

Officers

President, Bob Millerberg

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

Vice President, Bob Mitchell

48715 Hilldale Rd.
Wauzeka, WI 53826
608/875-5049
springcreekcattleco@dishmail.net

Secretary, Lance Sennett

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

Treasurer, Richard Hefner

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

At Large, Mike Smith

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

Ex-Officio, Wendell Geeslin

PO Box 190
Platteville, CO 80651
970/785-6170 (O)
wendell@magnesscattle.com

Directors

Harley Coleman, Charlo, MT

406/644-2232
limobull@blackfoot.net

Jack Glendenning, Lebanon, MO

417/588-9083
jack@jbarjlimousin.com

Mike Hall, San Luis Obispo, CA

805/756-2685
mhall@calpoly.edu

Mat Lewis, Iliff, CO

970/521-0545
lewislimousin@kci.net

Charles Linhart, Leon, IA

641/340-1306
charles@linhartlimousin.com

Harris Mosher, Telford, PA

215/723-2906
amosher@netreach.net

Brian Skaggs, Lexington, OK

405/527-1988
skaggsattle@yahoo.com

Jay Straight, Logan, IA

712/648-2180
farmgal@iowatelecom.net

Tom Vaughn, Cavalier, ND

701/520-0110
tomv@polarcomm.com

Jerry Wulf, Morris, MN

320/392-5802
wulfimousin@juno.com

NALF NEWS

Election Process Continues

The Nominating Committee has slated Jack Glendenning, Missouri (second term); Richard Hefner, Oklahoma (second term); Jay Straight, Iowa (second term); Chad Settje, Nebraska; and John Tobe, Kentucky, as candidates for the North American Limousin Foundation (NALF) Board of Directors. The NALF office also has been collecting at-large nominations, which were due October 15. The December *Limousin World* will identify all nominees.

Those unable to attend the NALF Annual Meeting (January 11 in Denver, CO) may write the office to request absentee ballots until **December 1**.

Board Proposes Amendments

The NALF Board has proposed to amend the organization's bylaws to count only those ballots that include votes for **exactly five candidates**. The board members soon will vote to confirm the amendment. Assuming confirmation, the new bylaw will go into effect for the January 2010 election.

The board also proposed an amendment that will add a prerequisite to at-large nominations beginning with the next (2011) election cycle. If confirmed, the bylaws will require that **all prospective candidates** must express their interest to the Nominating Committee by August 15 each year. If the committee does not slate interested persons, supporters then may add their candidates' names to the ballot via the existing at-large nomination process.

The fall "Members Memo" announced both proposals (page 17 of the October *Limousin World*). The December issue and upcoming *NALF Partners* e-newsletters will share the results of the confirmation votes.

Denver To Host Strategic Planning

NALF Board and staff members will undertake comprehensive strategic planning December 2-3 in Denver. Steve Haines, CEO and founder of the Haines Centre for Strategic Management, will facilitate.

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

Read more about the planning process in the "Association Commentary" column on page 12.

Strong EPDs Rely On Breeders' Submissions

The deadline to submit data for the next international Limousin genetic evaluation is November 15.

That deadline is especially important for producers of Lim-Flex® progeny from Angus or Red Angus parents that are not in the NALF herdbook yet.

Without the data, their expected progeny differences (EPDs) will not be available for winter show programs or spring marketing materials.

Birth, weaning and yearling performance data are necessary for reliable EPDs, and breeders' data are the raw material from which NALF computes genetic predictions. The breed's competitive advantages and genetic improvement depend on breeders' data collection and submission.

One key to determining an animal's genetic merit is to mitigate environmental effects on performance. A contemporary group does that because it includes cattle of the same sex, within the same percentage-Limousin group, that were born within a 90-day period, that have been managed alike and weighed on the same date (excluding birth weight). More information is available in the article about successful performance programs in the "Genetic Evaluation" section of the NALF Web site.

MOE Data Due December 1

To remain eligible for the Medal of Excellence (MOE) year-end recognitions, exhibitors must submit their animals' required performance data by December 1. Direct all MOE questions and data to Kate Maher in the NALF office.

Separate Shows Will Continue

After reviewing the responses to the survey about showing Limousin and Lim-Flex animals together at the four major MOE events, the NALF Board voted in August to continue separate shows for the hybrids.

The motion also included advising the membership that, if participation in both Limousin and Lim-Flex shows does not increase, the board will consolidate shows rather than eliminate any.

NWSS Schedule Announced

Most entries for the National Western Stock Show (NWSS) in Denver are due November 20. The junior show will begin at 1 p.m. January 10. The National Limousin Sale consignments will parade at 2 p.m. January 11; the sale itself will follow at 6 p.m. The open show will start at 8 a.m. January 12. The pen and carload shows are January 13, beginning at 8 a.m.

