

Officers

President, Bob Millerberg
491 E. 12000 S.
Draper, UT 84020
801/561-9911 (O)
crestfinancial@hotmail.com

Vice President, Bruce Lawrence
PO Box 299
Anton, TX 79313
806/997-5381
bl11@dtnspeed.com

Secretary, Lance Sennett
2518 N. St. Rd. 25
Waynetown, IN 47990
765/234-8506
lsennett@omnicityusa.com

Treasurer, Bob Mitchell
48715 Hilldale Rd.
Wauzeka, WI 53826
608/875-5049
rmitchel@mhtc.net

At Large, Richard Hefner
11230 NS 3550
Seminole, OK 74868
405/382-2954
lkhefner@yahoo.com

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

Wendell Geeslin, Platteville, CO
970/785-6170

Jack Glendenning, Lebanon, MO
800/543-3474

Mike Hall, San Luis Obispo, CA
805/756-2685

Richard Hefner, Seminole, OK
405/382-2954

Bruce Lawrence, Anton, TX
806/997-5381

Bob Millerberg, Draper, UT
801/561-9911

Bob Mitchell, Wauzeka, WI
608/875-5049

Ed Pinegar, Springfield, MO
417/833-6784

Roger Potter, Redwood Falls, MN
507/644-5362

Lance Sennett, Waynetown, IN
765/234-8506

Brian Skaggs, Lexington, OK
405/527-1988

Mike Smith, Plainville, KS
785/885-4882

Jay Straight, Logan, IA
712/648-2180

Tom Vaughn, Cavalier, ND
701/265-4097

Jerry Wulf, Morris, MN
320/392-5988

NALF NEWS

National Show Puts Juniors on 'Trail to Excellence'

Nearly 200 North American Limousin Junior Association (NALJA) members from 25 states took part in the "Trail to Excellence" National Junior Limousin Show and Congress (NJLSC). Read about the memorable event throughout this issue.

If you would like a DVD copy of the official highlights video for \$30, e-mail a note to Steady Shots Production (fujicowboy@aol.com). After you order, allow six weeks for delivery.

Thanks to the South Dakota and Minnesota Limousin associations for their hospitality and to the many generous contributors who made the event possible.

Mark your calendars for July 11–17, 2009, when the NJLSC will move into Amarillo, Texas, for the "Big Texas Shindig 2." Find the welcome flier, including phone numbers for the host hotels, in the "Juniors" section of the North American Limousin Foundation (NALF) Web site (www.nalf.org).

Fundraisers Generate More Than \$5,000

During the NJLSC, the NALJA Board of Directors members served ice cream to about 150 people, profiting about \$500 for NALJA activities and scholarships. Thanks to Patton's Seldom Rest Farm of Ohio for donating the ice cream.

In the "Cow Patty Bingo," No. 87 was the lucky square for Diehm Family Limousin of Indiana. The Diehms won \$837.50 on their \$50, 4-square-foot investment then donated the money to NALJA. The association made \$3,350 from the event.

At the awards banquet, NALJA auctioned a framed photo that Western photographer David Stoecklein took at Wulf Limousin Farms in Minnesota. Trans Ova Genetics initially purchased the print for \$800 and donated it back. The second sale netted \$750 from the Amarillo Convention and Visitor Council, which will display the print in its office. Rachel Wulf-Marthaler of Minnesota and Destron Fearing donated the item.

Even getting ready for the awards banquet raised funds for the juniors. Kayleesue Patton of Ohio, Rita Wulf of Minnesota and Rachel Wulf-Marthaler offered haircuts and hairdos at the fairgrounds that afternoon, collecting \$175 for NALJA.

Nominating Committee Seeks Input

NALF President Bob Millerberg, Utah, has announced the 2008–2009 Nominating Committee:

- Chairman Bob Funk, Oklahoma, past president;
- Dave Berry, Washington, past president;
- Jack Glendenning, Missouri, board member;
- Lance Sennett, Indiana, board member;
- Ron Freed, Illinois, at-large member;
- Austin Hager, North Dakota, at-large member; and
- Mike McPhee, Ohio, at-large member.

The October issue of *Limousin World* will include the committee's slate of nominees. The NALF office must receive signed letters of support for at-large nominees from at least 15 different founding, lifetime or active annual members by October 15. Identification of all nominees by then enables NALF to publicize their candidacies and include their names on the official ballot.

Entry Deadlines Loom for 2 Major MOE Shows

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; and Les Wankel of Petersburg, Illinois, 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 16, with Jered Shipman, Lockney, Texas, officiating. The open show will be November 19; and Randy Daniel, Colbert, Georgia, will judge. NAILE entries are due October 1.

