



## Bruce Brookshire

December 3, 1928 - April 16, 2010

BRUCE GLENN BROOKSHIRE went to his heavenly home to be with his Lord and Savior, Jesus Christ on Friday, April 16, 2010. Affectionately known as "The Prune Peddler," Bruce led a long and energetic life, one in which he was an inspiration of optimism as a wonderful husband, father, father-in-law, grandfather, uncle and loyal friend. A celebration of Bruce's life is scheduled for Tuesday, April 20, 2010 at 2 p.m. at Green Acres Baptist Church with Dr. Paul Powell, Dr. Stuart Baskin, Rev. Bob Feather and good friend, Allen Locklin officiating. The family will receive friends at Stewart Family Funeral Home, 7525 Old Jacksonville Highway, Tyler, on Monday, April 19th from 6 to 8 p.m. A private burial will be held prior to the memorial service. He loved the Lord and worshiped Jesus Christ. In that commitment, he served as a Deacon, Elder and Trustee of the First Presbyterian Church. He is a past member of the Green Acres Baptist Church where the music ministry spoke to his heart each Sunday. Bruce was born December 3, 1928 to the late W. T. and Louise Brookshire. He enjoyed a wonderful childhood attending Gary Elementary School, Hogg Junior High School and Tyler High School where he played football and was President of the Student Council. He continued his education by attending the New Mexico Military Institute, where he lettered in boxing and football. He was inducted into the N.M.M.I. Hall of Fame in 1990. His further education included attending the University of Texas at Austin where he belonged to the Sigma Alpha Epsilon Fraternity and the Silver Spurs (honorary men's service organization). It was at UT that Bruce met the love of

his life, the late Peaches Parker Brookshire. He loved to tell the story of how he first laid eyes on her in the Kappa Kappa Gamma 'pledge line.' They were married August 30, 1950. They had two sons, Bruce Tim and Britton Parker. In 1950, Brookshire interrupted his education to come home to Tyler to work alongside his father in the grocery business. Bruce held leadership positions of Store Manager, District Supervisor, VP of Personnel, Executive VP and in 1969 served as President of the family business. After the death of the founder, W.T. Brookshire, Bruce became the Chairman of the Board of Brookshire Grocery Company, a retail supermarket chain of stores in 122 cities in Texas, Louisiana, Arkansas & Mississippi which employs 12,600 partners. Bruce's magnetic personality and infectious smile were well known to all employees. Bruce loved "the partners" and enjoyed being out in the stores to encourage and compliment their hard work. "We have a SMILE in store for you," "Pay obsessive attention to each Customer," "We don't sell just food, we sell warm, friendly, courteous customer service!" were slogans Bruce not only created, but philosophies by which he strived to live. Honesty and uncompromising integrity were tenants of his business dealings throughout his life. On many occasions, Bruce would privately give financial assistance to a partner who had a particular need. The stories of his personal gestures of kindness one-on-one to the partners are vast; each one a unique and a cherished memory of a remarkably kind gentleman. There were ten Brookshire Grocery stores when Bruce joined the family business. Throughout his 30 years as Chairman of the Board, his vision and leadership saw the Company grow up to 156 stores entering new markets of competition in Louisiana, Arkansas and Mississippi. In 1968, he was instrumental in the warehouse relocation from Front Street to the current Loop 323/Old Jacksonville location of 128 acres. He derived the development of employee recognition banquets to motivate and congratulate partners. Through his efforts of paying partners generously with excellent benefits the company was protected from Union membership. Bruce implemented a Christmas Gift Check some 40 years ago to show year-end appreciation to all the partners in

the company. More officers were promoted under Bruce's leadership than in any other time in the history of the company. He truly believed and valued the recognition of people. Corporately, Bruce embraced the need for manufacturing as an artery for the company's success. In 2002, one of his greatest accomplishments was the supervision of the acquisition of 21 Albertson's & Winn Dixie stores that the management team converted & reopened in 28 days. His unwavering encouragement was a source of strength to the team of partners who diligently carried out the remarkable conversion in record time. Bruce instigated a timely Management Incentive Bonus given upon the completion of major corporate accomplishments.

