



Members of the North American Limousin Foundation installed a new slate of officers and directors January 11 at the association's annual business meeting in Denver, CO. Officers for 2010 include (seated, from left): Lance Sennett, Waynetown, IN, president; Mike Smith, Natoma, KS, vice president; Mike Hall, San Luis Obispo, CA, secretary; Richard Hefner, Seminole, OK, treasurer; Charles Linhart, Leon, IA, member-at-large; Bob Millerberg, Draper, UT, past president; and Bob Hough, executive vice president. Directors for 2010 include (standing, from left): Jay Straight, Logan, IA; Mat Lewis, Iliiff, CO; Tom Vaughn, Cavalier, ND; Harley Coleman, Charlo, MT; Harris Mosher, Telford, PA; Chad Settje, Creston, NE; Brian Skaggs, Lexington, OK; and Jerry Wulf, Morris, MN. Directors John Tobe of Lexington, KY, and Jack Glendenning of Lebanon, MO, are not pictured.

Sennett Elected President

The North American Limousin Foundation (NALF) 2010 Annual Meeting was January 11 at the Doubletree Hotel in Denver, Colorado, in conjunction with the National Western Stock Show (NWSS). Nearly 100 members and guests attended.

With NALF President Bob Millerberg of Utah presiding, the main order of business was the Board of Directors election. NALF Secretary and Nominating Committee member Lance Sennett, Indiana, presented six nominees for the five open positions.

Jack Glendenning, Missouri; Richard Hefner, Oklahoma; and Jay Straight, Iowa, won second terms on the Board. Chad Settje, Nebraska, and John Tobe, Kentucky, also earned seats on the 2010 Board, which met afterward to elect officers.

Sennett will lead as president for the coming year. Mike Smith, Kansas, will serve as vice president. Mike Hall, California, will be secretary. Hefner will continue as treasurer. The Board elected Charles Linhart, Iowa, as the Executive Committee's member-at-large. Millerberg will serve as an *ex officio* member of both the Board and its Executive Committee.

The other 2010 Board members are Harley Coleman, Montana; Mat Lewis, Colorado; Harris Mosher, Pennsylvania; Brian Skaggs, Oklahoma; Tom Vaughn, North Dakota; and Jerry Wulf, Minnesota.

During the Annual Meeting, Millerberg recognized retiring Board members Bob Mitchell, Wisconsin, and Wendell Geeslin, Colorado.

Annual Meeting Includes Strategic Planning

Millerberg opened the Annual Meeting with a brief look at the last year. A full year-end summary is in the 2009 Annual Report, which attendees received. Active NALF members may request copies from the home office at any time.

Next, Executive Vice President Bob Hough, Ph.D., presented his first State of the Breed address. He included an overview of NALF's staffing situation and an update about the organization's soon-to-be-installed computer system. He then reviewed the last 15 years of registrations, new memberships, revenues and expenses; recent data submissions; and the breed's genetic trends. He concluded by outlining the challenges and opportunities in breed improvement and marketing.

Jim McKinlay from the Haines Centre for Strategic Management then facilitated comprehensive strategic planning exercises. After an introduction to the process, he led two bouts of roundtable discussions. The first focused on NALF's vision, mission and core values. The second dealt with the organization's core strategies. He concluded by outlining the rest of the process, which was to include an Emerging Leaders Academy in February and final Board approval in April.

Committee Assignments Announced

Sennett has appointed the NALF committees for 2010.