For cattle to retain their Medal of Excellence (MOE) points, owners must submit their performance data to NALF by December 1.

AI Sires Must Be Proto-Tested, Parent-Verified

All bulls born after 2001 and semen-collected for artificial insemination (AI) must have a DNA type on file with NALF and be parent-verified via DNA. Blood-typing is acceptable for parentage verification only if a parent's tissue sample is unavailable.

For progeny to be eligible for the NALF herdbook, AI sires must have a genotype for protoporphyria ("proto") on file. To prevent delays in recording AI offspring, bull owners should meet all parentage verification and proto-testing requirements before distributing any semen. Contact Kate Maher in the NALF office if you have questions.

Note the testing laboratories close for several weeks over the holidays so do not postpone DNA tests.

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.

Carcass Data Always Needed

To remain competitive with other breeds, NALF must expand its carcass database. Harvest data from pedigreed animals play a vital role in providing high-quality genetic evaluations of carcass traits. Breeders should collect and submit actual carcass data whenever possible, and NALF will process it free of charge. For more information about reporting harvest data, contact Lauren Hyde in the NALF office.

Update Cow Inventories Before Recording Calves

Before requesting preprinted cow-inventory birth-report forms or using the online animal-recording tool, members should update their active-cow inventories. Keeping inventories up-to-date contributes valuable culling information to the NALF herdbook and minimizes the number of unwanted animals in search results. Update inventories using the online tool or the multiple-application form, then return culled animals' registration certificates to the NALF office.

Prepare to Collect Weaning Data

Fall is an important time for gathering critical information. Weaning weights, docility scores and group data drive expected progeny differences (EPDs) for weaning weight, milk and docility, and are required for adjusting ultrasound measurements. Plan ahead to determine the optimal weigh dates so the most calves possible are within important age limits for calculating adjusted weights and EPDs.

Weigh cows, too, and record their body condition scores to contribute to genetic evaluation of maintenance-feed requirements. That promises to position the breed for more widespread industry recognition for its leading efficiency.

Your best calves and cows will look even better if all animals, not just the top end, routinely have data reported. Complete production information also facilitates more accurate breeding and marketing decisions.

Help Your Customers Help Themselves

As fall feeder-cattle marketing approaches, you can help your bull customers market Limousin-influenced 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 make sure every bidder possible competes for those calves.

NALF also has arranged a number of special Limousin-influenced feeder-calf sales at auction markets around the country. The fall *Bottom Line* newsletter will include a list of sales, or contact the NALF office for that information.

The LimMark tagging program helps recognize Limousin-influenced calves when they perform well in commercial settings. The sky-blue tags are available from NALF, and complete details are available on the Web site.

Members Support Service Plan, Commercial Checkoff

Thanks to the loyal support of those who pay their member service fees, NALF has maintained effective breed advertising and expanded member services.

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

To generate additional resources for commercial marketing, the NALF Board instituted a voluntary checkoff. NALF automatically bills \$4 per head at registration to participating members' accounts. Enrollment is easy—just mark the space on your member service fee notice. You may change your checkoff-enrollment status at any time by contacting the NALF office.

Marketing Materials Available

Marketing should be a year-round activity to maximize sales, and NALF can help. Limousin literature, including the latest *Bottom Line* commercial newsletter, is available upon request. Customizable posters, print advertisements and promotional merchandise keep your name before customers throughout the year while increasing the frequency and consistency of the breed's unified marketing message.

Call the NALF office or visit the "Promotional Merchandise" section of the Web site for more information.



Executive Vice President

Kent Andersen, Ph.D., Ext. 120
kent@nalf.org

Director of Performance Programs

Lauren Hyde, Ph.D., Ext. 140
lauren@nalf.org

Director of Program Administration

Carol Johnson, Ext. 108
carol@nalf.org

Director of Operations

Kate Maher, Ext. 106
kate@nalf.org

Director of Member and Commercial Relations

Frank Padilla, Ext. 123
frank@nalf.org
mobile: 308/350-3323

Director of Communications

Brad Parker, Ext. 117
brad@nalf.org

Accounting Administrator and Member Services Specialist

Mary Zilk, Ext. 138
mary@nalf.org

Registry and Member Services Specialist

Stephanie Kramer-Beddo, Ext. 102
steph@nalf.org

Director of Junior Activities

Bret Begert
bret@nalf.org

The year-letter code
for 2008 is

U