

THE LIMOUSIN LETTER



Tuesday, January 15, 2008

Today's, Tomorrow's Events

Tuesday

8 a.m. Medal of Excellence (MOE) Lim-Flex® and Limousin shows, NWSS Stadium Arena

Wednesday

8 a.m. Lim-Flex and Limousin pen and carload bull shows, followed by Lim-Flex female pen show and sale, NWSS Livestock Center Auction Arena

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

Corner Post Package Generates \$18,750

Last night's National Limousin Sale began with the second Corner Post Genetics Package to benefit the North American Limousin Junior Association (NALJA). Council Family Limousin, Madisonville, Texas, donated the headline female, CFLX Cheerleader 002T.

A 24-member syndicate bought the package up front for \$12,000 then donated it back to the juniors. Rancho Espuela Cattle Co. came out on top of the second round of bidding at \$3,750 and elected to donate the package back again. Lawrence Family Limousin won the final bidding, purchasing the female and her attendant products and services for \$3,000.

Once it reaches a suitable principal, the Corner Post Fund will support additional activities and scholarships for Limousin juniors.

Got a Sweater?

Exhibitors in today's open show must have official, burgundy show sweaters. If you need one, they are in the NALF show office in the Yard manager's office inside the Livestock Center. They are \$27.50 each, and you can bill them to your member account.

Wait to See if You Need Weights

If there is no scale in the make-ready area, weights will not be required in today's open show. But if you see a scale on your way to the ring, you need to cross it first.



Judge Jake Scott and Indiana's Mark Blake get ready to leave the ring after Scott selected Blake's March heifer, 3G Twisted Sister 769T, as the grand champion in yesterday's Limousin junior show.

Blake, Mitchell Top Junior Show

Jake Scott from Nebraska evaluated 30 females in yesterday's Limousin junior show.

Mark Blake, Earl Park, Ind., led the grand champion animal. 3G Twisted Sister 769T is a March 20, 2007, daughter of RGMA Night Rider 73N.

EXLR Luvly 036T claimed reserve grand champion honors for Michael Mitchell, Mangum, Okla. She is a Feb. 1, 2007, daughter of LESF Asphalt 9N.

Kristen VanZanten, Ferndale, Wash., received champion showman honors.

2nd Lim-Flex Female Sale Set for the Yards

Exhibitors have entered four pens for the second Lim-Flex female show and sale in the Yards. Those events will follow the Limousin and Lim-Flex pen and carload bull shows, which begin at 8 a.m. tomorrow in the Livestock Center Auction Arena.

Complimentary Lunch at Noon Tomorrow

A complimentary lunch for Limousin enthusiasts will be tomorrow 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 Limousin and Lim-Flex pen and carload shows.

New Partnership Announced at Meeting

The NALF Annual Meeting was yesterday morning in the Doubletree Hotel Denver. About 100 members and observers participated in the morning's activities.

NALF's Kent Andersen opened a pre-meeting session by sharing highlights from the past year. A full year-end summary is in the 2007 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.)

Andersen's comments led into a short video about the history of Strauss Veal and Lamb International and its plans to launch a new meadow-raised, Limousin-based veal product. After that, the company's co-president, Randy Strauss, explained the supply-development efforts his team and NALF have developed. Strauss representatives will be at the National Western Complex today to visit with individual members who have questions.

Participants then chose one of three interactive breakout sessions to attend: breed improvement, data recording or marketing.

After the breakouts, NALF President Wendell Geeslin opened the Annual Business Meeting. NALF Secretary Lance Sennett read the minutes of the last Annual Meeting, which were approved. NALF Treasurer Bob Mitchell and NALF's accountant, Robert Loewen, presented the financial report, which also was approved.

Past President Gordon Schuppe, Nominating Committee vice chairman, presented the committee's slate of candidates for the NALF Board. The committee's report passed, and the five nominees – Sennett, Jerry Wulf, Mike Hall, Brian Skaggs and Tom Vaughn – took their seats on the Board.

Geeslin recognized the previous year's committee chairmen and retiring Board members Bob Etherton and David Lee. Andersen thanked Geeslin for his service as a Board member and president, presenting him with a token of appreciation.

Beppe Pantaleoni, president of the International Limousin Council, offered another invitation to the International Limousin Conference in Italy, May 20–28, and outlined some of the valuable lessons he expects participants to learn.

After calling for new business and hearing none, Geeslin closed with the old adage: "If not us, who; if not now, when?" Then, echoing Dale Runnion from the previous night, he added: "We've just begun."

2008 Officers Begin Term

After the Annual Meeting, the newly installed 2008 NALF Board met to elect officers. Bob Millerberg will serve as president for the coming year, with Bruce Lawrence serving as vice president. Lance Sennett will continue as secretary, and Bob Mitchell again will be treasurer. Richard Hefner was elected member-at-large on the Executive Committee, and Wendell Geeslin – as immediate past president – will serve as an *ex officio* member of both the Board and its Executive Committee.

National Sale Averages Nearly \$12,500

The 30 lots in the National Limousin Sale grossed \$290,480 and averaged \$12,491.

Class averages were as follows.

- 1 purebred semen package – \$26,250
- 1.5 purebred bulls – \$10,167
- 2 Lim-Flex® bulls – \$34,150
- 1 bred purebred female – \$7,500
- 6 open purebred females – \$11,992
- 0.5 bred Lim-Flex female – \$20,000
- 6.5 open Lim-Flex females – \$7,600
- 4 planned matings – \$22,400
- 5 embryo packages – \$9,430

The top five sellers follow.

- Lot 5 – 5 percent ownerships in MAGS Scotland (a May 10, 2006, Lim-Flex son of BR Midland out of MAGS Marquee), consigned by Magness Land and Cattle and Fuller Investments LLC, to 13 buyers for \$55,000 total.
- Lot 15 – MCBN Tranquility Brown (a March 19, 2007, purebred daughter of AUTO Dollar General 122R), consigned by Brown Land and Cattle Co., to Tubmill Creek Farms for \$30,000.
- Lot 1 – 50-unit semen packages for MAGS Savage (a Jan. 8, 2006, purebred son of GPFf Blaque Rulon) – consigned by Magness Land and Cattle, DJ Limousin, and Brown Land and Cattle Co. – to 14 buyers for \$26,250 total.
- Lot 19 – Half interest in AUTO Rebeca 292S (an Oct. 3, 2006, Lim-Flex daughter of LESF Asphalt 9N out of EXLR Rebeca 1019P), consigned by Pinegar Limousin, to Wies Limousin Ranch for \$20,000.
- Lot 8 – TINY Sugarland (a Sept. 6, 2006, purebred daughter of GPFf Blaque Rulon), consigned by Circle L Limousin and Land Co., to Triple T Farms for \$17,000.