



Edmund "Roge" Lee Rogers III

MAR 24, 1942 - SEP 6, 2025



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Edmund "Roge" Lee Rogers III

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Edmund Lee Rogers III, loving known to friends and family as “Roge,” passed away peacefully on September 6, 2025, surrounded by his wife and children in Rogers, Arkansas. Born on March 24, 1942, in Dallas, Texas, to Edmund Lee Rogers, Jr. and Adrian Jean Rogers (Schmidt). Roge was a man of unwavering faith, a devoted family man, and a respected leader in the business world. He will be deeply missed but forever remembered for his infectious spirit and his ability to make everyone feel like a friend.

Roge earned a Bachelor of Arts in Business Administration from Southern Methodist University (SMU) in 1965 after graduating from Bryan Adams High School in Dallas, Texas. His distinguished career began in 1966 at RayOVac, where he quickly stood out for his exceptional ability to build and maintain strong relationships with clients, including Walmart and Sam Walton. His efforts were instrumental in RayOVac being named "Vendor of the Year" by Walmart, a true testament to his business acumen. After more than 26 years with RayOVac, his expertise and network were so highly valued that he was recruited by numerous other companies, including Confab and Testrite and along with his entrepreneur spirit, started The ELR Group which was instrumental in the placement of the “Great Value” candy brand in all Walmart’s. Even in retirement, he continued to be a trusted advisor, a clear reflection of his integrity and lasting impact.

In 1992, Roge and his beloved wife, Laura, with whom he shared a beautiful life for 48 years, moved to Arkansas, a place they quickly came to call home. Roge became an integral part of the community and a fixture at the local golf courses and tennis courts, where he was an avid player. Beyond his professional achievements and hobbies, Roge's faith was a cornerstone of his life. He was a dedicated member of Cross Church Pinnacle Hills, where he was baptized on May 2, 2011, and his faith guided every aspect of his life. Roge was the co-founder of the Law Enforcement



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Assistance Program (LEAP), a Benton County nonprofit dedicated to supporting local law enforcement officers and their families during times of unforeseen hardship. LEAP continues to grow its membership and expand its mission, leaving a lasting impact on the law enforcement community he cared for so deeply.

Above all, Roge's greatest joy and legacy is his family. He was a loving husband to Laura, a caring father to his son Edmund Lee Rogers IV (Roge) and wife Kathy, of Arkansas and his daughter Renee Rogers, of Arkansas and his daughter Shannon Adkins and husband Greg, of Texas. He was a proud and doting grandfather to Erin and Emma Rogers, of Arkansas, Marcus Adkins, of Texas and Josh Adkins and wife DayLynn, of North Dakota. The joy of his life was extended further with the arrival of his two great-grandchildren, Gideon and Gwendolyn Adkins.

A visitation will be held 1:00 p.m. -2:00 p.m. Friday September 26, 2025, at Cross Church Pinnacle Hills, with Memorial Service beginning at 2:00 p.m.

Roge's spirit will live on through his family, who will continue to honor his memory by living with the same passion and integrity he embodied.

In lieu of flowers, memorials may be made to Cross Church Pinnacle Hills, 2448 Pinnacle Hills Pkwy, Rogers, AR 72758.



Events


Edmund "Roge" Lee Rogers III

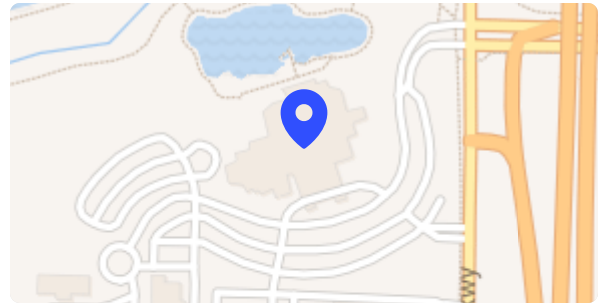
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Visitation

