



Carlos Moore

February 3, 1943 - May 27, 2007

Carlos William Moore, 64, of Emmett, Texas passed away on Sunday, May 27, 2007 in Emmett. Dr. Moore was born on February 3, 1943 in Emmett to Harvey Aldine and Doris Marie Moore. After graduating from Frost High School in 1961 he earned an associates degree from Navarro Junior College and then earned a bachelor's degree from the University of Texas. He then earned a master's degree from Baylor University and a doctorate degree from Texas A&M University. Dr. Moore was currently the Edwin Streetman Professor of Marketing where he has been an instructor for 36 years at Baylor University in Waco. He had been honored as a Distinguished Professor by the Hankamer School of Business. He co-authored a textbook that is in its 13th edition. Besides his academic achievements, Dr. Moore was co-owner of Moore Brothers Ranch which he established and operated with his brother, Kris Moore. He was a loving husband, father and grandfather and was known for his quiet generosity and gentle sense of humor. He was preceded in death by his parents, Doris and Aldine Moore and his grandson Benjamin Alan Moore. Survivors include his wife Karen Stites Moore of Emmett; his children: Jeff Moore of Fort Worth, Mark Moore and his wife Mary and their children: Hannah, Ethan, and Sara Beth of Chandler, Arizona, Trey Moore and his wife Amy and their children: K.K., Jaycie, and Aaron Todd of San Antonio, Robyn Moore of Carrollton, Andrew Young of Emmett and Catherine Young of Emmett; brother and sister-in-law: Kris Moore and Rita of Emmett; nieces and nephews: Charla and Troy Moore of Fort Worth, Kristi and Craig Earp of

Crockett, Clark and Holly Moore of Emmett, Kera and Kevin Zuelhke of Frost, and Cheree Moore of Waco, and numerous great nieces and nephews. Funeral services will be held on Wednesday, May 30, 2007 at 2:00 p.m. at Griffin-Roughton Funeral Home with Gordon Lockett officiating. Following the services the family will receive friends in the foyer of Griffin-Roughton Funeral Home. Pallbearers will be Tim Stites, Doug Fuller, Matt Stroder, Robbie Mayse, Kevin Zuelhke, and Clark Moore. Interment will be in the Frost Cemetery. Memorial may be made: Emmett Church, 4729 NWCR 4300 Frost, TX 76626 or to the Carlos Moore Endowed Scholarship Fund, One Bear Place 97026 Waco, TX 76798..

Tribute Wall



“ *Carlos Moore*

October 08, 2023 at 12:04 PM



“ *Karen, Kris, Jeff, and family --*

I just found out about Carlos's untimely death. Words cannot describe the pain that I feel knowing that Carlos is gone. Carlos was a rock to us all at Baylor -- a man of impeccable integrity. He exemplified what it means to be a Christian. His witness has no doubt affected many during his years of service at Baylor.

Your family will be in our thoughts and prayers during this time. It goes without saying, but please let us all know if there is anything that we can do anytime.

With much Christian love,

Richard & Amy Easley

Richard Easley - May 27, 2007 at 12:00 AM



“ *An impeccable person, a kind and thoughtful man. He was pleasure to work for, wish everyone was as kind to work for as Carlos Moore. Surly the world has had a great loss. Norman Stubbs*

Norman Stubbs - May 27, 2007 at 12:00 AM

BS

“ When hearts are filled with sorrow there is little one can say, for only time can comfort you when a loved one passes away. So may the time be hastened until sorrow will depart and many wonderful happy memories will live on within your hearts. My thoughts and prayers are with you during these darkest hours. God bless and keep and you, Babbette Samuels

Babbette Samuels - May 27, 2007 at 12:00 AM

JW

“ Karen,
We were so sorry and so saddened to hear of Carlos' death. Our thoughts and prayers are with you and ofcourse all the rest of the family too.
With deepest Sympathy,
Joe and Joanelle

Joe and Joanelle Wright - May 27, 2007 at 12:00 AM

JR

“ Carlos:
You will be sorely missed. You were a freind, father figure, and role model. Your many kindnesses will no be forgotten. Permit me a short story, after I learned of your passing there was much crying, praying, and sharing of stories in the Roberts household. As you know, my daughters were quite fond of you as well. Last night, as Julie put Camille to bed and said her prayers, Camille commented after all she had heard that "he (Carlos) sounds like a hero". She couldn't have been more right. I love you and miss you.
Sincerely,
Jim

Jim Roberts - May 27, 2007 at 12:00 AM

JR

“ KAREN,
WE ARE SO SORRY TO HEAR OF YOUR LOSS. MAY YOU FIND
COMFORT IN YOUR MEMORIES, AS WELL AS KNOWING THAT
YOU ARE IN THE THOUGHTS AND PRAYERS OF YOUR FAMILY
AND MANY OTHERS WHO CARE. GOD BLESS YOU AND
YOURS.

