



NALF 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.

NALF Directors for 2010 include (standing, from left): Jay Straight, Logan, IA; Mat Lewis, Iliff, 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.

Board of Directors Meets

The North American Limousin Foundation Board of Directors conducted its summer meeting August 25–26 in Denver, Colorado. The hiring of three new staff, fiscal year 2010–2011 planning and budget discussions dominated the agenda. In the end, the Board approved a balanced budget. This “Members Memo” outlines other key actions, and a summary of approved motions is in the secured, members-only portion of the NALF website.

NALF Hires Three New Staff

The North American Limousin Foundation has hired three new directors to help lead the organization. Mike Horvath, director of commercial marketing, was hired in March of this year. A native of Hesperus, Colorado, Horvath received both a bachelor’s and master’s degree from New Mexico State University.

Kasey Woolam of South Windsor, Connecticut, was hired as the activities director in May of this year. Woolam attended Penn State University and graduated in the fall of 2009.

The new communications director is Jonathan Beitia. Beitia is originally from Elko, Nevada, and attended the University of Nevada, Reno. He joined the NALF team in July of this year.

Nominating Committee Names Initial Candidates

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.

NALF members can send at-large nominations to the NALF office until October 15. For at-large nominees to qualify, signed letters of support from at least 15 different founding, lifetime or active annual members are required by October 15. (A form letter is available on the NALF website.) Identification of all nominees by October 15 enables NALF to publicize their candidacies and include their names on the official ballot.

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, they will mail them directly to NALF’s official accountant.

Advertising Funds Allocated

State associations that applied for marketing assistance should have received notification from the NALF office by now concerning their funding allocations. The Board budgeted \$10,650 for the 2010–2011 State Cooperative Marketing Program. It directed another \$4,350 to the Breeder Cooperative Advertising Program.

The Board also budgeted \$33,675 for placing the breeds’ messaging in 12 different outlets for the coming year.

Implementation of Strategic Plan Begins

Under the direction of the executive vice president (EVP), NALF Board and staff members will begin to implement the comprehensive strategic plan. After a year of strategic planning, the NALF Board and staff have identified five critical segments within the breed: 1.) Breed Improvement, 2.) Membership Development, 3.) Effective Operations, 4.) Commercial Acceptance and 5.) Financial Stability. NALF will review, revise and renew the plan annually, and it will be the primary guide for budgeting and spending priorities, and other decisions.

Feeder Calf Classifieds Are Open for Business



As part of its commitment to commercial cattle producers, NALF provides the Limousin Exchange Feeder Calf Classifieds. The Web-based calf-listing service allows sellers to post their Limousin-influenced calves for sale in an easy-to-use, free, classified advertisement.

Potential buyers can browse all of the cattle for sale or use the search feature to narrow the offerings. Now, more than ever, it is important to have your customers' and your own calves listed because various buyers (including Strauss Brands and Laura's Lean Beef) use them to source calves for their marketing programs. NALF staff members draw attention to the listings through regular communication with order buyers, feedyards and individuals interested in feeding Limousin-influenced calves.

To take advantage of the service, click the "Limousin Market" link on the NALF home page. For assistance, contact Mike Horvath in the NALF office.

Data for Genetic Evaluation Due Next Month

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 and 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. In addition, judges now receive all available EPDs at the major MOE shows.

Birth, weaning and yearling performance data, docility scores, mature cow weight and body condition scores, in complete contemporary groups, are necessary for reliable EPDs. Breeders' data that are submitted are the raw material from which NALF computes genetic predictions. Members with carcass data for sire-identified animals with known birthdates are encouraged to submit them, too. The breed's competitive advantages, genetic improvement and ability to meet commercial customers' needs all depend on breeders' data collection and submission.

New EPDs will be available around January 1, 2011. NALF will post the spring sire summary on its website in mid-January.

Give Attention to Teat, Udder Scoring

With fall calving underway, NALF encourages its members to score their cows' teats and udders so the data can help guide future selection decisions.

The Beef Improvement Federation (BIF) has standardized guidelines for teat and udder scoring. The system requires a separate score for each, both on 9-point scales. Breeders should evaluate their cows within 24 hours after calving. NALF has illustrations available to help assign scores. Check the NALF website or contact Bob Hough in the NALF office for more information.

