



William Roden Jr.

June 12, 1952 - October 5, 2024

William Sanders Roden Jr, “Sandy”, age 72, passed away peacefully in Birmingham on October 5, 2024, surrounded by his family and friends. Sandy was a beloved husband, father, father in law, brother, uncle, friend, business partner, and he was most proudly known as “Pop” to his 8 grandchildren. He was born June 12, 1952 in Albertville, Alabama. He graduated from Albertville High School in 1970 (The Best Class That Will Ever Be) and the University of Alabama in 1974. In high school, he met the love of his life, Betty, while marching in the AHS Aggie Band. She said yes to Homecoming, and 50 years of marriage soon followed.

After college, Sandy worked in the family grocery business, W.S. Roden Company. It was here he learned that his love of business and developed life-long entrepreneur dreams and goals. Sandy and Betty soon settled in Birmingham to raise their family, and Sandy began his career in the car business, and established numerous other companies.

He was an optimist and a very generous friend to those that knew him. Sandy was always ready and willing to help with a project around the house and for anyone who asked him for help. He was always willing to share some good advice with his unwavering positive perspective. He was an avid follower of business strategy, and also enjoyed driving fast cars, listening to jazz, hunting, fishing, playing golf, grilling on his orange charcoal grill, making his world famous baked beans and watching The University of Alabama Crimson Tide on fall Saturdays.

Sandy found joy in every day and was happiest when he was surrounded by his family and friends. He loved hosting a full house; be it at home, on the farm, on the lake, a football weekend or a long holiday. As long as he was with his family and friends, he was full of joy and contagious optimism. Sandy approached life with a keen eye for opportunity and an unwavering enthusiasm. Known for his charm, he was an entrepreneur—many ventures blossomed into success and a few offered invaluable lessons. For Sandy, the journey was just as important as the destination. He saw potential where others saw obstacles, whether he was negotiating business partnerships or sharing stories with friends. Every interaction was infused with hope and ambition, and he viewed each moment as a stepping stone to greater possibilities. Sandy inspired those around him to pursue their own dreams, no matter how bold.

Sandy is preceded in death by his parents, William Sanders “Bill” Roden and Elvela Rhea Roden.

He is survived by his devoted wife, Elizabeth Hood Roden (Betty); children, Trey (Christianna), April Harrell (Ramey) and Spencer Roden (Lindsay); grandchildren, Owen Harrell, Henry Harrell, Sawyer Roden, Mary Harrell, Sophia Roden, Selini Roden, Harrison Roden and Charlie Roden; and sister Rhea Spear.

Visitation will be held on Wednesday, October 9th, 2024 at 1 p.m. at First Presbyterian Church in Albertville, with a memorial service to follow at 2 p.m. Our family would like to thank everyone for their thoughts, prayers, visits and support throughout the years. We are truly grateful to the caregivers of Aspire Physical Recovery Center at Cahaba Heights and Expectcare Hospice-where they share his contagious smile will be missed. In lieu of flowers, please consider a donation to the Albertville First Presbyterian Church.

Previous Events

Visitation

OCT 9. 1:00 PM - 2:00 PM (CT)

First Presbyterian Church of Albertville
501 College St.
Albertville, AL 35950

Funeral Service

OCT 9. 2:00 PM (CT)

First Presbyterian Church of Albertville
501 College St.
Albertville, AL 35950

Burial

OCT 9 (CT)

Memory Hill Cemetery
5975 US Highway 431
Albertville, AL 35950

Tribute Wall

DE

“ I knew Sandy through his family's grocery business as he was a client of mine. On a visit to Albertville to visit Sandy, after a day of calling on some of Sandy's customers with him, we found ourselves on Guntersville Lake, where Sandy taught me to water ski. He was very patient and do very gracious. Even though it's been a couple of years since Sandy's passing. I just now found out and am very saddened of the news. Condolences to Sandy's family and friends.

Doug Edwards - April 29 at 11:26 PM

JB

“ James Burnett purchased the Beautiful in Blue for the family of William Roden Jr..



James Burnett - October 08, 2024 at 01:32 PM



“ Beautiful in Blue was purchased for the family of William Roden Jr..



October 08, 2024 at 10:37 AM



“ Sentiments of Serenity Spray was purchased for the family of William Roden Jr..



October 07, 2024 at 09:25 PM



“ With deepest sympathy, Betty Jo Adams planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of William Roden Jr..

With deepest sympathy, Betty Jo Adams - October 07, 2024 at 09:25 PM



“ Peaceful White Lilies Basket was purchased for the family of William Roden Jr..



October 07, 2024 at 08:36 PM



“ Jimmy and D'Juan Jordan planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of William Roden Jr..

Jimmy and D'Juan Jordan - October 07, 2024 at 08:36 PM