

Robert Ervin "Bobby" Luckie III

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Birmingham, Ala. – Robert "Bobby" Ervin Luckie III, 72, passed away peacefully surrounded by his loving family on Thursday, November 7, 2019. Bobby graduated from University Military School (Mobile) in 1965 and then attended The University of Alabama, where he earned a degree in marketing in 1969. He joined the Air National Guard and served from 1969 to 1975. Bobby began his professional career in radio sales at WAPI in Birmingham, and in 1971 he joined his father at Luckie & Company. Bobby served the agency in nearly every capacity, from working in the mailroom to leading the company as chairman and CEO, until he retired in 2014. He was honored in 2000 with the Alabama Chapter of American Advertising Federation's Silver Medal. Throughout his life, Bobby was dedicated to improving the lives of those around him. He served as chairman of Goodwill Industries of Alabama and Easter Seals of Central Alabama. He was captain of the Monday Morning Quarterback Club (1985) and the chairman of the Crippled Children's Foundation. He was a long-serving board member and president of the UAB School of Nursing Board of Visitors, and he was president of the Kiwanis Club of Birmingham from 2000 to 2001. He served on the board of Vulcan Park and also the board of the Parkinson Association of Alabama. An avid golfer, Bobby was president of the Country Club of Birmingham (1990) and of Shoal Creek Golf Club (2008-2011). He was king of the Beaux Arts Krewe (2000) and a member of The Club Atop Red Mountain, where he served as president (2001-2002). Bobby served on the Board of Visitors of the School of Communication and Information Sciences at The University of Alabama and was grateful to receive the university's Distinguished Alumnus Award in 2000. He was a dedicated member of St. Francis Xavier Catholic Church and a lifelong Alabama fan. Bobby loved spending time with family and friends. He never met a stranger and, as a good friend said, "To know him is to like him." The family thanks his sweet caregivers, Camry Brown and Surlina Dixon, and greatly appreciates the wonderful care of Dr. Jay Whatley.

Bobby is survived by his loving wife of almost 50 years, Jill Harris Luckie; daughters Mary Katherine Cabaniss (Gerry), Casey Whiting (Palmer) and Laura Finch (Albert); seven grandchildren (Jelks and Rosemary Cabaniss; Palmer, Loie and Laura Katherine Whiting; and Cecilia and Bo Finch); and siblings Kay Haigler (David), Anne Cobb (Trotter) and Tommy Luckie (Cathy). Pallbearers are Jim Brown, Sam Farlow, Sonny Fowlkes, Jeff Fowlkes, Bill Hereford and Charles Willcox. A memorial mass will be celebrated on Tuesday, November 12, at 11 a.m. at St. Francis Xavier Catholic Church. There will be no visitation prior to the mass. In lieu of flowers, the family requests that memorials be made to the UAB School of Nursing, the Crippled Children's Foundation, St. Francis Xavier Catholic Church, the Parkinson Association of Alabama or any charity. Services are under the direction of Ridout's Valley Chapel (205.879.3401) in Homewood.

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