These and many other similar stories will be the respectful legend the Chairman Emeritus leaves behind. Brookshire was an avid outdoorsman who traveled the globe on hunting and fishing adventures. He loved sharing this passion with his sons and grandchildren as he taught them to rattle up deer, set the hook on fish and enjoy being in God's nature. Other hobbies included tree planting and conservation, public speaking, and reciting poetry. A true philanthropist, Bruce gave generously and often to charities here in Tyler and throughout Texas. He wanted to help make life better for others. It was this unwavering compassion together with humility that found his name simply listed as 'anonymous' on many of his gifts. His smile was perpetual and contagious as he will always be remembered for his unyielding optimism. Brookshire received the Boy Scouts of America, East Texas Area Council's First Distinguished Citizen Award in 1992. He received the Tyler United Way's Alexis de Tocqueville Society Award in 1992, the Life Member Award of the East Texas Peace Officers Association in 1996 and the 2005 Flame of Excellence Award from All Saints Episcopal School. In addition, he was a charter member of the National Salvation Army's William Booth Society, and the Tyler Salvation Army Others Award, and the American Cancer Society's Excalibur Award. He has served as one of the founding Directors of Southside State Bank, was a Director of Citizens First National Bank, Director

of Texas Bureau of Economic Understanding; University of Texas at Tyler Foundation; Trinity Mother Frances Hospital Foundation; Tyler Catholic School Foundation; Educational Radio Foundation of East Texas, and is on the Advisory Board of the Regional East Texas Food Bank and Tyler Junior College Foundation Board. Past and current memberships include: -- Willow Brook Country Club and Hollytree Country Club. He has served as Director of Tyler Kiwanis Club; Tyler Y.M.C.A.; Smith County United Way Fund; Salvation Army; and East Texas Hospital Foundation.

Bruce is preceded in death by his parents, W.T. and Helen Louise Brookshire, wife of 53 years, Peaches Parker Brookshire, his brother, Shirley Wood Brookshire; sister in law, Ann Howard Brookshire and most recently his brother in law, Darrold Cannan. He is survived by his loving and devoted wife, Carrie Andrews Brookshire; his children who were the joy of his life, Tim and his wife Michelle, Britt and his wife Sunni; his nine grandchildren, who were the source of his pride: Amy, Clint, Garnett, Blake and his wife Mollie, Chad, Ross, Caroline, Emma, and Bruce. Each of their lives will forever be enhanced by the many lessons taught by their "Poppa" Bruce. Extended family members who he adored: Decie Johnston Brookshire, Kay Parker Cannan, Judy Parker Clymer and Ray Clymer, Alicia and Kevin Ryan and many nieces and nephews: Mr. and Mrs. Brad Brookshire, Mr. and Mrs. Tim Womack, Mr. and Mrs. Kirk Brookshire, Mr. and Mrs. Mark Brookshire, Mr. and Mrs. Al Cannan, Ms. Connie Annas, Mr. and Mrs. Parker Cannan, Mr. and Mrs. Parker Ford, Ms. Garnett Ogden. The family expresses a special thank-you to Jeanell & Jesse Richardson, for their many years of unselfish & faithful care. The family is most grateful for the professional care of the physicians listed below as Honorary Pallbearers. The family also wishes to thank the caregivers Karen Hopson, Tonya Stewart, Vernetta Stevens and Cherlynn Wheeler for their compassionate care during Mr. Brookshire's illness. Pallbearers include his friends: Jamie Boring, Frank Budde, Bob Buford, Herb Buie, Ray Clymer, George Deese, Bill Hartley, Dick Knowlton, Allen Locklin, Curtis Mewbourne, Jack Phillips, Judge Tom

Ramey, Dr. Pat Thomas, Lewis Timberlake, Bernie Ward and the many dear friends who preceded him to heaven. Honorary Pallbearers are the past and present Board of Directors of Brookshire Grocery Company: Bruce's nephews, Johnny Skelton, Preston Triplett, James Hardin, Charles Davis, Marvin Massey, Rick Rayford and Bob Moore. Additional Honorary Pallbearers are Kevin Ryan, Jessie Richardson, Harold Beaird, Dr. Svetislava Vukelja, Dr. George Plotkin, Dr. Royal Becker, Dr. Hamp Williams, Dr. Steve Keuer, Dr. Craig Harrison, and Dr. Larry Anderson. The family requests that in lieu of flowers, donations be made to the All Saints Episcopal School, East Texas Crisis Center, East Texas Food Bank, Grace Community School, Salvation Army or the charity of your choice.

# Tribute Wall

VJ

“ I am so sorry to hear of the family loss. Our prayers are with you all.

