



American Sugar Cane League of the U.S.A., Inc

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NEWS RELEASE

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FOR RELEASE
TUESDAY, JUNE 2, 2004

Thibodaux, LA - The American Sugar Cane League is pleased to announce that James H. Simon has been hired as the General Manager of the League. He will assume his new duties on June 7, 2004.

Simon's family has been in the sugar business for several generations. His grandfather was a sugar producer in St. James Parish, his father (the late Lynn Simon) served as County Agent in St. Mary Parish for many years, and his brother (Rene Simon) is presently a farmer in St. Mary Parish.

Simon, 43, is a graduate of Louisiana State University, receiving a Bachelor of Science Degree in Agricultural Mechanization in 1983. He also completed the LSU Agricultural Leadership Development Program in 2003.

Simon has an acute understanding of the bottom line issues facing the Louisiana sugar industry. He has twenty years of experience in the local banking industry, including twelve years as Senior Vice President of Hibernia National Bank in New Iberia, LA. This coupled with his own experience as a local entrepreneur, provide an excellent foundation for understanding and addressing the issues confronting our industry.

Simon's past civic activities include serving on the board of the following organizations: Greater Iberia Chamber of Commerce (serving as Chairman of the Board), Kiwanis Club of New Iberia (serving as President), Iberia Industrial Development Foundation, Louisiana Sugar Cane Fair and Festival Association, and Shadows on the Teche - National Trust Property (serving as Chairman of the Advisory Council).

Simon resides in New Iberia, LA with his wife Nancy and four children.

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