



## David M. Moore, Sr.

August 11, 1940 - March 11, 2020

David M. Moore, Sr., 79, left us to be with our Lord & Savior, Jesus Christ, on March 11, 2020. He passed away peacefully at his home in Tallahassee, Florida, with his loving wife, Ann Kacelle Moore, two faithful canine companions, and many of his family members at his side.

David who was lovingly known as “Dave Sr.” to most, was born in Lexington, Kentucky, on August 11, 1940, to Thomas and Mary Moore, both of whom were traveling missionaries. Dave Sr. was preceded in death by his father and brother who passed away in an auto accident at the age of 7. Dave Sr. graduated from high school in Ocala, Florida, where he met and married his high school sweetheart, Ann Kacelle Dukes. The newlyweds moved to Tallahassee, Florida, where he attended Florida State University on a swimming scholarship. Dave Sr. and Kacelle trusted, loved, and celebrated their marriage together for 60 years. They raised three wonderful children who started their own families in the shape of their parent’s strong foundation.

Dave Sr. is survived by his beloved wife, Ann Kacelle Moore of Tallahassee, Florida; his daughter Debbie L. Wray (Bob Wray), of Dublin, Georgia; his two sons David M. Moore, Jr. (Lisa Moore) of Miami, Florida; and Douglas W. Moore (Manivanh Moore) of Tallahassee, Florida; and his sister, Alice Saunders (Chuck Saunders) of Tallahassee, Florida. He took great pride in his seven grandchildren: Ashley Moore, Alexis Moore, Kyle Wray, Courtney Wray

(Tyler Hicks), Chloe Moore, Sophia Moore, and William Bryce Moore. He also deeply loved many nieces, nephews, and extended family.

Even at a young age Dave Sr. was a hardworking entrepreneur as he delivered newspapers and sold encyclopedias. Following college graduation, he went to work in the insurance industry. Through his continued entrepreneurial spirit, he established his own company in 1970 called Capital Insurance Agency, Inc., located in Tallahassee, Florida.

Shortly after Capital's inception, he was joined by two partners, and they affectionately became known as "The Three D's." They began their journey together, traveling the State of Florida, with the aspiration to provide additional benefits to all State of Florida Employees. The Three D's successfully built relationships with the many state agencies and departments in which Capital still does business to this day.

Dave Sr. had an enthusiastic desire and devotion for his work at Capital Insurance Agency, Inc. and after retiring he continued serving as the organization's Chairman of the Board for several years. Some of his proudest professional accomplishments include his induction into the American National Insurance Company Hall of Fame. He was also the recipient of numerous Top Agency awards from a multitude of insurance carriers. Dave Sr. held many professional designations and memberships, such as CLU and ChFC. He remained an active member of the National Association of Insurance and Financial Advisors and the Florida Sterling Council.

Through his years, Dave Sr. was a loyal servant of the Lord and passionate philanthropist. He was a deacon and follower of the Covenant Presbyterian Church, assisting as he could by selling bonds for a new sanctuary. As a member of the Tallahassee Jaycees, he aided in the creation of Toys for Tots and the original Fourth of July Celebration on Lake Ella. Moreover, he was a

top-donor for the local chapter of the Fellowship of Christian Athletes. Dave Sr. supported the Seminole Boosters for over 25 years and was a member of Springtime Tallahassee as well.

He was a man of many passions and interests. Some of his favorite memories were duck hunting trips with his boys, spending time at his home on Saint George Island with his wife, snow skiing in Utah, and deep-sea fishing with his family. Dave Sr. was an avid FSU football and basketball fan, sharing countless tailgates with friends that became extended family.

Dave Sr. was a robust patriarch of his family, as well as a great friend, and he will be missed and endlessly treasured by all who knew him. Known best as David, Dave Sr., Honey, Dad, Papa, Uncle, and Friend, he will forever be remembered for his genuine heart, passionate drive, and boundless love. We find comfort knowing he is in heaven full of happiness and joy, without pain, watching over us. Though we'll miss him, his life lives on through each of us who shared life with him.

