CANADIAN SIMMENTAL ASSOCIATION'S

Hall of Fame

PROMINENT INDUSTRY LEADERS INDUCTED INTO CANADIAN SIMMENTAL ASSOCIATION HALL OF FAME

SIMMENTAL
CANADIAN SIMMENTAL ASSOCIATION

THE BEST WORD FOR BARB IS BARB

***Barbara Judd** joins the Canadian Simmental Hall of Fame*

Every great organization has someone like her: the person who can organize an annual meeting for a hundred people, solve three crises before lunch, remember your child's birthday, and still find time to remind you that your registration form is a week overdue. The person everyone calls before they call anyone else.

For the Canadian Simmental Association (CSA), that person is Barbara Judd, and this year she was inducted into the Canadian Simmental Hall of Fame.

When a longtime colleague set out to prepare the recognition remarks, she asked Simmental leaders and friends one question: *What is it about this person that you will never forget?* The answers were different in the details but almost identical in substance. Nobody began with a job title. Nobody recited accomplishments. They talked about someone who saw potential in people and made them believe they belonged. New board members were not treated like rookies; they were welcomed like old friends. Visitors became guests, and guests became lifelong friends.

A Country Girl from the Start

Barb's story began long before the CSA. She grew up just north of Calgary on a grain and commercial cow-calf operation, and agriculture was never simply where she worked. It was part of who she was. Hard work, resilience, honesty and a willingness to roll up her sleeves whenever something needed doing were learned early.

She also became an accomplished barrel racer, a sport with no shortcuts. Success comes from preparation, absolute trust, discipline and countless unseen hours. That competitive spirit never disappeared; it simply traded horses for boardrooms.

Before entering the cattle world, Barb brought her precision to the accounting team at Procor, Canada's largest private railcar leasing company, which manages the specialized tank and hopper cars that carry fertilizers, petroleum and food products.

The Charolais Years

Barb was first noticed in the mid-1990s at a cattle sale held by Soderglen Ranch, where she stood out with a rare mix of sharp intelligence, curiosity, humour and a genuine interest in people. About a year later, when the long-serving office manager at the Canadian Charolais Association retired after three decades, she was hired to take the reins.

Those were big shoes to fill, and Barb never tried to mimic her predecessor. She simply became Barb, and before long the office was unimaginable without her. Breeders and directors alike, whether first-time visitors or board members of decades' standing, were made to feel valued.

The office also became home to some legendary friendships, particularly with Harry and Joan Airey and Bob and Janet Jackson. Harry and Bob loved to tease Barb, and Barb loved giving it right back. She earned a reputation for expecting things to get done, and some called her a taskmaster, a word meant with respect and occasionally a healthy dose of fear. At one board meeting, Bob quietly hung a little witch on a broomstick on her office door, his playful way of saying, *Here comes Barb, making sure everyone does their job.* Barb walked in, saw it, laughed out loud, and no doubt began planning her revenge.

The story says it all. She never took herself too seriously, but she always took her responsibilities seriously.

The Heartbeat of the Association

She found her true home at the Canadian Simmental Association. In the nearly 25 years since, she has become far more than an office manager. She is the heartbeat, the bedrock and the unofficial historian of the organization.

Presidents came and went. Directors changed, staff transitioned, technology shifted and the cattle business evolved. Through all of it, Barb remained the steady constant: prepared, organized, calm and completely dependable. If there was work to do, she took ownership. If there was a problem, she found a solution. If someone needed help, she stepped forward, and never once looked for applause.

Annual meetings, registries, committees, international visitors and the thousands of details most people never see all got done. Sean McGrath described her contribution as quiet leadership built on integrity, consistency and authenticity: never loud, never about personal recognition, simply about doing the right thing every single day.

An Ambassador for the Breed

Barb is also one of Canada's finest ambassadors for the Simmental breed. Her friendships stretch across the country and throughout the World Simmental Fleckvieh Federation, and she has welcomed international delegates and represented the CSA abroad with warmth, professionalism and genuine pride. People remember Barb because Barb remembers people.

Her colleague of many years puts it plainly: Barb knew the cattle industry in ways few people ever will, including its history, people, traditions and yes, its politics. Most importantly, she understood that relationships are what truly matter. Working with her was easy because the trust was complete. She never looked for credit, she looked for solutions, and once she accepted a task you knew it would be done perfectly.

The Highest Compliment

Sean McGrath, who has known Barb almost as long as anyone, offered the comment that stayed with her colleague above all others: "The best word I can use to describe Barb... is Barb."

It is exactly right. Some people become so authentic, so trusted and so deeply respected that their name alone becomes the highest compliment.

Some people spend an entire career chasing recognition. Barb spent hers making sure everyone else was looked after first.



The CSA Board of Directors presented Barb the Hall Of Fame award in July of 2026