

William S. "Bud" Leonard  
July 9, 1929 - June 29, 2020

Celebrating the Life of  
**William S. “Bud” Leonard**

Thursday, July 2, 2020 2:00 p.m.

Broussard’s Chapel

Beaumont, Texas

The Reverend James R. Fuller, PhD, Senior Pastor

Chris Richter, Vocalist

Betty Duncan, Pianist



Prelude

Seating of Family

*“The Old Rugged Cross”*

Opening Sentences

A Life Remembered

The Written Word

Personal Words

Anne, Claire, Will

Prayer

Sundown

Eulogy

God, Family, Church, Lamar

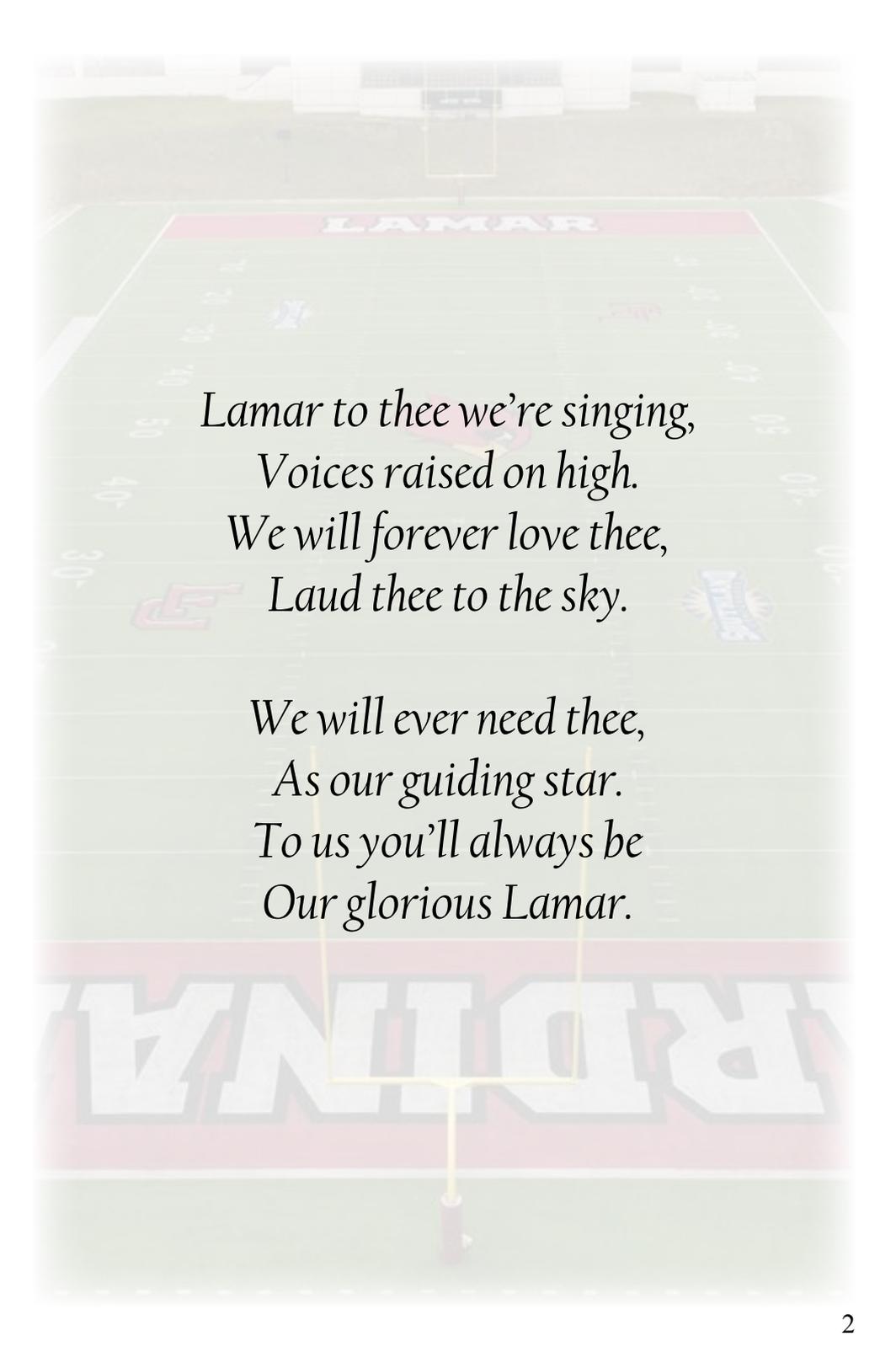
Message

Prayer

Flag Presentation

Lamar University Alma Mater

Postlude



*Lamar to thee we're singing,  
Voices raised on high.  
We will forever love thee,  
Laud thee to the sky.*

