

### Board of Directors Meets

The North American Limousin Foundation (NALF) Board of Directors conducted its summer meeting August 19–20 in Denver, Colorado. Budget discussions dominated the agenda. In the end, the Board approved a budget with about \$989,000 in revenue and \$1.1 million in expenses. This “Members Memo” outlines other key actions, and a summary of approved motions is in the secured, members-only portion of the NALF Web site.

### Nominating Committee Names Initial Candidates

The Nominating Committee has slated Harley Coleman, Montana (second term); Mike Smith, Kansas (second term); John Goodish, Pennsylvania; Mat Lewis, Colorado; and Charles Linhart, Iowa, as candidates for the NALF Board.

NALF members can send at-large nominations to the NALF office until **October 15**. For at-large nominees to qualify, signed letters of support from at least 15 different founding, lifetime or active annual members are required. (A form letter is available on the NALF Web site.) Identification of all nominees by **October 15** enables NALF to publicize their candidacies and include their names on the official ballot.

Those unable to attend the Annual Meeting in Denver may write the NALF office to request absentee ballots until **December 1**. The office will not issue any after that date. Once members complete and sign their absentee ballots, they will mail them directly to NALF’s official accountant.

### Co-op Funds Allocated

State associations that applied for marketing assistance should have received notification from the NALF office by now concerning their funding allocations. The Board budgeted \$16,000 for the 2008–2009 State Cooperative Marketing Program. Another \$4,000 was set aside for the Breeder Cooperative Advertising Program.

### Current Ad Campaign Enters Final Year

The Commercial Marketing and Advertising Committee budgeted \$30,000 for national ad placements in the coming year, and the full Board approved that number.

The Board also agreed to work with an agency in developing a new series of commercially-oriented advertisements. The agency will present its first concept at the January board meeting in hopes of having it approved in time for spring placements by state associations and breeder cooperatives. The Board then will review another advertisement or two in April. NALF will begin using the new advertisements for its own national placements in fall 2009.

### Survey Results to Help Guide Commercial Marketing

The commercial marketing committee is gathering information for NALF’s ad agency with a survey to Limousin breeders

and other cattle producers. It will help guide the association’s marketing priorities and strategies from summer 2009 through spring 2012—and beyond. A link to the online survey is available on nearly every page of the NALF Web site.

As a way to thank them for their time and input, NALF will enter everyone who shares their contact information at the end of the survey into an **October 16** drawing for \$50 cash.

### Changes Coming to the *Bottom Line*

The NALF Board approved a new approach to the *Bottom Line* newsletter. It will take effect with the winter 2009 issue, which is set to mail in early January.

Distribution will go from four to three times per year (early January, late April and late August). While the new spring and fall issues will be the same format as the current *Bottom Line*, the new winter issue will offer at least twice as many pages and full color. Those who have “Breeder Spotlight” advertisements in the spring and fall issues will have the option to upgrade to full- or half-page advertisements in the winter issue for an additional charge.

The Board also approved adding more than 8,000 addresses to the newsletter’s mailing list. Those names represent current nonusers of Limousin genetics who have at least 500 cows. That move will bring the total mailing list to about 19,000 cattle producers.

### Leadership, Breed-Improvement Conference Planned

The Board voted to conduct a leadership and breed-improvement conference December 12–13 in Kansas City, Missouri. Entitled “Vision in Action: Preparing for the Next 40 Years,” the conference’s tentative agenda includes adapting to change, decision-making, overcoming sales resistance, understanding the best uses of straightbred and hybrid seedstock, data analysis and sire selection.

More details will be in the November “NALF News” and upcoming issues of the *Partners* e-newsletter.

### Marble Bone Added to Watch List

The NALF Board approved a policy for monitoring and reporting osteopetrosis (marble bone) at its August meeting.

Osteopetrosis is a genetic defect that causes abnormal development of the bone-marrow cavity and brain, ultimately causing death. Affected calves are born premature, and they generally die within 24 hours. The most noticeable physical abnormalities are a short lower jaw and easily broken bones. The mode of inheritance is single recessive; both parents must transmit an affected gene for their offspring to express it.

