

Officers

President, Lance Sennett
2518 N. St. Rd. 25
Waynetown, IN 47990
765/234-8506
lasennett@att.net

Vice President, Mike Smith
308 West Mill
Plainview, KS 67663
785/885-4882
mdsmith@ruraltel.net

Secretary, Mike Hall
1 Grand Ave.
San Luis Obispo, CA 93407
805/756-2685
mhall@calpoly.edu

Treasurer, Richard Hefner
11230 NS 3550
Seminole, OK 74868
405/382-2954
richardhefner@bonray.com

At-Large, Charles Linhart
27195 175th St.
Leon, IA, 50144
641/340-1306
charles@linhartlimousin.com

Past President, Bob Millerberg
491 E. 12000 S.
Draper, UT 84020
801/561-9911 (O)
bob@crestfinancial.org

Directors

Harley Coleman, Charlo, MT
406/644-2232
limobull@blackfoot.net

Jack Glendenning, Lebanon, MO
417/588-9083
jack@jbarjlimousin.com

Mat Lewis, Iliiff, CO
970/521-0545
matlewis16@gmail.com

Harris Mosher, Telford, PA
215/723-2906
amosher@netreach.net

Chad Settje, Creston, NE
402/910-5504
chad.settje@pinnbank.com

Brian Skaggs, Lexington, OK
405/527-1988
skaggs cattle@yahoo.com

Jay Straight, Logan, IA
712/648-2180
farmgal@iowatelecom.net

John Tobe, Lexington, KY
859/621-4411
jetlb@aol.com

Tom Vaughn, Cavalier, ND
701/520-0110
tomv@polarcomm.com

Jerry Wulf, Morris, MN
320/392-5802
wulf limousin@juno.com

NALF NEWS

Juniors Enjoy 'Fireworks on the Frontier' at National Show

Nearly 220 North American Limousin Junior Association (NALJA) members from 25 states took part in the "Fireworks on the Frontier" National Junior Limousin Show and Congress (NJLSC) in Hutchinson, Kansas. Read about the memorable event throughout this issue.

If you would like a DVD copy of the official highlights video for \$35, e-mail a note to Steady Shots Production fujicowboy@aol.com. After you order, allow six weeks for delivery.

A special thank you to the Kansas Limousin Association and Kansas Junior Limousin Association for their hospitality and hard work, it is greatly appreciated. We would also like to thank the many generous contributors who made "Fireworks on the Frontier" possible. Through their support, 76 class winners, 25 division and grand champion winners, and three champion showmen were recognized. Through the satellite events 10 sweepstakes individuals, 14 teams and 71 individuals were recognized for their successes.

Mark your calendars for July 9-15, 2011, when the NJLSC will move into Amarillo, Texas, for "Yours, Mine and Ours, Bringing it Together in 2011." For reservations at the headquarters hotel, the Ambassador, please call 806/358-6161.

New Registry System

Have you noticed the online registry system has changed? Over the past six-months, NALF has been implementing a new online registry system that provides instantaneous results when you enter your data. You no longer need to wait for registration numbers or performance and expected progeny differences (EPDs). By logging onto your secured membership site via www.nalf.org, you get the immediate up-to-date valuable information you are looking for.

If you need your "user name" or "password" to access your member site, contact the NALF office. We are continuing to make improvements that provide added benefits to you, the member.

Nominating Committee Seeks Input

NALF President Lance Sennett, Indiana, has announced the 2010-2011 Nominating Committee:

- Chairman Wendell Geeslin, Colorado, past president;
- Dave Berry, Washington, past president;
- Mike Smith, Kansas, board member;
- Jerry Wulf, Minnesota, board member;
- Gary Gates, Montana, at-large member;
- Chris Milam, Kentucky, at-large member; and
- Dean Settje, Nebraska, at-large member

The October issue of *Limousin World* will include the committee's slate of nominees. If the committee does not slate interested persons, supporters then may add their at-large candidates' names to the ballot by sending letters of support from at least 15 different founding, lifetime or active annual members to the NALF office by October 15. Identification of all nominees by then enables NALF to publicize their candidacies and include their names on the official ballot.

Entry Deadlines Loom for Two Major MOE Shows

The Limousin shows at the American Royal in Kansas City, Missouri, will be October 28. Matt Fischer of St. Joseph, Missouri, will sort the junior entries; and Kyle Conley of Sulphur, Oklahoma, will judge the open show. Entries are due September 10. Premium books and entry forms are available online at www.americanroyal.com.

The junior show at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky, will be November 14, with Chris Mullinix, of El Dorado, Kansas, serving as the judge. The open show will be November 18 with Brad McCurry of Mt. Hope, Kansas, officiating. NAILE entries are due Oct. 1.

For cattle to retain their Medal of Excellence (MOE) points, owners must submit their performance data to NALF by December 1.

