



The 2011 NALF Officers include (seated from left): Mike Smith, Plainville, KS, president; Bob Mitchell, Wauzeka, WI, vice president; Mike Hall San Luis Obispo, CA, secretary; Richard Hefner, Seminole, OK, treasurer; Charles Linhart, Leon, IA, member-at-large; and Lance Sennett, Waynetown, IN, ex-officio.

The 2011 board members include (standing from left): Tom Vaughn, Cavalier, ND; John Tobe, Lexington, KY; Brian Skaggs, Lexington, OK; Harris Mosher, Telford, PA; Harley Coleman, Charlo, MT; Mat Lewis, Iliiff, CO; Jack Glendenning, Lebanon, MO; Jay Straight, Logan, IA; Chad Settje, Creston, NE; and Tom Field, Parlin, CO.

## Smith Elected President

The North American Limousin Foundation (NALF) 2011 Annual Meeting was January 9 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 Lance Sennett of Indiana presiding, the main order of business was the Board of Directors election. NALF Nominating Committee chairman Wendell Geeslin presented five nominees for the five open positions.

Mike Hall, California; Brian Skaggs, Oklahoma; and Tom Vaughn, North Dakota; won second terms on the board. Tom Field, Colorado, and Bob Mitchell, Wisconsin, also earned seats on the 2011 board, which met afterward to elect officers.

Mike Smith, Kansas, will lead as president for the coming year. Bob Mitchell will serve as vice president. Mike Hall, California, will continue as secretary and Richard Hefner, Oklahoma, will continue as treasurer. The board elected Charles Linhart, Iowa, as the executive committee's member-at-large. Sennett will serve as an ex-officio member of both the board and its executive committee.

The other 2011 board members are Harley Coleman, Montana; Jack Glendenning, Missouri; Mat Lewis, Colorado; Harris Mosher, Pennsylvania; Chad Settje, Nebraska; Jay Straight, Iowa; and John Tobe, Kentucky.

During the annual meeting, Sennett recognized retiring board member Jerry Wulf, Minnesota. Mike Smith also recognized outgoing president and retiring board member Lance Sennett.

## Annual Meeting Update

Sennett opened the annual meeting with a brief look at the last year. A full year-end summary is in the 2010 Annual Report, which attendees received. Active NALF members may request copies from the NALF office at any time.

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

## Committee Assignments Announced

- Smith has appointed the NALF committees for 2011.
- Building: Mitchell, chairman; Tobe, Settje, Bob Millerberg, Utah
  - Commercial & Marketing: Field, chairman; Lewis; Sennett; Tobe; Austin Hager, North Dakota; Wendell Geeslin, Colorado
  - Finance: Hefner, chairman; Sennett; Mitchell, Settje
  - Junior Activities: Hefner, chairman; Skaggs; Straight

- *Limousin World*: Hefner, chairman; Millerberg; Geeslin
- Membership: Hall, chairman; Glendenning; Mosher; Skaggs; Straight; Gene Raymond, Kansas
- Performance: Lewis, chairman; Vaughn; Coleman; Charlie Hunt, Nebraska; Joey Freund, Colorado; Gary Gates, Montana
- Rules and Regulations: Coleman, chairman; Glendenning; Linhart; Mosher; Vaughn
- Shows: Linhart, chairman; Mike Hall, California; Bob Etherton, Illinois; Hall; Bruce Lawrence, Texas; John Pence, Colorado; Ron Schilling, Kansas
- Staffing: Smith, chairman; Field; Hall; Hefner; Linhart; Sennett

**Spring EPDs Available**

The expected progeny differences (EPDs) from the spring 2011 Limousin Genetic Evaluation are available through various features of the NALF website.

Users can employ the “Sire Selector” tool to specify EPD-selection criteria in searching active Limousin and Lim-Flex® sires and dams. The lookup allows users 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—is available for download in portable document format (PDF) from the site’s “Genetic Evaluation” section.

Active NALF members can view their whole-herd EPDs via the website’s secured, members-only portion. They also can request EPDs from the NALF office. New performance records are available for \$2 per head.

**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 website) 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 certificates.

**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 NALF Member 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. Failure to obtain one before your scanning session 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 “Genetics & Performance” section of the NALF website, 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 2011 listings.

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

**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-mail list to facilitate timely, cost-effective communications. If you are not on the list, send an e-mail

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
7.7	1.8	42.9	80.2	20.9	4.1	0.4	18.1	16.4	19.7	0.49	-0.08	-0.04	42.5
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
8.1	0.2	45.6	88.8	25.3	2.7	0.3	15.7	12.1	26.3	-0.12	0.34	0.36	54.2

message that includes your name, postal address and herd prefix to [limousin@nalf.org](mailto: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 non-users 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 Jonathan Beitia in the NALF office to reserve your space.

### Website

Have you seen NALF's new website? If not, take some time to familiarize yourself with the website and let Jonathan Beitia in the NALF office know what you think. The website is an information and educational tool for both breeders and commercial customers to utilize. The website receives over 9,500 visitors each month.

