

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, Iliff, CO

970/521-0545
lewislimousin@kci.net

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
jetllb@aol.com

Tom Vaughn, Cavalier, ND

701/520-0110
tomv@polarcomm.com

Jerry Wulf, Morris, MN

320/392-5802
wulfjlimousin@juno.com

NALF NEWS

Fall EPDs Available

The new expected progeny differences (EPDs) from the fall 2010 International Limousin Genetic Evaluation now are accessible through various features of the North American Limousin Foundation (NALF) website. The fall evaluation also included the Focus Dams, which are cows without outstanding reproductive performance and producing ability.

Contact the NALF office to request a printed or CD-ROM version of the sire summary, either of which is available for \$10.

Heifer-Exposure Data Aids Pregnancy Evaluation

The heifer-retention reporting tool is available for Limousin Inventory Management System (LIMS) participants via the secured, members-only portion of the NALF website (<http://online.nalf.org>). LIMS participants have until August 15 to report heifer-exposure information.

The optional reporting will give NALF the data it needs for genetic evaluation of heifer pregnancy. Developing and implementing an EPD for that trait is a key element of the highest priority action item under Strategy 1 (Breed Improvement) in NALF's new strategic plan. Other breeds, including Angus and Red Angus, already publish such EPDs.

It also will help ensure active LIMS inventories accurately reflect incoming replacement heifers and eliminate the need to report disposal codes for culled heifers later.

Change Passwords to Thwart Hackers

If you activated your secured, members-only portion of the NALF website more than a year ago, it probably is a good idea to change your password now. Changing online passwords every 12 months or so offers added protection against hackers.

The best passwords are combinations of letters, numbers and symbols that appear to be random strings of characters. Visit www.microsoft.com/protect/yourself on the Web to check your password strength.

Using 'Edata' Address Ensures Timely Processing

When e-mailing 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.

Online Sponsorships Offer Extended Marketing Reach

To provide continuous marketing opportunities for its members and their partners in allied industry, NALF offers Internet-based sponsorship programs.

Each issue of the semimonthly Partners e-newsletter includes three sponsor spots. They sell for \$75 a piece on a "first-come, first-served" basis. For more information, contact the NALF office.

Two sponsor spots on the NALF website are available for three-month blocks, starting October 1. They are selling now via a "Country Auction" (similar to eBay) on DVAuction.com. The bidding closes August 15. For more information, contact the office.

Limousin Establishes Presence on Twitter, Facebook

NALF has launched its social-media presence by joining Twitter and Facebook, which will allow members and anyone interested in the Limousin breed immediate access to what is happening in the organization. NALF expects those online resources to be great complements to its www.nalf.org website, which will be redesigned by this fall.

NALF tweets using the "@limousincattle" handle, and it has staked claims to the "#NALF," "#Limi" and "#NALJA" hashtags. Visit <http://twitter.com/limousincattle> for more information or to join Twitter.

NALF's Facebook page is available at www.facebook.com/northamericanlimousin or by searching the site for "North American Limousin Foundation."

The North American Limousin Junior Association (NALJA) also has a Facebook page that you can find by searching the site for "NALJA."

Give Attention to Teat, Udder Scoring

As fall calving gets underway, NALF encourages its members to score their cows' teat sizes and udder suspensions so the data can help guide future selection decisions.

The Beef Improvement Federation (BIF) has standardized guidelines for teat and udder scoring. The system requires a separate score for each, both on 9-point scales. Breeders should evaluate their cows within 24 hours after calving, and the NALF website includes illustrations to help determine scores.

NALF plans to use udder and teat scores in genetic evaluation once it collects a sufficient number of records.

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.

Board Meeting Scheduled for This Month

The NALF Board of Directors has scheduled its next meeting for August 25–26 in Denver, Colorado. The primary focus will be the fiscal year (FY) 2010–2011 budget. Contact Bob Hough in the NALF office or a Board member to provide input about any breed issues.

Nominating Committee Named

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.

All prospective candidates must express their interest to the Nominating Committee by August 15. 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.

Major Exhibitions Approach

The Limousin shows at the American Royal in Kansas City, Missouri, will be October 28. Matt Fischer of Saint Joseph, Missouri, will sort the junior entries; and Kyle Conley of Sulphur, Oklahoma, will judge the open show. Entries are due September 10.

The junior show at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky, will be November 14; and Chris Mullinix of El Dorado, Kansas, will be the judge. The open show will be November 18; and Brad McCurry of Mount Hope, Kansas, will be the judge. NAILE entries are due October 1.

Be advised that major changes are coming to the Limousin schedule of events at the National Western Stock Show (NWSS). Watch for updates in this column and the Partners e-newsletter between now and the end of the year.

Member Service Fee, Voluntary Checkoff Support Breed Functions

Thanks to those who pay their member service fees, NALF is able to provide effective programs, services and events for Limousin breeders and commercial cattle producers.

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 website; and activate complimentary subscriptions to the Bottom Line newsletter for their bull customers and themselves.

To generate additional resources for commercial marketing, NALF has a voluntary checkoff. It automatically bills \$4 per head at registration to participating members' accounts. Enrollment is easy—just mark the space on your member service fee notice.

Consistency Helps When Referring to Hybrid

The name Lim-Flex is a registered trademark that NALF owns. Members may use the name in referring to qualified animals or the hybrid program in general. When you do so, be sure to include the hyphen and capitalize the F. You also should follow the name with the registered sign (®) the first time you use it in an advertisement, article, brochure, Web page or such.

Special Feeder-Calf Sales in the Works

NALF is organizing special Limousin-influenced feeder-calf sales for this fall. By coordinating with auction markets, NALF helps producers maximize returns for their calves by attracting feeders interested in Limousin genetics. The effort is part of the Limousin breed's commitment to the commercial sector.

For more information or if you would like help organizing a special feeder-calf sale in your area, contact Mike Horvath in the NALF office.

NALF Needs Current Addresses

To ensure you receive paperwork and other correspondence in a timely fashion, you might want to confirm your current mailing address, phone number and e-mail address with the NALF office. Provide your member number or herd prefix, including any others for family members or partnerships.



Executive Vice President

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

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
kasey@nalf.org
(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