Services will be at Wildwood Church on Sunday, March 22, 2020, at 3:00 pm. A private family burial will follow at Culley's Cemetery. Due to current circumstances the family request to please not attend if not feeling well and that the services will be available to view streaming online at Wildwood Church. Click on [www.wildwoodtlh.com/funeral](http://www.wildwoodtlh.com/funeral) to view funeral service. Arrangements are being handled by Bevis Funeral Home by Susie C. Mozolic. ([www.bevisfh.com](http://www.bevisfh.com) 850-385-2193)

In place of flowers, David requested donations to The Buoniconti Fund to Cure Paralysis ([www.themiamiproject.org](http://www.themiamiproject.org)) or The American Cancer Society ([www.cancer.org](http://www.cancer.org)).

# Cemetery Details

## MeadowWood Memorial Park

700 Timberlane Rd.  
Tallahassee, FL 32312

# Previous Events

## Celebration of Life

MAR 22. 3:00 PM (ET)

Wildwood Church  
100 Ox Bottom Road  
Tallahassee, FL 32312

# Tribute Wall



“ *Bevis Funeral Home created a Tribute Video in memory of David M. Moore, Sr.*



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**Bevis Funeral Home** - March 22, 2020 at 09:59 AM



“ *Nina Keyser lit a candle in memory of David M. Moore, Sr.*



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**Nina Keyser** - March 09, 2021 at 03:47 PM



“ *He was one of the most remarkable man that we have ever known. He was kind, honest, humble, generous, brilliant, understanding, memorable, and passionate. Tallahassee has lost a classy and extraordinary gentleman. RIP David Moore ❤️ Our most sincere condolences to Kacelle and the Moore family. Love, Esther and Ron*

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**Esther Whitfield** - March 28, 2020 at 05:49 PM

TV

“ *What a beautiful celebration of life! There was so much love put into it, especially the eulogy the children put together. Our heart felt sympathy go out to the Moore family. May the words, prayers and love you are feeling today from all of your family and friends help heal your loss. RIP David. The VanSyckle's*

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**The VanSyckle's** - March 25, 2020 at 11:51 AM

LM

“ *I turned David Sr. into Ski Utah. He turned me into a better Family Man and Business Man by his many stellar examples. A life well lived.*

*Lou & Debbie Moreno  
Park City, Utah*

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**Lou Moreno** - March 24, 2020 at 08:42 PM



“ *Praying for comfort during these times. Glenn and Beth Burns and the Good Samaritan Network family*



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**Beth Burns** - March 24, 2020 at 08:06 AM

GS

“ *David was long time friend and one of my brother's best friends. (Buster)*

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**GORDON SMITH** - March 23, 2020 at 08:19 PM

SD

“ *Special memories come to mind of days gone too quickly by at Covenant Presbyterian Church with Mary, David and Kacelle, and their children. A beautiful and loving family! Please know you are all in my heart and in my prayers during this very sad time. With love...*

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**Sherrie DeBoer** - March 22, 2020 at 08:35 PM

SS

“ *Dave Sr. was an amazing man. I have known Dave Sr. for my entire life (or should I say he's known me all of mine lol). There was always an air of confidence when he was around. From the board room to the fishing boat he always made me laugh. He will forever be a man I look up to and have the upmost respect for. Thank you for the life lessons you shared, your legacy at Capital, and most importantly your beautiful family I have been so blessed to be apart of.*

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**Sam Spaulding** - March 22, 2020 at 06:09 PM

KP

“ *Ken Powell lit a candle in memory of David M. Moore, Sr.*



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**Ken Powell** - March 22, 2020 at 03:51 PM

RB

“ I have studied the Bible, done ministry work, hunted and fished with David for 12 years. In all that time he lived a life glorifying Christ in all he did and said. His life was a living example of what every Christian man should endeavor to be. His presence will be greatly missed by everyone that knew him. I know I am a much better man having know him and look forward to being with him in eternity. Rest in the peace of God my brother, Isaiah 57:1,2; In Christ's love, Ray

Ray Burroughs - March 22, 2020 at 03:14 PM

RW

“ My thoughts and prayers are with the entire Moore family. Mr. Moore was such a bright joy to any occasion. He was always positive and had that "can do" attitude. I most admired his work ethic, kind spirit, generosity and his genuineness. There are many events that will just not be the same without him. I know he is in a better place. I will miss him deeply, but was glad to shared some special time with this special man.

Renee Webb - March 22, 2020 at 03:13 PM

JF

“ Joe Faulk lit a candle in memory of David M. Moore, Sr.



