



C. Frank Hollberg, III

September 10, 1934 - June 11, 2017

Mr. Charles Frank Hollberg III, 82, of Senoia, Georgia, passed away Sunday, June 11 at Wesley Woods of Newnan. Mr. Frank was born on September 10, 1934, to the late Virginia Arnall and Charles Frank Hollberg Jr. He was preceded in death by his parents, his first wife, Sandra Thomas Hollberg, and a son, John Arnall Hollberg. He is survived by his wife Bonnie Whidby Hollberg of Senoia, Ga; sister, Barbara Tisdale (Marion); daughters, Louise (Ted) Gaskin of Bethesda, Md., Catherine (Steve) Minor of Carrollton, Ga., step-children Keith Eppinette of Woodstock, Ga., Kyle (Paige) Eppinette of Flowery Branch, Ga., and Kayle (Ricky) Boyd of Newnan, Ga., and 6 grandchildren and 5 step-grandchildren.

Frank grew up in Senoia, Georgia when Senoia was a small country town accessible only by dirt roads. He attended Brantley Institute, Newnan High School (class of 1952), and with his friend Jim Baggerly, earned the rank of Eagle Scout in Boy Scout Troop 49. Frank attended the Senoia Presbyterian Church, where one Sunday a month the minister would take the bus to Senoia to preach at the 3pm service. In summers, he attended Athens Y Camp where "God and a Good Time are Friends." He played trombone in the high school band, and was fond of recounting that although he had wanted to play football, after tryouts the coach told him that "the band needed him more than the team."

At Georgia Tech Frank was President of the Freshman Class, a member of the KA fraternity, and the Navy ROTC. After graduation in 1956, Frank spent

two years as a supply officer on the USS Bryce Canyon. After his military service, he brought Sandra to Senoia to help run the family's country store, established by Frank's grandfather in 1894. They lived upstairs in the Hollberg Hotel and adjusted to life in Senoia.

Mr. Frank was loyal – to his home town of Senoia, to “the store,” to a vast array of friends, and of course to his alma mater, Georgia Tech. Under Frank's leadership, the store stayed relevant to the changing tastes and needs of the area, and transitioned from a country store selling shoes, overalls, and groceries, to include pharmacy, a soda fountain, appliance sales, and finally, furniture. As friend and fellow ROMEO (Retired Old Men Eating Out) member Dr. Jimmy Thomasson remarked, “Frank was the ultimate merchant and always came to lunch with his friends dressed in his tie and blue blazer.”

While Frank saved and cherished the old hand written ledgers detailing individual credit accounts and the original mechanical cash register, he also implemented modern inventory management and accounting software, and even an internet presence. Hollberg's Fine Furniture, as the store is known today, together with Hutchinson Hardware, the numerous enterprises of Paul McKnight, and the Crook stores, were for many years the only major businesses in town, and helped the town survive until it could reemerge as a vibrant small town and film mecca.

Mr. Frank's nickname, “Buddy,” is indicative of his penchant for making, and keeping, life-long friendships. Frank enjoyed many things in life – working at the store, volunteering, traveling, dining with friends, but his life was certainly not untouched by tragedy. Frank lost his son John when John was 23 years old, and his wife of over 43 years just two years later. Even in the midst of these difficulties, Frank never let life's tragedies define him, and because of this, he was ultimately rewarded with a second chance at living a joyous life. At a wedding in 2001, Frank did what he did best – he connected with an old friend, Bonnie Eppinette. Although Bonnie was then living in Birmingham, Alabama, she had previously lived in small-town Senoia, and Frank thought he just might be able to convince her to return to town. Frank immediately set

his sights on doing just that, and they were married in November of 2002. Frank and Bonnie spent many happy years traveling and being involved in local activities.

Frank was always civic minded, and a willing volunteer to serve on community boards. He was active in the Georgia Lions Eye Bank, the Georgia Home Furnishings Association, the Newnan Coweta Airport Authority, the Senoia Cemetery Association, and the Senoia Downtown Development Association. He was a former board member of The Heritage School, the U.S. Navy Supply Corps Association, The Bank of Newnan, and the Coweta Community Foundation. He was instrumental in the early years of the Peach Bowl, spending three years as the Peach Bowl president. He was a retired Captain in the US Naval Reserves.

