

Dearest Family and Friends,

Bert R Norred passed away January 10th 2016. Bert was born in Piggott, Arkansas on June 12th 1921 and has since been known as the most remarkable and generous person that many have lived to know. Nothing less than a kind word has ever been spoken by anyone about him. Bert is survived by his beloved wife, Bea; his children – David (Spouse-Jeanne), Deena Norred-Jenner (Spouse-Steve) and Billy (Spouse-Jani); and grandchildren – Ryan, Alex, Tucker and Chloe.



Bert was born with his twin brother, Bill, to his parents, J Russell Norred and Estelle Gaddis Norred on the farm a mile from the center of town. His older brother, John, and sister, Constant, were born on the farm, as well.



With such a challenging upbringing on a small farm in Arkansas as our country suffered the depression, Bert saw a bright future. As one could imagine, times were not easy. Bert was never one to ever be suppressed or defeated no matter the obstacles he was dealt. At 14, he was struck by a staph infection - an infection that reached his right leg hip bones

traveling through the bloodstream and spreading through tissue. Doctors expressed to him that he would never walk again, but Bert knew differently. Finishing high school in and part of college on crutches, he persevered and walked until his last day at 94. Never tell him what can or can't be done; his tenacity was astonishing!



After college, Bert worked for the CPA firm Ernst and Ernst, before moving to Tulsa where he worked as an accountant for BW Vetter and Co., a firm that eventually sent him to open their Beverly Hills/LA office. After opening their offices in California, he met his California beauty, Bea McDaniel, whom he vowed his life to. Their love and devotion never wavered even after he passed with her by his side.

In the early 60's Bert went out on his own as a management consultant who specialized in the automotive industry. While working with automotive dealers he also had clients in aerospace electronics, entertainment industry, glass, marine, Airstream trailers, shellfish industry in Mexico, aeronautics,