at-large on the executive committee, and Wendell Geeslin, Colorado, (as the most recent past president) will serve as an ex-officio member of both the board and its executive committee.

The other 2009 board members are Jack Glendenning, Missouri; Mike Hall, Ph.D., California; Brian Skaggs,

Oklahoma; Jay Straight, Iowa; Tom Vaughn, North Dakota; and Jerry Wulf, Minnesota.

During the Annual Meeting, Millerberg recognized retiring board members Bruce Lawrence, Texas; Ed Pinegar, Missouri; and Roger Potter, North Dakota.

## Annual Meeting Offers Member Updates

As a precursor to the Annual Meeting, Dr. Kent Andersen shared highlights of the 2008 State of the Breed report. The full year-end summary is part of the NALF 2008 Annual Report, which meeting attendees received. It also is in the secured, members-only portion of the NALF Web site ([www.nalf.org/members](http://www.nalf.org/members)), and active members can request copies from the NALF office at any time.

Ray Krones from Strauss Brands then offered a special look back on the first year of the Limousin-based Free Raised® veal product line. In recognition of the company's efforts to advance the marketing opportunities for Limousin-influenced calves, Andersen announced Strauss Brands as the Limousin Promoter of the Year award recipient.

Participants then chose one of three interactive breakout sessions to attend. After the breakouts, Millerberg opened the Annual Business Meeting. Voting members approved the minutes of the last Annual Meeting and the financial report.

### Committee Assignments Announced

Millerberg has appointed board members to committees for 2009.

- Building: Glendenning, chairman; Mosher; Smith
- Commercial Marketing and Advertising: Smith, chairman; Geeslin; Hefner; Linhart; Vaughn; Wulf
- Finance: Hefner, chairman; Geeslin; Millerberg; Mitchell; Vaughn
- Junior Activities: Hefner, chairman; Hall; Linhart; Skaggs
- Membership and Seedstock Marketing: Sennett, chairman; Coleman; Mosher; Skaggs; Straight
- Operations and Performance Programs: Mitchell, chairman; Glendenning; Hall; Lewis; Millerberg
- Personnel and Staffing: Wulf, chairman; Coleman; Lewis; Millerberg
- Shows: Sennett, chairman; Straight

### Spring EPDs Available

The expected progeny differences (EPDs) from the spring 2009 international Limousin genetic evaluation are available through various features of the NALF Web site.

Users can employ the “Sire Selector” tool to specify EPD-selection criteria in searching qualified U.S. and Canadian Limousin and Lim-Flex® bulls. The pedigree and EPD lookup allows them to search for information—including the Mainstream Terminal Index (\$MTI) value and available DNA-test results—about a particular animal. The new EPDs also are presented for bulls and females listed for sale on the Limousin Exchange.

The spring sire summary—which includes the general sire listing, the proven and young sire trait leaders, and the dam trait leaders—is available for download in portable document format (PDF) from the site’s “Genetic Evaluation” section. The NALF office also can mail a printed or CD-ROM version of the sire summary for \$10.

Active NALF members can view their whole-herd EPDs via the Web site’s secured, members-only portion. They also can request EPDs from the NALF office free of charge. New performance records are available for \$2 per head or \$25 for a whole herd.

### Bull Listing Service Open for Business

The Limousin Exchange Bull Listing Service allows NALF members to list bulls they have for sale in a searchable database on the NALF Web site. Both private-treaty and public-auction sale offerings are included.

Listing bulls for sale is easy. Simply log on to the members-only, secured portion of the NALF Web site then click the “List Bulls for Sale” link. The service is virtually free because NALF credits the \$5 listing fees toward bulls’ eventual transfers.

Potential customers can identify a variety of criteria to obtain information about the listed bulls that fit their wants and needs, and they can sort the results according to specific traits.

Additionally, the “Females for Sale” component of the Limousin Exchange works just like the Bull Listing Service.

### LimMark Tags Earn Credit Where Due

Part of building the breed’s brand equity is getting Limousin-influenced animals recognized when they perform well in commercial settings. To that end, NALF provides a simple, flexible marketing program for Limousin-influenced feeder calves and replacement females.

The LimMark tagging program aids Limousin customers in identifying their cattle and positioning themselves for greater returns by coupling reputable genetics with documented information. Guidelines and the enrollment form are available in the “Programs” section of the NALF Web site or by contacting the NALF office.