There will be a reception on Friday, June 16th from 3-5 at the Veranda Bed and Breakfast, 252 Seavy Street, Senoia. There will be a private family graveside at Senoia City Cemetery. Condolences can be expressed at www.mckoon.com. In lieu of flowers, the family suggests that donations may be made to The Heritage School, 2093 Highway 29 North, Newnan, GA 30263 designated "in memory of Frank Hollberg."

McKoon Funeral Home & Crematory (770) 253-4580

Cemetery Details

Senoia City Cemetery

Stallings Road
Senoia, GA

Previous Events

Visitation

JUN **16**. 3:00 PM - 5:00 PM (ET)

The Veranda
252 Seavy Street
Senoia, GA 30276

Tribute Wall

GP

“ Bonnie I am sorry to hear the passing of Frank. I have just now found your contact and would like to reach out to you. I am still living in Australia but just spent three months in MN visiting my sister. Would love to make contact with you. Gail Page
gailpage33@hotmail.com

gail page - September 17, 2023 at 08:01 PM

DR

“ As it has been two years since Frank's passing, I only remain with smiles and gladness of heart for knowing him for over 35 years. Frank was a joy to be with and had a generous spirit. I will never forget him.

Dave Renkes

Dave Renkes - June 09, 2019 at 10:24 AM

DW

“ I met 'Charlie Frank' when we were freshmen at Georgia Tech in Sept. 1952 and he ran for class president and won, We pursued different majors, joined different fraternities--he became vice president of Kappa Alpha--and were in different ROTC units but enjoyed our times together in GaTech Band. Those were the 'golden years' of football for the Ramblin'Wrecks--6 consecutive bowl games with only 4 major bowls plus Gator. We got to see 4 of them among lots of good games and enjoyed recognition in Kappa Kappa Psi. His leadership ability showed in many ways, especially with World Student Fund. We shared our scouting experiences all four years in Alpha Phi Omega where he was vice president our senior year and were selected for Koseme Society our junior year. These and other honors led to his selection for Who's Who in American Colleges and Universities plus Georgia Tech's highest undergraduate honor--the ANAK Society. Frank Hollberg was the epitome of the nice, easygoing southern gentleman, always with a smile and good word, whatever the occasion.. Knowing him as a classmate and friend is a special memory from our days at the North Avenue Trade School for Boys. Condolences to Bonnie and all the family who share many more fond memories. Godspeed, Dewey Wayne Waddell, Class of 1956, Marietta, GA

D.W. Waddell - June 17, 2017 at 08:55 PM

CC

“ Louise and Catherine, I was saddened to hear of your father's passing. It's hard seeing his generation of men and women go. Your father was such a fine man and leader in the community. He had a big smile and even bigger heart that touched so many. Both my parents looked up and admired your parents very much. I'm sorry we've lost touch over the years, but please know that you all are in my thoughts. Please take care. Carter

Carter Campbell - June 17, 2017 at 08:04 PM

N1

“ *As you celebrate a life well lived may the God of all comfort also grant you peace and hope.*



nkr~John 11:25 - June 16, 2017 at 11:21 AM

TB

“ I met Mr. Hollberg in 2010 when I decided to make music my full time profession. We were in Senoia passing out flyers to promote an upcoming Billie Holiday Tribute show at Founder's Restaurant. When we came into his furniture store, Mr. Hollberg became extremely excited and IMMEDIATELY knew who I was and I was thoroughly surprised and flattered at the same time. He treated me as though I was a HUGE celebrity and in his excitement called out to his wife, Bonnie, in that big voice, "Blue, Blue!! Toni Byrd's here!!" I knew at that moment this was truly a special man. Then I started looking around the furniture store and wondered how many people Mr. Hollberg had helped over the years...how many lives he changed. From his bright and humble spirit, I knew there were many. My last memory of Mr. Hollberg was at Wesley Woods where the good people there took care of him. Neal Wauchope and I were asked to come and sing for him. He was weak but he knew who I was. His reaction to hearing some of his favorite songs was priceless...and YES, he tapped his feet! My heart goes out to this wonderful man's family. To Bonnie "Blue", you are a strong and special woman. When he looked at you it was obvious that he loved you dearly. Thank you for being by your husband's side. I know he felt loved knowing you were there. My prayers and condolences go out to Mr. Hollberg's other family members and special friends. The world has lost a beautiful man, but heaven has gained an enormously bright spirit! My love to you all. May Mr. Hollberg rejoice in heaven!



