



## William J. "Rock" Finch

September 20, 1950 - December 29, 2018

William J (Rock) Finch, 68, of Cape Girardeau passed away Saturday, December 29, 2018 at St. Francis Medical Center.

He was born September 20, 1950, in St. Louis the son of Lehman and Dolores (Keithly) Finch. Rock married Rachel Lyn Windeknecht on July 22, 1977.

He was a graduate of Cape Central High School and Southeast Missouri State University.

Rock was a widely respected business, spiritual and political leader in the Cape Girardeau community for nearly forty years.

After high school he served two tours in Vietnam in the United States Navy assigned to the Pacific Fleet from 1971-1974. He was an Electrician's Mate 3rd Class aboard the destroyer escort Albert David.

A Missouri state certified teacher, Rock taught high school industrial arts for two years before pursuing what became his life's work, insurance brokering. He founded Finch Insurance, a successful brokerage which had evolved into the Marathon Benefits Group by the time he retired.

Upon his retirement in 2016, he became instrumental in helping found and establish the MTC Truck Driver Training in Scott City. He was a classroom teacher there at the time of his death.

Mr. Finch was a member and past president of Lions' Club, also serving in leadership of the Greater Cape Girardeau Chamber of Commerce, the Veterans of Foreign Wars (VFW), and numerous faith-oriented groups and Bible studies.

No single quality marked Mr. Finch's life in every facet more than his faith in Jesus Christ. He made that faith known in all his relationships, and he was widely trusted and loved because he lived out his faith in all his affairs, from business transactions to community involvement to his role as husband, father, grandfather and friend.

Survivors include his wife, Rachel and two daughters, Carrie (Leland) Woelk and Molly (Daniel) Yingling; three grandchildren, Leah and Micah Woelk and Matthew Yingling, expected in March; Rock's siblings include Christy Dubs, Jan Finch, Dan (Sally) Finch, as well as two step siblings, Nadine (Tom) Hampton and Charles (Linda) Finch; he is also survived by his mother-in-law, Rosena Willard and Rachel's siblings, Sara (Jim) Green, Becky (Jim) Goss, and Dan (Joan) Windenknecht.

He was preceded in death by his parents, Lehman and Dolores (Keithly) Finch and one brother, Jonathan Finch.

Visitation will be held from 9:00 am until the time of service on Thursday, January 3, 2019 at Crain Funeral Home and Cremation Service in Cape Girardeau.

Funeral services will be held at 11:00 am at the funeral home with Mike Woelk

and Dan Windeknecht officiating. Interment with full military honors will be at 12:00 pm on Friday, January 4, 2019 at Missouri Veteran's Cemetery in Bloomfield.

In lieu of flowers, memorial contributions may be made to Mid-America Teen Challenge and will be accepted at the funeral home.

# Previous Events

## Visitation

JAN 3. 9:00 AM - 11:00 AM (CT)

Crain Funeral Home - Cape Girardeau  
829 N. West End Blvd  
(4 blocks north of Southeast Hospital)  
Cape Girardeau, MO 63701  
(573) 335-3223  
crain@crainsonline.com

## Service

JAN 3. 11:00 AM - 12:00 PM (CT)

Crain Funeral Home - Cape Girardeau  
829 N. West End Blvd  
(4 blocks north of Southeast Hospital)  
Cape Girardeau, MO 63701  
(573) 335-3223  
crain@crainsonline.com

## Interment with Military Honors

JAN 4. 12:00 PM - 1:00 PM (CT)

Missouri Veteran's Cemetery  
Bloomfield, MO

# Tribute Wall



“ *William J. "Rock" Finch*

---

October 23, 2023 at 06:26 AM



“ *This “Old Lady With the Crutch,” a name you dubbed me from our Grandma Cookie’s tales, misses you very much. Christy said it best: “Rocky always felt SO responsible for all of us!” Hope we didn’t weigh you down too much through the years. Soar like an eagle straight to Heaven!❤️ Your little sister, Jan*

---

**Jan Finch** - January 19, 2019 at 02:25 PM



“ *Jan and Family,  
May your faith bring peace during this sad and trying time for your family.  
Rita Heimbaugh Weber*

---

**Rita Weber** - January 09, 2019 at 01:29 PM

DV

“ Rachel, Carrie & Leland, and families; and friends Mike & Trish Woelk: We met Rock only once, at the Woelk's, but were taken by his genuineness. His love for the Lord was just evident in everything about him. We know Rachel, Carrie, and Leland better than we did Rock - and it is to you and your families we send our love and sympathy. We pray for your comfort, and the measure of peace needed as you walk through this time of grief. We pray the same for Mike and Trish and all your friends who extend their love to you. Rock's life truly was a gift to all who knew him. Much love to all.

