

Board of Directors Meets

The North American Limousin Foundation (NALF) Board of Directors conducted its summer meeting August 19 and 20 in Denver, Colorado. The hiring of a new executive vice president (see page 22) and budget discussions dominated the agenda. In the end, the board approved a budget with about \$1.10 million in revenue and \$1.14 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 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 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 request absentee ballots from the NALF office before December 1. The office will not accept requests after that date. Once members complete and sign their absentee ballots, they will mail them directly to NALF’s official accountant.

At its August meeting, the board proposed to amend the NALF bylaws to count only those ballots that include votes for *exactly five candidates*. The board members will conduct a conference call after November 1 to confirm the amendment. If that vote passes, 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 in the upcoming conference call, 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 names to the ballot via the existing at-large nomination process.



Lim-Flex Will Show Separately... For Now

After reviewing all 208 responses to the show committee’s online survey about showing Limousin and Lim-Flex® animals together at the four major Medal of Excellence (MOE) events, the NALF Board voted in August to continue separate shows for the hybrids for at least another year.

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.

Advertising 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 \$15,000 for the 2009–2010 State Cooperative Marketing Program. It directed another \$4,000 to the Breeder Cooperative Advertising Program.

The Board also budgeted \$62,000 for placing the new “Our Topline Does More...” advertisement in seven national industry publications. That will generate about 1.6 million reader impressions in the coming year.

Strategic Planning to Begin

As part of the on-boarding process for the new executive vice president, NALF board and staff members will undertake comprehensive strategic planning in December and January. NALF will review, revise and renew the plan annually, and it will be the primary guide for budgeting and spending priorities and other decisions.

The planning process will conclude at the next board meeting, which will be January 9 and 10 in conjunction with the National Western Stock Show (NWSS).

Volume Discount Offered on Registrations

The NALF Board has authorized 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.

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 offerings. Now, more than ever, it is especially important to have your customers’ and your own calves listed because various buyers (including Strauss Brands and Laura’s Lean Beef) use them to source calves for their marketing programs. NALF staff members draw attention to the listings 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.

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, judges now receive all available EPDs at the 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, 2010. 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) 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 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.

Major Exhibitions Approach

The Limousin shows at the American Royal in Kansas City, Missouri, will be October 30. Jirl Buck of Madill, Oklahoma, will sort the junior entries; and Brandon Callis of College Station, Texas, will judge the open show.

The junior show at the North American International Livestock Exposition (NAILE) in Louisville, Kentucky, will

NALF Directory

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- Bob Hough, Ph.D., executive vice president, Ext. 120, bob@nalf.org
- Lauren Hyde, Ph.D., director of performance programs, Ext. 140, lauren@nalf.org
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- Carol Johnson, director of program administration, Ext. 108, carol@nalf.org (accounts payable; human resources; Board of Directors activities)
- Kate Maher, director of activities & services, Ext. 106, kate@nalf.org (member services; junior activities; shows; Medal of Excellence program)
- Frank Padilla, director of member & commercial relations, Ext. 123, mobile: 308/350-3323, frank@nalf.org (member outreach, seedstock marketing, commercial programs, industry partnerships, sponsorship programs)
- Brad Parker, director of communications, Ext. 117, brad@nalf.org (member communications; public & media relations; advertising; publications; promotional merchandise)
- Mary Zilk, director of operations & accounting, Ext. 138, mary@nalf.org (accounting; data processing; online recording; Lim-Flex® qualifications; member services)
- Erin Garrick, member services specialist, Ext. 104, erin@nalf.org (parentage verification & other DNA tests; member services)
- Stephanie Kramer-Beddo, registry & member services specialist, Ext. 102, steph@nalf.org
(recording natural, embryo-transfer & foreign animals)
- Bret Begert, director of junior activities, home office: 806/375-2308

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be November 15, with Tyler Cates of Modoc, Indiana, as the judge. The open show will be November 18 and Chris Mullinix of El Dorado, Kansas, will officiate.

Most entries for the NWSS in Denver, Colorado, 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 Yards shows will begin with the Limousin bull pens, with the Lim-Flex bull pens to 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, nonowner veterinarians.

For cattle to retain their 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. and the Red Lion Hotel Denver Central at 4040 Quebec St. will be the Limousin breed's co-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 4. 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 9 a.m. January 11. Both events will be at the Doubletree.

