



Richard "Dick" Edward Bettale

February 13, 1938 - May 13, 2015

Richard "Dick" Edward Bettale, 77 passed away Wednesday May 13, 2015 in Fort

Collins, CO from complications resulting from a back surgery.

He is survived by two loving sisters: Celeste Hall (Ron) of Petaluma, CA, Gail Hagge of Santa Rosa, CA, and a brother, Kevin Bettale (Michael) of Helena, Montana along with numerous nieces and nephews. Preceded in death are two brothers: Steven Bettale and C. Patrick Bettale.

Richard was born February 13, 1938 in Sterling, Colorado, the son of Germaine and Antonio Bettale. He graduated from high school in Fort Morgan, CO and received his BS in Business at the University of Southern Colorado in Pueblo, CO.

After serving in the U.S. Army, Richard began his 30-year seed sales career with Northrup King, retiring from Arkansas Valley Seed. Raised on a family farm/ranch, he developed a love of the land and agriculture. He was dedicated to his career as a sales manager of seed and sod covering a four state area, traveling 45,000 miles a year. His work ethic, honesty and integrity helped him to excel in all sales positions.

He was an active member of the Elks, Moose, Colorado Classic Thunderbird

Club, numerous seed and agricultural associations and a charter member of the Republican Party. He enjoyed golf, travel and car shows.

Memorial Services will be held Friday, June 5, 2015 at Saint Helena Church, 917 W 7th Avenue, Fort Morgan, Colorado. Viewing 9:30-10:00 A.M.; Rosary 10:00-11:00; Mass 11:00; Graveside services will be at the nearby Riverside Cemetery with a reception following at the church social hall.

Cemetery Details

Riverside Cemetery

601 W 8th Avenue
Fort Morgan, CO 80701
info@goesfuneralcare.com

Previous Events

Viewing

JUN 5. 9:30 AM - 10:00 AM (MT)

St. Helena Catholic Church
917 W 7th Avenue
Fort Morgan, CO 80701
info@goesfuneralcare.com

Rosary

JUN 5. 10:00 AM - 11:00 AM (MT)

St. Helena Catholic Church
917 W 7th Avenue
Fort Morgan, CO 80701
info@goesfuneralcare.com

Mass of Christian Burial

JUN 5. 11:00 AM - 12:00 PM (MT)

St. Helena Catholic Church
917 W 7th Avenue
Fort Morgan, CO 80701
info@goesfuneralcare.com

Tribute Wall



“ *Richard "Dick" Edward Bettale*

October 25, 2022 at 06:14 PM



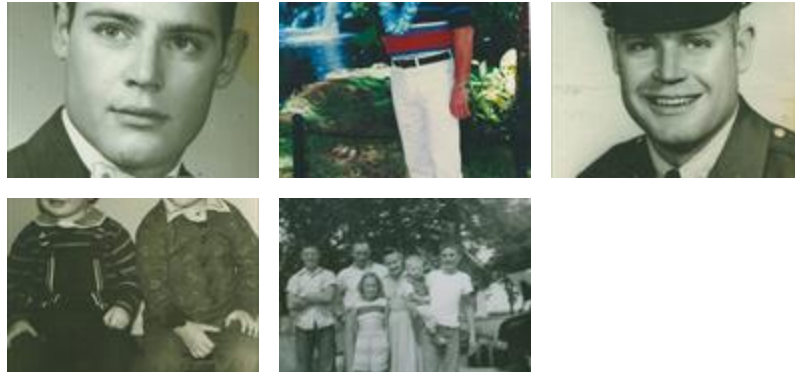
“ *We are shocked and saddened to have just learned of Dick's passing. He was one of our Road 3 neighbors and we enjoyed visiting with him during neighborhood get togethers. We will miss seeing him in his garage/apartment. I will plant some special seeds in my garden this year in his honor. Sending our sincere condolences. We will keep Dick and his family in our thoughts and prayers.*

Steve & Cheryl Cristanelli

Cristanelli's - June 03, 2015 at 08:54 PM



“ *8 files added to the album Dick's Life Photos*



Chrissy McCollom - June 02, 2015 at 10:39 AM

“ Born to an Italian farmer and rancher, Dick spent his formative years in Roggen, Pueblo and Fort Morgan, working from dawn to dusk. His days were spent sowing and harvesting crops, mending fences, tending cattle, and fixing the machinery necessary to keep the farm running smoothly. It was here that he developed a strong sense of personal responsibility and a work ethic that would serve him throughout his life. It was here that he found his conservative ideals and strong Roman Catholic Faith.

