



# William A. Rock

MAR 28, 1943 - JAN 18, 2015



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## **William A. Rock**

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**W**illiam A. Rock, 71, of Lewes, DE, a former AT&T executive and independent business owner, died at Delaware Hospice Center, Milford following a brief battle with pancreatic cancer.

Bill was born March 28, 1943, in Monessen, Pa., the son of Juliana (Valo) and Irving I. Rock. He grew up and attended schools in Westbury, N.Y. Bill was a 1964 graduate of Valparaiso University and furthered his education attending Indiana University, where he earned his MBA degree.

Following his graduation from Valparaiso, Bill joined Indiana Bell Telephone Co. and 10 years later moved on to AT&T Corp. in New York City. He rose through various positions in New York and New Jersey to become Director of AT&T Long Distance Service.

In the period leading up to the Bell System breakup in 1984 and the advent of competition in long distance telephone service, he led a marketing group involved in a number of innovative rate experimentation projects. Bill was responsible for the design of Reach Out America, a program of calling plans, the first of their kind, which at its apex had 11 million customers. He also led business case development and recommendations for a number of mergers and acquisitions contemplated and undertaken by AT&T.

In 1991 Bill retired from AT&T and worked briefly as an Executive Director with the Exchange Carrier Association in Whippany, New Jersey. In 1996 he launched his own company, Pioneer Telecom Inc., a long-distance reseller that he owned and operated for 14 years from offices in Allentown, Pa.

Bill retired again in October 2009 to enjoy traveling with his wife, Lynda Fewer, whom he wed in 2008, and spending time with his children and grandchildren.

A long-time resident of Westfield, N.J., he also lived in North Plainfield, Pittstown and Clinton, N.J., before moving to Lewes in 2007. In Lewes, he was active in the Bayfront Environmental



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Club, working to conserve local wetlands and maintain the quality of wildlife near his home.

In addition to his wife Lynda, he leaves a sister, Janet Andersen of San Antonio, Texas; a brother, David Rock and wife Martha of Greensburg, Pa.; three sons, John of Westfield, Daniel and wife Lara of Toronto, Canada, and Andrew of Jacksonville, Fla., and their mother, Maureen Rock of Westfield; a daughter, Jennifer Rock of Astoria, N.Y., and her mother, E. Carolyn Zachary of Belfast, Maine; a step-daughter, Megan Riffle of Crosswicks, N.J.; seven grandchildren, two nephews and a niece.

Memorial Services will be held at 11:00 AM on Sunday, January 25, 2015, at Parsell Funeral Homes & Crematorium, Atkins-Lodge Chapel, 16961 Kings Highway, Lewes, DE 19958, where friends may call beginning at 10:00 AM. Interment will be private.

In lieu of flowers, memorial contributions may be made in Bill's memory to the Delaware Hospice, 100 Patriots Way, Milford, DE 19963 ([www.delawarehospice.org](http://www.delawarehospice.org)).

Please sign Bill's guestbook located on this site.

PDF Printable Version



## Tribute Wall

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BS

**Bev Delli Santi** posted:

Will always remember the good times we shared.

January 30 at 8:00 PM

CZ

**Carolyn Zachary** posted:

My deepest sympathy to Lynda, to John, Daniel, Andrew and Jennifer, to Janet and David, and to your families. I'll miss him, too. Love, Carolyn

January 26 at 8:00 PM

LR

**Linda, Brandon And Cooper Romanchok** posted:

Our condolences to you at this sad time. Bill was a wonderful man with a genuine spirit and a witty sense of humor. Please know that you are in our thoughts and prayers. We will miss him terribly.

January 25 at 8:00 PM

MA

**Mary Beth Aring** posted:

Lynda and Family, my heart goes out to you at the loss of this wonderful man. Always smiling, you both made me feel so welcome when I retired here. I'll always have a fond memory of our exploration at Paradise Grill. God Bless you all.