The Red Angus, Angus, Simmental, Hereford and Holstein breeds have reported cases of the defect since the 1960s. Although the Limousin breed has not had a recorded incident, the Board deemed it worth monitoring due to the number of upgrading programs based on Red Angus and Angus genetics.

**Feeder Calf Classifieds Are Open for Business**

As part of its commitment to commercial cattle producers, NALF provides the Limousin Exchange Feeder Calf Classifieds. The Web-based calf-listing service allows sellers to post their Limousin-influenced calves for sale in an easy-to-use, *free*, classified advertisement.

Potential buyers can browse all of the cattle for sale or use the search feature to narrow the listings. NALF staff members draw attention to them through regular communication with order buyers, feedyards and individuals interested in feeding Limousin-influenced calves.

To take advantage of the service, click the “Limousin Exchange: Feeder Calf Classifieds” link on the NALF home page. For assistance, contact Frank Padilla in the NALF office.

**LimMark Tags Provide Recognition**

NALF’s LimMark tagging program aids Limousin customers in identifying their cattle and positioning themselves for greater returns by coupling reputable genetics with documented information. The idea originated at the Limousin Visions Symposium in 2004, where feedyard managers shared the breed often does not get the recognition it deserves.

Only qualified, properly enrolled cattle may wear LimMark tags. Producers must complete a LimMark agreement and mail or fax it to NALF. Guidelines and the enrollment form are available on the NALF Web site or by contacting Frank Padilla in the NALF office. Allow two weeks for tag printing and delivery.

**Data for Genetic Evaluation Due Next Month**

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 and 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. In addition, beginning in 2009, judges will receive all available EPDs at the four major MOE shows.

Birth, weaning and yearling performance data are necessary for reliable EPDs, and breeders’ data are the raw material from which NALF computes genetic predictions. Members with carcass data for groups of pedigreed Limousin or Limousin-influenced cattle are encouraged to submit them, too. The breed’s competitive advantages, genetic improvement and ability to meet commercial customers’ needs all depend on breeders’ data collection and submission.

New EPDs will be available around January 1, 2009. NALF will post the spring sire summary on its Web site in mid-January.

**Give Attention to Teat, Udder Scoring**

With fall calving underway, NALF encourages its members to score their cows’ teats and udders so the data can help guide future selection decisions.

The Beef Improvement Federation (BIF) adopted standardized guidelines for teat and udder scoring last year. The system

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- Kent Andersen, Ph.D., Executive Vice President, Ext. 120, kent@nalf.org
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- Carol Johnson, Director of Programs Administration, Ext. 108, carol@nalf.org
- Kate Maher, Director of Operations, Ext. 106, kate@nalf.org
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- Brad Parker, Director of Communications, Ext. 117, brad@nalf.org
- Mary Zilk, Accounting Administrator & Member Services Specialist, Ext. 138, mary@nalf.org
- Stephanie Kramer-Beddo, Registry & Member Services Specialist, Ext. 102, steph@nalf.org
- Bret Begert, Director of Junior Activities, bret@nalf.org

**NALF BOARD OF DIRECTORS**

- Bob Millerberg, Utah, President & Operations/Performance Programs Committee Chairman, 801/561-9911, bob@crestfinancial.org
- Bruce Lawrence, Texas, Vice President & Membership/Seedstock Marketing Committee Chairman, 806/997-5381, bl1@dtmspeed.net
- Lance Sennett, Indiana, Secretary & Show Committee Chairman, 765/234-8506, lasennett@att.net

- Bob Mitchell, Wisconsin, Treasurer & Finance Committee Chairman, 608/875-5049, rmitchel@mhtc.net
- Richard Hefner, Oklahoma, Member-at-large & Junior Activities Committee Chairman, 405/382-2954, richardhefner@bonray.com
- Wendell Geeslin, Colorado, Past President & Personnel/Staffing Committee Chairman, 970/785-6170, wendell@magnesscattle.com
- Mike Smith, Kansas, Commercial Marketing/Advertising Committee Chairman, 785/885-4882, mdsmith@ruraltel.net
- Jack Glendenning, Missouri, Building Committee Chairman, 417/588-6121, jack@jbarjlimousin.com
- Harley Coleman, Montana, 406/644-2232, limobull@blackfoot.net
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requires a separate score for each, both on 9-point scales. Breeders should evaluate their cows within 24 hours after calving, and NALF has illustrations available to help them assign scores. Check the NALF Web site or contact Lauren Hyde in the NALF office for more information.