*David, Delta, and Drew Vines*

---

**Delta Vines** - January 07, 2019 at 04:22 PM

AW

Yes he was a family person carrying person he seems very busy maybe too much but him and rach was a good couple

---

**Alan Windeknecht** - November 18, 2019 at 07:16 PM

RN

“ Rachel,  
Donna and I were saddened to hear about Rock's passing. I would see him periodically after you moved from Albert Rasche. In fact, I saw him recently and we caught up on what the daughters were doing and the grandkids. We both discussed our retirements and how we both enjoyed our part time jobs. Rock would always take the time to greet me with his friendly smile. Donna and I express our deepest sympathy to you and the family.

*Ray and Donna Nedilnycky*

---

**Ray Nedilnycky** - January 04, 2019 at 06:42 PM

CH

“ So sorry to here of your loss, Rachel. Rocky and I, along with five other close pals in high school, did a lot of Broadway cruising and attending school ball games together. I wish I was able to attend his services. God bless.

---

**Charlie Holt** - January 04, 2019 at 06:08 PM

LC

“ I didn't know Rock until he ordered hams for his family through a mutual friend Doug Wessell several years ago. He away had a smile and a friendly hand shake and every time he would say, thanks Lar and don't forget, keep me on the list. So sorry for your lost. I will miss his smile.

*Larry Cunningham*

---

**Larry Cunningham** - January 04, 2019 at 08:47 AM

JA

“ The Keeter Center Friday morning Discovery Bible study so enjoyed those times Rock would join us. He had such a great smile and upbeat manner and really, really loved Jesus, Rachel and his family. We were shocked to hear of his passing and look forward to seeing him again in glory.

*Jack Carter*

---

**jack** - January 03, 2019 at 08:59 PM

BR

“ When I think of Rock, I always see him smiling! Rachel, Carrie, and Molly, and families, we are so very sorry for your loss. Much love and prayers for your comfort. Barb and Bob Randolph

---

**Barb Randolph** - January 03, 2019 at 07:21 PM

DD

“ Rachel,  
There aren't adequate enough words to express my deepest sympathy on your loss. I will always have the fondest memories of Rock from St. Andrew Church and then later when he'd come by our office or I'd run into him in town. It was evident that he loved Jesus and truly was an example of a godly man. However, I am so happy he's with Jesus now and celebrating eternity with the King of Kings and Lord of Lords and I'm sure he's talking up a storm with David Dodd too! The last time I spoke with Rock at our office I was reminiscing about David and in true Rock fashion, he reminded me that David was living it up in Heaven and grinning from ear to ear!  
Diane Dodd

---

**Diane Dodd** - January 03, 2019 at 04:57 PM



“ Always a great smile and so positive and friendly. Always a fun conversation. He helped me with insurance before and after my husband died . Cherish the memories 🙏

---

**Jackie Clark-Otto** - January 03, 2019 at 11:45 AM

RR

“ I am the daughter of Vicky Abner. She had previously worked at Marathon Benefits and always had great things to say regarding him. We are so truly sorry for your loss. Our family is praying for you during this very difficult time. May the Lord's perfect peace cover you and bring you comfort and strength as you journey through in the days ahead.

*Eric, Rebecca, Liam, and Emersyn Rhodes*

---

**rebecca rhodes** - January 03, 2019 at 12:53 AM

KC

“ Went from grade school all the way thru Central High School and graduated with Rock. Ran into him from time to time in Cape but hadn't seen him in a while until this past Thursday, December 27th, at the Cape Social Security office. He said he was there checking on his ss benefits. We had a fairly long talk as we both had to wait to see a ss rep. It was good to see him and catch up on family, and other things. Of course I was shocked to hear of his passing, as he looked the picture of health Thursday. Can't imagine what the family is going thru. That he will be missed is an understatement. Prayers to his wife, kids, grandkids and family.

ken campbell - January 03, 2019 at 12:38 AM

GL

“ Full of life and enthusiasm, strong faith and always concerned about others. Demonstrated Jesus everyday!