JOHN & DYCE ROBERTS - May 27, 2007 at 12:00 AM

PM

“ I am deeply distressed over the terrible news. Carlos was a
wonderful person as you well know. He always made me feel good
when ever I saw him. I will miss him and I know that he has left a
hole that cannot be filled in the hearts of your family.

*Karen, I am in Colorado for my God son's graduation from the Air
Force Academy so I will not be able to be with you during this sad
time.*

*God's Grace be with you all.
Pati*

Pati Milligan - May 27, 2007 at 12:00 AM

JW

“ We are so sorry for your loss. Words cannot ease your pain, but just know if you surround yourself with friends and family, and keep your dad alive in your heart by all the good memories you have of him, you'll make it through this very difficult time. It's all "unreal" right now, but when the quiet comes, and you have a minute to just yourself, just remember....you now have a wonderful, loving guardian angel to help you throughout your days ahead.

We're here if you need us. For anything! In the meantime, you remain in our thoughts and prayers.

Jeff and Jamie Webb - May 27, 2007 at 12:00 AM



“ Karen,
We are very sorry for your loss. Carlos was one of the finest men I knew. Since high school I have always respected and cared dearly for him. We all have surely lost a close friend. If there is anything we can do for you and your family please don't hesitate to ask. You and your family are and will be in our prayers. May God comfort you during your time of sorrow.

May 27, 2007 at 12:00 AM

PO

“ To Karen, children, Kris and Rita,
I am so saddened to learn of Carlos
passing away. I remember Carlos and
Kris as students at Navarro College when
I was secretary to Dean Gooch. I have
never forgotten what fine, Christian
young men they always were. My heart
goes out to you. Just know that you are in my prayers. May God
wrap His
loving arms around you, and give you
that peace that passes all understand-
ing as only He can give. We love you,
James and Pat Owen

Pat Clark Owen - May 27, 2007 at 12:00 AM

SG

“ Karen,

I am so shocked and sad , just as everyone must be. It was such an
honor to have known Carlos. I'm glad he was a patient with Dr.
Magness office. I'll miss his quiet wit and pleasant smile. Please
know how much Neal and I care. We pray for your strength.
Very sincerely,
Sylvia

Sylvia Green - May 27, 2007 at 12:00 AM

RS

“ *In the years that I worked with Carlos, he became not only a professional mentor, but a role model for all aspects of life. The grace, sincerity, respect, love, and wisdom that he displayed each day inspired many. I have missed his personal guidance since moving from Waco a number of years ago, but I have continued to benefit from the example that Carlos set.*

To Carlos' family, my thoughts and prayers are with you all. Please know that he made an enormous difference in my life and will be missed.

*Yours,
Rob Straughan*

Rob Straughan - May 27, 2007 at 12:00 AM

TL

“ *Karen,*

I was so sad to hear of your loss of Carlos. He was a man of great character and integrity. I considered him a role-model and a good friend. I know that he is with Christ now though we all will miss him. I know this will be difficult, but I pray for God's peace for you that passes all understanding.

God bless you and give you guidance.

Love in Christ,

Terry

Terry Loe - May 27, 2007 at 12:00 AM

KE

“ Uncle Carlos was one of the 2 finest men I know, the other being his brother.

He was a 2nd father, and treated Craig and the kids and me so well over the years. What a great example to others you were Uncle Carlos, and we will miss you so much, but see you again one day. The funniest memory of Uncle Carlos I have was when we were kids and playing "hide-and-go-seek", and we looked everywhere for him, but finally looked up above the house roof, and he had climbed up on the very tall TV tower to hide from all of us. We had such good times, and he was always willing to play with us even as we grew older... whether it was touch football on Sunday afternoons, or basketball on the tennis court. He was a great father and uncle!

Kristi Earp - May 27, 2007 at 12:00 AM

RO

“ Memories of our growing years, high school sports, going to the same church, and worship of the same Lord, will never be forgotten. We were all blessed to know You, Carlos. May the the peace of the Lord be with Your family during this time, and always.

