

## Officers

**President, Lance Sennett**  
2518 N. St. Rd. 25  
Waynetown, IN 47990  
765/234-8506  
lasennett@att.net

**Vice President, Mike Smith**  
308 West Mill  
Plainview, KS 67663  
785/885-4882  
mdsmith@ruraltel.net

**Secretary, Mike Hall**  
1 Grand Ave.  
San Luis Obispo, CA 93407  
805/756-2685  
mhall@calpoly.edu

**Treasurer, Richard Hefner**  
11230 NS 3550  
Seminole, OK 74868  
405/382-2954  
richardhefner@bonray.com

**At-Large, Charles Linhart**  
27195 175th St.  
Leon, IA, 50144  
641/340-1306  
charles@linhartlimousin.com

**Past President, Bob Millerberg**  
491 E. 12000 S.  
Draper, UT 84020  
801/561-9911 (O)  
bob@crestfinancial.org

## Directors

**Harley Coleman, Charlo, MT**  
406/644-2232  
limobull@blackfoot.net

**Jack Glendenning, Lebanon, MO**  
417/588-9083  
jack@jbarjlimousin.com

**Mat Lewis, Iliff, CO**  
970/521-0545  
matlewis16@gmail.com

**Harris Mosher, Telford, PA**  
215/723-2906  
amosher@netreach.net

**Chad Settje, Creston, NE**  
402/910-5504  
chad.settje@pinnbank.com

**Brian Skaggs, Lexington, OK**  
405/527-1988  
skaggs cattle@yahoo.com

**Jay Straight, Logan, IA**  
712/648-2180  
farmgal@iowatelecom.net

**John Tobe, Lexington, KY**  
859/621-4411  
jetllb@aol.com

**Tom Vaughn, Cavalier, ND**  
701/520-0110  
tomv@polarcomm.com

**Jerry Wulf, Morris, MN**  
320/392-5802  
wulf limousin@juno.com

# NALF NEWS

## Election Process Continues

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.

Those unable to attend the Annual Meeting in Denver may request absentee ballots from the NALF office before December 1. The office will not accept requests after that date. Once members complete and sign their absentee ballots, please return them to NALF's official accountant.

## Certified Performance Herd

Is your herd enrolled as part of the Certified Performance Herd (CPH) program? In August, the NALF Board approved the adoption of CPH to acknowledge producers for LIMS reporting. The program is slated to begin in 2011 with its inaugural year. Awards will be distributed during the National Western Stock Show. For more information contact Mary in the NALF office.

## Strong EPDs Rely on Breeders' Submissions

The deadline to submit data for the next international Limousin genetic evaluation is November 15.

That deadline is especially important for producers of Lim-Flex progeny from Angus or Red Angus parents that are not in the NALF herdbook yet. Without the data, their expected progeny differences (EPDs) will not be available for winter show programs or spring marketing materials.

Birth, weaning and yearling performance data are necessary for reliable EPDs, and breeders' data are the raw material from which NALF computes genetic predictions. The breed's competitive advantages and genetic improvement depend on breeders' data collection and submission.

One key to determining an animal's genetic merit is to mitigate environmental effects on performance. A contemporary group does that because it includes cattle of the same sex, within a similar percentage-Limousin group, that were born within a 90-day period, that have been managed alike and weighed

on the same date (excluding birth weight). More information is available in the article about successful performance programs in the "Genetic Evaluation" section of the NALF website.

## MOE Data Due December 1

To remain eligible for the Medal of Excellence (MOE) year-end recognitions, exhibitors must submit their animals' required performance data by December 1. Birth, weaning and yearling weights are required for all animals. A bull's scrotal measurement must be submitted at one year of age; a breeding soundness exam and semen test must also be reported if they are over 400 days of age. Females that will be 600 days of age by 12/31/10 must report a pregnancy test. Direct all MOE questions to Kasey Woolam in the NALF office.

## MOE Point Standings & Fort Worth Stock Show

Medal of Excellence (MOE) point standings are available on the NALF website and will continue to be updated on a monthly basis through the remainder of the show season. After lengthy consideration, the Fort Worth Stock Show will remain as it currently is. The NALF board was considering making the show a MOE level I point show. If you have any questions about MOE events, contact Kasey Woolam in the NALF office.

## NWSS Schedule Announced

Most entries for the National Western Stock Show (NWSS) in Denver are due November 20.

- January 4-6—Cattle can arrive
- January 7—Cattle check-in
- January 8—Board of Directors meeting
- January 8—National Sale cattle parade at 1 p.m.
- January 8—National Sale at 6 p.m.
- January 9—Junior Shows begin at 8 a.m.
- January 9—Annual Meeting begins at noon
- January 9—Annual Banquet and Genetics on Ice begins at 6:30 p.m.
- January 10—The Pen and Carload Show will start at 9 a.m.
- January 11—The Hill show starts at 8 a.m.

