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NALF News

Anderson Named Executive Director

Mark Anderson assumed the reins of executive director for the North American Limousin Foundation (NALF) May 9.

In NALF's primary leadership position, Anderson is responsible for executing policies and programs regarding the Limousin herdbook, animal performance, member and industry relations, breed marketing and promotion, finances, staffing, strategic planning, and member services. Anderson has more than 29 years of industry experience and expertise.

More about Mark is available on page 56.

LimMark Tags

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 that the breed often does not get the recognition it deserves. The LimMark tags identify Limousin-influenced cattle at market and will generate breed recognition.

Only qualified cattle may wear LimMark tags. Producers must complete a LimMark agreement and mail or fax it to the NALF office. Guidelines and the enrollment form are available on the NALF website under the commercial programs section or by contacting Joe in the NALF office. Allow two weeks for processing.

NALF Board of Directors Nomination & At-Large Information

In an effort to make the NALF board of directors nomination and at-large process easier to understand, there is helpful information located on the NALF website under the "Contact NALF" section. For further reference a detailed description is also available on page 58 of this issue. For additional information, contact the NALF office.

Collecting Heifer Data Is High Priority

The heifer-retention reporting tool is available for Limousin Inventory Management System (LIMS) participants via this 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 strategic plan.

NALF Board Completes Spring Meeting

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

- Adjusted the Bottom Line schedule to consist of two issues (February and November), and combine with the Limousin World publication for those issues.
- NALF will establish the Fort Worth Stock Show, held annually from mid-January to early February, as a Level I Medal Of Excellence (MOE) show, with the stipulation that all other Texas Limousin Association sponsored shows follow Level II MOE rules.
- NWSS Pen & Carload Show Rule Change—"If an alternate for the pen (or carload) show changes what class the entry will show in, NALF staff must be notified before the show begins. Alternates cannot move a Limousin pen to the Lim-Flex show or Lim-Flex pen to the Limousin show."
- NALF & NALJA will recommend that all junior, 4-H, FFA and/or youth shows show both Limousin that are orange papered and 75% Limousin or greater and all purple papered Lim-Flex together in the same show if they do not provide a separate Lim-Flex show.
- A membership survey will be released electronically following final approval from the board.
- The NALF board of directors approved a "Shoe Box" plan that would provide services for a minimal fee, to members who need assistance recording animal data.
- Approved the host hotel for the 2012 NWSS as the Renaissance Hotel.

The next board meeting will be August 24-25 in Denver, Colorado, where the fiscal year (FY) 2011-2012 budget will be the main topic of discussion. As always, the NALF board encourages 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 and AALF Return to Amarillo

"Yours, Mine, Ours, Bringing it Together" NJLSC will be held July 9-15 in Amarillo, Texas. This year's NJLSC will be hosted by NALJA in cooperation with several state associations. The AALF will be Friday, July 15. All activities will be hosted at the Tri State Expo Complex and the Ambassador Hotel.

North American Limousin Foundation

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

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.

The voluntary checkoff generates additional resources for commercial marketing. NALF automatically bills \$2 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.

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.

As state and regional associations elect new officers 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.

Each issue of the semimonthly Partners e-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 12. The bidding will be open on July 15–August 15. For more information, contact the NALF office.

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 animals sooner than that, notify the sale managers so 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 business 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 Amarillo, Texas. 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, phone number and qualifications.

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.

Orlando to Host Industry Conference

NALF encourages its members to participate in the Cattle Industry Summer Conference, August 1-4, in Orlando, Florida. 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.



Executive Director

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(organization leadership and direction; liaison between the board of directors and staff)

Director of Program Administration

Carol Johnson, Ext. 108
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(accounts payable; human resources; board of directors activities)

Director of Communications

Jonathan Beitia, Ext. 117
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(member communications; public & media relations; advertising; publications; promotions)

Director of Activities

Kasey Woolam, Ext. 106
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720/383-8777 (cell)
(open shows; Medal of Excellence program; junior activities; state & regional associations; event planning)

Director of Commercial Marketing

Joe Epperly, Ext. 107
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303/884-3900 (cell)
(services & assistance for commercial cow-calf producers, auction markets & feedyards)

Director of Operations and Accounting

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

Registry and Member Services Specialist

Stephanie Kramer-Beddo, Ext. 102
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(recording natural, embryo-transfer & foreign animals)

Director of Junior Activities

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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
7.5	2.0	43.4	80.3	21.2	3.7	0.4	0.0	16.8	20.8	0.54	-0.11	-0.05	43.2

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
8.4	0.0	46.2	89.8	25.7	2.9	0.4	0.0	13.7	27.4	-0.13	0.35	0.36	55.4