January 24 at 8:00 PM

DB

**Dave And Lorraine Bremer** posted:

Linda, We are so sorry your loss. Bill's smile was always so warm and friendly. We offer our deepest sympathy to you and your family. Sincerely, Dave and Lorraine Bremer

January 24 at 8:00 PM

HB

**Helene And Jim Baumbach** posted:

Our sincere condolences to Lynda and to Bill's children and grandchildren. Bill was such a warm and welcoming neighbor to all

January 24 at 8:00 PM



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SB

**Stacie Arkin Bennett** posted:

A lifetime of history and memories over... My heart hurts for everyone who has known and loved him. Stacie

January 24 at 8:00 PM

MB

**Margaret Lavin Biner** posted:

I was proud to work for Bill and with Bill. He was a fair man, an honest man. He kept to himself, always seeing more than he said he saw. In my experience he always tried to do the right thing, no matter the odds. There are many who benefited from his guidance and counsel. I am only one. Rest in Peace Bill.

January 23 at 8:00 PM

GV

**George Paul Valo** posted:

I regret that I cannot be in attendance at the memorial service for Bill. Just the same, each family member is in my thoughts and prayers. Blessings. Paul Valo

January 23 at 8:00 PM

RM

**Ron & Dolores Marshall** posted:

Dolores and I are greatly saddened by Bill's passing and we will miss him tremendously. He was one of the most intelligent people that I have known and will miss our political discussions. Ron Marshall

January 23 at 8:00 PM

PR

**Phil And Berni Rossetti** posted:

Very sorry to hear about your brother David.

January 22 at 8:00 PM



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TS

**Teri Sestilli** posted:

Lynda & Family; David & Martha, please accept my thoughts and sympathies at this difficult time. I had the pleasure to meet Lynda & "Uncle Billy" at my daughter, Melissa's, marriage to Tim Rock. Bill was a charismatic, articulate, and sweet man who loved his family deeply, and who generously welcomed my daughter into his home and his heart. It was a privilege to have known him; however brief. Judging by his obituary, he had a life that was fully lived, and he was amazingly loved; the hallmarks of a successful existence. God bless you all.

January 22 at 8:00 PM

BS

**Barbara Stephan** posted:

Lynda, So sorry for your pain. He was a wonderful man and loved you very much. You are in my prayers. Love, Barbara

January 21 at 8:00 PM

TF

**Ted Ferragut** posted:

I will miss you Bill. Miss you out on the lawn sharing advice. Miss your Bayfront insights. Miss you on the porch as I smoked a cigar. Too soon, good friend, too soon.

January 21 at 8:00 PM

LH

**Len And Jean Hecker** posted:

Our deepest sympathy to you Linda and family.

January 21 at 8:00 PM

CM

**Catherine Mooney** posted:

I am so sorry for your loss. Your father will be in my prayers. My condolences to John, his children and John's brothers and their families.

January 21 at 8:00 PM



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BB

**Bob & Dianne Besso** posted:

We are so sorry to hear about Bill. We only knew him briefly since we haven't lived in Bayfront that long but we do know he will be missed Our deepest sympathy Lynda and all the family. Sincerely, Bob and Dianne Besso

January 21 at 8:00 PM

MK

**Michael & Cathy Kintner** posted:

Our deepest sympathy for the loss of Bill. Our love and prayers to Lynda and family. Michael & Cathy Kintner

January 20 at 8:00 PM

DR

**Daniel Rock** posted:

You will always be in my thoughts and the hearts of your grandchildren. I am proud to be your son

January 20 at 8:00 PM

JA

**Janet Rock Doherty/Anderson** posted:

I've been crying and praying for months about my brother Bill's battle with cancer. I shall miss his intelligence, wit, and caring attitudes regarding our family. He has always been there for me when I needed him!

January 20 at 8:00 PM

MR

**Mary Beth Valo Rowan** posted:

Our prayers are with you all.

January 20 at 8:00 PM

SL

**Sandy Lindh** posted:

May you rest in peace Bill. My thoughts and prayers to your family. Xoxo

January 20 at 8:00 PM



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**Donna & Patrick Sullivan And Family** posted:

Our deepest condolences to Lynda and the Rock family. May you find a bit of peace now that Bill is no longer suffering and in God's arms. Our thoughts and prayers are with you in this most difficult time.

January 20 at 8:00 PM



# Memories only last if you share them

Join us in honoring William by contributing to a collection of shared memories.



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