*We will ever need thee,  
As our guiding star.  
To us you'll always be  
Our glorious Lamar.*



In the arms of family and blanketed in love, William S. “Bud” Leonard peacefully passed from his earthly vessel Monday, June 29, 2020. He was 90 years old. A wordsmith and artist with a servant’s heart, Bud made the world a better place – and he will be missed by many.

Bud was born in Kingsville, Texas, on July 9, 1929, the second child of Effie Pelletere Leonard and William S. Leonard. His father was an Irish railroad man and his mother a first-generation U.S.-born child of Italian immigrants. Tragedy struck the family when the young patriarch died, leaving Effie to raise then 4-year-old Bud and sister Doris Marie Leonard (Evans). Effie and the children explored Texas – living in Houston and Freeport before settling in Austin, where Bud would fondly recollect growing up on Barton Creek, where he swam, fished, hunted and camped out.

In junior high, Bud met his first love – football, a love affair that would eventually take him through college and away from his Austin roots. After graduating from Austin High School, the oldest Texas high school still in existence, in 1948, Bud followed football, and high school coach Stan Lambert, to Beaumont. Lambert had been offered the head coaching job at Lamar Junior College beginning that fall, and he offered Bud and six of his high school teammates the opportunity to attend college and still play the game they loved. It was a dream come true for Bud, and he relished the time he had on the field – as well as the friendships he was able to continue with his high school buddies, all of whom remained close until death parted them.

Bud didn’t just play football, though – he excelled at it. A local legend, Bud’s tenacity and athleticism not only showed on the field, but it was what got him on the lineup in the first place. Thought “too small” to be a true powerhouse on the football field, Bud fought hard to

claim a starting offensive guard position as a freshman at Lamar in the late 1940s. Thanks to Lamar transitioning to a four-year college that earned Bud and his team a fifth year on the field, it was a post he would hold onto for five years while earning successive degrees, co-captaining the infamous 1949 Junior College championship team, and scoring commended marks in the classroom as a top student-athlete.

Better than any college football title, Bud also won the heart of the love of his life while at Lamar, the future Charlene Matthews Leonard. Bud and Charlene married in 1953, embarking on 66-and-a-half years of a blessed life together. Shortly after marrying, Bud joined the U.S. Navy, where he trained to become an aircraft pilot and rose to the rank of Lieutenant. Bud earned his Wings of Gold in 1955 and served his duty flying in a tour that took him from California to Hawaii, Guam, Japan and the Philippines, before being released from active duty in 1957.

The couple lived in Pensacola, Florida; Newport, Rhode Island; and San Diego, California. Their first child, Joni Marie Leonard, was born in 1956. The loving parents, accepting that Joni was born with disabilities that would never allow her to live on her own, made sacrifices their whole lives to care for her and she lives at home until today. Once released from active duty, with baby Joni in tow, the couple moved back home to Texas, settling in Beaumont in 1958, where their son, William S. Leonard, was born.

“Buddy,” as his Aunt Lena would call him, then began a career in Advertising, forming his own company and later merging his firm with Goodwin, Dannenbaum, Littman & Wingfield, one of the largest advertising companies in Houston. He enjoyed a successful career in Advertising while remaining close to Lamar University, becoming instrumental in forming the Cardinal Club, Ex Letterman’s Association and the Cardinal Hall of Honor. In 1974, he was called by Dr. John E. Gray (who had been a mentor to him since attending Lamar) to join the Administration at the University. He remained there until his “first retirement” in 1994 as Vice Chancellor of Development. While there, he obtained his Master’s in Speech.

His love and loyalty to Lamar University never wavered, again answering the call to serve his alma mater even in retirement – this time returning to teach for one year, calling it something he “always wanted to do.” Now officially off retirement, Bud then started his own consulting/advertising company that served several local businesses in the area. His last job, before he finally retired (again) at 87, was working for The Modern Group.

