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GIESS JOINS AMERICAN SIMMENTAL ASSOCIATION STAFF

Bozeman, MT — Lane Giess, who was raised near Pierz, MN, on a diversified cattle operation that includes registered South Devon and commercial cattle, has joined the American Simmental Association (ASA) team as Director of Commercial and Nontraditional Data Programs.

“I am extremely excited to be working with the ASA staff and membership,” says Giess. “I really admire the mission behind the American Simmental Association and International Genetic Solutions. The commitment to science, the commercial cattle industry, and youth development are second to none in this industry.”

He brings to ASA a background ranging from hands-on cattle production experience to developing novel phenotypic scoring methods in cattle. As Director of Commercial and Nontraditional Data Programs, Giess will work with commercial cattle producers assisting them in taking advantage of the many commercial-oriented programs offered by the association, assist in educational and promotional programs, and focus on the collection of nontraditional data.

Giess graduated from Kansas State University (KSU) where he earned a B.S. in Animal Science and Industry and a M.S. in Animal Science with a focus on Animal Breeding and Genetics. He was advised by Dr. Bob Weaber, and worked with the ASA and the Red Angus Association of America, developing a feet and leg scoring method and genetic evaluation to help the industry identify animals with feet and leg structure problems earlier in the animal's life.

During his time at KSU, Giess participated on the livestock and meat judging teams, and as a coach for the 2017 Reserve National Champion Meat Judging team. He also studied abroad in more than five countries focusing on food science and beef industry topics.

Wade Shafer, ASA Executive Vice President offered this comment: “We are extremely pleased to bring Lane onto the ASA team. He is an impressive young man who brings a lot to the table -- in both his formal training and 'real world' experience.”

Founded in 1968, the American Simmental Association is headquartered in Bozeman, MT. ASA is committed to leveraging technology, education and collaboration to accelerate genetic profitability for the beef industry. In keeping with its commitment, ASA, along with its partners, formed International Genetic Solutions - the world's largest multi-breed genetic evaluation of beef cattle.