 **Friday**, September 26, 2025

 1:00 PM - 2:00 PM CT


 **Cross Church Pinnacle Hills**
2448 S Pinnacle Hills Pkwy, Rogers AR 72758

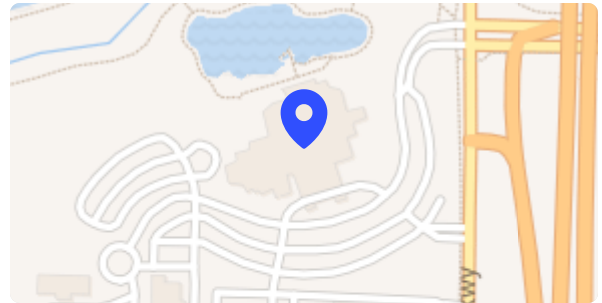


Memorial Service

 **Friday**, September 26, 2025

 2:00 PM CT

 **Cross Church Pinnacle Hills**
2448 S Pinnacle Hills Pkwy, Rogers AR 72758





Tribute Wall

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Anonymous sent a Basket Full of Wishes to the Rogers family.

September 24 at 8:39 PM



The Brain Family sent an Emerald Garden Basket to the Rogers family.

September 24 at 9:47 AM



Kimberly H. planted a Memorial Tree in honor of Edmund "Roge".

September 24 at 9:05 AM



The Piehler Family planted a Memorial Tree in honor of Edmund "Roge".

September 23 at 12:47 AM



The Piehler Family sent a Simply Elegant Spathiphyllum to the Rogers family.

September 23 at 12:47 AM



Doug, Carole, Alice And Suzie sent a Crystal Cross Bouquet to the Rogers family.

September 22 at 3:48 PM





Tribute Wall

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Marty Hagen shared a photo to the **Tribute Wall** album.



Roge RogersRoge was truly a gentle spirit.My heart aches for you Laura.I always had great memories when Laura and Roge would visit the most fun place on the planet, Las Vegas Nevada!Roge was relaxed here, enjoyed time with Laura and their friends that would accompany them and me!This one particular memory was a New Years Eve and they called to invite me to join them at the MGM Casino with the band Earth, Wind and Fire as the headliners!! I was thrilled because I loved spending time with Laura and Roge and NYE was gonna be epic and it was! We all had great fun, hugged all night and definitely made some future memories for all of us!Laura and Roge enjoyed each other and their family and friends because that's the kind of couple they were together and alone. Big hearts and caring ways. I will surely miss Roge and our special friendship for almost 50 years.Roge was a generous guy and the best guy for my sister, Laura. He treated her like a queen and they both loved big. He truly will be missed in life and in our family. We were all lucky to have him be a part of our family.Rest in Peace Roge, your were really loved.

September 21 at 4:36 PM



Marty Hagen shared a photo to the **Tribute Wall** album.



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September 21 at 4:35 PM



Rising Star Insurance Group Employees planted a Memorial Tree in honor of Edmund "Roge".



September 15 at 2:56 PM



Tribute Wall

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Rising Star Insurance Group Employees sent a Magnificent Life Spray to the Rogers family.