Lamar’s archives continue to herald Bud’s contributions to the university for decades after his offensive lineman days – a legacy that culminated with Lamar stadium’s playing field being officially dubbed the W.S. “Bud” Leonard Field in his honor. He served the Ex-Students Association in many capacities, was a member of university’s 50th Anniversary Committee and served as an organizing member of the Fine Arts Department’s Friends of the Arts organization. He was named a Distinguished Alumnus in 2000. To boot, Bud is remembered at the university as “one of the all-time great athletes in Lamar University history.”

Bud’s community involvement endeavors are too numerous to list and include service for the Art Museum of Southeast Texas, Neches River Festival and the Greater Beaumont Chamber of Commerce. Bud and Charlene were active members of their beloved Calder Baptist Church for over 60 years, where he chaired multiple capital campaigns, served as Homecoming Chairman, Deacon, and Sunday School teacher, even at age 90.

Neches River Festival Executive Director Molly Moore, a fellow Calder Baptist parishioner, released a statement after Bud’s passing, recalling the past NRF president and 51st King of the NRF as an asset to the nonprofit’s mission.

“He had a life to be celebrated and leaves a legacy that will last forever in the Beaumont community,” she said. As he would have wished, NRF sent a contribution to the Lamar Otho Plummer Scholarship in his honor.

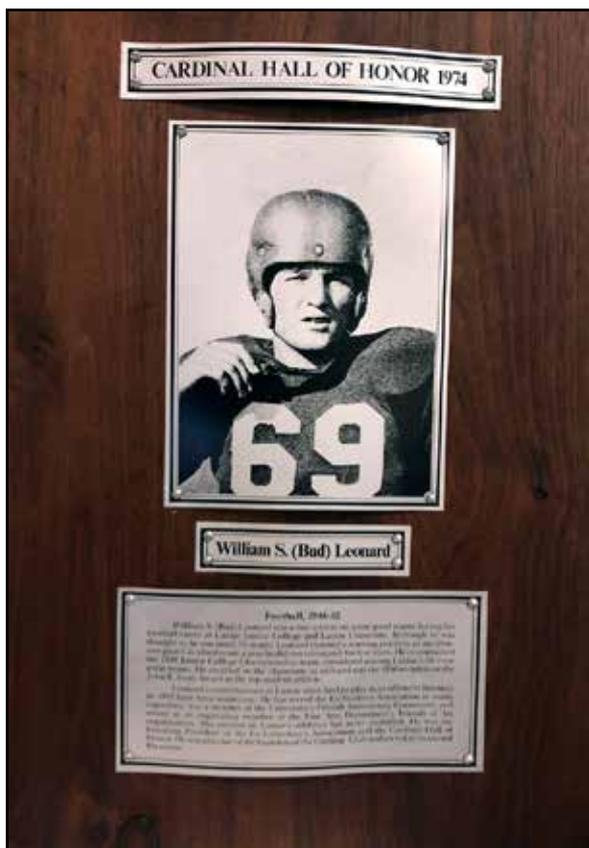
Bud's mark on the world can't be confined to a lifetime, even one that lasts 90 years. He loved the Lord, his wife Charlene, family, friends, his country and life itself. He was especially proud of his twin granddaughters, Anne and Claire, who were the apples of his eye. Bud was likewise proud of son Will, who followed in his father's footsteps and played football while earning a degree from Lamar University, going on to head BBVA Compass as Regional President. Bud will be remembered fondly for the immense impact he had on the community, and especially Lamar University, for the countless hunting trips he and son Will loved to take together, and the jovial time he had playing golf at the Beaumont Country Club and enjoying the company of the Dun' Workin' Club, a group of retired men who met monthly to have lunch and tell old stories the family believes were possibly embellished every time they were told.

Bud is survived by his loving wife Charlene Leonard, daughter Joni Leonard, and son Will Leonard and Michelle Adams. He is also survived by grandchildren Anne Kellam Leonard of Los Angeles, California, and Claire Matthews Leonard of Tuscaloosa, Alabama; niece Rita McGiver of Georgetown, Texas; nephews Steve Evans of Austin, Texas, and Roger Evans of Killeen, Texas; and cousin Barbara Ann May of Houston, Texas. He was preceded in death by his parents, sister Doris and nephew Bill Colbert.