Joe Faulk - March 22, 2020 at 03:05 PM

LA

“ *Lauren Adams lit a candle in memory of David M. Moore, Sr.*



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**Lauren Adams** - March 22, 2020 at 12:50 PM

HA

“ *1 file added to the tribute wall*



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**Harry and Louise Apoian** - March 21, 2020 at 07:29 PM

MS

“ David

*It has been over 40 years since you first met my dad. After your first meeting he told us that he “fell in love” with you and once we met you it was easy to see why. It wasn’t long before our entire family fell in love with your energy. Our family philosophy is centered around helping others and your vision will be carried on through the three generations. I remember one time you asked me if I enjoyed my career, I replied that 80% is good and 20% is not so good. The advice you gave me that day is now ingrained in me, “Shoot for 90/10 and when its not fun, stop doing it.” We are forever grateful for your vision to create Capital Insurance not only because it has helped, and continues to help, so many people, but because the Capital family is like no other. We are held together by the glue that you have left behind through your wisdom and strength in good times and bad. I am going to miss our signature nights cap’s with a stiff crown royal and a splash of water. We will always cherish our family trips and the memories we have made together. It has been an absolute honor to know you and your family. I will always miss your trademark smile, hugs, and wisdom. With love always, Mariam & Jeff*

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**Mariam Apoian Spaulding** - March 21, 2020 at 06:21 PM

JM

“ *So surprised to hear of his passing. My prayers and thoughts with the entire family. I will never forget the wonderful days working for Capital and Dave Sr. His welcoming smile and encouragement! I'll never forget him explaining "double down" on casino night at one of Capital's conferences. Peace Sr.  
Jane Mayo*

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**Jane Mayo** - March 21, 2020 at 03:07 PM



“ From Ash, the oldest Grandchild of Dave Sr. If there was a life to leave behind and be proud of, it was my Papa’s. There is no better Papa a grandchild could ask for than my Papa. I’ll always remember staying at his big house by the lake and waking up to cook a large breakfast every morning, for him it was the most important meal of the day. Everything had to have butter on it, even the pound cake. My first actual pet came from his swimming pool when he let me bring home a turtle he found while cleaning the pool. He would always rub his belly, reminding me he was pregnant, and I loved putting my head on it. Many of my memories of spending quality time with Papa involve deep-sea fishing and soggy PB&J sandwiches. He was the patriarch of his family and loved His role as head at the family table because he excelled at being a supportive mentor for each of several generations. We all maintained a personal bond with him because he made the effort to do so. I grew up to admire him as more than a loving grandparent as I later learned more about his past with Capital Insurance. It is truly inspiring to hear of a man with an idea that would eventually become a successful statewide business and I am proud to come from that kind of driven DNA. I wish more than anything to have been there for his last moments and for a ceremony that would have filled several congregations with people he has touched over the years. He was the true definition of a perfect family man and a prime example of the American dream and he will be missed by hundreds, but most severely by the people he loved in the most perfect way, his family, and definitely his oldest grandchild.



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**Ashley Moore** - March 21, 2020 at 01:19 PM

LM

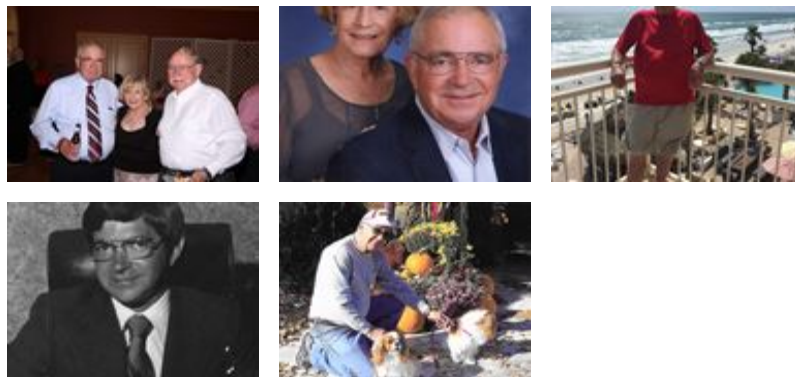
“ David Sr. (Papa) was the best father-in-law one could hope for. He made me feel as I was one of his own children. I was blessed and honored to have been apart of his life for 40 years!  
My fondest memories with papa are the many family snow ski trips and the time spent at Cinnamon Beach in Palm Coast. His beautiful gift of hospitality gave everyone a sense of joy and comfort!  
I will miss his warmth, laughter and unconditional love. He is the most influential father I have known and he will be very missed. He will forever be in my heart!! Lisa Moore❤️



