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NALF News

NWSS Is Here

Below is a schedule of events for the NWSS. Make plans to attend the National Limousin Sale, Junior Show, Annual Meeting, Annual Banquet, Genetics on Ice Auction, Pen and Carload Show and the Hill show. The Doubletree Hotel is the host hotel with all offsite events held at the hotel.

- Tuesday, January 4 through Thursday, January 6—Cattle can arrive to the NWSS
- Friday, January 7—Cattle check-in: Hill 7:30 a.m.; Yards—at approximately 11:30 a.m. or following the Hill check-in
- Saturday, January 8—Board of Directors meeting
- Saturday, January 8—National Sale cattle parade at 1 p.m.
- Saturday, January 8—National Sale at 6 p.m.
- Sunday, January 9—Junior Show at 8 a.m.
- Sunday, January 9—Annual Meeting at 1 p.m.
- Sunday, January 9—Annual Banquet and Genetics on Ice Auction at 6:30 p.m.
- Monday, January 10—Pen and Carload Show at 9 a.m. Complimentary lunch provided by Magness Land & Cattle and Wulf Limousin Farms
- Tuesday, January 11—MOE show at 8 a.m.

Don't Miss the Annual Banquet

The NALF Annual Banquet will include recognition of the 2010 Medal of Excellence (MOE) award winners. Call the NALF office by January 5 to reserve your tickets for \$40 each. They will not be available at the door.

You also can support the North American Limousin Junior Association (NALJA) and the All-American Limousin Futurity (AALF) at the Genetics on Ice benefit auction after the social. The lots will include frozen embryos, semen, National Junior Limousin Show and Congress (NJLSC) shirt sponsorship, banquet-program sponsorships, ad pages in the NJLSC-AALF souvenir program and many interesting and unique items. For more information, contact Ken Holloway at 580/597-2419 or Kasey at the NALF office.

NALF Will Seat New Board at Annual Meeting

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.

Find all of the candidates' biographies in the December issue of *Limousin World*.

Are you Receiving e-Partners?

Have you been receiving e-Partners or other electronic communications from NALF? If you haven't, please confirm your e-mail address with the NALF office. NALF is using e-mail to send out important updates and news about the breed.

Invest in the Future with Xecutive Privilege

DJ Xecutive Privilege is a February 13 daughter 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, 0.41 RE, 0.26 YG and 0.15 MS EPDs.

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 facilitates 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.

Commercial Marketing Director is Hired

In November, NALF's EVP, Bob Hough Ph.D., hired Joe Epperly as the new commercial marketing director. Joe's responsibilities are to assist with bull and feeder calf marketing, auction markets and facilitate NALF's objectives through the strategic plan. To learn more about Joe, contact him at the NALF office or read his biography on page 26.

Breeder Co-ops Spread the Word

The Breeder Cooperative Advertising Program helps breeders share a cohesive Limousin message across the nation, making the most of their relationships with regional publications. In the program, NALF cost-shares 25 percent of qualifying

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

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.

ad expenses with two to six breeders. Find the program guidelines, application form and qualified ad image on the NALF website, or contact Jonathan Beitia in the NALF office.

'Spotlight' Your Herd

Promote your enterprise by placing a "Breeder Spotlight" advertisement in the *Bottom Line* newsletter, which is a primary piece of promotional literature for the breed. For just \$350 per year (three issues), you can speak directly to commercial cattle producers nationwide. Contact Jonathan Beitia in the NALF office to reserve your space.

Those who have "Breeder Spotlight" advertisements may upgrade to full- or half-page advertisements in the winter and spring "super issues" for an additional charge.

The newsletter's mailing list includes about 18,500 producers. If you want to add others to the list, share their contact information with the NALF office.

LIMS Lowers Business Costs

The voluntary Limousin Inventory Management System (LIMS) helps NALF members lower their costs of doing business with their organization. LIMS participants pay an annual fee of \$15 per active cow and, in turn, are entitled to record performance for, register and transfer that year's calf crop. That is a \$12 savings over the least costly registration and transfer in the traditional fee structure.

LIMS herds commit to annual reporting of weaning weights and chute scores for all calves raised to weaning, a reason for no calf or a culling code for every cow. By submitting such complete, comprehensive production information, they contribute to inventory-proven genetics with more accurate EPDs.

The deadline to enroll in LIMS for Spring 2011 is February 15, 2011. Contact Mary in the NALF office to enroll.

NALF Office Needs Its Copy

When you register ET calves or submit DNA samples, be sure to send one copy to the NALF office, one to the laboratory, and keep a copy for your files. If you forget to send a copy to NALF, it is impossible to match samples, which prevents registration.

E-Mail Data to Correct Address

When e-mailing performance data to NALF, use the edata@nalf.org address. Staff members check that account daily. Other NALF accounts can go unread when staff members are out of the office.

Inventory Forms 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. To request your forms, call the NALF office.

Limousin Will Be Represented at NCBA Trade Show

Cattle producers attending the 2011 Cattle Industry Annual Convention, February 2-5 in Denver, Colorado, can learn more about the Limousin breed. NALF representatives will showcase Limousin and Lim-Flex bulls to the projected 6,000+ commercial customers in the National Cattlemen's Beef Association (NCBA) Trade Show, which is open February 2-5.

Limousin feeder cattle will also be utilized for the 'Live Cattle Handling' demonstration area. NCBA's producer education and the check-off funded Beef Quality Assurance will use the cattle for the demonstration. This is a perfect way for us to showcase the Limousin breed and its improvements in docility.

Show Your Colors

NALF has free promotional materials that make great decorations and giveaways at shows or sales. To request posters, fliers or any promotional literature, contact the NALF office.

Find other items in the NALF website's merchandise section. Some products—including farm signs, vehicle magnets, adhesive-backed vinyl and business cards—are customizable.

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 Sunday, January 9, 2011, starting at 1 p.m. MST. Check-in begins at 12:30 p.m. 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



Executive Vice President

Bob Hough, Ph.D., Ext. 120
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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
(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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Director of Operations

and Accounting

Mary Zilk, Ext. 138
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Registry and Member

Services Specialist

Stephanie Kramer-Beddo, Ext. 102
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Director of Junior Activities

Bret Begert
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The year-letter code for 2011 is

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