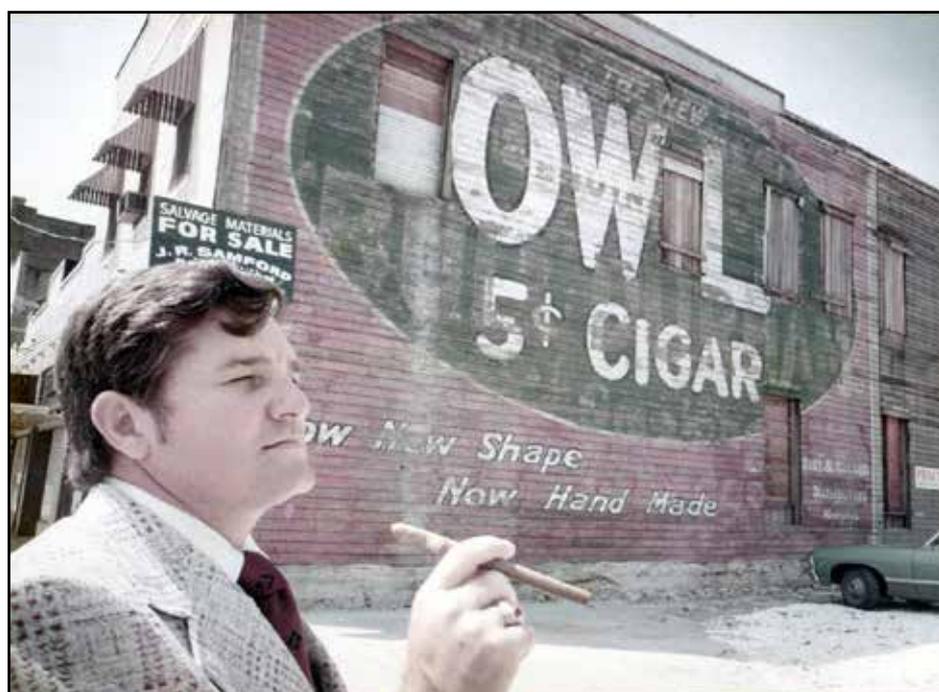
Special thanks go to Dr. Doug Wilcox, Dr. Randy Lombardo and Dr. Bodo Brauer; Spindletop Hill Nursing Home and Harbor Hospice; as well as the numerous caregivers who took care of this wonderful man.

“God Bless You Papa...”