Verna Jackson - April 16, 2010 at 12:00 AM

TS

“ Our sincere sympathy to the family on the loss of Mr. Bruce. He was a fine man and I had the pleasure of working with him on several projects that was close to his heart. The one that comes to my mind the most is the museum project and the installation of the Caboose honoring the "Prune Peddler". He will truly be missed. My wife and I want you to know that our prayers will be with you during this time.  
Sincerely  
Tim & Judy Richmond

Tim Richmond, Facility Services - April 16, 2010 at 12:00 AM

CH

“ Our heartfelt condolences to Carrie, Tim and Michelle, Brit and Sunni, the grandchildren, and Janell and her family. A truly great loss.

Clark and Patricia Hampe - April 16, 2010 at 12:00 AM

CG

“ This was a good and generous man, who loved his family, community, church, and decades of employees. His history in the east Texas area he loved was lengthy and exceptionally distinguished. He will be greatly missed, and remembered with affection and respect.

Colleen Grosso - April 16, 2010 at 12:00 AM

TB

“ Roomed next door to Bruce for two years. Played football together.  
What a guy.....

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**Ted "Sweetpea" Brock** - April 16, 2010 at 12:00 AM

SP

“ Dear Decie, Amy, Clint and Garnet,

*Our hearts go out to you in understanding sympathy. You were blessed to have had such a fantastic father/grandfather in your lives. He was a true Christian gentleman. I know you will miss him greatly so we are praying that the Lord keep His loving arms tightly around you at this difficult time. I hope you know how very, very much we love you special people who we consider family. Love and prayers, Sister and Bill Payne*

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**Sister Payne** - April 16, 2010 at 12:00 AM

MF

“ Bruce is an inspiration to all who were lucky enough to be touched by his presence here on earth. Blessings to the Brookshire family, and those dear friends who are feeling enormous loss at this time.

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**Mike Farrand** - April 16, 2010 at 12:00 AM

JB

“ *Mr. Brookshire was such a kind and wonderful man. He always had a twinkle in his eye and a warm greeting for anyone he came in contact with.*

*I just celebrated my 30th anniversary with Brookshire Grocery Company and am so fortunate to work for such a great company. I am thankful to Mr. Brookshire for his vision for this company.*

*He and I shared a love for holidays and I always looked forward to seeing his bright green coat on St Paddy's Day.*

*Sending prayers for peace and comfort to Ms. Carrie, Tim and Michelle, Britt and Sunni, and their families, and especially to my sweet friend Amy.*

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**Jan Barton** - April 16, 2010 at 12:00 AM

RS

“ *bruce was a great man. i met him several times and greatly admired him. my mother worked for brookshires for over 30 years so brookshires was a part of my family. i also met bruces father when i was a child and we had company picnics at their lakehouse. i was a member of the tyler police dept also and i greatly appreciated his support of all law enforcement. he didnt just talk - he showed this support of law enforcement by giving picnics and shaking all of our hands at the events*

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**randy staples** - April 16, 2010 at 12:00 AM

NM

“ *He made every one feel special and gifted.*

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**Nancy M.Higginson** - April 16, 2010 at 12:00 AM

SL

“ Dear Tim and Michelle,

*My deepest condolences upon the death of your father.*

*May God sustain you and yours in the days and weeks ahead as you rejoice in his memory and what he meant to you and your family.*

*Steve*

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**Stephen Lippe** - April 16, 2010 at 12:00 AM

JS

“ *May the Peace of Christ be with you and your family during this difficult time.*

*Mr. Bruce Brookshire was a blessing to everyone who came into contact with him and we will continue to keep this wonderful family in our prayers. God Bless.*

*Jill #51*

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**Jill Sturgis** - April 16, 2010 at 12:00 AM

KS

“ *I grew up just up the street from the Brookshire family. My parents, Dr and Mrs JH Spence always admired and spoke highly of Mr and Mrs Brookshire when we were kids. Bruce always had a smile and kind words whenever he saw you - such a devoted man and man of God. My sincere condolences are with the family at this time. God be with you all. Kathy Spence Snodgrass*

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**Kathy Spence Snodgrass** - April 16, 2010 at 12:00 AM

WM

“ *Our sincerest sympathy on the passing of your patriarch grandfather*

William, Janet and Judith Martin - April 16, 2010 at 12:00 AM

JW

“ *Not having Met Bruce but reading about him and listening to others talk about him, his accomplishments have inspired me to live life on a different level. Bruce makes me want to be the best person I can be each day!*

Jared Waldrip - April 16, 2010 at 12:00 AM

BI

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biicnhzb - April 16, 2010 at 12:00 AM