



# LIMOUSIN LETTER

Monday, January 10, 2011

## Today's Events

### Monday

9 a.m. .... Limousin and Lim-Flex pen and carload bull shows, NWSS Livestock Center Auction Arena

Noon ..... Complimentary lunch (sponsored by Magness Land & Cattle and Wulf Limousin Farms), NWSS Livestock Center Auction Arena

### Tuesday

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



## Pack the Yards

Join your fellow breeders today at 9 a.m. for the Limousin & Lim-Flex pen and carload shows. Take the time to evaluate the bulls you like and cast your vote for People's Choice champion Limousin pen, champion Lim-Flex pen and champion Limousin carload.

35 pens and 8 carloads will be presented in the Livestock Center Arena. So take some time today to walk through the yards, visit fellow breeders and take a sneak peek of the Limousin and Lim-Flex bulls represented prior to the show.

## Lunch Is Served at Noon

A complimentary burger lunch for Limousin enthusiasts will be today at around noon in the Livestock Center Auction Arena. Thanks to Wulf Limousin Farms and Magness Land and Cattle for sponsoring the "break" during the Lim-Flex and Limousin pen and carload shows.

## MOE Show on Tuesday

Todd Herman of Skiatook, OK., will judge the 112 head in the MOE Limousin and Lim-Flex shows tomorrow. The first class will walk in the ring at 9 a.m. in the Stadium Arena.

## Junior Results – Thomas & Blake Top Junior Shows

Chan Phillips from Kentucky evaluated 39 females in yesterday's Limousin junior show.

Daniel Thomas from Maryland led the grand champion Limousin female. TASF Whiskey Lullaby 357W is a April 5, 2009, daughter of KRVN Pacesetter 053P.

Mark Blake of Indiana lead MAGS Wahoo as the grand champion Lim-Flex female. She is a Oct. 19, 2009 daugh-

ter of DHVO Deuce 132R.

Blair Davis from Texas received champion showman honors.

## Last Night's Results - New Board Members Elected at Meeting

The NALF Annual Meeting was yesterday in the Doubletree Hotel Denver. Over 100 members and observers participated in the activities.

NALF President Lance Sennett opened the meeting with a brief look at the last year. A full year-end summary is in the 2010 Annual Report, which was distributed at the session. (Extra copies are available for active NALF members in the Limousin show office or may be requested from the NALF home office at any time. In addition, it soon will be posted in the NALF Web site's secured, members-only portion.)

Next, Executive Vice President Bob Hough, Ph.D., presented his second State of the Breed report. He included an overview of NALF's staffing situation and an update about the organization's recently completed strategic plan. He then reviewed the last 15 years of registrations, 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.

Next, NALF Nominating Committee chairman Wendell Geeslin, introduced the five nominees for the NALF Board, and the attendees turned in their completed ballots.



NALF Treasurer Richard Hefner and NALF's accountant, Bob Loewen, presented the financial report, which was approved. NALF Secretary Mike Hall then read the minutes of the last Annual Meeting, which also were approved.

Sennett recognized last year's committee chairmen and retiring Board members Jerry Wulf, then he shared his parting thoughts as president. Mike Smith thanked Sennett for his service on the Board and as president, presenting him with tokens of appreciation.

Loewen and Sennett then announced those who won seats on the Board: Mike Hall, Brian Skaggs, Tom Vaughn, Tom Field, and Bob Mitchell.

After calling for new business and hearing none, Sennett adjourned the meeting.

### Commercial Awards Presented

Winners of the prestigious Limousin commercial marketing awards were announced during last night's member social and will be recognized again during today's Lim-Flex and Limousin pen and carload shows. Award winners are Sierra Valley Ranch, Commercial Producer of the Year, Knights Ferry, CA.; GV Limousin, Commercial Booster of the Year, Garnett, KS.; and Jim Davis, Superior Livestock Auction, Limousin Promoter of the Year, Boise, ID.

NALF members, start thinking now about nominating one of your customers for next year's Commercial Producer of the Year. Nomination forms are available on the NALF Web site or by calling the NALF office. They are due in early December.

### 'Genetics on Ice' Benefits Juniors, Futurity

Fifty-four lots in the "Genetics on Ice" benefit auction and silent-auction items brought in \$42,676 to benefit the North American Limousin Junior Association (NALJA) and the All-American Limousin Futurity (AALF), which will be in Amarillo, TX., July 9-15.

NALJA and the AALF thank all of the donors, bidders and purchasers for their support.

### 2011 Officers Begin Term

After the Annual Meeting, the newly installed 2011 NALF Board met to elect officers. Mike Smith will serve as president, with Bob Mitchell as vice president. Mike Hall will be secretary, and Richard Hefner will continue as treasurer. Charles Linhart was elected member-at-large on the Executive Committee, and Lance Sennett – as the most recent past president – will continue to serve as an ex officio member of both the Board and its Executive Committee.

### Herdsmen Ballots Due by 5 p.m. Today

Hill exhibitors, be sure to get your Herdsman of the Year ballots from a NALF staff member and return them by 5 p.m. today. Ballots will not be accepted after 5 p.m.



### Limousin Events

#### 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