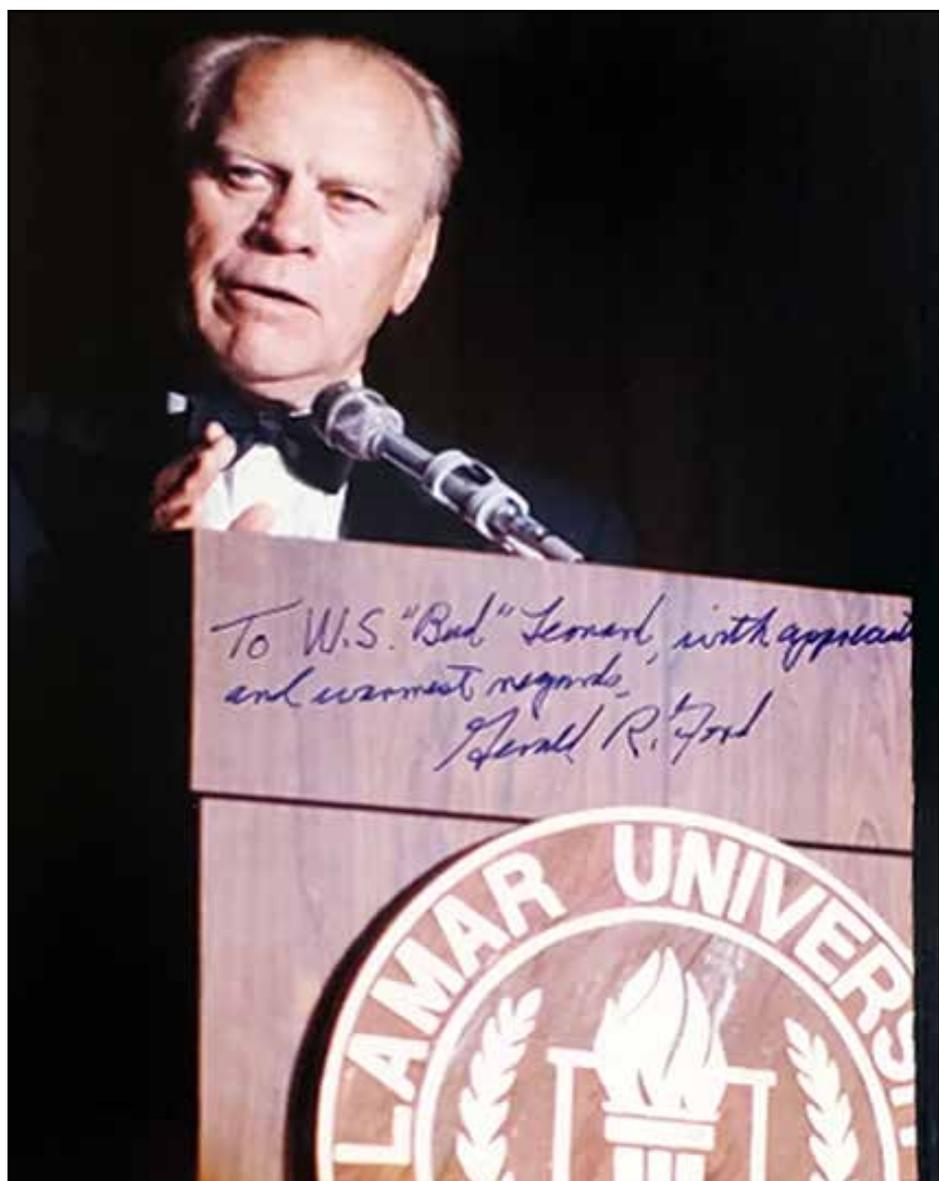






To Charlene & Bud Leonard  
With best wishes, Bill Clements







GERALD R. FORD



April 16, 1987

Dear Bud:

Thanks so much for the special medallion which you so thoughtfully forwarded. I am most grateful.

As you know, I truly enjoyed my visit to Lamar University and I'm pleased you and the others were pleased with my presentation.

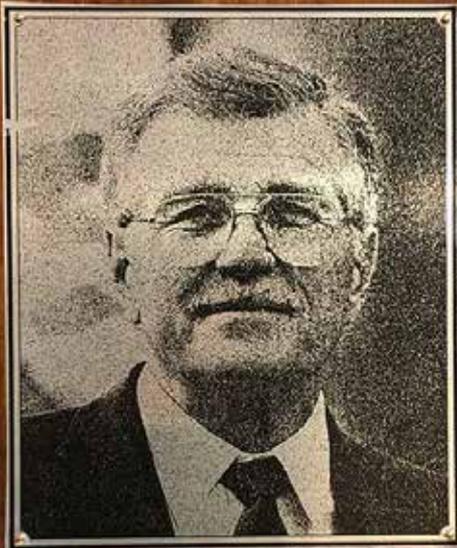
I look forward to seeing you in Beaver Creek or Texas.

Warmest, best wishes,

Mr. W. S. "Bud" Leonard  
Lamar University System  
Post Office Box 11920  
Beaumont, Texas 77710



## DISTINGUISHED ALUMNUS AWARD 2000



W. S. "Bud" Leonard

Lamar College (1950)  
Lamar State College of Technology (1955)  
Lamar University (1974)

Active Creative Team, Inc., the public relations agency of W. S. "Bud" Leonard, could not be more aptly named. The chosen commissions of both business and heart dictate that he translate his time with military precision.

During his career, as student and professional, Leonard's continual whirlwind of activity has included the regional economy as well as his alma mater Lamar. As an organizing member to offices of the LU Cardinal Club, Cardinal Hall of Honor Council and Friends of the Arts, Leonard's ability to implement a vision, always looking toward the long-term health and wealth of the university, has been proven time and again.

A creative advertising executive after 10 years in the business in 1966, Leonard merged his corporate Ad Association with the Houston-based agency (Kendall, Dinsmore, Latham & Wright, Inc., proving annual sales more than 50% percent during a three-year period.

