

Simmental Association Fills Education, Research Position

BOZEMAN, MT. — Bruce E. Cunningham has been named manager of education and research for the American Simmental Association (ASA).

Cunningham will receive his PhD in Animal Breeding and Genetics from Michigan State University (MSU) this month. His doctorate dissertation research involved the investigation of the existence of sire x dam breed interaction for birth weight and weaning weight in Simmental

field data. While at MSU, Cunningham served as graduate student representative to the University Committee of Academic Policy and graduate student representative on the Department of Animal Science Computerization Committee.

A native of Tuttle, OK, Cunningham received his bachelor's in animal science from Oklahoma State University (OSU). He competed on the OSU Meats Judging Team, and subsequently served as

an assistant coach of both the OSU and MSU meats judging teams.

"Bruce Cunningham will play a key staff support role," said ASA Executive Vice President Earl B. Peterson. "He'll be called on to interpret USDA and university research findings; to stay abreast of sophisticated modern sire evaluation techniques; to establish rapport with university scientific and teaching personnel; and to provide educational materials needed by the American Sim-

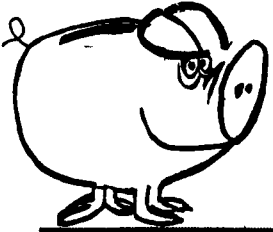
mental Association membership."

"I am extremely grateful to have the opportunity to work for a progressive Association like ASA," said Cunningham. "ASA and its members have an outstanding image in the beef industry as breeders who embrace new ideas and methodology."

ASA is a national association dedicated to the enhancement of the Simmental and Simbrah cattle breeds. Association members

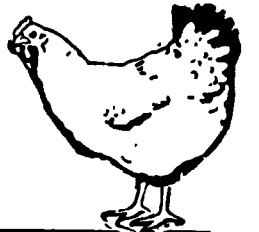
include purebred cattle producers, seedstock suppliers, cow/calf operations and commercial feedlot operators. The Association works closely with individual state Simmental/Simbrah associations and is a member of the World Simmental Federation.

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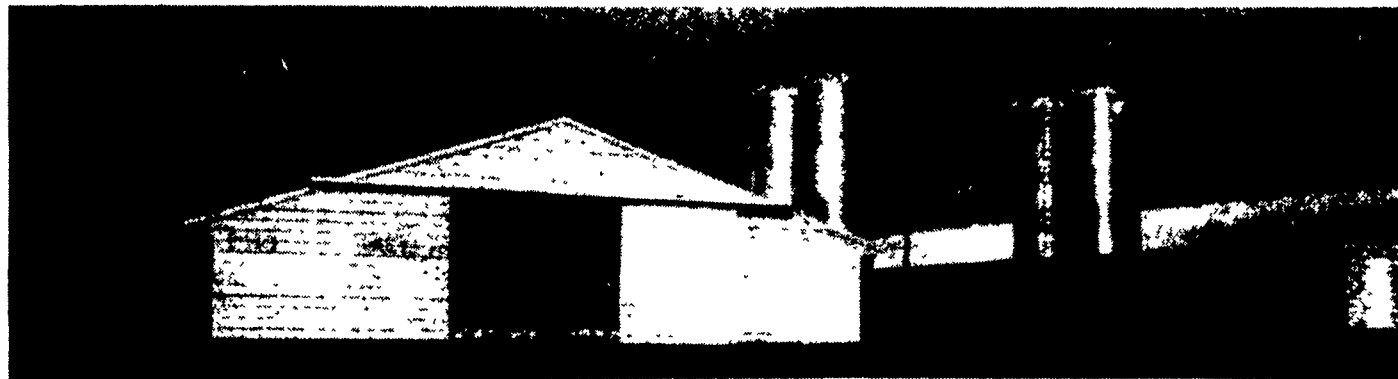


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