- Commercial Marketing and Advertising: Smith, chairman; Wulf; Geeslin; Austin Hager, North Dakota
- Finance: Hefner, chairman; Glendenning; Millerberg; Settje; Tobe
- Junior Activities: Hefner, chairman; Settje; Skaggs; Greg Blaydes, Kentucky
- Membership: Hall, chairman; Coleman; Mosher; Skaggs; Straight; Ron Schilling, Kansas
- Performance: Lewis, chairman; Glendenning; Linhart; Joey Freund, Colorado; Gary Gates, Montana; Charlie Hunt, Nebraska
- Rules and Regulations: Coleman, chairman; Hall; Smith; Vaughn; Bart Mitchell, Wisconsin
- Shows: Linhart, chairman; Wulf; Jerry Blankers, Washington; Blaydes; Bruce Lawrence, Texas; John Pence, Colorado; Donnie Robertson, Oklahoma; Schilling

Spring EPDs Available

The expected progeny differences (EPDs) from the spring 2010 International Limousin Genetic Evaluation are available through various features of the NALF Web site.

Users can employ the “Sire and Dam Selector” tool to specify EPD-selection criteria in searching active Limousin and Lim-Flex® sires and dams. The lookup allows them to search for information—including available DNA-test results—about a particular animal.

The spring sire summary—which includes the general sire listing, the proven and young sire trait leaders, and the dam trait leaders—is available for download in portable document format (PDF) from the site’s “Genetic Evaluation” section. The NALF office also can mail a printed or CD-ROM version of the sire summary for \$10.

Active NALF members can view their whole-herd EPDs via the Web site’s secured, members-only portion. They also can request EPDs from the NALF office free of charge. New performance records are available for \$2 per head or \$25 for a whole herd.

ET Calves’ Dams, Sires Must Be DNA-Typed

A breeder must provide DNA case numbers (not blood-typing case numbers) for both the sire and dam on the

DNA-typing form when submitting a DNA sample from an embryo-transfer (ET) calf for parentage verification. The parentage-verification laboratory will not test a sample if those DNA case numbers are missing. Before collecting and mailing samples from ET calves to MMI Genomics, contact the NALF office to verify the sires and dams have been DNA-typed and to obtain the proper case numbers.

NALF Form Required to Accept Igenity Results

When conducting color and polled tests at Igenity, NALF members should use the Limousin-branded order form (available on the NALF Web site) so the billing goes through the NALF office. Otherwise, NALF no longer can include the animals’ Igenity® test results on their performance records and registration certifications.

Order Barnsheets Before Ultrasound Scanning

As you schedule your ultrasound-scanning sessions, do not forget to order barnsheets from the NALF office, or print them for yourself from the “My Reports” section of the secured, members-only portion of the NALF Web site. A barnsheet is a preprinted form provided free of charge that lists all of the animals you intend to scan. It gives identification (ID) information for each animal and has blanks to record weight and management data chuteside. The ultrasound laboratories require barnsheets to process scan data, and failure to obtain them before your scanning sessions will result in processing delays.

When calling NALF to request barnsheets, be ready to provide complete tattoos or registration numbers for the animals and a fax number or e-mail address to send the barnsheets.

If you have questions about ultrasounding, refer to the *Guide to Ultrasound* in the “Genetic Evaluation” section of the NALF Web site, or request a copy from the NALF office.

Online Directory Renewals Due

It is time to renew listings in the NALF online member directory, which is a great resource for customers seeking Limousin cattle or services in your area.

Members already listed in the online directory should have received invoices for their 2010 listings by now. If you want NALF to remove you from the directory, contact the office.

If you do not have a directory listing yet, you can register your enterprise by completing the form on the NALF Web site.

AVERAGE EPDS 2008-2009 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
7.7	1.5	42.7	80.2	21.4	3.3	0.4	17.3	15.3	20.0	0.37	-0.02	0.01	44.4
AVERAGE EPDS 2008-2009 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
7.8	0.1	45.4	87.5	24.9	1.9	0.3	15.6	12.0	20.9	0.01	0.19	0.19	49.6

E-mail Data to Correct Address

When e-mailing 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.

Partner Up for Electronic Updates

Are you among the more than 3,000 NALF members who get electronic updates twice a month from their organization? NALF maintains an e-mailing list to facilitate timely, cost-effective communications. If you are not on the list, send an e-mail message that includes your name, postal address and herd prefix to *limousin@nalf.org*—that is all it takes to join the *NALF Partners* online community. Just be sure to send the message from the account you want to receive the semimonthly, electronic newsletter.