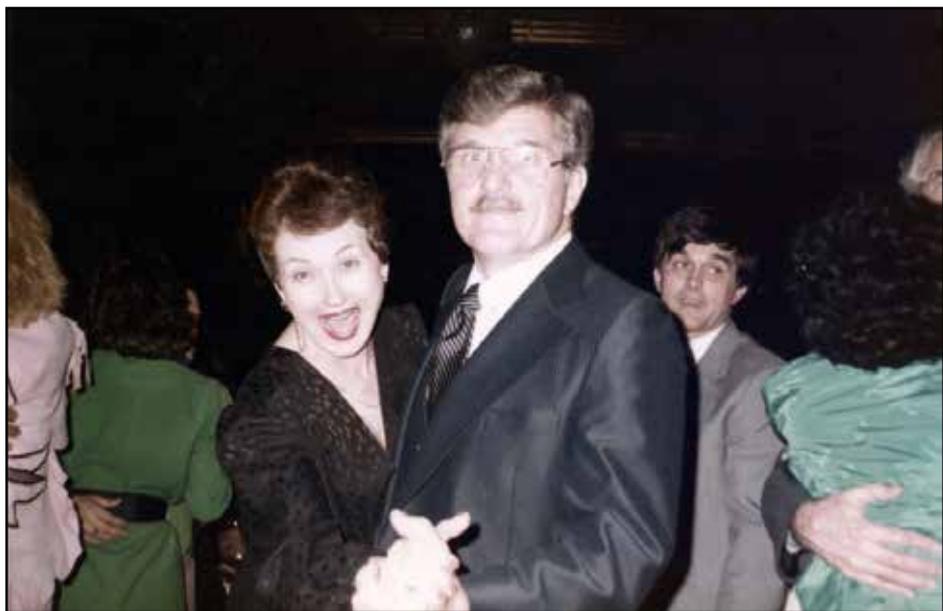
In 1975, he began 20 years of professional service to Lamar as vice president of university relations and account executive for development. This total commitment with 25 years of volunteer support before and after his tenure, which saw Lamar receive almost \$25 million in donations.

In 1981, the LU Alumni Association (LUAA) awarded Leonard the Golden Gavel for exceptional service to the association.

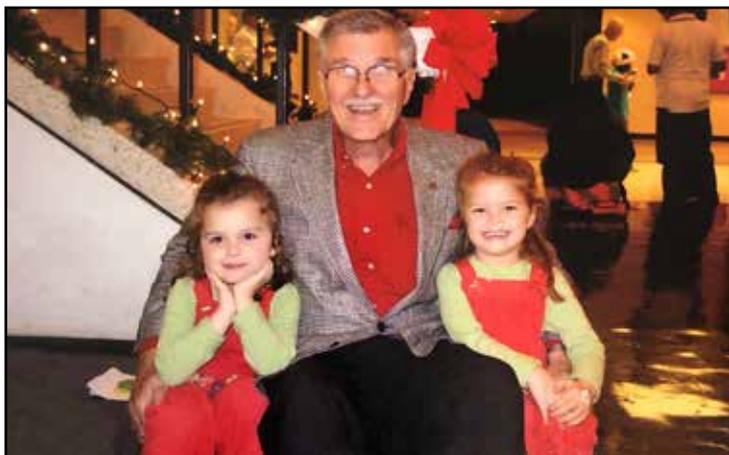
Leonard earned an associate of arts degree in 1950 and his bachelor of arts in English education in 1951 as a member of Lamar's first four-year graduating class. He returned again to Lamar to give his master of speech in 1976.