TONI Byrd - June 16, 2017 at 10:25 AM

MA

“ I knew Frank Hollberg for years while I was with the Senoia Police Department, he was a good man who would help anyone and always had a kind word when I saw him. He loved the town of Senoia and the people in it. He will be missed and remembered. May God be with his family during their time of loss.

Michael Aldredge - June 16, 2017 at 07:17 AM

MS

I knew Mr.Hollberg for 3 year's he was a kind man to me.He never complain very strong willed and positive attitude. Would always tell me everything would work out.Great sense of humor.I loved him and miss him.family take care be in peace. Love Martha!

Martha Stewart - June 16, 2017 at 08:55 AM

SB

“ What great times the Beavers family had with Frank over the years. The many Jamison Bedding trips and Moose Ski Trips were the foundations of many lasting memories. May my fellow Yellow Jacket be fondly remembered as a good and loyal friend. The assurance of life everlasting in the presence of the Lord is his reward for a life well lived. May the Lord grant a peace to Blu and the entire Hollberg family.

Much Love,
Stan & Patsy Beavers

Stan Beavers - June 15, 2017 at 09:24 AM

AS

“ Catherine,

I am so very sorry that your father has passed. He was a sweet man and I enjoyed speaking with him whenever he called while I cared for H, C, and M.

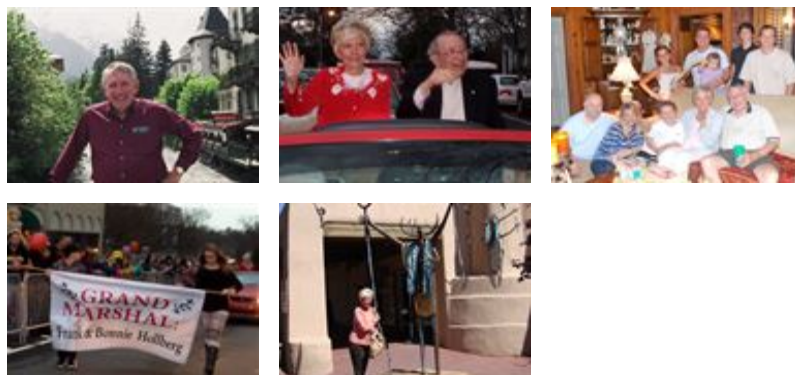
*Mournfully,
Amanda S.*



Amanda Smith - June 14, 2017 at 10:17 PM



“ 303 files added to the album LifeTributes



McKoon Funeral Home & Crematory - June 14, 2017 at 01:15 PM

WH

“ *i am so sorry to hear about Mr. Frank's passing. He was a great friend to my entire family, and especially to my parents. He was one of the kindest men I have ever known. Even though he was no stranger to sadness and loss, I never saw him when he was not happy and upbeat. Coweta County is going to miss him greatly.*
Walt Haugen

Walter Haugen - June 14, 2017 at 09:01 AM

SW

“ I want to extend my deepest sympathy to your entire family. Mr. Hollberg was an iconic person and helped make Senoia what it is today. God bless your entire family.

Susan Weegar - June 14, 2017 at 04:41 AM

SB

“ Our deepest sympathy to Bonnie and Buddy's children. We were Buddy's neighbor for over 48 years and purchased many items for our home from Holberg's .
May God comfort you at this difficult time and in the days ahead.
Our Deepest Sympathy
John & Sherrel Bidne

Sherrel Bidne - June 13, 2017 at 04:08 PM

SW

“ Our thoughts and prayers are with ya'll during this difficult time.
Susan and Ronnie Whatley

Susan and Ronnie Whatley - June 13, 2017 at 03:25 PM

FF

“ I am sorry to hear that Mr. Hollberg passed away. My prayers are with all of the Hollberg family during this time of loss.
Frank M. Farmer

FRANK M. FARMER - June 13, 2017 at 08:53 AM

BA

“ So very sorry CF is gone. I will always remember an exciting and fun summer that we spent touring Europe in 1955.

Bill All - June 12, 2017 at 03:11 PM