Roger, & Diane Omberg - May 27, 2007 at 12:00 AM

EG

“ Dear Karen and family. Carole Wossum emailed me and told me about Carlos. Stan and I are so sorry. We are praying for you and the family. Know that God is holding you in His comforting and loving arms. You are not alone.

I am sending something for Andrew later this week.

Take care and know that we are praying for you.

Love,

Elaine

Elaine Ginsburg - May 27, 2007 at 12:00 AM

KH

“ Dear Karen,

I am so sorry to hear of your loss. Please know that the thoughts and prayers of your many Zeta friends in Central Texas are with you and your family during this difficult time.

*Love,
Karen*

Karen Woolley Hassell - May 27, 2007 at 12:00 AM

KR

“ *Our hearts go out to all of you at this time. May all of your memories help to get you thru this. I know that my family will forever have memories of Carlos being at the football, basketball, and baseball games, cheering on the teams. He will surely be missed in the hearts of everybody and in the stands. Carlos was always such a positive man and a great role model. He is what everyone wishes their child could grow up to be like. May knowing that you will be together in a better place comfort you.*

Kelli Ritterbach - May 27, 2007 at 12:00 AM

MC

“ *This is a really sad time for Carlos' family and for those of us who were privileged to know him. He was a rare person whose integrity and honor could always be trusted and whose kindness was a hallmark of his life. We rejoice that he is with his Saviour and at peace, but the pain of his leaving is sharp and deep. Many prayers for his precious family at this time.*

Marjorie

Marjorie Cooper - May 27, 2007 at 12:00 AM

TF

“ Karen, Andrew & Catherine and family,
There are not many words one can say to comfort you at this time. Having gone through a similar loss just recently, we feel your pain and anguish. We just want you to know that your entire family is in our thoughts and prayers...we haven't been able to get you off our minds. Carlos was a wonderful, sweet man. He was such a sweetheart to us and our children. Chris always knew that Carlos would have words of encouragement after every basketball game, and Cade always knew that he would tickle him as he walked by him! I pray that as time passes the wonderful memories of Carlos will fill your hearts and minds...and forever give you comfort. We love you all.

The Rigamonti Family - May 27, 2007 at 12:00 AM

MF

“ We are deeply sorry for your loss. We will always have the greatest admiration for Carlos and what he meant to us as a friend as well as a figure of support for our school and community. There has never been a time when Doug and I encountered Carlos that he didn't offer a handshake and friendly conversation. I pray that your faith and the abundance of loving memories will help to sustain you through this painful time. You are all in our hearts and prayers.

Mickie Jackson and Family - May 27, 2007 at 12:00 AM

BH

“ I found Mr. Moore to be a kind and likable person.
When looking back over his life, I pray that you have many memories that make you smile.

BENJY HOHENBERGER - May 27, 2007 at 12:00 AM

CT

“ On behalf of my family I would like to express what a pleasure it was to know Carlos. When I was young person he was one of my coaches. His gift to the young people of Frost was his time. I have fond memories of those days. One of the lasting things that he taught me was to not only not to be a sore loser, but also to be a humble and gracious winner. That is one thing I have tried to teach my own son over the years.

My mother and aunt, (Sandra and Eunice English of Frost) also send their thoughts and prayers to your family.

To Jeff, Mark, Trey, Robyn and to the rest of the Moore family may God comfort you.

Christopher Titsworth - May 27, 2007 at 12:00 AM

JM

“ *To the Moore family*

I am deeply grieved by the loss of Carlos. He was a wonderful friend and colleague. We worked together on many articles, and working with him was a pleasure. Carlos was always pleasant, kind, a Christian gentleman. I will miss him greatly, and I know that his family will miss him even more. My prayers are certainly with you during this time of your grief.

Joe McKinney - May 27, 2007 at 12:00 AM

DR

“ *To the family of Mr. Moore, Mr. Moore was a kind loving person he will be missed@baylor and at the c-3 store asking for his small mocha and his smile every morning. Mr Moore always talked about his wife and children all the time. The family is in my prayers may god continue with the family in the time of the lost of your love one.*

Dianna Bratcher Robinson - May 27, 2007 at 12:00 AM

TK

“ Carlos and I were on the Baylor business school faculty together for the past 34 years. We were frequently involved in research projects together when I knew that I could always depend upon his expertise and advice without expecting any recognition. I will miss his friendship and always pleasant words and his smile when we might meet in the hallway. He will be missed by so many people that he touched at Baylor. I will always remember him with affection and admiration and will cherish the opportunity of knowing one of the finest and most gentle persons that I have ever met in my lifetime. I am praying for all of us to receive strength from God as we try to deal with our grief.