The Yard's shows will begin with the Limousin bull pens, and the Lim-Flex bull pens will follow. The Lim-Flex female pens then will show and sell. The Limousin bull carloads will conclude the day's events.

Do You Have a Reservation?

The Doubletree Hotel Denver at 3203 Quebec St. and the Red Lion Hotel Denver Central at 4040 Quebec St. will be the Limousin breed's co-

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.

headquarters during the NWSS. Rooms are available at the Doubletree for \$84 per night and at the Red Lion for \$76 per night if you mention the "North American Limousin Foundation" when you make your reservations by December 6. A night at the Red Lion also comes with two coupons for the breakfast buffet. Call the Doubletree at 303/321-3333 or the Red Lion at 303/321-6666.

The annual "Genetics on Ice" benefit auction will start at 6 p.m. January 10, and the NALF Annual Meeting will start at **8 a.m. January 11**. Both events will be at the Doubletree.

Nominations Sought for Commercial Program Awards

NALF honors a Commercial Producer of the Year, a Commercial Marketing Booster of the Year and a Limousin Promoter of the Year during the NWSS. Download a new **nomination form** for each of those awards from the "Programs" section of the NALF Web site, or request copies from the NALF office. This year's nominations must be on the new (July 2009) forms, and they are due in the NALF office December 4.

National Sale Animals Need Tests

The NALF Board has appointed the National Limousin Sale management team. Call American Cattle Services, 580/597-3006; KK Seedstock Consultants, 804/353-2220; or R&R Marketing Co., 615/791-8982, to consign cattle.

All cattle in the national sale must be parent-verified and protoporphyria-tested before December 1; and consignors must register all embryo-transfer (ET) calves, which requires parent verification, by December 1. Because MMI Genomics (the parentage-verification laboratory) operates on a limited holiday schedule, members must submit samples before November 15 to meet that requirement.

'WinningTicket' To Benefit Corner Post Fund

Schilling Limousin of Kansas is donating the centerpiece of the fourth annual Corner Post Genetics Package, which will sell during the 2010 National Sale. The Lim-Flex heifer, Schilling's WinningTicket, is a 2/27/09 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.

Stay tuned to future communications from NALF and the North American Limousin Junior Association (NALJA) about the package. For information about contributing to the Corner Post Fund, contact Bret Begert at 806/375-2308 or Kate Maher in the NALF office.

DNA Kit Now Is \$2.50

The price of FTA cards for DNA testing now is \$2.50 each. The 50¢ increase was necessary for NALF to cover its inventory and postage costs on the cards. They capture DNA in one step and keep it stable for years at room temperature. Contact the NALF office to order.

New Math

6 head x 2 years = \$25

NALF is offering a volume discount for registrations of females older than 2 years. Pay only \$25 per head if you have six or more to register. **Members must be current on their fees to qualify.** Contact Mary Zilk in the NALF office for more information.

Help Your Customers Help Themselves

Help your bull customers market their feeder 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 ensure every bidder possible (including Strauss Brands and Laura's Lean Beef) competes for your customers' and your own calves.

NALF also is promoting a number of special Limousin-influenced feeder-calf sales around the country. Find the list via the "What's New" section of the Web site.

Breeder Co-Ops Support Advertising

The Breeder Cooperative Advertising Program helps breeders share a cohesive Limousin message nationwide. NALF will cost-share 25 percent of qualifying ad expenses with groups of two to six breeders.

Find the program guidelines and application form in the "Programs" section of the NALF Web site, or contact Brad Parker in the NALF office.

Find Holiday Cards, Gifts Online

Visit www.boelte.com/cards on the Web to order Limousin greeting cards. Several designs are available. The proceeds from each order benefit NALJA.

Also check out the "Promotional Merchandise" section of the NALF Web site. Farm signs, business cards and jackets are some of the great gifts available.



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 Activities and Services

Kate Maher, Ext. 106
kate@nalf.org
(member services; junior activities; shows; Medal of Excellence program)

Director of Member and Commercial Relations

Frank Padilla, Ext. 123
frank@nalf.org
mobile: 308/350-3323
(member outreach, seedstock marketing, commercial programs, industry partnerships, sponsorship programs)

Director of Communications

Brad Parker, Ext. 117
brad@nalf.org
(member communications; public & media relations; advertising; publications; promotions)

Director of Operations and Accounting

Mary Zilk, Ext. 138
mary@nalf.org
(accounting; data processing; online recording; Lim-Flex qualifications; member services)

Member Services Specialist

Erin Garrick, Ext. 104
erin@nalf.org
(parentage verification & other DNA tests; 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 2009 is

W

The year-letter code for 2010 is

X