



MARCH 2025

# IOWA LIMOUSIN ASSOCIATION

WEBSITE: [WWW.IOWALIMOUSIN.ORG](http://WWW.IOWALIMOUSIN.ORG)

FACEBOOK: IOWA LIMOUSIN ASSOCIATION

## MARKETING AND COMMUNICATIONS COMMITTEE

The Marketing and Communications Committee is led by Sarah (Al-Mazroa) Smith and Kaitlyn Boyer. The committee's goal is to share and educate other through a variety of platforms about the Iowa Limousin Association, events and the Limousin breed.

In 2024, the website was redone, the ILA logo was updated and Facebook was used to promote Limousin breeders, events and shows, and share information. The Iowa Limousin Association banner was on display in the Beef Quarters at the Iowa State Fair. In the fall, Iowa Limousin Association hoodies and t-shirts with the new logo were available for purchase. In 2025, a new banner was on display at Expo in the Limousin Aisle.

Thank you to Sarah and Kaitlyn for your work! If you have suggestions for promotion or advertising, please contact either Sarah or Kaitlyn.

**Last chance to help clean out the storage totell!**

**There are a few 2024 Field Day t-shirts available for a donation to IJLA. Sizes Youth Large to Adult X-Large available. Contact Sarah Long.**

## 2025 ILA MEMBERS:

Drew & Emily Abbas, Anderson Limousin, Baier Limousin, Bosch Farms, Boyer Family Farms/Jason & Amy Boyer, Boyer Family Farms/Kaitlyn Boyer, Clanton Creek Cattle/Paul & Darla Millhollin, Clanton Creek Cattle/Sarah & Ben Smith, Crazy Women Creek Limousin, Crow Creek Limousin, DebV, Doyle Limousin, Duckett Limousin, Hait Family Limousin, Bill Jensen, Leonard Family Limousin, Leonard Limousin, Long and Sons Limousin, Lowell Hermon Limousin, Roberts Farms, Dean & Bev Summerbell, and Vorthmann Limousin.

*The 2025 ILA Membership form is available on-line and attached to the email with this newsletter.*

**Senior Membership is \$50.00 per year.**

**New for 2025...become a Life-time Iowa Limousin Association Member for \$1,000.**

## ILA BOARD MEETS

The Iowa Limousin Association Board met on Thursday, March 6 at 6:00 pm in Ames, Iowa.

The main item of business was the Iowa Beef Expo. Sarah Almazroa-Smith presented an overview of the marketing strategy, and the Expo Final Report. Based on the income and expenses, the Board set the commission rate. It was noted that all 10 lots consigned to the sale sold during the sale.

In other business, the Marketing and Communications Committee gave an update, including benefits of ILA membership and recruitment.

The next meeting will be held in June in conjunction with the IJLA Field Day.

*The IJLA Board will be meeting soon to plan the 2025 IJLA Field Day. They will be contacting ILA members for sponsorships to cover expenses for Field Day. More details about sponsorship opportunities to come.*

## BOARD OF DIRECTORS

President: Paul Millhollin

Vice President: Fritz Baier

Secretary: William Long,  
2251 Kingfisher Ave,  
Afton, Iowa 50830  
641-340-1676

Treasurer: Drew Abbas  
1519 170th Street,  
Hampton, IA 50441  
641-580-0065

Jason Boyer

Kaitlyn Boyer

Brian Hait

Lowell Hermon

Bill Jensen

Feron Leonard

Mark Leonard

Deb Miller

## CALENDAR OF EVENTS

- May 1, 2025: Entries due for Heartland Show, Iowa Field Day and National Junior Limousin Show
- May 22-24, 2025: Heartland Limousin Association Benefit Auction and Junior Show, Allison, Iowa
- June 7-8, 2025: IJLA Field Day, Westfair, Council Bluffs, Iowa
- June 20-26, 2025: National Junior Limousin Show & Congress, Perry, Georgia
- July 1, 2025: Iowa State Fair Limousin Open Class Entries due