

**Charles L. (Chuck) Beard, Jr.**  
**Registry of Honor**  
**2019**

Born 6/13/29 in Sheffield, Alabama; Married Elaine Gardner in 1954. Has four grown children, all of whom attended Sheffield city schools and are college graduates.

**EDUCATION AND TRAINING:** Attended Sheffield City Schools 1-12 grades, graduating in 1947. B. S. in Accounting from University of Alabama in 1951. Attended Florence State Teachers College in 1949-50. Played football at both University of Alabama and Florence State. Member Beta Alpha Psi Honorary Accounting Society at University of Alabama. Completed IBM course for executives of firms installing systems. Completed various continuing education courses and seminars in computers, sales training, and management. Passed Real Estate License examination in 1987. Earned the real estate designations of "Graduate of Real Estate Institute" and "Certified Real Estate Specialist".

**GENERAL BUSINESS AND PUBLIC SERVICE BACKGROUND:** Assistant to Auditor, Leonard-Monsanto Construction Co., 1951. Junior Accountant, Ernst & Ernst, 1951-1952 until entering Army. U.S. Army, 1952-1954. Worked as Partner, General Manager, and President of Royal Crown Bottling Co. of Sheffield from 1954 to 1984. Upon sale of company to another firm in 1984, served as General Manager until December of 1986. From 1987 through 1992, worked as real estate agent for Neese Real Estate and Sanford Realty. Elected to Colbert County Commission in 1992. Served two terms, leaving office in November of 2000. Owned and managed several duplex and triplex apartments.

**COMMUNITY, CIVIC, AND BUSINESS ACCOMPLISHMENTS:** Past Chairman, Chamber of Commerce of the Shoals; Past President, Salvation Army Advisory Board; Past President, YMCA Board; Past President SHS 40's Alumni Association, 1995-2001; Member of Steering Committee SHS 40's Alumni Association, 1993 until present; Member Board of Trustees, UNA, 1985-1988; Past President, Sheffield Kiwanis Club; Sponsor, Sheffield High Key Club, 1960's; Past President, UNA Sportsman's Club; Past Board Chairman, Sheffield First United Methodist Church; Chairman, Finance Committee, Sheffield First United Methodist Church, 1993-2008; 2008, Past President, Alabama Soft Drink Association and National Royal Crown Bottlers Association; Member, Board of Directors, Association of Tennessee Valley Governments, 1996-2000; Adult Sunday School teacher Sheffield First United Methodist Church; former Eagle Scout and Scoutmaster; Member, National and Alabama Association of REALTORS 1987-1992; Lifetime member REALTORS Million Dollar Sales Club.

**HOBBIES:** Golf, fishing, boating, gardening, reading, china painting, and do-it-yourself crafts.