



October 17, 2019

Limousin365 Staffs Sales Team

Limousin365 is pleased to announce the addition of two livestock sales representatives to the team. DeRon Heldermon and Tom Rooney joined the organization in October and will immediately take over the sales responsibilities.

“Given their years of dedicated service to the livestock industry, we couldn’t think of two more qualified individuals to add to the Limousin365 team,” said Randy Ratliff, ownership partner of Limousin365. “What’s more, both men have a long history of utilizing Limousin genetics in their own programs. They know the value of the cattle and what they bring to the table on a industry-wide scale.”

Tom will serve Limousin breeder’s in the northern territory, while DeRon will service the southern region of the U.S. Their responsibilities will include working with Limousin breeders to promote and market their products on both the Limousin365 digital and print platforms.

In August, the Board of Directors of the North American Limousin Foundation and the Limousin365 ownership group reached an agreement regarding the purchase of the official breed publication, *Limousin Today*. The publication will be re-branded *Limousin365* and will be produced quarterly with projected mail dates of January, April, July and October.

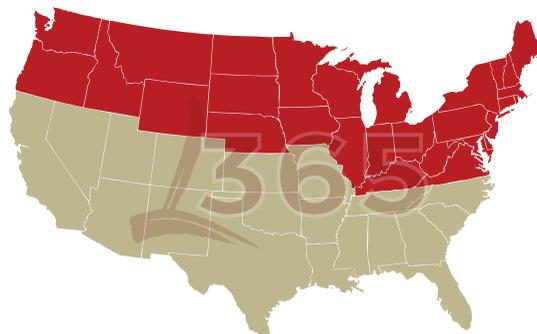
“The Limousin365 ownership group is excited to take over the management of the breed’s official publication, and looks forward to working closely with the Foundation and its members to promote the Limousin breed through this valuable marketing tool,” said Kiley McKinna, ownership partner of Limousin365. “Our team will strive to uphold the high standards set forth for the publication which has proudly been the flagship promotional piece for the breed for nearly half a century. When combined with the thriving Limousin365 digital platform, our goal is to serve the promotional needs of breeders across North America while promoting the Limousin breed to the rest of the industry.”

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