



Canadian Simmental Association Leadership Transition

August 12, 2025

On behalf of the Board of Directors of the Canadian Simmental Association (CSA), we want to share an important update regarding our Association's leadership. After 19 years of valuable service, our General Manager, Bruce Holmquist, has informed the Board of his intent to end his responsibilities as CSA General Manager when his current contract ends in March 2026. Between now and then, and with his full support, the CSA will conduct a national search for the next General Manager who will lead our Association into its next chapter.

Bruce's dedication as a staff person since 2007, and prior to that as a director, has strengthened our registry systems, enhanced genetic services, and helped build strong relationships across Canada and the throughout the global beef industry. The Board wishes to express its deepest gratitude to Bruce for his tireless efforts and continued commitment to the CSA during this transition period.

This leadership transition is a strategic step and not a sudden shift. In March 2025, the Board identified leadership succession as a critical area of responsibility. By launching a transparent and proactive search process, we are taking the necessary steps to ensure stability, continuity, and the long-term success of the CSA.

Over the coming months, we will share updates about the recruitment process. We will also take time to celebrate Bruce's contributions to the CSA.

Sincerely,

A handwritten signature in blue ink that reads "R. Noble".

Randy Noble
President, Canadian Simmental Association