



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE:**

**April 16, 2009**

### **Allflex USA Expands National Sales and Marketing Efforts *Specialists for Feedlot and Swine Named***

(DALLAS, Texas) – Allflex USA has added new staff and announced new responsibilities within its national sales and marketing force. As the world's leader in livestock identification, Allflex attracts top professionals who help producers with livestock identification solutions to meet the goals of their operations.

#### **Stephen Russell Named Feedlot Specialist**

Stephen Russell has joined the staff of Allflex USA as a Feedlot Specialist. He will be responsible for assisting Allflex feedlot sales and marketing efforts, primarily in the states of Kansas, Nebraska and Colorado.

“Stephen has a strong industry knowledge base and we look forward to adding his skills to our sales team,” says Jon Becerril, Allflex National Sales Manager.



Russell is a graduate of Kansas State University, Manhattan, KS with a degree in Animal Sciences and Industry. His prior professional livestock industry experiences include the Kansas Livestock Association as an advertising and field representative, Schering-Plough Animal Health as a territory sales manager and Genex Cooperative as an area sales manager. He will assist the existing Allflex regional managers in feedlot marketing efforts with concentration in the Central Plains area. Russell resides in Paxico, KS with his wife Dixie and son Corbin.

#### **Paul Flint Named Swine Business Development Manager**

Paul Flint has been hired as the Swine Business Development Manager, a newly created national position for Allflex USA.

“Allflex has a strong belief in the future of the pork industry and is increasing its investment in this market at a time when the industry is under pressure. Paul has a wealth of industry knowledge and skills that add to our capability to service swine producers, helping them develop efficiencies through the use of ID. We are excited to have him as part of our team,” says Brian Bolton, CEO.



Paul's extensive industry experience includes management at all levels of pork production, working with family farms as well as large integrated systems. He has also worked with universities on research trials, pork associations, genetic improvement, marketing and export, all of which allowed him to develop valuable relationships at many levels in the industry. Paul resides in Ames, Iowa with his wife Sue.

### **Shauna Trusas Promoted to Western Regional Manager**

To support sales and marketing efforts in the states of California, Arizona and Nevada, Shauna Trusas has been promoted to Western Regional Manager.

"We are fortunate to have Shauna on the Allflex Sales team and pleased that she has accepted this career advancement," says Jon Becerril, National Sales Manager.



Trusas has been the Associate Sales Manager for both the Western Region and NW Regions for the past year, assisting in the sales and marketing efforts throughout 10 Western states. She's an Animal Science graduate of California Polytechnic State University in San Luis Obispo, with an emphasis in livestock production and agricultural communications.

Trusas' prior sales and marketing experience includes work in advertising sales with *Pacific Showcase* Magazine and as Sale of Champions manager with the California State Fair. She has worked as the show manager for the Grand National Rodeo, Horse and Stock Show and the Western Bonanza Junior Livestock Show and was a marketing associate for The Stockman's Market. Trusas resides in Fresno, California.

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**HI-RESOLUTION IMAGES AVAILABLE UPON REQUEST.**

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#### **About Allflex:**

Dedicated to animal identification, Allflex is the world leader in design technology, manufacture and delivery of animal identification for traceability systems across all production animal species and companion animals. Allflex has brought cutting-edge, practical applications of visual, electronic and radio frequency in animal identification technology across the world for nearly five decades, contributing to a safer global food supply. Allflex has manufacturing and technology subsidiaries in the U.S., Canada, Europe, Australia, New Zealand, Brazil and China. Allflex products are distributed in 80 countries worldwide. Visit [www.allflexusa.com](http://www.allflexusa.com) for more information.