At its August meeting, the NALF Board reappointed 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 parentage-verification laboratory) operates on a limited holiday schedule, members must submit samples before November 15 to meet those requirements.



Schilling Heifer to Headline Corner Post Package

Schilling Limousin of Kansas has committed to donating the centerpiece of the fourth annual Corner Post Genetics Package, which will sell during the 2010 National Limousin Sale. The Lim-Flex heifer is a February 27 ET 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.



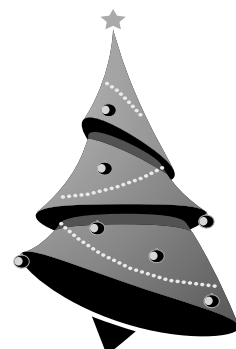
Stay tuned to future communications from NALF and the North American Limousin Junior Association (NALJA) about the package. For information about contributing to the Corner Post Fund, contact Bret Begert at 806/375-2308 or Kate Maher in the NALF office.

Breed Advocates Deserve Attention

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 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.

Have a Very Limi Christmas

Show your Limousin colors to family, friends, colleagues and customers this holiday season. Visit 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. The proceeds from each order benefit 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 or so 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 on the Web for tips about Internet safety.

Current Addresses Needed

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. That is especially important if you have changed from a "rural route" address to a 911 address since establishing your NALF membership.

Contact Mary Zilk in the NALF office with updates or for confirmations. Provide your member number or herd prefix, including any others for family members or partnerships.

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.

37 Members Pitch In Through Checkoff

To generate additional resources for commercial marketing, NALF established a voluntary checkoff in 2006. Under the plan, the organization automatically bills \$4 per head to participating members' accounts when they register animals. To enroll, mark the space on your member-service-fee notice or contact Mary Zilk in the NALF office.

The checkoff has helped fund various marketing projects. Among them have been adding more than 8,000 commercial cattle producers' addresses to the *Bottom Line* mailing list and hiring an agency to help develop the new "Our Topline Does More..." advertisement.

"I have supported the commercial checkoff since its inception," said Rob Brawner of Bullis Creek Ranch in Nebraska. "The Limousin breed has a lot to offer the beef industry, especially with today's higher feed and production costs. New buyers are out there, looking to make a change, and we have a golden opportunity to increase our commercial acceptance and usage."

"More breeders need to get on the bandwagon and support the checkoff," he added.



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

- Actis Limousin Ranch, Tollhouse, CA
- Arcaba Farms, South Amherst, OH
- Bishop Limousin Co., Early, TX
- Bullis Creek Ranch, Wood Lake, NE
- Cedar View Farms, Greencastle, PA
- Deer Ridge Farm, Grenada, MS
- James Duncan, Mineral Wells, WV
- Grassroots Land & Cattle, Ankeny, IA
- Green Acres Limousin Ranch, Atkins, AR
- James Hays, Rossville, KS
- Hermitage Limousin, Middleburg, FL
- Hidden Creek Farm, Mansfield, OH
- Hidden Hill Farms, Peru, IN
- Holcomb Limousin J-K, Clyde, TX
- J&T Farm, Ripley, OH
- Key Ranch, Harwood, TX
- L&J Prouty Limousin, Rainier, OR
- Lenape Limousin, Telford, PA
- Longview Farm, Lewisport, KY
- Mill Creek Limousin, Mill Creek, OK
- Millerberg Limousin, Draper, UT
- Moser Farms, Morris, MN
- Mountain Stream Meadow Farm, Mercersburg, PA
- Polo Farms, Platteville, CO
- Precision Genetics Cattle Co., Wheatland, CA
- Rafter E Ranch, Paola, KS
- Benny & Marge Reed, Mountain Grove, MO
- Sac River Double S Farms, Osceola, MO
- Seven C Limousin Ranch, Terry, MT
- Sleiter Limousin, Morris, MN
- Spring Creeks Cattle Co., Wauzeka, WI
- William Tarnasky, Post Falls, ID
- Thompson Family Farm, Delta, PA
- Waddle Limousin Ranch, Pine Bluffs, WY
- Ace Walker, Belleville, AR
- Walnut Ridge Limousin Farm, Knoxville, TN
- Wulf Limousin Farms, Morris, MN

The year-letter code for 2009 is W

The year-letter code for 2010 is X



Together We Can...

Active membership makes it happen. - Stay Active!

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