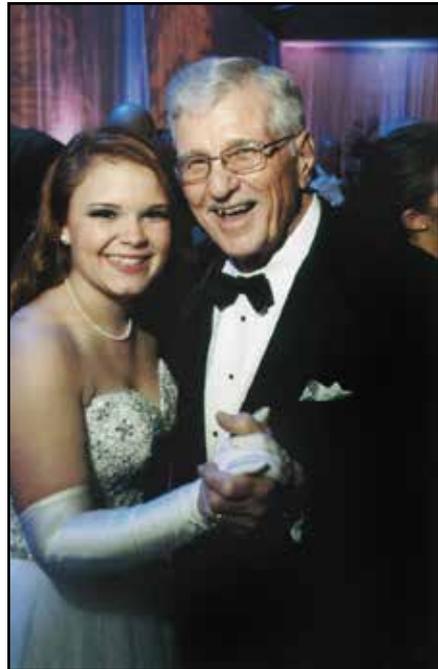
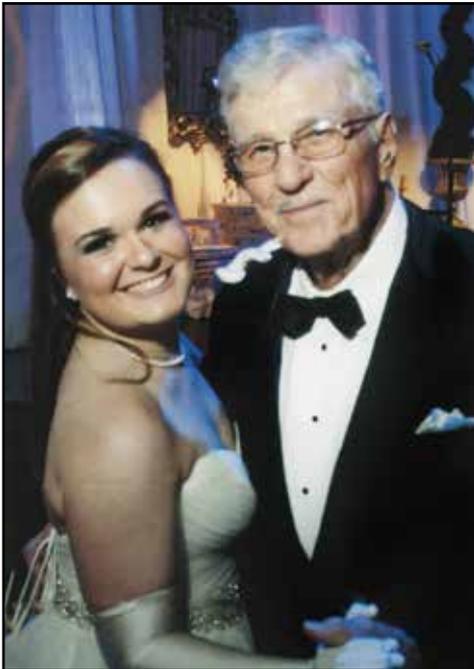
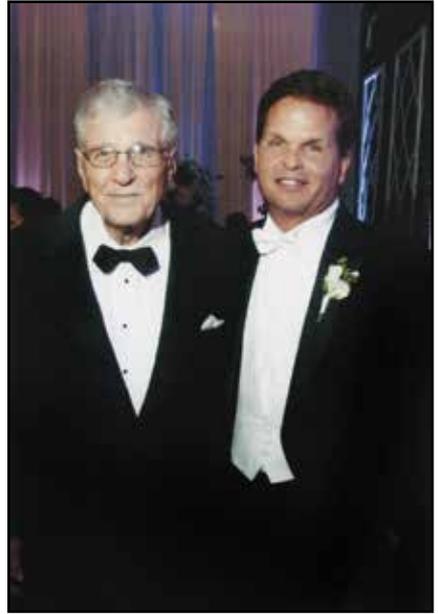
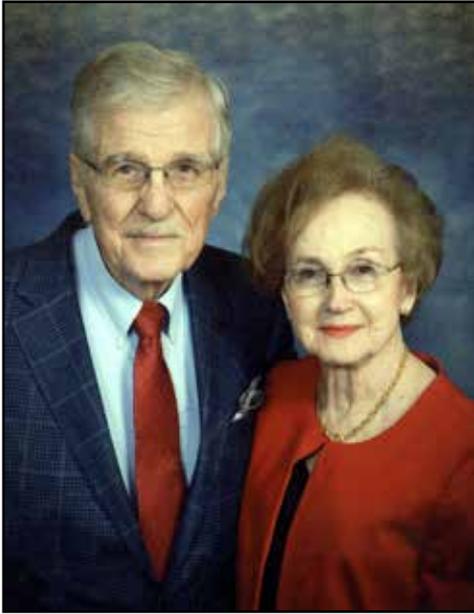
Volunteer efforts by Leonard and his wife, Christine, earned a national visibility from Business & Civic Digest, Mass. Commission, Chamber of Commerce and Commerce and United Negro College Fund in various financial institutions, business clubs and public welfare organizations.

But he hasn't stopped. A life member and past president of the LUAA, he remains active in university and Lamar affairs.









**Pallbearers**  
Bill Pittman  
Rick McGiver  
Steve Evans  
John Johnson  
Gary Bajgier  
Juan Zabala  
Cal Hebert

**Honorary Pallbearers**  
The 1953 Football Team of Lamar University  
His Associates of Lamar University

Broussard's Crematorium  
Beaumont, Texas

**Memorial Contributions**  
Lamar University Athletics  
P.O. Box 10066  
Beaumont, Texas 77710

~  
Calder Baptist Church  
1005 North 11th Street  
Beaumont, Texas 77702



*Broussard's*  
Established 1889

Please sign Mr. Leonard's guest book and share your memories at  
[www.broussards1889.com](http://www.broussards1889.com)