Tom Kelly - May 27, 2007 at 12:00 AM

MV

“ To the wonderful family of Carlos Moore,
I know this is so difficult for you and each of you are in our prayers. Carlos was one of those fine individuals that I was always glad to see. He was never a person that anyone would want to avoid because he only spoke encouragement and praise when he saw you. Every time I saw him, I got a warm handshake and a compliment on my children or my tennis team or praise on how well the volleyball girls were doing. He spoke of his own glory days gone by as if they were yesterday. I will miss those conversations and greetings. Bobby, the kids and I realize what a privilege it was to know a person like Carlos. With the recent loss of my father, I have no words that will give you the comfort that you need at this time. This loss will be fresh for a long time, but please take comfort in memories, his faith in God, his love of family, and his devotion to each of you. You all have a different story about Carlos to share with each other. This is how we got through my father's death and how we rebuilt the man we loved so much. If you need anything, please do not hesitate to ask. Karen, you have many friends who are here for you when you are ready. Trust that God will be with you in your time of loss.
The Vickery family

Milly Vickery - May 27, 2007 at 12:00 AM

KZ

“ Uncle Carlos, I already miss you so much. He always thought of others before himself. I remember him taking me to close the deal on me buying my first car. After we made the deal, you, Jeff, Trey and I went out to eat to celebrate. Just a few days ago, he was still looking out for me as he knew I was having lots of car trouble. He came across a used Ford Expedition, which Carlos new I wanted, and gave me info on this car. I get to go pick it up on Thursday. I can't tell you how much this car already means to me, knowing Carlos is the one that spotted it first with me in mind.

Kera Zuehlke - May 27, 2007 at 12:00 AM

JM

“ Karen, I was surprised and saddened to learn of Carlos' death - my prayers and thoughts are with you and your family during this time.
Dr. Mo

Jim (Mo) Moshinskie - May 27, 2007 at 12:00 AM

LC

“ Our thoughts and prayers go out to the entire family at this time of sorrow. May your memories bring your comfort. We are sorry for your loss.

Lynne (Lewis) Coker - May 27, 2007 at 12:00 AM

JM

“ I remember Mr Moore from church when I was very young, He had always kind and nice words to say. My thoughts and prayers are with the family at this time.

Julie Melton - May 27, 2007 at 12:00 AM

CS

“ YOUR FAMILIY IS IN MY HEART AND PRAYERS. GOD BE WITH YOU. cLASS OF61 WEEPS FOR YOU.

Carolyn Stevenson - May 27, 2007 at 12:00 AM

DB

“ Kris, Karen and Family - I am so sorry to hear of the loss of such an awesome man. During the time I worked with him in the marking department I enjoyed his smiles and the friendship we had. Kris you know my husband Bobby and he asked that I pass on his condolences.

Bobby and I still laugh over the recliner incident in which Carlos had purchased the recliner and was taking it home. He said it came out of the truck bed so he picked it up and put in back in only for it to fall out again. At that time he said forget it and left it on the side of the road and it was gone by the next morning. I also enjoyed talking with him about cars and would always tease him that once he finally got the Corvette he wanted I would take it to Little River and drag race it for him.

Keeping your family in our prayers.

Dorynda and Bobby Brock

Dorynda Brock - May 27, 2007 at 12:00 AM

BG

“ Jeff and entire family. I am saddened to hear of your loss. You all will be in my thoughts and prayers during this time.

BOBBIE GREEN - May 27, 2007 at 12:00 AM

AC

“ We are very sorry to learn of your loss; although we never had the pleasure to meet Mr. Moore, we have been blessed by the friendship of his daughter, Robyn. He must have been very proud of the bright, fun-spirited, and successful young woman who is a friend to all.

Robyn, your friends at Bent Tree Bible Church love you very much and have been praying for you and your family.

*With love and prayers,
Alva and Dave*

Alva and Dave Cranford - May 27, 2007 at 12:00 AM

TR

“ To the family, you'll be in our prayers. I was heading back from a trip this weekend when my mother called and informed me of the passing. I was in such lost for words. How can you put to words what such a outstanding individual he was. To most he would be remember for his faith, father figure and most of all a friend. This goes out to robyn..If you ever need to talk give me a call..I would love to hear from you..817-879-3785 to Trey, Mark, Jeff..keep the faith which your father tough us all in so many ways..God Bless..Teresa

Teresa Rowe - May 27, 2007 at 12:00 AM

JB

“ I am so sorry for your great loss. My thoughts and prayers are with you and your family.