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](http://www.nalf.org)

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

## Do You Have a Reservation?

The Doubletree Hotel Denver at 3203 Quebec St. will be the Limousin breed's headquarters during the National Western Stock Show (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.

## Nominations Sought for Commercial Program Awards

NALF honors a Commercial Producer of the Year, a Commercial Marketing Booster of the Year and a Limousin Promoter of the Year during the NWSS. Download a new nomination form for each of those awards from the "Programs" section of the NALF website, or request copies from the NALF office. This year's nominations must be on the new (July 2010) forms, and they are due in the NALF office December 1.

## National Sale Animals Need Tests

The National Limousin Sale management team consisting of American Cattle Services, 580/597-3006; KK Seedstock Consultants, 804/353-2220; and R&R Marketing Co., 615/791-8982 is accepting consignments. All cattle in the national sale must be parent-verified and proto-tested before December 1; and consignors must register all embryo-transfer (ET) calves, which require parent verification, by December 1. Because MMI Genomics (the parentage-verification laboratory) operates on a limited holiday schedule, members must submit samples before November 15 to meet those requirements.

## DJ Limousin Donates Heifer to Benefit Corner Post Fund

DJ Limousin of Washington is donating the centerpiece of the fifth annual Corner Post Genetics Package, which will sell during the 2011 National Sale. All proceeds from the package will benefit the Corner Post Fund, which facilitates additional activities and scholarships for Limousin juniors.

Stay tuned to future communications from NALF and the North American Limousin Junior Association (NALJA) about the package. For information about contributing to the Corner Post Fund, contact Bret Begert at 806/375-2308 or Kasey Woolam in the NALF office.

## NALF Commercial Marketing Checkoff Reduced

At the August Board Meeting, the Board voted to reduce the NALF checkoff from \$4 to \$2 to encourage participation across the breed.

Established in 2006, the checkoff program serves as a way to generate additional resources for commercial marketing. The organization automatically bills \$2 per head to participating members' accounts when they register animals. To enroll contact Mary Zilk in the NALF office.

Those who participate in the annual member-service plan may register animals at half the lowest rates; enjoy free access to the secured, members-only portion of the NALF website; and activate complimentary subscriptions to the *Bottom Line* newsletter for their bull customers and themselves. While those who have not paid this year's assessment yet have had those benefits suspended, they may reactivate them by submitting their fees anytime during the plan year.

## Help Your Customers Help Themselves

Help your bull customers market their feeder calves through the Limousin Market. Go to the NALF home page, click the 'Limousin Market' link, then follow the directions to list calves for sale. Whether consigning to an auction or selling by private treaty, the online classifieds are a free, easy way to help ensure every bidder possible (including Strauss Brands and Laura's Lean Beef) competes for your customers' and your own calves.

NALF also is promoting a number of special Limousin-influenced feeder-calf sales around the country. Find the list via the "News" section of the website.

## Breeder Co-ops Support Advertising

The Breeder Cooperative Advertising Program helps breeders share a cohesive Limousin message nationwide. NALF will cost-share 25 percent of qualifying ad expenses with groups of two to six breeders.

Find the program guidelines and application form in the "Programs" section of the NALF website, or contact Jonathan Beitia in the NALF office.

## Find Holiday Cards, Gifts Online

Visit [www.boelte.com/cards](http://www.boelte.com/cards) on the web to order Limousin greeting cards. Several designs are available. The proceeds from each order benefit NALJA.

Also check out the "Promotional Merchandise" section of the NALF website. Farm signs, business cards and jackets are some of the great gifts available.



### Executive Vice President

Bob Hough, Ph.D., Ext. 120  
[bob@nalf.org](mailto:bob@nalf.org)

### Director of

#### Program Administration

Carol Johnson, Ext. 108  
[carol@nalf.org](mailto:carol@nalf.org)  
(accounts payable; human resources; Board of Directors activities)

### Director of Communications

Jonathan Beitia, Ext. 117  
[jonathan@nalf.org](mailto:jonathan@nalf.org)  
(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 Operations and Accounting

Mary Zilk, Ext. 138  
[mary@nalf.org](mailto:mary@nalf.org)  
(accounting; data processing; online recording; Lim-Flex qualifications; member services)

### Registry and Member Services Specialist

Stephanie Kramer-Beddo, Ext. 102  
[steph@nalf.org](mailto:steph@nalf.org)  
(recording natural, embryo-transfer & foreign animals)

### Director of Junior Activities

Bret Begert  
[bret@nalf.org](mailto:bret@nalf.org)  
home office: 806/375-2308

The year-letter code for 2010 is

X

The year-letter code for 2011 is

Y