Greg Leet

Greg Leet - January 02, 2019 at 09:13 PM

CS

“ Always a smile and a positive thought. So very sorry for your loss. Such great faith.

CHRIS SHEETS - January 02, 2019 at 08:08 PM



“ Simply Chic Mixed Plant Basket was purchased for the family of William J. "Rock" Finch.



January 02, 2019 at 05:15 PM

RK

“ *The Cops for Kids organization sends our deepest sympathy to the Finch Family as well as to Dan and Molly Yingling. Rock volunteered his time and helped support our organization here in Branson, Missouri and we will always be grateful. His smile, laughter, and servant's heart will be missed very much.*

*Cops for Kids Inc.*

---

**ron kelley** - January 02, 2019 at 04:32 PM

CS

“ *Christy, Jan, Danny, and Sally purchased the Majestic Heart for the family of William J. "Rock" Finch.*



---

**Christy, Jan, Danny, and Sally** - January 02, 2019 at 02:39 PM



“ *Country Basket Blooms was purchased for the family of William J. "Rock" Finch.*



---

January 02, 2019 at 02:04 PM

FS

“ Rachel, May God be with you and the family. I just saw and talked with Rock at the car wash a few days before his Brother passed away. I pray for the family in these troubling times that God will give your family the strength to overcome this loss.

Frank Sitze

---

Frank sitze - January 02, 2019 at 01:50 PM



“ Peaceful White Lilies Basket was purchased for the family of William J. "Rock" Finch.



---

January 02, 2019 at 01:06 PM

CH

“ Rachel and family,  
My deepest condolences!  
Charles Hearn

---

Charles Hearn - January 02, 2019 at 12:21 PM



“ Full Of Love Bouquet was purchased for the family of William J. "Rock" Finch.



---

January 02, 2019 at 11:23 AM



“ *Divine Peace Bouquet was purchased for the family of William J. "Rock" Finch.*



---

January 02, 2019 at 10:14 AM



“ *Dear Rachel,  
We are very sorry for your loss. God's blessings in the days ahead for peace and comfort.  
Marsha and Jim Buchheit*

---

**Marsha Buchheit** - January 01, 2019 at 04:24 PM



“ *I am so very sorry for your loss.  
Brenda McCowan*

---

**Brenda McCowan** - January 01, 2019 at 12:18 PM



“ *Medium Dish Garden was purchased for the family of William J. "Rock" Finch.*



---

January 01, 2019 at 06:57 AM

JG

“ *Worked with Rock for many years. Always happy and always a discussion of what the Lord could do. A great friend , and a great witness for the Lord. Will miss that big smile of his. Will be praying for the family. He has completed his work on earth and gained His angel wings.*

-----  
**Jan Gluesing** - December 31, 2018 at 10:38 PM

MK

“ *We were friends in high school. He was such a great guy! I am shocked and deeply saddened to hear of his passing! Praying that the Lord will comfort his family!!*

-----  
**Martha Hahs Kieffet** - December 31, 2018 at 10:36 PM

WC

“ *Rock touched lives in ways that few people ever do. It was an honor to call him Friend!!*

-----  
**William Cunningham** - December 31, 2018 at 07:57 PM



“ *Amanda Snyder lit a candle in memory of William J. "Rock" Finch*



-----  
**Amanda Snyder** - December 31, 2018 at 07:38 PM



*My prayers are with his family and friends. I hope you can feel my hug, Rachel. I'm sorry for your loss and I hope you take comfort in knowing where he is right now...without a doubt.*

-----  
**Amanda Snyder** - December 31, 2018 at 07:44 PM

JW

“ *Jayne Ware lit a candle in memory of William J. "Rock" Finch*



Jayne Ware - December 31, 2018 at 07:10 PM

TD

“ *Tammy Deimund lit a candle in memory of William J. "Rock" Finch*



Tammy Deimund - December 31, 2018 at 06:34 PM

BP

“ *Beverly Prater lit a candle in memory of William J. "Rock" Finch*



Beverly Prater - December 31, 2018 at 06:05 PM

SO

“ *My heart is broken over Rocky's passing. A great friend and a great guy! Lord please hear our prayers for Rachel and all of his family during this very difficult time.*



Susie O'Connell - December 31, 2018 at 05:55 PM

AL

“ 1 file added to the tribute wall



---

**angela limbaugh** - December 31, 2018 at 01:22 PM