Major Exhibitions Approach

The Fall Level I MOE Shows are just around the corner. The North American International Livestock Exposition (NAILE) has made significant changes to its Limousin show schedule. Please review the following information carefully and visit the respective shows' websites for more detailed information regarding arrival and departure times before making your travel arrangements.

Both the junior and open shows at the American Royal in Kansas City, Missouri, will be October 28. Matt Fisher will sort the junior entries and Kyle Conley will evaluate the open show cattle.

The junior show at the NAILE will be November 14, with Chris Mullinix judging. The open show will be November 18, judged by Brad McCurry. Exhibitors that wish to stay over between the junior show and open show will be able to stay in tie-outs between their release on Sunday evening and the open show arrival on Tuesday morning.

New this year, the Fort Worth Stock Show is being considered to be upgraded to a Level I show.

Please remember that for cattle to retain their MOE points, owners must submit their performance data to NALF by December 1. Please direct any MOE questions to Kasey Woolam in the NALF office.

Start Planning for Denver



The National Western Stock Show (NWSS) will debut a junior Lim-Flex show held directly following the purebred junior show on January 9. This is an exciting opportunity for the breeds' youth to showcase their Lim-Flex cattle on the national stage. The judge for the junior show has not yet been determined.

Cattle can arrive at the NWSS between January 4 and January 6. Cattle will be checked in on January 7. January 8 will focus on the National Sale with cattle parading at 1 p.m. and the sale at 6 p.m. January 9 will kick off at 8 a.m. with the junior shows. The Annual Meeting will start at noon followed by the

annual banquet at 6:30 p.m. The Pen and Carload Show will start at 9 a.m. January 10. January 11 will feature the "Hill" show starting at 8 a.m.

The headquarters hotel is the Doubletree Hotel Denver. Please call 303/321-3333, to make your reservations. Remember to mention the North American Limousin Foundation to receive special rates. The Doubletree will be the location of both the Annual Meeting as well as the Annual Banquet and Genetics on Ice Auction.

Call American Cattle Services, 580/597-3006; KK Seedstock Consultants, 804/353-2220; or R&R Marketing Co., 615/791-8982, to consign cattle to the National Sale.

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 requires 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 Heifer to Headline Corner Post Package

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



Stay tuned for 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.

Breed Advocates Deserve Attention

Each year 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 nomination form for each of those awards from the NALF website, or request copies from the NALF office. This year's nominations must be on the (July 2010) forms, and they are due in the NALF office December 4.

Have a Very Limi Christmas

Show your Limousin colors to family, friends, colleagues and customers this holiday season. Visit www.boelte.com/cards on the Web to order Limousin greeting cards. Several cover designs and inside greetings are available. Boxes of 20 cards cost \$20. Personalizing cards is an additional \$10 per message per card style. The proceeds from each order benefit NALJA.

It's Time for a New Password

If you activated your secured, members-only portion of the NALF website more than a year ago, it is a good idea to change your password now, especially if you have shared your current one with someone else. Changing your password every 12 months or so is important protection against hackers.

Current Addresses Needed

To ensure you receive paperwork and other correspondence in a timely fashion, confirm your current mailing address, phone number and e-mail address with the NALF office. That is especially important if you have changed from a "rural route" address to a 911 address since establishing your NALF membership.

NALF will be distributing information via electronic communications and it is imperative that we have your correct e-mail address. Contact Mary Zilk in the NALF office with updates or for confirmations. Provide your member number or herd prefix, including any others for family members or partnerships.

Help us Reach Local Newspapers

To get information about Limousin breeders to local newspapers, NALF needs the appropriate e-mail addresses for those publications. When sharing that information with the home office, be sure to include your membership number or herd prefix and the publication's name, city and state.

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!

Together We Can.

303-220-1693 www.nalf.org

It is best to call a publication first and ask which address should receive news releases. Contact Jonathan Beitia in the NALF office for further details.

39 Members Pitch In Through Checkoff

To generate additional resources for commercial marketing, NALF established a voluntary checkoff in 2006. Under the plan, the organization automatically bills \$2 per head to participating members' accounts when they register animals. To enroll, mark the space on your member-service-fee notice or contact Mary Zilk in the NALF office.