Jo Ann Biggs - May 27, 2007 at 12:00 AM

GS

“ *Robyn and family,
David and I are praying for you all during your loss. I pray that God's
peace will comfort you and that you will all rest in the knowledge
that you will see your dad again! We love you!*

Gina Smith

Gina Smith - May 27, 2007 at 12:00 AM

SD

“ *We are sad to hear of Carlos' passing we will miss him dearly. He
would always come by to check on us and makes us laugh.*

Shelley Deats and Kristina Dolezal - May 27, 2007 at 12:00 AM

CP

“ *I am so sorry to hear about your loss.
I have many fond memories of growing up in Emmett and was
blessed to know Carlos and his family.*

Carol (Smallwood) Payne - May 27, 2007 at 12:00 AM

TD

“ *Those We Love Remain Part of Us "Our loved ones leave the world,
but never our hearts."
May these few words express sincere sympathy to you and your
family.*

Tricia Davis - May 27, 2007 at 12:00 AM

MM

“ *Our thoughts and prayers are with your family during this difficult
time.*

Marcus & Cinda Melton - May 27, 2007 at 12:00 AM

LA

“ *I just wanted to let you all know you are in my thoughts and prayers. God bless you all in this tragic time.*

Lauren Aycock - May 27, 2007 at 12:00 AM

HW

“ *Cat.....we are so sorry for the loss of your dad. We both think so much of you and wanted you to know that we were thinking of you. Hayden and Joe*

Hayden Thomas and Joe West - May 27, 2007 at 12:00 AM

HD

“ *My prayers are with the family.*

Helen Dillard - May 27, 2007 at 12:00 AM

BD

“ *My heart goes out to all of you after your sudden loss of Mr. Moore - "Robyn's dad". Your family is in my thoughts and prayers. I hope your heartache ends soon. Blessings....bev*

Beverly Fortenberry Desautel - May 27, 2007 at 12:00 AM

SH

“ To the family of Mr. Carlos Moore,

Today, I just learned Carlos passed away and I offer my deepest condolences. Mr. Moore was a great man of the community. He?s one of the most respectful men I have ever known and a great role model to all people. It was a privilege to have known him.

Sincerely,

Steven Huffman

Steven Huffman - May 27, 2007 at 12:00 AM

JD

“ *I've known Carlos all my life. My sister Carolyn graduated with him from Frost. She loved him, my mother loved him as do so many others. The example set by the Moore family in living their life and raising their family is one that should inspire us all. He will be missed greatly.*

Jim Dugan - May 27, 2007 at 12:00 AM

PD

“ *Carlos will be missed by more people as others learn of his passing. I had the great fortune to work with Carlos and his children many years ago. He was a great man and will be missed. May God Bless his family during this time. You are in our thoughts and prayers.*

Pat Dickerson - May 27, 2007 at 12:00 AM

JS

“ *Our thoughts and prayers are with you. Its hard when we loose a parent but just know that he is in a wonderful place now.*

Jennie Sutton - May 27, 2007 at 12:00 AM



“ *What Makes A Dad*
God took the strength of a mountain,
The majesty of a tree,
The warmth of a summer sun,
The calm of a quiet sea,
The generous soul of nature,
The comforting arm of night,
The wisdom of the ages,
The power of the eagles' flight,
The joy of a morning in spring,
The faith of a mustard seed,
The patience of eternity,
The depth of a family need,
Then God combined these qualities,
When there was nothing more to add,
He knew His masterpiece complete,
And so He called it Dad.
*Author: unknown

May 27, 2007 at 12:00 AM



“ *Although he went through Frost school ahead of me, I remember Carlos has an outstanding person, friendly, and a great basketball player. I did not see him often after moving away, but if we ever ran into each other he would always take time to ask how my family and I were doing.*

Roy Green - May 27, 2007 at 12:00 AM

CK

“ I was saddened to learn of his death as reading of it this morning in BU Business school email. Many fond memories of him as my Marketing 101 Prof although he might have been an "Instructor" way back when. And also memories of his brother who I recall from Stat 101 also! Condolences to the family and May God comfort you with your many memories of a wonderful man. Carolyn Kuhn (BU BBA 1973)

Carolyn Kuhn - May 27, 2007 at 12:00 AM