



Mr. William "Bill" C. Sims

February 13, 1951 - February 9, 2026

William "Bill" C. Sims, age 74 of Commerce, GA passed away on Monday, February 9, 2026 at Piedmont Athens Regional Medical Center. Bill was born in Commerce to the late, Richey C. and Mattie Lou Rice Sims. Bill is survived by his wife, Catherine Ashworth Sims; son, Taylor Sims of Dahlonega; daughter, Ella Fields (Jackson) of Jefferson; grandchildren, Erin Fields and Gray Fields; and sister, Sally Gibby of Douglasville.

A fourth-generation farmer, Bill was raised on his family's land in Commerce, Georgia, where he developed a lifelong love for Apple Valley Farm. From an early age, he embraced the values of hard work and stewardship that would define his life. Though the farm evolved over the years, Bill remained steadfast in his commitment to quality, integrity, and preserving the family legacy.

Bill's journey was one of both perseverance and purpose. After graduating from the University of North Georgia, he spent a decade teaching and coaching while continuing to support the farm. Faced with the difficult decision between pursuing a career in education or returning home full-time, Bill ultimately chose to dedicate himself to the land he loved. In 1980, he returned to Apple Valley Farm, where he built a respected herd of Registered Polled Hereford cattle and became a trusted name in the industry.

He served on the Georgia Hereford Association Board of Directors for 25

years, including time as President, and contributed as a newsletter editor and active committee member. His leadership, mentorship, and willingness to serve set a standard for others to follow. In 2025, he was rightfully inducted into the Georgia Hereford Hall of Fame—an honor reflecting decades of meaningful contributions.

In addition, Bill had a distinguished 39-year career in the insurance industry as the owner and operator of Bill Sims Insurance Inc. He was proud to serve his community by helping families and businesses protect what mattered most.

Beyond his professional accomplishments, Bill found great joy in giving back. He volunteered as a coach with the local recreation department and took pride in supporting youth development, especially through programs like 4-H.

Above all, Bill cherished his family. He shared 36 wonderful years of marriage with his beloved wife, Catherine. Together, they built a life grounded in love and mutual support. He was a proud father to his children, Taylor and Ella, and a devoted grandfather.

Bill's legacy is one of quiet leadership, enduring values, and a life well-lived in service to others. His impact will continue to be felt for generations—through the land he nurtured, the industry he helped shape, and the people he inspired.

The family will receive friends at the funeral home on Thursday, Feb. 12th from 11AM till 12:45 PM. There will be a private family graveside service that will take place on Thursday.

The family has requested to omit flowers and donations be made to the Jackson County Animal Shelter.

Little-Ward Funeral Home, Commerce is in charge of arrangements.

Previous Events

Visitation

FEB 12. 11:00 AM - 12:45 PM (ET)

Little-Ward Funeral Home
115 State Street
Commerce, GA 30529
(706) 335-3175
lwfh@windstream.net
<https://www.little-wardfuneralhome.com/>

Tribute Wall

BB

“ This one really hit me hard. Bill was my first cousin and good friend. We grew up together and had so many good times that continued on thru our high school years & beyond. When we talked, we did a lot of reminiscing about all the fun times we had over the years. Just a couple days before his passing, we talked at the post office for over an hour, not knowing that would be our last conversation. I give my condolences to his wife, Catherine, as well the children, Ella & Taylor and their families. Also, to his sister, Sally. Bill was a good guy and he will be sorely missed by his family and everyone that knew him. Bobby Brown

BOBBY BROWN - March 03 at 01:57 PM

SE

“ I am so sorry to hear of Bill's passing. I have worked with him to place insurance coverage for 20+ years. He was always a kind gentleman and I will miss talking to him.
Sheree Evans
Jones, Ewing, Dobbs & Tamplin Ins ., Madison GA

Sheree Evans - February 16 at 12:02 PM

EH

“ Elaine Haggard lit a candle in memory of Mr. William "Bill" C. Sims



Elaine Haggard - February 12 at 11:43 PM

JF

“ Thank you for your kindness towards my family. Mr.Bill, you will be missed by many who knew you. Our sincerest condolences to the Sim's family and friends.



Janice Loggins & Greg Fields - February 12 at 09:03 PM

JB

“ Worked with him at Jackson County High School many moons ago. He was always fun to be around. Much too young for this. Condolences to his family

Jackie Brooks - February 12 at 12:59 PM

TC

“ TACU family (athens clarke county) purchased the Strength & Solace Spray for the family of Mr. William "Bill" C. Sims.



TACU family (athens clarke county) - February 11 at 04:53 PM

LB

“ Love, Matt and Barbie planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Mr. William "Bill" C. Sims.

Love, Matt and Barbie - February 11 at 01:50 PM



“ *Beautiful in Blue was purchased for the family of Mr. William "Bill" C. Sims.*



February 11 at 01:50 PM



“ *Rest easy coach, my condolences to the family. Always like Coach Sims.*

Chris Ray - February 11 at 11:52 AM