NALF plans to use udder and teat scores in genetic evaluation once members submit a sufficient number of records. The association's new animal-registry system, anticipated by early 2009, will allow for electronic submission and archiving of such information.

### **Major Exhibitions Approach**

The Limousin shows at the American Royal in Kansas City, Missouri, will be October 29. Kent Habeger of Burt, Iowa, will sort the junior entries. Les Wankel of Petersburg, Illinois, will judge the open show.

The junior show at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky, will be November 16, with Randy Daniel of Colbert, Georgia, officiating. The open show will be November 19; Jered Shipman of Lockney, Texas, will judge. NAILE entries are due October 1.

Most entries for the National Western Stock Show (NWSS) are due November 20, and there are some significant changes to the 2009 schedule of Limousin events. The junior show will begin at 1 p.m. Sunday, January 11. The sale-cattle parade starts at 3 p.m. the same day; the sale itself will be Monday, January 12, at 6 p.m. The open show will start at 8 a.m. Tuesday, January 13. The pen and carload shows are Wednesday, January 14, beginning at 8 a.m.

The Yard 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.

### **Show Animals Must Meet Requirements**

Any show bull older than 400 days must have a positive breeding soundness exam and semen test. Females in the senior yearling and winter yearling classes after September 1 must show with calves at side or have proof of pregnancy from licensed, non-owner veterinarians.

For cattle to retain their Medal of Excellence (MOE) points, owners must submit their performance data to NALF by December 1. Send all data and direct all MOE questions to Kate Maher in the NALF office.

### **Start Planning for Denver**

The Doubletree Hotel Denver at 3203 Quebec St., will be the Limousin breed's headquarters during the NWSS and for the NALF Annual Meeting, which will be January 12, 2009. Rooms are available for \$81 per night if you mention the "North American Limousin Foundation" when you call 303/321-3333 or 1-800-222-TREE to make your reservations before December 7.

At its April meeting, the NALF Board 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 proto-tested before December 1; and consignors must register all embryo-transfer (ET) calves, which requires parent verification, by December 1. Because MMI Genomics (the DNA-typing laboratory) operates on a limited holiday schedule, members must submit samples before November 15 to meet those requirements.

### **Donations Sought for Corner Post Package**

The third annual Corner Post Genetics Package will sell at the 2009 National Limousin Sale. The North American Limousin Junior Association (NALJA) is assembling the package. Prospective donors should contact Bret Begert, director of junior activities, or Richard Hefner, chairman of the junior activities committee, as soon as possible.

Once it reaches a suitable principal, the Corner Post Fund will facilitate additional activities and scholarships for Limousin juniors.

### **Breed Advocates Deserve Attention**

Each year, NALF honors a Commercial Marketing Booster of the Year, a Commercial Producer of the Year and a Limousin Promoter of the Year during the NWSS pen and carload shows. Download a nomination form for each of those awards from the NALF Web site, or request copies from the NALF office. Nominations are due in the NALF office December 5.

### **Have a Very Limi Christmas**

Show your Limousin colors to family, friends, colleagues and customers this holiday season. Visit [www.boelte.com/cards](http://www.boelte.com/cards) on the Web to order Limousin greeting cards. Several cover designs and inside greetings are available. Boxes of 20 cards cost \$20. Personalizing cards is an additional \$10 per message per card style. A portion of the proceeds from each order benefits NALJA.

### **It's Time for a New Password**

If you activated your secured, members-only portion of the NALF Web site more than a year ago, it is a good idea to change your password now, especially if you have shared your current one with someone else. Changing your password every 12 months is important protection against hackers.