### Fee Supports NALJA

The winter issue of *NALJA News* was mailed with a notice requesting payment of the 2009 junior-activity fee. All revenue generated from the fee goes directly to the North American Limousin Junior Association (NALJA) to help fund its programs, services and events. The \$25 fee is due March 15. NALJA members who do not pay by that date will incur an additional \$25 late fee (\$50 total due).

Submit your activity fee promptly to ensure you can take advantage of all NALJA programs and services. It also is required for you to enter and participate in the summer’s regional and national junior shows.

Juniors, if you did not receive your newsletter and fee notice, contact the NALF office.

### Junior Show Deadlines

Start planning now for this summer’s junior events.

- May 1—Early deadline for the Heartland Regional Junior Show, June 5-6, Ottawa, Kansas
- May 1—Early deadline for the Eastern Regional Junior Show, June 12-13, Murfreesboro, Tennessee
- May 1—Early deadline for the Western Regional Junior Show, June 18-20, Klamath Falls, Oregon
- May 15—Early deadline for the National Junior Limousin Show and Congress (NJLSC), July 11-17, Amarillo, Texas
- June 10—Late-entry deadline for the NJLSC

The Texas breeders will host the “Big Texas Shindig 2” 2009 NJLSC. The Ambassador Hotel in Amarillo will be the headquarters. For reservations, call 806/358-6161. The overflow hotel is the Holiday Inn Amarillo, 806/372-8741.

### Genomics Labs Update Pricing Structures

The following table shows the prices for stand-alone tests at the two DNA-testing laboratories that NALF endorses. Each laboratory also offers bundle pricing; contact the NALF office for those details.

DNA Diagnostic Test	MMI Genomics	Igenity
Parentage Verification	\$35	n/a
Polled Status	\$75	\$75
Coat Color	\$34	n/a
F94L Myostatin	\$42	\$28
Arthrogryposis Multiplex (AM) (curly calf)	\$24	\$26
“Beef Profile” (carcass & maternal traits)	n/a	\$38

The prices for MMI Genomics apply when you submit samples on FTA cards; add \$7 for hair, semen or tissue samples.

### ET Calves’ Dams, Sires Must Be DNA-Typed

Breeders must provide DNA case numbers (not blood-typing case numbers) for both the sire and dam on the DNA-typing form when they submit a DNA sample from an embryo-transfer (ET) calf for parentage verification. The parentage-verification laboratory will not test a sample if those DNA case numbers are missing. Before collecting and mailing samples from ET calves to MMI Genomics, contact the NALF office to verify the sires and dams have been DNA-typed and to obtain the proper case numbers.

### GenMARK Needs Complete IDs

If you use GenMARK to conduct DNA tests for coat color, provide the laboratory with either complete registration numbers (including prefixes) or complete tattoos [including herd prefixes, identification (ID) numbers, birth-year letters and sexes] for the animals. If GenMARK does not have complete ID information for an animal, it is impossible for NALF to record its test results.

### Order Barnsheets Before Ultrasound Scanning

As you schedule your ultrasound-scanning sessions, do not forget to order a barnsheet from the NALF office. A barnsheet is a preprinted form provided free of charge that lists all of the animals you intend to scan. It gives ID information for each animal and has blanks to record weight and management data chuteside. The ultrasound laboratories require barnsheets to process scan data so failure to obtain one before your scanning session will result in processing delays.

When calling NALF to request barnsheets, be ready to provide complete tattoos or registration numbers for the animals, a fax number to send the barnsheets, and the laboratory the ultrasound technician will use to process the data.

If you have questions about ultrasounding, refer to the *Guide to Ultrasound* in the “Genetic Evaluation” section of the NALF Web site, or request a copy from the NALF office.

### Online Directory Renewals Due

It is time to renew listings in the NALF online member directory, which is a great resource for customers seeking

Limousin cattle or services in your area. The Limousin Exchange also links to the listings, making it easy for bull and female buyers to obtain your contact information when their online searches find your animals.

Members already listed in the online directory should have received invoices for their 2009 listings by now. If you want NALF to remove you from the directory, please contact the office.

If you do not have a directory listing yet, you can register your operation completing the form on the NALF Web site.

### Partner Up: Share Your E-Mail Address

Are you among the nearly 3,000 NALF members who get electronic updates twice a month from their association? NALF maintains an e-mail list to facilitate timely, cost-effective communications. If you are not on the list, send an e-mail message that includes your name, postal address and herd prefix to [limousin@nalf.org](mailto:limousin@nalf.org)—that is all it takes to join the *NALF Partners* online community. Just be sure to send the message from the account you want to receive the semimonthly, electronic newsletter.

