



## Roger Dale Beard

*September 4, 1940 - January 21, 2021*

Roger Dale Beard of McKinney, Texas passed away on January 21, 2021 at the age of 80, and we now celebrate his eternal life in heaven. He was born on September 4, 1940 to John Beard and Leota (Jensen) Beard in Reynolds, North Dakota. Roger married Mary Ann Jackson on June 14, 1975 at the Perkins Chapel at Southern Methodist University in Dallas, Texas.

Roger played college football at University of North Dakota where he received his B.S. in Philosophy. He went on to coach and teach for a few years before transitioning to his life-long career as a salesman where he represented iconic brands such as Maxwell House Coffee, Parker Pen and General Mills. The majority of his sales career was in military, collegiate and sports apparel with brands like Logo 7 and Soffe. Roger was an avid lover of football, baseball and all dogs. He was passionate about his faith, and he would share Jesus with anyone who would listen.

Roger is survived by his wife, Mary Ann Beard of McKinney, Texas; children Christi Beard of Dallas, Texas, Erin Beard of McKinney, Texas and James Beard of McKinney, Texas; grandchild, Ethan Beard of McKinney, Texas; brothers, Bruce Beard and wife, Celeste, Richard "Inky" Beard and George Heen; as well as his sister, Donna Zerhan.

He was preceded in death by his parents, John and Leota Beard; brothers, Jackie, Frank, Tom, Bill, David and Fred Beard; and his sisters, Barbara Van Houten and Nellie Thompson.

A memorial service to celebrate Roger's life will be held at 2:00 p.m., Saturday, February 6, 2021 at Turrentine-Jackson-Morrow Funeral Home Chapel, 2525 Central Expressway North, Allen, Texas. In support of our local, state, and federal government, including CDC directives and to protect the physical health, safety and well-being of our community, only a limited number of **guests** (100) will be allowed to attend the memorial service in the chapel, and masks will be required.

When the maximum number of guests are reached, those who would like to honor Roger and show their support to his family may remain at the funeral home in your vehicle, where you can watch the live streamed service on your personal

device (laptop, tablet or smartphone) or listen through a designated FM radio channel.

For those unable to travel or wanting to isolate due to COVID, the service will also be live streamed at TJMfuneral.com on Roger's obituary page by clicking on the following link: <https://celebrationoflife.tv/blog/roger-dale-beard>. After the service, the recorded live stream will be available for viewing at the same link location.

## Memorials

*Just learned about this and our condolences to the whole Beard family. Jeff & Tracy Lane*

**JEFF LANE, JUNE 6, 2021**

*I just learned of this loss after trying to phone him for one of our frequent chats. This news comes as a blow as I'm sure it does for all who cared about him. Our friendship goes back to college days and continued beyond. He was a man of physical strength and stronger faith. So many memories. One of the fondest is that when unable to reach me by phone he would always leave a joke in my voice mail. What a remarkable life he led.*

**GARY ELLER, MARCH 17, 2021**

*My sincere condolences! Roger was a near 50 year friend of mine! I always have had the deepest respect for his entire family! A hard working man that did it right in all parts of his life and one of the most competitive people I've ever met!*

**LARRY ROTHER, FEBRUARY 11, 2021**

*Beautiful service! Very Proud of him!*

**EDWINA MASSETH, FEBRUARY 6, 2021**

*We had to watch virtually today due to COVID-19 exposure. So thankful for having known Uncle Roger. Frank, my Dad, was always so proud of him! I lost my mom at 6 also, and Uncle Roger always tried to comfort me with stories about my Mom. He knew how hard it was to lose your Mom at an early age and always had words of love and encouragement. His strong faith guided him through life. He understood we're all just visitors here on earth, this life is temporary but the real life is permanent and waiting for us!*

**CONNIE BEARD DOAK, FEBRUARY 6, 2021**

*He is now rejoicing in the presence of our Lord with no more suffering. Praise be to God.*

**HELEN & KEN BENZ, FEBRUARY 6, 2021**

*I'm attending virtually. Thinking about all of you today. I know how much your dad meant to you and how painful it is to let him go. May you all come to find peace. Love, Brendy*