Keep in Mind Your Customers' Bottom Line

Copies of the *Bottom Line* newsletter are available by calling the NALF office. The publication is a great giveaway to potential customers because it provides current information about the Limousin breed and what it provides to the beef industry. If you would like to add customers or influencers (such as veterinarians, auction markets, feedyards and Extension agents) to the mailing list, share their contact information with the NALF office.

In addition, take advantage of the opportunity to promote your enterprise by placing a business-card-sized "Breeder Spotlight" advertisement in the *Bottom Line*, which mails to about 18,000 addresses, including more than 8,000 nonusers of Limousin genetics with 500 or more head. For just \$350 per year (three issues), you can speak directly to commercial cattle producers coast to coast. Contact Brad Parker in the NALF office right away to reserve your space.

Registrations, Recordings Made Easy

With spring calves hitting the ground, keep in mind that complete, accurate data collection and reporting are fundamental to keeping your production information and the entire Limousin herdbook up-to-date. Calves' performance data contribute to EPD calculations for your active dams and sires, and they enable NALF to provide the most accurate information on a variety of reports. Further, it is best to start with a current herd inventory. For performance data and birth information to be included in the next genetic evaluation, you must submit it error-free by June 15.

If thinking of all that paperwork gives you a headache, consider NALF's user-friendly alternatives. Online recording and the Limousin Inventory Management System (LIMS) are available through the secured, members-only portion of the Web site. Record cattle; update your herd inventory; and submit birth, weaning and yearling performance data. See the "NALF Line" column in the January issue of *Limousin World* or

in the "Limousin Library" section of the NALF Web site for a description of the online features.

If you prefer to put pencil to paper, contact the NALF office to request free, preprinted applications, which list all active cows in your inventory.

Fee Supports NALJA

The winter issue of *NALJA News* mailed with a notice requesting payment of the 2010 junior-activity fee. All revenue generated from the fee goes directly to the North American Limousin Junior Association (NALJA) to help fund its programs, services and events. The \$25 fee is due March 15. NALJA members who do not pay by that date will incur an additional \$25 late fee (\$50 total due).

Submit your activity fee promptly to ensure you can take advantage of all NALJA programs and services. It also is required for you to enter and participate in the summer's regional and national junior shows.

Juniors, if you did not receive your newsletter and fee notice, contact the NALF office.

Together We Can...



- ... create superior genetics
- ... grow commercial market share
- ... profit from the power of association
- ... secure a prosperous future

Active membership makes it happen.

Stay Active!



LIMOUSIN
North American Limousin Foundation

Together We Can.

303-220-1693 www.nalf.org

Juniors: Note Upcoming Deadlines

Start planning now for this summer's junior events.

- **May 1**—Early deadline for the Heartland Regional Junior Show, June 4–5, Council Bluffs, Iowa
- **May 1**—Early deadline for the Western Regional Junior Show, June 17–19, Klamath Falls, Oregon
- **May 1**—Early deadline for the Eastern Regional Junior Show, Murfreesboro, Tennessee (dates TBD)
- **May 15**—Early deadline for the National Junior Limousin Show and Congress (NJLSC), July 3–10, Hutchinson, Kansas
- **June 10**—Late-entry deadline for the NJLSC

The Kansas breeders will host the “Fireworks on the Frontier” 2010 NJLSC. The Grand Prairie Hotel in Hutchinson will be the headquarters. For reservations, call 800/362-5018.

The “Juniors” section of the NALF Web site offers information about and the applications for the NALJA Board of Directors, Leonard and Vi Wulf Scholarship, Awards of Excellence, and Limi Boosters scholarships and grants. They all are due May 15. Anyone with questions about the Limi Boosters’ offerings should contact Kris Greenawalt, 937/364-3489, or Julie Ocshner, 970/351-6008. Contact Kate Maher in the NALF office with questions about the others.

