



CANADIAN SIMMENTAL ASSOCIATION WELCOMES NEW MEMBER TO THE TEAM

FOR IMMEDIATE RELEASE

October 3, 2014

Calgary, Alberta, Canada – The Canadian Simmental Association (CSA) is pleased to welcome Carla Schmitt to the Simmental team in the role of Programs Coordinator. Carla's primary responsibility will be to work with the CSA's Young Canadian Simmental Association program as its coordinator.

Carla grew up on a mixed family farm near Carrot River, Saskatchewan where she developed a keen interest in the beef operation. She was an active 4-H member for 13 years and was involved in junior breed associations. Carla currently sits on the Board of Directors with Canadian Western Agribition and chairs the Education area of the show involving the youth events. In 2013 she was a mentee in the Cattlemen's Young Leaders Development Program. Carla currently resides on a farm near Waldheim, Saskatchewan.

Kelly Ashworth, CSA President, welcomed Carla to CSA stating, "Carla's experience with youth programming having worked with the other Junior Breed Associations as well as the 4-H program will further strengthen the CSA team. I look forward to working with Carla as we move forward in expanding Canadian Simmental's programming and promoting the development of our youth within the Canadian beef industry."



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