### Keep in Mind Your Customers’ Bottom Line

Copies of the *Bottom Line* newsletter are available by calling the NALF office. The publication is a great giveaway to potential customers because it provides current information about the Limousin breed and what it provides the beef industry. If you would like to add customers or influencers (such as veterinarians, auction markets and extension agents) to the mailing list, share their contact information with the NALF office.

In addition, take advantage of the opportunity to promote your enterprise by placing a business-card-sized “Breeder Spotlight” advertisement in the *Bottom Line*, which mails to about 19,000 addresses, including more than 8,000 nonusers of Limousin genetics with 500 or more cows. For just \$350 per year (three issues), you can speak directly to commercial cattle producers coast to coast. Contact Frank Padilla in the NALF office right away to reserve your space.

### Registrations, Recordings Made Easy

With spring calves hitting the ground, keep in mind that complete, accurate data collection and reporting are fundamental to keeping your production information and the entire Limousin herdbook up-to-date. Calves’ performance data contribute to EPD calculations for your active dams and sires, and they enable NALF to provide the most accurate information on a variety of reports. Further, it is best to start with a current herd inventory.

If thinking of all that paperwork gives you a headache, consider NALF’s user-friendly alternatives. Online recording and the Limousin Inventory Management System (LIMS) are available through the secured, members-only portion of the Web site. Record cattle; update your herd inventory; and submit birth,

weaning and yearling performance data with Web-based tools that mimic the traditional forms' familiar configurations.

Online features include automated entry of dam information, droplists for service sires, extensive error checking, and the ability to designate "linked" memberships that have animals managed and reported together. Breeders can request guides to online data recording and LIMS by sending an e-mail message to [limousin@nalf.org](mailto:limousin@nalf.org) or calling the NALF office.

If you prefer to put pencil to paper, contact the NALF office to request free, preprinted applications, which list all active cows in your inventory.

Either way, for performance data and birth information to be included in the next genetic evaluation, you must submit it error-free by June 15.

#### Updates Requested From Affiliate Organizations

State and regional associations need to keep NALF's records current by notifying the office when they select new leaders. That is the only way to ensure all information—including that regarding cooperative marketing, junior activities and news releases—gets to the correct contact people. What is more, those updates are the basis for the state information on the NALF Web site. Share your leaders list with Brad Parker in the NALF office today.

#### Bull Semen Needed for Research

To date, University of Missouri-Columbia (MU) scientists have genotyped more than 1,200 registered Limousin animals, placing the breed in an excellent position to take advantage of the next step in genetic evaluation—genomewide selection (GWS).

MU still needs to genotype about 800 more animals with the best available EPD accuracies to build satisfactory molecular EPD-prediction models. Researchers are soliciting donations of one unit of semen from purebred or fullblood Limousin bulls, particularly those that have sired or will sire calves with carcass or ultrasound-scan data.

Visit [http://animalsciences.missouri.edu/animalgenomics/sample\\_request.php](http://animalsciences.missouri.edu/animalgenomics/sample_request.php) on the Web or contact Jerry Taylor at 573/884-4946 for more information.

#### Posters, Signs Are Effective Local Advertising

Posters featuring the "Fight Fat, Flat & 4s" message are available free of charge from the NALF office. They offer space for your own information and are great to hang at the local auction market and livestock events. To request yours, contact the NALF office.

A line of farm signs, vehicle magnets, banners and short-term signage is available via the NALF Web site. You also can order personalized, full-color business cards. Contact Brad Parker or Mary Zilk in the NALF office to place your customized orders.

#### States Encouraged to Invite NALF Representatives

NALF staff members welcome the opportunity to participate in state events where national representation would be helpful, and they would be more than happy to conduct workshops about NALF programs and services. Contact Frank Padilla in the NALF office to get your state event on the staff calendar.

#### Board Meeting Scheduled for Next Month

The NALF Board has scheduled its next meeting for April 29–30. Contact a board member or Kent Andersen in the NALF office to suggest agenda items. **MM**

## NALF Staff Directory

- Kent Andersen, Ph.D., executive vice president, Ext. 120, [kent@nalf.org](mailto:kent@nalf.org)
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- Erin Garrick, member services specialist, Ext. 104, [erin@nalf.org](mailto:erin@nalf.org)
- Stephanie Kramer-Beddo, registry and member services specialist, Ext. 102, [steph@nalf.org](mailto:steph@nalf.org)
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The year-letter code for 2009 is **W**