Officers	Directors
<p>President, Lance Sennett 2518 N. St. Rd. 25 Waynetown, IN 47990 765/234-8506 lasennett@att.net</p> <p>Vice President, Mike Smith 308 West Mill Plainview, KS 67663 785/885-4882 mdsmith@ruraltel.net</p> <p>Secretary, Mike Hall 1 Grand Ave San Luis Obispo, CA 93407 805/756-2685 mhall@calpoly.edu</p> <p>Treasurer, Richard Hefner 11230 NS 3550 Seminole, OK 74868 405/382-2954 richardhefner@bonray.com</p> <p>At-Large, Charles Linhart 27195 175th St. Leon, IA, 50144 641/340-1306 charles@linhartlimousin.com</p> <p>Past President, Bob Millerberg 491 E. 12000 S. Draper, UT 84020 801/561-9911 (O) bob@crestfinancial.org</p>	<p>Harley Coleman, Charlo, MT 406/644-2232 limobull@blackfoot.net</p> <p>Jack Glendenning, Lebanon, MO 417/588-9083 jack@barjlimousin.com</p> <p>Mat Lewis, Iliff, CO 970/521-0545 lewislimousin@kci.net</p> <p>Harris Mosher, Telford, PA 215/723-2906 amosher@netreach.net</p> <p>Chad Settje, Creston, NE 402/910-5504 chad.settje@pinnbank.com</p> <p>Brian Skaggs, Lexington, OK 405/527-1988 skaggsattle@yahoo.com</p> <p>Jay Straight, Logan, IA 712/648-2180 farmgal@iowatelecom.net</p> <p>John Tobe, Lexington, KY 859/621-4411 jetllb@aol.com</p> <p>Tom Vaughn, Cavalier, ND 701/520-0110 tomv@polarcomm.com</p> <p>Jerry Wulf, Morris, MN 320/392-5802 wulfimousin@juno.com</p>

Lists Requested From Affiliate Organizations

State and regional associations need to keep NALF's records current by notifying the office when they select new leaders. That is the only way to ensure all information—including that regarding cooperative marketing, junior activities and news releases—gets to the correct contact people. What is more, those updates are the basis for the state information on the NALF Web site. Share your leaders list with Brad Parker in the NALF office today.

Promotional Merchandise Is Effective Local Advertising

A line of farm signs, vehicle magnets, banners and short-term signage is available via the NALF Web site's “Promotional Merchandise” section. You also can order personalized, full-color business cards. Contact Brad Parker or Mary Zilk in the NALF office to place your customized orders.

Board Meeting Scheduled for Next Month

The NALF Board has scheduled its next meeting for April 7–8. Contact a Board member or Bob Hough in the NALF office to suggest agenda items.

Missouri to Host BIF Convention

The Beef Improvement Federation (BIF) annual meeting is North America's leading forum for discussing genetic evaluation and improvement, and NALF encourages its members to attend. This year's event will be in Columbia, Missouri, June 28–July 1. Visit www.beefimprovement.org/convention.html on the Web for information about registration and the program.

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NALF Staff Directory

- Bob Hough, Ph.D., executive vice president, Ext. 120, bob@nalf.org
- Lauren Hyde, Ph.D., director of performance programs, Ext. 140, lauren@nalf.org
- Carol Johnson, director of programs administration, Ext. 108, carol@nalf.org
- Kate Maher, director of activities and services, Ext. 106, kate@nalf.org
- Brad Parker, director of communications, Ext. 117, brad@nalf.org
- Mary Zilk, director of operations and accounting, Ext. 138, mary@nalf.org
- Stephanie Kramer-Beddo, registry and member services specialist, Ext. 102, steph@nalf.org
- Bret Begert, director of junior activities, bret@nalf.org [home office: 806/375-2308]



7383 S. Alton Way, Ste. 100, Centennial, CO 80112-2339
303/220-1693 • fax: 303/220-1884

The year-letter code for 2010 is X