



CANADIAN SIMMENTAL ASSOCIATION WELCOMES NEW MEMBER TO THE TEAM

FOR IMMEDIATE RELEASE

March 9, 2015

Calgary, Alberta, Canada – The Canadian Simmental Association (CSA) is pleased to welcome Meghan Black to their staff in the role of Industry and Member Services Representative. Meghan's primary responsibilities will be to work with CSA members in meeting their advertising and marketing needs through the Association's publication Simmental Country, as well as providing field service to the Beef industry for the CSA.

Originally from Bloomfield, New Brunswick; Meghan grew up on her family's cow/calf operation and later obtained a Bachelor of Science in Agriculture from Dalhousie University. Through her previous industry involvement including her time as a mentee in the Cattlemen's Young Leaders Development Program, Meghan has acquired a broad based knowledge of the Beef industry. "I am very excited to join the CSA team and look forward to working to continue to grow Simmental's presence and success in the Canadian Beef industry" states Meghan.

Kelly Ashworth, CSA President, welcomes Meghan to the CSA stating, "Meghan's interest and passion for the Canadian Beef Industry makes her a great addition to the Simmental team, We are excited to have her join our strong group of staff members as we deliver our programming to CSA members and their many customers."

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For more information please contact:

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