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NALF NEWS

Attend the Annual Meeting

Take time to attend the 2011 Annual Membership Meeting during the 2011 National Western Stock Show. If you would like to help shape the Limousin breed, make sure you attend the Annual Meeting. As the main event for the North American Limousin Foundation, the Annual Meeting is the premier event for members to attend. The Annual Meeting will begin at 1 p.m. at the Doubletree Hotel January 9. Items to be discussed during the meeting are below.

Slated for the Ballot

The Nominating Committee has slated Mike Hall, California (second term); Brian Skaggs, Oklahoma (second term); Tom Vaughn, North Dakota (second term); Tom Field, Colorado; and Bob Mitchell, Wisconsin, as candidates for the NALF Board.

At this time, the at-large nomination process did not generate any additional candidates to be added to the ballot. Find all of the candidates' biographies starting on page 18.

Those unable to attend the Annual Meeting in Denver, Colorado, (January 9, 2011) can request absentee ballots from the NALF office in writing until December 1. Those members must mail their completed, signed ballots to NALF's official accountant by December 31.

Denver Schedule Released

Check-in for the Hill cattle at the National Western Stock Show (NWSS) will be January 7, starting at 8 a.m. The Yards check-in will begin immediately following the 'Hill' at approximately 11:30 a.m. January 7. The National Sale activities will begin with the parade at 1 p.m. and the sale to follow at 6 p.m. January 8. The junior show starts at 8 a.m. January 9. The pen and carload shows are January 10, beginning at 9 a.m. The "Hill" show will begin at 9 a.m. January 11.

The Doubletree Hotel Denver at 3203 Quebec St. will be the Limousin breed's headquarters during the NWSS. Rooms are available at the Doubletree for \$82 per night if you mention the

"North American Limousin Foundation" when you make your reservations by December 4. Call the Doubletree at (303) 321-3333.

The Annual Meeting will start at 1 p.m. January 9, with the Annual Banquet and Genetics on Ice following at 6:30 p.m. Both events will be at the Doubletree.

Animal EPD Search Pictures

Are you looking for a new way to display your premier seedstock? NALF will upload images and post the animal photos to the Animal EPD search section of the NALF website. The uploaded animal photos will provide both a genotypic and phenotypic comparison. If you want to enhance the exposure of an animal, this is an excellent way to gain interest in your animal for a minimal fee. Contact the NALF office for more information.

Commercial Awards Recognize Supporters

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. Download the nomination forms from the "Programs" section of the NALF website, or request copies from the office. Nominations are due December 5.

'Tis the Season for Limousin Merchandise

Visit www.boelte.com/cards on the Web to order Limousin greeting cards. Several designs are available. Proceeds benefit the North American Limousin Junior Association (NALJA).

Also check out the promotional merchandise available on the NALF website. Luggage from the Limi Boosters, farm signs, business cards and apparel are some of the great gifts available.

National Funds Can Help Breeders Advertise

The Breeder Cooperative Advertising Program helps breeders share a cohesive Limousin message in regional publications across the nation. In the program, NALF cost-shares 25 percent of qualifying ad expenses with groups of two to six breeders. Find the program details on

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

North American Limousin Foundation

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

the NALF website, or contact Jonathan Beitia in the NALF office.

E-Mail Keeps Members in Touch

If you are not receiving the NALF Partners e-newsletter, confirm your e-mail address is on file in the office to get the timeliest reminders and updates. If you have an e-mail address on file but are not receiving messages from NALF, make sure limousin@nalf.org is in your address book and “white list.”

Inventory Forms, Barnsheets Are Free

Cow-inventory birth-report forms are available free of charge from the NALF office. The preprinted sheets include information about all active cows in a member's herd inventory. The office also will provide barnsheets for ultrasound scanning. Laboratories require them to process scan data so not obtaining the sheets before scanning will delay results. To request either form, call the office.

Consider DNA Sampling

Breeders should consider collecting DNA samples from animals that might be highly propagated someday—plus their sires and dams. Buyers often collect semen or eggs from purchased animals, but they cannot register offspring without the required parentage-verification tests. You can provide a valuable customer service by maintaining a DNA library.

The cost of FTA kits for DNA testing is now \$2.50 each. They capture DNA in one step and keep it stable for years at room temperature. Contact the NALF office to order.

Trying to Contact NALF?

When you call the NALF office, the automated attendant can help you find the correct information or staff member. The website's “Contact NALF” section also provides staff members' telephone extensions, e-mail addresses and areas of expertise; other contact instructions for the office; and addresses for the DNA-testing laboratories. Bookmark that page in your Web browser for easy reference.

Your Customer's “Bottom Line” Is Important

Copies of the *Bottom Line* newsletter are available from the NALF office. The publication is a great giveaway to potential customers because it provides current information about the breed and beef industry. If you would like to add customers to the

mailing list, call NALF or visit the website for a subscription card.

MOE Data Due Now

Medal of Excellence (MOE) exhibitors should submit all performance data by December 1. That is the breeder's or owner's responsibility, and failure to do so will result in disqualification from the MOE year-end recognitions.

LIMS Means Proven Genetics

Limousin Inventory Management System (LIMS) participants pay an annual fee of \$15 per active cow and, in turn, are entitled to record performance for, register and transfer the year's calf crop—saving \$12 off the least costly traditional registration and transfer. To enroll, call Mary at the NALF office. Enroll spring-calving cows by February 15 and fall-calving cows by July 15 each year.

DJ Xecutive Privilege to Benefit Corner Post Fund

DJ Xecutive Privilege is a February 13 daughter out of DHVO Deuce 132R and DJ Uptown Girl. She is 75% Lim-Flex® and combines phenotypic appeal with a 1.8 BW, 64 WW, 116 YW, 28 MA EPD, 0.41 REA EPD, 0.26 YG EPD and 0.15 MB EPD.

DJ Limousin of Washington has donated the attractive female, which will sell during the 2011 National Sale. All proceeds from the package will benefit the Corner Post Fund, which will facilitate educational activities and scholarships for Limousin juniors.

For information about contributing to the Corner Post Fund, contact Bret Begert at (806) 375-2308 or Kasey Woolam in the NALF office.

Notice Is Hereby Given

The Annual Meeting of the North American Limousin Foundation (NALF) will be at the Doubletree Hotel Denver, 3203 Quebec St., Denver, Colorado, on January 9, 2011, starting at 1 p.m. MST. Check-in begins at noon. The agenda includes the following.

- Welcome, introductions and association overview
- Nominating Committee report and election balloting
- Treasurer's and secretary's reports
- Recognition of NALF committees and retiring directors
- New business
- Election results



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The year-letter code for 2010 is

X

The year-letter code for 2011 is

Y