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NALF NEWS

Collecting Heifer Data Is High Priority

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

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

It also will give NALF the data it needs for genetic evaluation of heifer pregnancy. Developing and implementing an expected progeny difference (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 for 2010–2012 (see the brochure that came with this issue).

NALF Board Completes Spring Meeting

The NALF Board of Directors approved the following actions at its April meeting in Denver, Colorado.

- Adopt the 2010–2012 strategic plan.
- Begin notifying LIMS participants around February 22 and July 22 each year when enrolled spring- and fall-calving cows, respectively, are missing required production data for the previous production year.
- Require LIMS participants to submit weaning weights and weaning docility scores for calves born on or after January 1, 2011, and raised through weaning; otherwise, NALF will deactivate those calves' dams starting in 2012. (See page 60 for more information.)
- Provide EPDs for unregistered (UXF) cows to their owners only via the secured, members-only portion of the NALF website.
- Accept the revised sourcing agreement with Laura's Lean Beef Co. (LLB).
- Approve the North American Limousin Junior Association (NALJA) Board of Directors plan for routinely investing the juniors' accumulated cash assets.
- Change the NALF investment policy regarding exchange-traded equity funds (ETFs).
- Separate NALF's rules from its bylaws.
- Require DNA types and parent (sire and dam) verification via DNA-typing for artificial-insemination (AI) sires born after January 1, 2009; DNA types and sire verification via DNA-typing for embryo-transfer (ET) donor dams born after January 1, 2009; and DNA types and parent (sire and dam) verification via DNA-typing for ET calves born after January 1, 2003.
- Reduce the non-LIMS "performance-only" fees from \$10 to \$5 per head for online data submissions and from \$15 to \$10 per head for paper-submitted data.

The next Board meeting will be August 25–26 in Denver, Colorado, where the fiscal year (FY) 2010–2011 budget will be the main topic of discussion. As always, Board members encourage all NALF members to suggest agenda items or share thoughts and opinions about current issues facing the breed. See the Board directory at left or in the "Contact NALF" section of the website.

NJLSC to Return to Amarillo in '11; Host States Needed

In April, the boards of directors for both NALJA and NALF approved having the 2011 NJLSC and AALF in Amarillo, Texas, July 9–16. The Texas Limousin Association (TLA), however, will not be hosting the event. NALJA will handle the hosting duties and do most of the work, but it will rely on state associations that cannot host a show on their own to step up and take on certain aspects. For example, one state will be in charge of the opening ceremonies, while another takes responsibility for the hospitality area.

Fundraising will be the major challenge. Various entities in Amarillo will help, but NALJA will need a finance committee to oversee funding the show awards. Several states will have to combine forces for that major committee.

Because no one submitted a bid to host the 2011 show, the boards decided to take this approach rather than cancel it. NALJA and NALF will do the best they can to provide a national junior show without a single host state.

DJ Limousin Invests in the Future

DJ Limousin of Washington state has committed to donating the centerpiece of the fifth annual Corner Post Genetics Package, which will sell during the 2011 National Western Stock Show (NWSS) in Denver, Colorado. All proceeds from the package will benefit the Corner Post Fund, which will facilitate additional activities and scholarships for Limousin juniors. Stay tuned to future communications from NALF and NALJA about the package.

For information about contributing to the Corner Post Fund, contact a NALJA Board member (see "Junior World" in the back of this issue).

Member Service Fee, Voluntary Checkoff Support Breed Functions

Thanks to the loyal support of those who pay their member service fees, NALF has maintained effective breed advertising, increased staff representation at events, developed extensive Web-based tools and offered informational programs.

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.

North American Limousin Foundation

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

Avoluntarycheckoffgeneratesadditionalresources for commercial marketing. NALF automatically bills \$4perheadatregistrationtoparticipatingmembers' accounts. Enrollment is easy—just mark the space onyourmember-service-feenotice.Youmaychange your checkoff-enrollment status at any time by contacting the NALF office.

'State Associations' Page Is Updated

The"State Associations"page on the NALF website now reflects the latest officer listings on file with the NALF office. If your state or regional association listing is missing, outdated, incomplete or incorrect, contact the NALF office.

Asstateandregionalassociationselectnewofficers throughout the year, they should share complete contact information for each officer with NALF so the website and internal mailing lists stay current.

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.

EachissueofthesemimonthlyPartnerse-newsletter includes three sponsor spots. They sell for \$75 apiece 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 will sell via a "Country Auction" (similar to eBay) on DVAuction.com, and the bidding will be open July 15–August 15. For more information, contact the NALF office.

World's Limousin Breeders to Gather in Mexico

The Limousin association in Mexico will host the 19th International Limousin Congress (ILC) October 3–9. Limousin breeders from about 70 countries and cattleexpertsfromallovertheworldwillgatherthere to exchange ideas. NALF encourages its members to attend the ILC and experience Mexico's warm hospitality, rich culture and traditions, and beautiful tour stops.

The detailed program, costs and registration form are available on the event's website (www.limousinmexico.com/congreso).Englishversionsof the program, booking form and post-Congress tours also are available on the NALF website.

Paperwork Takes Time

Sellers usually submit transfer paperwork for sale cattle after the buyers settle their accounts, which normally takes about a month after the sale date. If you need to receive registration papers for specific animalssoonerthanthat,notifythesalemanagersso they can expedite those transfers.

Transfers are quicker and easier with the online tool in the secured, members-only portion of the NALF website. Find the "Transfer an Animal" link under the "My Herd" tab on your member site.

If you need registration papers for a show, call the NALF office at least one week beforehand so staff members can assist you. Do not wait any longer than that because they usually need at least three working days to get a new paper to you.

Nominate Judges Today

The NALF Show Committee will vote on nominees for the approved-judges list at its July meeting, which will be in conjunction with the National Junior Limousin Show and Congress (NJLSC) in Hutchinson, Kansas. Active annual and lifetime members can send their nominations to the NALF office via mail, fax or e-mail. Provide your member number or herd prefix and the nominee's address and phone number.

Charge Credit Cards Automatically

NALF members are finding added convenience in using their Visa or MasterCard credit cards to pay for their association paperwork. If you would like to charge all NALF services to your Visa or MasterCard account automatically, contact the home office with your NALF member number or herd prefix, credit-card number, and its expiration date.

Denver to Host Industry Conference

NALF encourages its members to participate in the Cattle Industry Summer Conference, July 28–August 1, in Denver, Colorado. You do not have to be a National Cattlemen's Beef Association (NCBA) member to participate. If you have questions or would like additional information about the conference or NCBA membership, call 303/694-0305.

The year-letter code for 2010 is



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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