Along with his brother Steve, Dick was drafted into the Army in 1959, processed through Fort Riley, Kansas. He was proud of his service and his status as a veteran. His fondest memory was time spent at Fort Story, Virginia. With his military service behind him, he continued his education attending Northeastern Junior College in Sterling, and then earning a Bachelor of Science Degree in business from the University of Southern Colorado in Pueblo. His fondness for the land and what it could produce led him to a career in agriculture sales. He began his career with Northrup King, propelled by his previous expertise in turf and grass seed.

Dick would always credit Harry Council for giving him an opportunity to join Arkansas Valley Seed Solutions. Harry was instrumental in helping Dick to begin his career as a valued agent, and later helping mold

him
into a manager, a position where he flourished and served for over
twenty years. Dick was responsible for expanding sod production
and seed
supply to vegetable farmers. His love of the open road was
apparent as
he traveled over forty five thousand miles per year representing a
sizable area. He quickly became the major supplier for the sod
industry
in Wyoming, New Mexico, Nebraska, Utah and Colorado. In time,
Arkansas
Valley would be purchased by Land of Lakes where Dick would end
his
successful thirty year career in an industry that was his passion.

Beyond his impressive career, Dick served the seed industry in a
multitude of ways. Due to his dedication and respect from his
clients,
he was invited to join The American Sod Producers Association and
was
elected Treasurer. He also was an officer, active member and
supporter
of The National Onion Association, the Rocky Mountain Sod
Growers
Association, the Colorado Hay and Forage Association, The New
Mexico Hay
and Forage Association and several other seed and agricultural
associations.

Dick had a mechanical mind and an impressive attention to detail.
He
developed a love of cars and had a thorough knowledge of motors
and
maintenance. Any car that he owned was restored and maintained
to
perfection. His collection included a convertible Ford Fairlane, a
scratch-built Bradley kit car, and several Ford Thunderbirds. His

prize

was a black 1967 Thunderbird that he restored and featured at car shows.

In addition to cars, Dick owned a plane and was a licensed aviator.

He

used his pilot privileges to view farmland from above long before the advent of agricultural drones.

Dick loved to travel and was a student of history. He obtained his Italian Citizenship and had one day hoped to tour the land of his ancestors. ~Celeste

Chrissy McCollom - June 01, 2015 at 02:06 PM

RB

“ *I am sorry for the loss of a good friend! Great memories, Robert and Nancy Bennett*

Robert Bennett - May 31, 2015 at 06:40 PM



“ *Beautiful in Blue was purchased for the family of Richard "Dick" Edward Bettale.*



May 28, 2015 at 02:12 PM

RS

“ I worked with Dick at Arkansas Valley Seed until he retired, I have to say I never saw him without a smile on his face, he loved his job and in all the years I have been with Arkansas Valley Seed there has never been a "SALESMAN" that loved his job as much, took pride in his job and I can say he was the "SALESMAN" that ever lived. You will be missed.

Reta Stimmel - May 28, 2015 at 01:17 PM

LG

“ Dick and I worked together starting in 1972. He was with Northrup King and I was with Independent Lumber's general office. We became friends over the years traveling from store to store to get Northrup King set. He and Harry Council helped me win the National Corn Growers contest in Mesa County and come in 2nd in state in 1974. We played golf, rode motorcycles and hunted together. When he traveled to Grand Junction Diane and I enjoyed having him stay with us. The Western Slope of Colorado held a special spot in his heart. He will be missed.

Larry Gobbo

Larry Gobbo - May 28, 2015 at 12:15 AM



“ Country Basket Blooms was purchased for the family of Richard "Dick" Edward Bettale.



May 24, 2015 at 02:31 PM

HH

“ *Helen Skinner and Alberta Hergenreder purchased the Full Of Love Bouquet for the family of Richard "Dick" Edward Bettale.*



Helen Skinner and Alberta Hergenreder - May 21, 2015 at 11:48 PM

DS

“ *Donna Sasso lit a candle in memory of Richard "Dick" Edward Bettale*



Donna Sasso - May 21, 2015 at 07:49 PM

DS

Thank you for being a "best" friend to Duane.

May the road rise to meet you.

May the wind always be at your back.

May the sun shine warm up your face, and rains fall soft upon your fields.

And until you and Duane meet again,

May God hold you in the hollow of his hand.

Miss and luv you always,

Duane & Donna

Donna Sasso - May 21, 2015 at 07:58 PM

DP

“ *The best male friend I ever had and I will miss the handshake, the fellowship and smile we always shared when we would meet. The friendship you and I shared so many years will always be close to my heart. When it becomes my turn to leave loved ones, you will be waiting to greet me Dick as you always have, with a smile and handshake. I know that your in a better place now, and that your looking down from the heavens on all of us with those eyes and that smile.*

Your friend for ever!

Duane

Duane Parks - May 21, 2015 at 02:26 PM

CM

“ *Chrissy McCollom lit a candle in memory of Richard "Dick" Edward Bettale*



Chrissy McCollom - May 19, 2015 at 02:07 PM