



Robert Joseph Keenan

May 25, 1946 - June 3, 2025

Robert "BIA Bob" Keenan

Robert Joseph Keenan, 79, passed away June 3, 2025, in Visalia, California. Born May 25, 1946, Bob served in the U.S. Army from 1966 to 1969. His professional life was marked by decades of dedicated service to business and community development throughout California. He held leadership roles as Chamber of Commerce executive in Redwood City, Lancaster, and Montclair. From 1979 to 1991, he served as executive director of the California Electric Sign Association, where he was instrumental in creating the first laws protecting on-premise business signage.

In 1991, Bob became executive director of the Building Industry Association of Tulare/Kings Counties. He was known as "BIA Bob", a nickname he happily kept even after his retirement in 2015.

Bob was known for his outgoing nature and lightning-fast sense of humor. An eternal optimist, he firmly believed in the transformative power of positive thinking. He found joy in reading, sailing, billiards, puzzles, and writing.

He is survived by his wife of 55 years Hildegard, sons Michael (Sunny) and Patrick (Rebecca), and grandchildren Matthew, Thomas, Ryan, and Rachel.

Rosary will be held 11:00 AM - 12:00 PM Friday, June 13th, 2025 at Salser & Dillard Funeral Chapel, 127 E. Caldwell Ave., Visalia. Mass of Christian Burial services will be held 8:00 AM - 9:00 AM Saturday, June 14th, 2025 at St. Mary's Catholic Church, 608 N. Church Street, Visalia.

Services have been entrusted to Salser & Dillard Funeral Chapel. Memorial Tributes and condolences may be offered by logging onto www.salseranddillard.com.

Previous Events

Rosary

JUN 13. 11:00 AM - 12:00 PM (PT)

Salser & Dillard Funeral Chapel
127 E. Caldwell Ave.
Visalia, CA 93277

Mass of Christian Burial

JUN 14. 8:00 AM - 9:00 AM (PT)

St. Mary's Catholic Church
608 N. Church Street
Visalia, CA 93291

Graveside

JUN 14. 9:30 AM (PT)

Visalia District Cemetery
1300 W Goshen Ave
Visalia, CA 93291

Tribute Wall



“ Kathy K. planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Robert Joseph Keenan.

Kathy K. - June 13, 2025 at 05:13 PM



“ Sentiments of Serenity Spray was purchased for the family of Robert Joseph Keenan.



June 11, 2025 at 05:29 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Robert Joseph Keenan.

June 11, 2025 at 05:29 PM



“ Love, The Vargas & The Cortes Family purchased the Pink Tribute Spray for the family of Robert Joseph Keenan.



Love, The Vargas & The Cortes Family - June 11, 2025 at 12:04 AM

PR

“ Patrick, Rebecca, Ryan and Rachel purchased the Divine Light for the family of Robert Joseph Keenan.



Patrick, Rebecca, Ryan and Rachel - June 09, 2025 at 12:34 PM

PR

“ Patrick, Rebecca, Ryan and Rachel planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Robert Joseph Keenan.

Patrick, Rebecca, Ryan and Rachel - June 09, 2025 at 12:34 PM