The checkoff has helped fund various marketing projects. Among them have been adding more than 8,000 commercial cattle producers' addresses to the *Bottom Line* mailing list.

NALF extends sincere thanks to the following members, who were enrolled in the program as of September 1.

- Ace Walker, Belleville, AR
- Bishop Limousin Co., Early, TX
- Bluebird Valley Farm, Cushing OK
- Brawner Limousin, Wood Lake, NE
- Cal Poly, San Luis Obispo, CA
- Cedar View Farms, Greencastle, PA
- Coleman HC Limousin, Charlo, MT
- Deer Ridge Farm, Grenada, MS
- Dennis Johnson, Ringgold, GA
- Don Gilliam, Wills Point, TX
- Dos Suenos Ranch, San Antonio, TX
- Duplaga Limousin Farms, Grafton, OH
- Gary A. Long, Lewisport, KY
- Green Acres Limousin Ranch, Atkins, AR
- Hermitage Limousin, Middleburg, FL

- Hidden Creek Farm, Mansfield, OH
- Hidden Hill Farms, Peru, IN
- Holcomb Limousin J-K, Clyde, TX
- Hunt Limousin Ranch, Oxford, NE
- Jerry Henderson Cattle Co., Jacksboro, TX
- Kaw Valley Limousin, Rossville, KS
- Linhart Limousin, Leon, IA
- Magness Land & Cattle, Platteville, CO
- Mill Creek Limousin, Mill Creek, OK
- Millerberg Limousin, Draper, UT
- Moser Farms, Morris, MN
- Mountain Stream Meadow Farm, Mercersburg, PA
- Potterosa Limousin Farm, Braddock, ND
- Rafter E Ranch, Paola, KS
- Sac River Double S Farms, Osceola, MO
- Seven C Limousin Ranch, Terry, MT
- Sleiter Limousin, Morris, MN
- Spring Creeks Cattle Co., Wauzeka, WI
- Stutz Limmy Scene, Goshen, IN
- Third Generation Abe's Inc., Bennington, NE
- Waddle Limousin Ranch, Pine Bluffs, WY
- William Tarnasky, Post Falls, ID
- Walnut Ridge Limousin Farm, Knoxville, TN
- Wulf Limousin Farms, Morris MN

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NALF BOARD OF DIRECTORS

- Lance Sennett, President, Indiana
- Mike Smith, Vice President, Commercial & Advertising Chairman, Kansas
- Mike Hall, Secretary, Membership Chairman, California
- Richard Hefner, Treasurer, Finance Chairman, Junior Activities Chairman, Oklahoma
- Charles Linhart, Member-At-Large, Show Committee Chairman, Iowa
- Bob Millerberg, Past President, Utah
- Harley Coleman, Rules & Regulations Committee Chairman, Montana
- Jack Glendenning, Missouri
- Mat Lewis, Performance Committee Chairman, Colorado
- Harris Mosher, Pennsylvania
- Chad Settje, Nebraska
- Brian Skaggs, Oklahoma
- Jay Straight, Iowa
- John Tobe, Kentucky
- Tom Vaughn, North Dakota
- Jerry Wulf, Minnesota

NALF Staff Directory

- Bob Hough, Ph.D., executive vice president, Ext. 120, bob@nalf.org
- Carol Johnson, director of program administration, Ext. 108, carol@nalf.org (accounts payable; human resources; board of directors activities)
- Kasey Woolam, director of activities & services, Ext. 106, kasey@nalf.org (member services; junior activities; shows; Medal of Excellence program)
- Mike Horvath, director of commercial marketing, Ext. 107, mobile: (303) 884-3900, mike@nalf.org (member outreach, seedstock marketing, commercial programs, industry partnerships)
- Jonathan Beitia, director of communications, Ext. 117, jonathan@nalf.org (member communications; public & media relations; advertising; publications; promotional merchandise, marketing)
- Mary Zilk, director of operations & accounting, Ext. 138, mary@nalf.org (accounting; data processing; online recording; Lim-Flex qualifications; member services)
- Stephanie Kramer-Beddo, registry & member services specialist, Ext. 102, steph@nalf.org (recording natural, embryo-transfer & foreign animals)
- Bret Begert, director of junior activities, home office: (806) 375-2308



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The year-letter code for 2010 is **X**
The year-letter code for 2011 is **Y**