**BRENDY, FEBRUARY 6, 2021**

*We are grieving the loss of a friend of 65 years. Yet today we celebrate Roger's storied life and the powerful legacy he left. Mary Ann, Christi, Erin, James and Ethan - you are all in our hearts and prayers at this difficult time. God's blessing be upon you.*

**LYLE & JEANIE EIDSNESS, FEBRUARY 6, 2021**

*Love You Mr. Beard. Thank You For All the Support and Positive impacts on My Life and Many Others! You are a Legend. Love and Light*

**RANDY ZACCARDO , FEBRUARY 6, 2021**

*Our deepest sympathy to Roger's family. MaryAnn, Christy, James, Erin and Ethan. It was a great pleasure to have known Roger. You were very blessed to have him as your husband, father and grandfather. Steve and Erna Jacobchick*

**STEVE & ERNA JACOBCHICK, FEBRUARY 6, 2021**

*Though we lost touch with each other over the years, but your influence remains. We are grateful to have known you and shared good times together. Your hearty laugh will be greatly missed here, but are surely being heard loud and clear in heaven now.*

**LISA & ROBERT BAKER, FEBRUARY 4, 2021**

*MaryAnn and family, I will deeply miss Roger's phone calls and his jokes and sense of humor. Patsy and I have known you and Roger for over forty years and have really admired his work ethic and his strong faith. He will be sorely missed by all that knew him. Our heartfelt condolences. Jerry and Patsy Stratton*

**JERRY STRATTON , FEBRUARY 4, 2021**

*Mary Ann and family, We are saddened to hear of Roger's passing, but we*

*rejoice in knowing that he is now made completely whole, and in the presence of our Lord. Praying for comfort and peace for you and the kids.*

**PHIL AND BUNNY ESCH, JANUARY 27, 2021**

*Dear Mary Ann and family. I was saddened to hear of Roger's recent death. I have many fond memories of Roger beginning in high school where we shared many adventures. I remember many visits from Roger and also visiting him and you in your home in Plano. We wish you God's strength as you say goodbye, cherishing the memories and knowing full well that he is cradled in God's loving arms. Peace be with you Obed and Susanne Nelson (612-391-5755)*

**OBED NELSON, JANUARY 26, 2021**

*Roger was 100% in all the things he did.*

**STEVEN BABBITT, JANUARY 26, 2021**

*Can't believe your gone Big Daddy I think God wanted you in Heaven to take care of Mary Ann when she gets their Live You Brother*

**JEFF CAIN, JANUARY 25, 2021**

*Maryann and family, Our thoughts and prayers with you every day. So sorry for your loss. Roger was like a 3rd brother to John.*

**JOHN & DENISE EIDNESS, JANUARY 25, 2021**

*Prayers and thoughts go out to you in your time of loss. A classmate, teammate and friend.*

**HAROLD NELSON , JANUARY 25, 2021**

*Roger was such a joy to know! He truly cared about others. He'd call me a few times a year and we would talk for a long time. He always asked about my family and my work. He loved Jesus with all his heart. And his family was so previous to him. I know to be absent from the body is to be present with the Lord in heaven for all believers like Roger. He is now in the place of his reward and I'm comforted in that.*

**SUSAN GALBRAITH , JANUARY 25, 2021**

*Roger was a man of faith and knew his Bible. He would share his faith with everyone around him. He was a devoted husband to his wife MaryAnn, loved*

*his three children and would do anything for them. He was a successful salesman and loved working and enjoying people around him That is why he so enjoyed telling stories about the people he had met during his life. Roger was a great storyteller. This is how I learned so much from him. I will miss his stories and his laughter.*

**NANCY SOWARDS, JANUARY 25, 2021**

*Dear Beard family, so sorry for your loss. Prayers from Wichita Falls.*

*Wendy&Niels Haarsma*

**NIELS, JANUARY 25, 2021**

Family Owned Since 1945

Turrentine-Jackson-Morrow is the premier provider of funeral services in North Texas, with seven convenient locations and three beautiful memorial parks. We are a locally owned family business that has served North Texas for over 70 years. Families who visit us receive the highest quality of professionalism and service, with compassion and care that are unsurpassed.