### 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. For performance data and birth information to be included in the next genetic evaluation, you must submit it prior to 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 website. Record cattle; update your herd inventory; and submit birth, weaning and yearling performance data. See the "Foundation Commentary" column in the January 2011 issue of *Limousin World* or in the "News" section of the NALF website 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 2011 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. NALJA members who do not pay by March 15, 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 this summer's regional and national junior shows.

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

### Juniors: Note Upcoming Deadlines

Start planning now for this summer's junior events.

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

- May 2—Early deadline for the Heartland Regional Junior Show, June 3-4, Menomonie, Wisconsin.
- May 2—Early deadline for the Western Regional Junior Show, June 16-18, Klamath Falls, Oregon.
- May 2—Early deadline for the Eastern Regional Junior Show, June 10-12, Murfreesboro, Tennessee.
- May 16—Early deadline for the National Junior Limousin Show and Congress (NJLSC), July 9-15, Amarillo, Texas
- June 10—Late-entry deadline for the NJLSC

NALJA will host “Yours, Mine, and Ours, Bringing it Together” in 2011 NJLSC, at the Tri-State Expo Complex, Amarillo, Texas. The Ambassador Hotel in Amarillo, Texas, will be the headquarters. For reservations, call 1-806-358-6161.

The “Juniors” section of the NALF website offers information and the application for the NALJA Board of Directors. This section also contains the information about the 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 the NALF office with questions about the others.

**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.

Officers	Directors
<p><b>President, Mike Smith</b> 308 West Mill Plainville, KS 67663 785/885-4882 mdsmith@ruraltel.net</p> <p><b>Vice President, Bob Mitchell</b> 48715 Hilldale Rd. Wauzeka, WI 53826 608/875-5049 springcreekcattleco@dishmail.net</p> <p><b>Secretary, Mike Hall</b> 1 Grand Ave. San Luis Obispo, CA 93407 805/756-2685 mhall@calpoly.edu</p> <p><b>Treasurer, Richard Hefner</b> 11230 NS 3550 Seminole, OK 74868 405/382-2954 richardhefner@bonray.com</p> <p><b>At-Large, Charles Linhart</b> 27195 175th St. Leon, IA, 50144 641/340-1306 charles@linhartlimousin.com</p> <p><b>Past President, Lance Sennett</b> 2518 N. St. Rd. 25 Waynetown, IN 47990 765/234-8506 lasennett@att.net</p>	<p><b>Harley Coleman, Charlo, MT</b> 406/644-2232 limobull@blackfoot.net</p> <p><b>Tom Field, Parlin, CO</b> 970/217-6233 Field.tg@gmail.com</p> <p><b>Jack Glendenning, Lebanon, MO</b> 417/588-9083 jack@jbarjlimousin.com</p> <p><b>Mat Lewis, Iliff, CO</b> 970/521-0545 matlewis16@gmail.com</p> <p><b>Harris Mosher, Telford, PA</b> 215/723-2906 amosher@netreach.net</p> <p><b>Chad Settje, Creston, NE</b> 402/910-5504 chad.settje@pinnbank.com</p> <p><b>Brian Skaggs, Lexington, OK</b> 405/527-1988 skaggs_cattle@yahoo.com</p> <p><b>Jay Straight, Logan, IA</b> 712/648-2180 farmgal@iowatelecom.net</p> <p><b>John Tobe, Lexington, KY</b> 859/621-4411 jettlb@aol.com</p> <p><b>Tom Vaughn, Cavalier, ND</b> 701/520-0110 tomv@polarcomm.com</p>

Forms have been mailed to those contacts on file with the NALF office. Current contact information is the only way to ensure all information—including 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 website. Share your leaders list with Kasey Woolam 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 website’s “Promotional Merchandise” section. You also can order personalized, full-color business cards. Contact Jonathan Beitia or Mary Zilk in the NALF office to place your customized orders.

**Board Meetings Scheduled for Next Month**

The NALF board has scheduled its next meeting for April 6-7. Contact a board member or Mary Zilk in the NALF office to suggest agenda items. The NALJA board will meet April 1. Contact Bret Begert to suggest any items for the junior board.

**Montana 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 Bozeman, Montana, June 1-4. Visit [www.beefimprovement.org/convention.html](http://www.beefimprovement.org/convention.html) on the Web for information about registration and the program.

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## NALF Staff Directory

- Jonathan Beitia, director of communications, Ext. 117, [jonathan@nalf.org](mailto:jonathan@nalf.org)
- Joe Epperly, director of commercial marketing, Ext. 107, [joe@nalf.org](mailto:joe@nalf.org)
- Carol Johnson, director of program administration, Ext. 108, [carol@nalf.org](mailto:carol@nalf.org)
- Kasey Woolam, director of activities, Ext. 106, [kasey@nalf.org](mailto:kasey@nalf.org)
- Mary Zilk, director of operations and accounting, Ext. 138, [mary@nalf.org](mailto:mary@nalf.org)
- Stephanie Kramer-Beddo, registry and member services specialist, Ext. 102, [steph@nalf.org](mailto:steph@nalf.org)
- Bret Begert, director of junior activities, [bret@nalf.org](mailto:bret@nalf.org) [home office: (806) 375-2308]



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