



Robert Beach

September 23, 1926 - November 4, 2023

Robert (Bob) Leonard Beach, a beloved figure in Cedar Falls, Iowa, passed away peacefully at The Deery Suites of Western Home Communities on November 4, 2023, at the age of 97. Born in Bemidji, Minnesota on September 23, 1926, to Harold and Margaret (Bandholtz) Beach, Bob's journey through life was one of dedication, service, and innovation.

Bob graduated from Guthrie Center High School in Guthrie Center, Iowa in 1944 before enlisting in the U.S. Navy during World War II, proudly serving from 1944 to 1946. Following an honorable discharge, he pursued higher education at Iowa State Teacher's College (now UNI) and graduated with a degree in business education in 1951.

During his college years, Bob's part-time job at the College Book Store evolved into a lifelong career. Through hard work and innovative thinking, he climbed the ranks and eventually became the President of the store. Under his leadership, the store transformed into the well-known University Book & Supply (UBS), expanding its offerings from textbooks to school supplies, Panther merchandise, and general books. Bob introduced cutting-edge technology and creative marketing strategies, such as importing a double-decker bus from England to provide free transportation between College Hill and the UNI campus.

In his personal life, Bob married Berdena Jean (Nelson) Beach June 9, 1951, for 27 years, and together they had twin daughters, Holly and Shelly. Bob married Rosemary Rasmussen on October 13, 1979. They recently celebrated 44 years together. After retiring from UBS in 1995, Bob and Rosemary traveled extensively.

Bob's commitment to the community was one of his defining qualities. His unwavering support for the UNI Panthers earned him the title of the BIGGEST UNI Panther fan. He served as the president of numerous organizations in Cedar Falls, including the Western Home Foundation, UNI Foundation, and UNI Athletic Club, among many others. Bob was also the proud recipient of the Jr. Achievement Business Hall of Fame in 2016, 8 over 80 Legacy Award in 2011, and was inducted into the UNI Athletic Hall of Fame in 2008, showcasing his outstanding contributions to the community.

Bob is survived by his loving spouse of 44 years, Rosemary Beach, his twin daughters, Holly B. (Michael Marshall) Beach of Verona, Wisconsin, and Shelly B. (Blair) Wolfram of Dayton, Minnesota. He is also survived by two cherished grandchildren, Colt (Kristena Lundeen) Wolfram, and Jill Wolfram, the mother of his great-granddaughter, Evelyn Wolfram. Bob's stepchildren, Brad Rasmussen (Melissa), Dane Rasmussen (Jennifer), and their children, Alayna and Cayla, will also carry on his memory.

Bob is preceded in death by his parents, three siblings, a granddaughter, a nephew, a niece, and his former spouse, Dr. B.J. Beach.

A celebration of Bob's remarkable life will be held in the spring of 2024, featuring an ice cream social, a fitting tribute to a man who brought joy to so many.

In lieu of flowers, the family requests that memorials be directed to The

Western Home Foundation Employee Appreciation Fund, Cedar Valley Hospice, or UNI Foundation.

Bob's legacy of service, innovation, and unwavering support for his community will live on in the hearts of those who knew and loved him.

Tribute Wall

DM

“ Bob was one of the most appreciative of my powered parachute copilot. He really enjoyed our flight. Blue skies to you forever, Bob.
Denny Mills

Dennis Mills - November 11, 2023 at 06:24 PM

MM

“ My deepest sympathy to Rosemary, who has been such a loyal and great caregiver, to Bob's beautiful daughters, Holly and Shelly - to their families and the many, many friends Bob has made through years and years of work and giving to the Cedar Falls Community. He will be greatly missed. Marlys Moodie-Dodson

Marlys Moodie-Dodson - November 06, 2023 at 06:03 PM

JL

Bob & Rosemary we're such great supporters of the Regent, Oster Regent and Cedar Falls Community Theatre. I had many fun and great interactions with Bob in the 25 years I knew him. I saw him many, many times at the theatre and at other venues in Cedar Falls and had close fun conversations about arts and sports. We loved our visit in AZ. He was a better golfer than I so I was surprised he asked me to golf with him on a team in Waterloo, IA. I had several lucky shots that we laughed about over the years. In the final analysis, he had so many great experiences and absolutely loved life!

John C. Luzaich - November 07, 2023 at 06:31 PM

SW

thank you for sharing such wonderful memories.

Shelly Beach Wolfram - November 09, 2023 at 10:49 AM

SW

Thank you for your thoughts and sympathy.

Shelly Beach Wolfram - November 09, 2023 at 10:50 AM

SS

*Good memory of this fine man way back in the "50s in Cedar Falls.
Good friends. From Sandi Lewis Suddaby*

Sandi Lewis Suddaby - November 11, 2023 at 01:42 PM

CS

*Sincere condolences to Rosemary and of course to Bob's wonderful
daughters, Shelly and Holly. A very fine man and huge asset to the CF,
UNI and WHC communities. He'll definitely be missed. - Audrey Smith,
Cam Smith and Phil Smith*

Cam Smith - November 12, 2023 at 12:49 PM

RR

*In my time at the UNI Foundation, working with Bob was an inspiration
and a delight.*

Ruth Ratliff - November 13, 2023 at 03:19 PM