

Richard D Simon

May 5, 1936 ~ September 1, 2022

Dick Simon 86, loving husband, father, grandfather, great-grandfather, brother, uncle and friend passed away peacefully among family on September 1, 2022. He joins his beloved wife Valene Swensen Simon, mother Florene R Roundy and stepfather Arthur E. Simon, son Tim M Simon, son Richard D Simon Jr, and grandson Richard D Simon III. Dick is survived by his children Kelle (Julie) Lyn (Helen), and Sherry (Jon), he has 9 grandchildren, 7 great-grandchildren and one great-great-grandchild on the way, his sister Saundra Simon Menotti and brother Keith D Brown.

His story: Richard D Simon was born 86 years ago in Provo, Utah but was raised on his grandparent's ranch in Meridian, Idaho. As he tells the story, his life revolved around two things: work and trucks. "You could say I've been on a truck since I was one year old." When he was 16 his grandfather Wayne Roundy sold everything he had and went on a Mormon mission. His mother lived in Los Angeles, so he went to live with her. He had already saved a good deal of money, but continued to work hard at the produce market and in grocery stores, saving every penny. He had a new car, but decided to trade it for a 2-ton tractor and a 32-foot flatbed trailer and move to Utah.

When he was 26 (1962) years old, his step-father passed away. He purchased his first diesel tractor and a trailer with a refrigerated unit. This was the beginning of Dick Simon Trucking, Inc. His wife Valene, always supported him with whatever he decided to do, and helped in many ways. She was the bookkeeper. As he brought on other drivers, she would bundle up the kids and take them with her to pay the drivers at two or three o'clock in the morning when they would get in. She would even drive the semi for Dick so he could get some sleep, usually between Elko and Lovelock, where she could pretty much drive and not have to shift gears. It was around this time that the "Sweet Simon" the skunk logo made his appearance. As the story goes, in those days Dick Simon would haul just about anything and ended up getting a contract hauling perfume for Max Factor. Soon his trailer started smelling pretty fragrant, maybe too much so. Dick took his truck to a detailer in Salt Lake City who was so good that you wouldn't tell him what you wanted on your tractor, you'd just let him practice his art. When Dick went to pick it up, he was in a hurry with a load ready to get on the road. He found his beautiful black tractor with "Sweet Simon" skunks painted all over it. He was furious, but there was no time to fix it or argue. To make a long story short, his new look was the hit of the highway. He and Valene got so mush positive response from motorists that the skunk stayed, and a logo identity was born.

In the early 1980's Dick Simon had 26 tractors. He landed a contract with Smith's Food King that required doubling the fleet nearly overnight. Later on Dick decided it was in the best interest of the company to take it public. As a result, Simon Transportation Services, Inc. was launched on November 17, 1995, with stock traded on the NASDAQ. In 2000 Dick Simon Trucking, Inc. boasts a fleet of tractors 2300 strong, none more than two years old

and 3,500 refrigerated trailers. Serving all 48 contiguous states as well as Canada and Mexico, the company's prestigious client list included the Nestle USA Companies, Kraft, Pillsbury, Albertson's and the ConAgra Companies. Dick Simon was an honorable man in an honorable and invaluable profession. He retired and resigned as Chairman of the Board and Chief Executive Officer on September 19, 2000.

Dick loved to golf and achieved 11 hole in one's during his lifetime. He was a member of many golf clubs during his lifetime: Alpine Country Club (UT), Hidden Valley Country Club (UT), Willow Creek Country Club (UT), Terrace Lakes (ID), Desert Horizons Country Club (CA), The Plantation Golf Club (CA), Bighorn Country Club (CA). He was an amazing man with so many people who loved and admired him. He will be dearly missed but will never be forgotten!

In Lieu of flowers please donate to suicide prevention https://liveonutah.org

Funeral Services for Richard D Simon will be Wednesday September 7 at Larkin Sunset Gardens 5 – 8 pm (1950 E. Dimple Dell Rd., Sandy, UT). Graveside services Thursday, September 8th at 11 am Valley View Memorial Park (4335 W. 4100 S., WVC, UT).