September 15 at 2:56 PM





Media

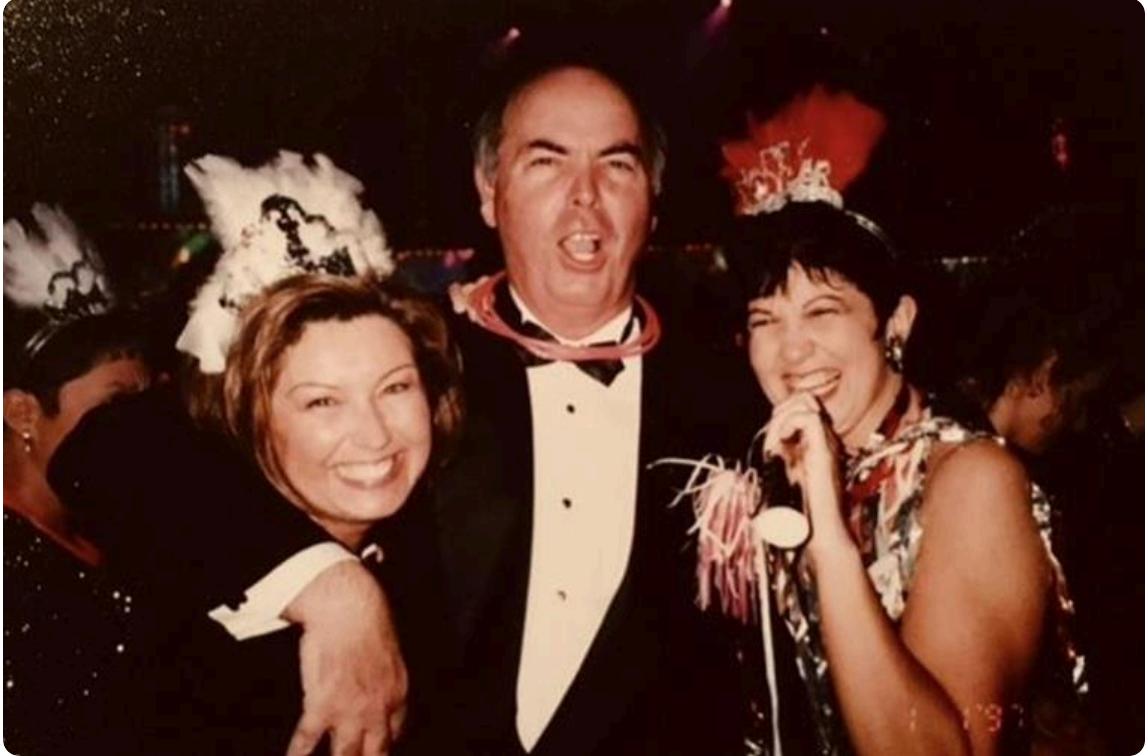
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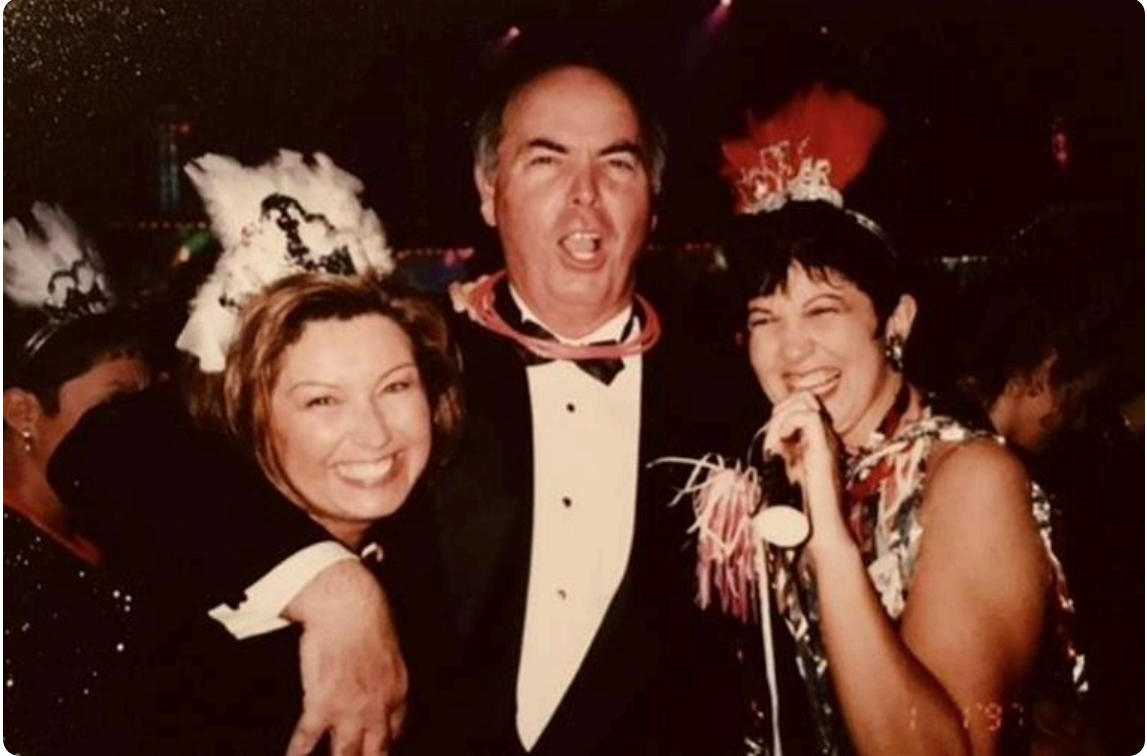
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Memories only last if you share them

Join us in honoring Edmund "Roge" by contributing to a collection of shared memories.



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