The best passwords are a combination of letters, numbers and symbols that appear to be a random string of characters. Visit [www.microsoft.com/protect/yourself](http://www.microsoft.com/protect/yourself) on the Web for tips about Internet safety.

### **Help Reach Local Newspapers**

To get information about Limousin breeders to local newspapers, NALF needs the appropriate e-mail addresses. When sharing that information with the home office, be sure to include your membership number or herd prefix and the publication's name, city and state.

It is best to call a publication first and ask which address should receive news releases. Sending them to the wrong staff member is the shortest route to the trash.

### 26 Members Pitch In Through Checkoff

To generate additional resources for commercial marketing, NALF established a voluntary checkoff in 2006. Under the plan, NALF automatically bills \$4 per head to participating members' accounts when they register animals. To enroll, mark the space on your member-service-fee notice. You may change your checkoff-enrollment status anytime by contacting the NALF office.

NALF extends sincere thanks to the following members, who were enrolled in the program as of September 1.

- Rob Brawner, Wood Lake, NE
- California Polytechnic State University, San Luis Obispo, CA
- C&K Limousin, Menard, TX
- Cedar View Farms, Greencastle, PA
- Deer Ridge Farm, Grenada, MS
- Drees Limousin, Aberdeen, SD
- Express Ranches, Yukon, OK
- David Finney, Fort Worth, TX
- Flying A Limousin, Dallas, OR
- Hermitage Limousin, Middleburg, FL
- Hidden Creek Farm, Mansfield, OH
- Glenn Jakober, Aberdeen, SD

- J&T Farm, Ripley, OH
- L&J Prouty Limousin, Rainier, OR
- Mill Creek Limousin, Mill Creek, OK
- Millerberg Limousin, Draper, UT
- Mountain Stream Meadow Farm, Mansfield, PA
- Pinegar Limousin, Springfield, MO
- Polo Farms, Platteville, CO
- Potterosa Limousin Farm, Redwood Falls, MN
- Riverview Limousin, College Station, TX
- Cash Schilling, Edson, KS
- Sleiter Limousin, Morris, MN
- Smith & Son Cattle Co., Natoma, KS
- Spring Creeks Cattle Co., Wauzeka, WI
- Stowers Limousin, Bridgeport, TX
- Walnut Ridge Limousin Farm, Knoxville, TN
- Wulf Limousin Farms, Morris, MN

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The year-letter code for 2008 is **U**

The year-letter code for 2009 is **V**

## An Open Letter to NALF Members:

### Let's Each Do 1 More

**M**y fellow Limousin breeders:

Have you or one of your customers looked up EPDs or something else on the North American Limousin Foundation's Web site lately? Learned something from the *Bottom Line* newsletter? Found Limousin promotional items or literature at a sale or fair? Seen the breed mentioned in an industry publication or your local newspaper?

If you answered "yes" to any of those questions, you already know why your memberships, registrations and transfers are so important.

The members of your Board of Directors realize costs are escalating and times are uncertain. As a fellow breeder, I face the same questions in my own enterprise. But please consider the adverse effect on NALF when you choose to save a few dollars by cutting back on your level of business conducted with the association.

If you somehow missed the budget numbers outlined in this "Members Memo," look again. NALF expects a net loss in fiscal year 2009, further depleting our cash reserves. That's not because we're tossing money out the window. This year's budget is as lean as we could make it without eliminating those things

I mentioned in the first paragraph and other vital association programs, services and activities upon which you and your customers have come to rely.

Admittedly, we were a bit conservative in our revenue projections. Recent trends in memberships, registrations and transfers led us to play it safe. We hope you exceed our expectations. If each of you registers and transfers just one more animal than you did last year, we could erase the expected deficit. We each need to pitch in, however; don't assume someone else will do your part.

Meanwhile, your NALF Board and staff members are dedicated to identifying new efficiencies and revenues. We'll continue to get as much mileage as we possibly can from available resources. We welcome any ideas in those regards.

We all can go further—faster—if we pull together. Thanks for being an active player on our team.

Yours truly,

Bob Millerberg  
NALF President