

Rolla Earl Beck III

1947 - 2021



Send Flowers

Share

Rolla Earl Beck, III, "Reb" to his friends, passed away peacefully and surrounded by family on March 6th, 2021. Reb was born in Birmingham, Ala., on October 19, 1947, to Rolla Earl Beck, Jr., and Sarah Alice Wright Beck. Reb graduated Shades Valley High School in 1965. In 1969 he graduated from the University of Alabama with a business degree and was a member of the Sigma Chi fraternity and the ROTC program. He received a juris doctorate from The University in 1972. Mr. Beck discovered manufacturing and sales to be preferable to law and went to work for his father at Beck Sales shortly after passing the Alabama bar. In 1986, Reb founded Utility Specialists, Inc., from his kitchen table and employed dozens of people over the next 35 years. When not closing deals, Reb could often be found on his boat alongside his beautiful wife, Diane, married in 1999. Many a memorable trip began from the dock of the Lake Guntersville Yacht Club. Diane survives him along with his children, Daniel (Lyndall) Beck, Laura Beck (Jeremy) Carlson and Matthew (Darlene) Beck; his sister Sarah Beck (Gary) Grace; brother Murray (Diane) Beck; and grandchildren Ann Wright and Alice Carlson; and Boyd and William Beck. Reb's infectious laughter and spirited love of Alabama football endeared him to many. He loved live music and was a member of the Magic City Blues Society. Reb loved being of service to others; he volunteered for the Red Cross and was a deacon and an elder at Independent Presbyterian Church. He wished to thank his team of dedicated caregivers, who were by his side in his final weeks. A family man of deep faith with an ever present smile, he will be remembered as a great father, cheerful Poppy to his grandchildren, devout Christian and social butterfly who showed his love through generosity. A celebration of life will be held on Wednesday, March 10th at 2 p.m. at Independent Presbyterian Church. Due to covid restrictions and in the interest of everyone's well being there will be a limited number of people allowed

inside the church. You must be registered prior to arrival. If you plan to attend please sign up at this link:

<https://ipcbirmingham.shelbnextchms.com/external/form/6a1d035e-ade9-47bb-9cfc-99e0bb7f7e18>

A livestream for the service may be accessed here:

https://www.youtube.com/channel/UC8RUu72hyxNWXO_Ul6OOXZA/live

Private graveside services for family only will be held at Elmwood Cemetery. In lieu of flowers, donations may be sent to the A.G. Gaston Boys and Girls Club or a [charity of your choice](#).

To Plant Memorial Trees in memory, please visit our [Sympathy Store](#).

Published in The Birmingham News from Mar. 8 to Mar. 10, 2021.

MEMORIAL EVENTS

MAR Celebration of Life

10 02:00 PM

Independent Presbyterian Church

 [Send Flowers](#)

MAKE A DONATION

Please consider a donation, as requested by the family.



MEMORIES & CONDOLENCES

Guest Book sponsored by The Family

What would you like to say about Rolla?

Not sure what to say? 

Add a photo

Your Name

Your Email Address

Your Relationship



Get email updates for this page

Add Memory

[Posting Guidelines](#) | [FAQ](#)

2 entries

March 8, 2021

Reb was a good man, a true Champion; a true friend. I celebrate Reb Beck with my whole heart. A RTR for Reb!

Richard Maloy

Richard Maloy

Friend

March 8, 2021

Reb was well loved and respected by all. He had great strength, faith, and a big heart. He will be missed dearly. Sending lots of prayers to the Beck family.

Laura Thornton

Friend

INVITE OTHERS TO ADD MEMORIES

Share to let others add their own memories and condolences



ADVICE & SUPPORT

[How to Offer Condolences](#)

[Funerals During COVID-19](#)

[Grief: What to Expect](#)

[Funeral Flower Etiquette](#)

[View All Advice & Support Articles](#)

[Contact Us](#) | [Privacy Policy](#) | [Terms of Use](#)

Legacy®

© 2021 Legacy.com All rights Reserved