



LIMOUSIN LETTER

Friday, January 7, 2011

Today's, Tomorrow's Events

Friday

7:30 a.m..... Hill cattle check - in
Yards cattle check-in following the Hill Pen & Carload Exhibitor Meeting following check-in, Livestock Center Arena

Saturday

7:30 a.m..... NALF Board of Directors Meeting, Doubletree Hotel Denver
1 p.m. National Limousin Sale parade, NWSS Stadium Arena
6 p.m. National Limousin Sale (featuring the fifth annual Corner Post Package), NWSS Stadium Auction Arena



Warren Symens puts together the finishing touches for the Symens Bros. pen in the Yards at the NWSS. 36 pens and 8 carloads were entered in the Limousin and Lim-Flex pen and carload show that will take center stage on Monday.

Welcome to the 105th NWSS

As we kick-off the 105th NWSS, please make note of the adjusted schedule on the back page. There are 5 days of action-packed Limousin events. Don't miss a moment of the excitement and keep up with the latest news via the Limousin Letter available in the NALF show office and at the NALF booth. The headquarters hotel will be delivering all issues to their Limousin guests' rooms as well. You can also pickup a copy in the NALF show office or at the NALF booth.

On behalf of the NALF staff, we welcome you to the NWSS and look forward to a great event.

NALF Is Right Here

NALF's on-site show office is located in the Yards manager's office in the Livestock Center. If you have a question or special need while you are at the NWSS, look for NALF staff members will be wearing their white Limousin name tags, if you need anything throughout the week, please feel free to contact us.

NALF Staff: Bob Hough – 817.296.0976
Jonathan Beitia - 720.383.8999
Joe Epperly - 303.884.3900
Carol Johnson – 303-475-2288
Kasey Woolam - 720.383.8777

Hill & Yards Check-in Today

The check-in of 'Hill' cattle will begin at 7:30 a.m. today. If you have Hill cattle, remember that tattoos will only be checked once. National Limousin Sale cattle will be checked-in with their respective string. Yard check-in follows Hill check-in at approximately 11:30 a.m.

Herdsman Nominations Due Saturday

Each firm exhibiting on the Hill may nominate one person for the Herdsman of the Year award. (Previous recipients are not eligible.) Those nomination forms are due to Kasey Woolam by 8 p.m. on Saturday. Ballots with all of the nominees' names will be available after 8 a.m. Sunday from NALF staff members. Completed nominations must be given to a staff member by 5 p.m. Monday.

Yards Exhibitor Meeting

One hour after the conclusion of the Yards check-in, there will be an exhibitor meeting in the Livestock Center Arena. Ultrasound data, designation forms and additional exhibitor information will be distributed. Designation forms are due at this time, so attendance is very important. Please make sure a representative from each exhibitor is present.

Sale Entries to Parade Tomorrow

Top Limousin breeders from across the United States are offering their picks in this year's National Limousin Sale. The 31 quality lots will sell Saturday at 6 p.m. in the Stadium Hall Auction Arena.

View those animals during the sale parade Saturday at 1 p.m. in the Stadium Arena.

Invest in the Future

DJ Limousin of Port Orchard, Washington is donating the centerpiece of the fifth annual Corner Post Package, which will sell during Saturday night's national sale. The Lim Flex heifer, DJ Xecutive Privilege, is a Feb. 13,

2010, daughter of DHVO Deuce out of DJ Uptown Girl. All proceeds from the package will benefit the Corner Post Fund, which will facilitate additional activities and scholarships for Limousin juniors.

For information about contributing to the Corner Post Fund, contact Bret Begert or Kasey.

Hotel Shuttle Rides Again

NALF headquarters hotel along with other hotels on Quebec Street, are offering a shuttle to and from the NWSS grounds. It runs on a regular basis, and the schedule is posted in the hotels' lobbies. Ride the free shuttle, and avoid the hunt for and expense of a parking place.

Need a Show Sweater?

Exhibitors in Tuesday's open show must wear official, burgundy show sweaters. If you need one, they are available in the NALF show office in the Livestock Center Yards manager's office. They are \$35.00 each, and you can have them billed to your member account.

One Breed, One Vision

NALF members should plan to attend the Annual Meeting, 1 p.m. to 4 p.m. on Sunday, at the Doubletree Hotel Denver. Check-in will begin at 12:30 p.m.

The Annual Meeting will include a review of 2010,

State of the Breed report, financial report, genetics report and vote for the 2011 NALF board of directors.

Do not miss a great opportunity to pick up your copy of the NALF Annual Report; learn about the association's programs, services and activities; ask questions of those who execute them on your behalf; and share feedback to improve your breed association.

Limousin Booth Shares the Message

While you are at the stock show, be sure to stop by the Limousin booth. Until Tuesday, it will be in the barn on the Hill.

Direct your customers and potential customers to the booth throughout the show. It will be stocked with copies of the latest Bottom Line, other breed information along with the daily Limousin Letter.

Limousin at NCBA

If you are in Denver, Colorado, for the Cattle Industry Annual Convention, Feb. 2-5, look for the NALF booth next to the demonstration area.

NEW Web Site

Have you seen NALF's new website? If you haven't, then take a second and let a staff member know what you think.



The preparation continues in the Yards and on the Hill. Don't forget to cast your vote for "People's Choice" Champion on Monday.

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Sunday

8 a.m..... Junior Limousin & Lim-Flex Shows
12:30 a.m... NALF Annual meeting check-in
1 p.m. NALF Annual Meeting, Doubletree Hotel Denver
6:30 p.m. ... NALF Member Social & Genetics on Ice, Doubletree Hotel

Monday

9 a.m..... Limousin & Lim-Flex Pen and Carload, NWSS Livestock Center Arena

Tuesday

9 a.m..... Medal of Excellence Limousin and Lim-Flex shows, NWSS Stadium Arena