Bozeman, MT — Greg Walthall, of Windsor, Missouri has been elected to the American Simmental Association (ASA) Board of Trustees and will represent the South Central region.

The owner/operator of WW Cattle Company, Greg Walthall, has been active in the Simmental business for a total of 47 years. The WW cow herd currently consists of 50 head of purebred Simmental and SimAngus™ females. Through the utilization of in-vitro fertilization, embryo transfer, and artificial insemination, his focus is primarily on producing and developing low-input, forage-utilizing females. Cattle are marketed through a variety of methods, including consignment sales, online, and by private treaty.

Walthall calved out his first Simmental-sired calves back in 1971 and quickly became infatuated with the breed after witnessing the impact that Simmental genetics had on the family’s commercial Angus-based herd. Actively involved in the livestock industry, he has served multiple terms on the Missouri Simmental Association Board of Directors. Walthall and his wife, Pearl, an accomplished livestock photographer, are the parents of two adult children.

Walthall was formally seated during ASA's 51st Annual Meeting held January 20, in Denver. Also seated were newly elected J.W. Brune, Overbrook, Kansas; and re-elected Tim Curran, Ione, California, and Clay Lassle, Glendive, Montana.

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 genetic evaluation of beef cattle.