Junior Lim-Flex Show to Début at National Western

The NALJA Board of Directors will be sponsoring a Junior Lim-Flex® Show at the 2011 National

AVERAGE EPDS 2008-2010 BORN CALVES													
CE Direct	Birth Weight	Weaning Weight	Yearling Weight	Milking Ability	CE Maternal	Scrotal Circum.	Stayability	Docility	Carcass Weight	Ribeye Area	Yield Grade	Marbling Score	\$MTI
7.7	1.5	42.7	80.2	21.4	3.3	0.4	17.3	15.3	20.0	0.37	-0.02	0.01	44.4

AVERAGE EPDS 2008-2010 BORN LIM-FLEX CALVES													
CE Direct	Birth Weight	Weaning Weight	Yearling Weight	Milking Ability	CE Maternal	Scrotal Circum.	Stayability	Docility	Carcass Weight	Ribeye Area	Yield Grade	Marbling Score	\$MTI
7.8	0.1	45.4	87.5	24.9	1.9	0.3	15.6	12.0	20.9	0.01	0.19	0.19	49.6

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.

Western Stock Show (NWSS). The Junior Limousin and Lim-Flex shows are scheduled for Sunday, January 9 at 8:00 a.m.

AI Sires Must Be Proto-Tested, Parent-Verified

All bulls born after 2001 and semen-collected for artificial insemination (AI) must have a DNA type on file with NALF and be parent-verified via DNA.

For progeny to be eligible for the NALF herdbook, AI sires must have a genotype for protoporphyria ("proto") on file. To prevent delays in recording AI offspring, bull owners should meet all parentage verification and proto-testing requirements before distributing any semen. Contact Mary Zilk in the NALF office if you have questions.

Carcass Data Always Needed

To remain competitive with other breeds, NALF must expand its carcass database. Harvest data from sire-identified animals with known birthdates play a vital role in providing high-quality genetic evaluations of carcass traits. Breeders should collect and submit actual carcass data whenever possible, and NALF will process it free of charge. For more information about reporting harvest data, contact Bob Hough in the NALF office.

Update Cow Inventories

Keeping cow inventories up-to-date contributes valuable culling information to the NALF herdbook and minimizes the number of unwanted animals in search results. There are three easy ways to notify NALF.

- Update your cow inventories using the online tool on your member site. There is no need to return registration certificates to the NALF office if you use this method.
- If you report calving information on paper, you can request preprinted cow-inventory birth-report forms and use them to report your cow disposals when you report birth information by providing disposal codes in the "dam status" boxes for those cows that have died or been sold without transferring their registration papers.
- You can return the certificates for the animals that have died or been sold without papers to the NALF office with the designated disposal codes written on the fronts.

Prepare to Collect Weaning Data

Fall is an important time for gathering critical information. Weaning weights, docility scores and group data drive expected progeny differences

(EPDs) for weaning weight, milking ability and docility and are required for adjusting ultrasound measurements. Plan ahead to determine the optimal weigh dates so the most calves possible are within important age limits for calculating adjusted weights and EPDs.

Weigh cows, too, and record their body condition scores to contribute to genetic evaluation of mature cow energy requirements. That promises to position the breed for more widespread industry recognition for its leading efficiency.

Your best calves and cows will look even better if all animals, not just the top end, routinely have data reported. Complete production information also facilitates more accurate breeding and marketing decisions.

Help Your Customers Help Themselves

As fall feeder-cattle marketing approaches, you can help your bull customers market Limousin-influenced calves through the Limousin Exchange. Go to the NALF home page, click the Feeder Calf Classifieds link, then follow the directions to list calves for sale. Whether consigning to an auction or selling by private treaty, the online classifieds are a free, easy way to help make sure every bidder possible competes for those calves.

Furthermore, using the Feeder Calf Classifieds puts your customers on the inside track for the special marketing opportunities NALF has arranged with the Strauss Free Raised® veal program and Laura's Lean Beef Co. (LLB).

Members Support Service Plan, Commercial Checkoff

Thanks to the loyal support of those who pay their member service fees, NALF has maintained effective breed advertising and expanded member services. Those who participate in the annual plan may register animals at half the inactive-member rates; enjoy free access to the secured, members-only portion of the NALF Web site; and activate complimentary subscriptions to the *Bottom Line* newsletter for their bull customers and themselves.

A separate, voluntary checkoff program generates additional resources for NALF's commercial marketing. NALF bills a per registered head rate to checkoff enrolled members' accounts. Enrollment is easy—just mark the space on your member service fee notice. You may change your checkoff-enrollment status at any time by contacting the NALF office.



Executive Vice President

Bob Hough, Ph.D., Ext. 120
bob@nalf.org

Director of Program Administration

Carol Johnson, Ext. 108
carol@nalf.org
(accounts payable; human resources; Board of Directors activities)

Director of Communications

Jonathan Beitia, Ext. 117
jonathan@nalf.org
(member communications; public & media relations; advertising; publications; promotions)

Director of Commercial Marketing

Mike Horvath, Ext. 107
mike@nalf.org
mobile: 970/749-3433
(services & assistance for commercial cow-calf producers, auction markets & feedyards)

Director of Activities

Kasey Woolam, Ext. 106
(open shows; Medal of Excellence program; junior activities; state & regional associations; event planning)

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 2010 is