Lisa Moore - March 21, 2020 at 11:59 AM

B  
BEVIS

“ 244 files added to the album LifeTributes



Bevis Funeral Home - March 20, 2020 at 04:25 PM

CS

“ *My heart is filled with sadness for you all. Mr. Moore was a loving and kind hearted man adored by so many. I met him while going to FSU with Debbie. Every time I saw him, he had that wonderful and genuine smile on his face and always made you feel so welcome. Truly a wonderful man. Debbie and I often discussed how alike our fathers were and just how blessed we were. I am thinking of you all and asking God to hold you close and give you strength during this time. With Love and Sympathy, Claudia Stewart*

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**claudia stewart** - March 20, 2020 at 04:05 PM

AS

*So sad to hear of Dave's passing. He was a true gentleman and a friend. I respected him and dealt with him for years in State Government as Assistant Secretary of Labor and then as Secretary of the Department of Administration. After leaving state government and then leaving the credit union industry, I actually did some consulting work for the famous three D's. It was my honor to have had the pleasure of working with Dave. Always an honorable man. He will be missed! Aletta Shutes*

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**Aletta Shutes** - March 21, 2020 at 09:31 AM

VP

“ *Vivian Pyle lit a candle in memory of David M. Moore, Sr.*



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**Vivian Pyle** - March 20, 2020 at 03:29 PM

LN

“ *Love, Evelyn & Ron Nelson purchased the Simply Elegant Spathiphyllum for the family of David M. Moore, Sr..*



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**Love, Evelyn & Ron Nelson** - March 20, 2020 at 03:00 PM

BT

“ *Bob Krumroy and Scott Tyler purchased the Serene Retreat for the family of David M. Moore, Sr..*



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**Bob Krumroy and Scott Tyler** - March 20, 2020 at 02:00 PM

AB

“ *Mr. Moore ordered me my first Monte Cristo sandwich for lunch at the club in Palm Coast. His daughter, Debbie, and I were babysitting the kids of the insurance agency reps while they had their meeting. I thought he was big time and sweeter than sweet, making sure everyone else was taken care of before himself. I still enjoy a good Monte Cristo at Midtown Caboose and will think of him and his sweetness every time I have one.*

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**Alice Englert Bonn** - March 20, 2020 at 01:21 PM

CR

“Nathan and I would like to express my heartfelt sympathy to Kacelle, Doug, Dave, and the entire Moore Family. Although I have only known Mr. David Moore, Sr. for about two years now, I feel as though he has always been a part of my family. My fondest memory of David is when we developed the History of Capital video together, and I was able to hear the whole, real story straight from the man who built this excellent, award-winning Agency. When I was called to assist him in the office, he would always let me know how much I was appreciated, and I will never forget that. David's legacy will live on not only through Capital Insurance Agency, but throughout everyday in each and every one of our hearts. You will be forever missed, David.



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**Chelsea Riggle** - March 20, 2020 at 01:08 PM

EM

“You have been an example to us all. I will always remember and enjoy thinking of the talks that we've had and all the help support and encouragement that you have given me over my life. You will live on in our hearts and memories forever.

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**Ed Miller** - March 20, 2020 at 12:45 PM



“Divine Light was purchased for the family of David M. Moore, Sr..



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March 20, 2020 at 12:44 PM

KM

“ He was one of the finest men I knew. I have many sweet childhood memories of Mr. Moore. Growing up with Debbie, I would see him off and on through the years. He always made me feel so loved and cared for. Such a sad time, but I too am glad he suffers no longer and is happy, healthy, and whole in Heaven with Jesus and my dad! Sending much love, prayers, and hugs!!! Kimberly Mayo Morris

Kimberly Mayo Morris - March 20, 2020 at 11:40 AM

KM

“ Kim Christian on behalf of Aflac Client Management purchased the Cheryl's Classic Large Dessert Tray for the family of David M. Moore, Sr..



Kim Christian on behalf of Aflac Client Management - March 19, 2020 at 04:09 PM

RS

“ Ron Price, Dawn Franklin, and Amy Schaub purchased the Strength & Solace Spray for the family of David M. Moore, Sr..



Ron Price, Dawn Franklin, and Amy Schaub - March 19, 2020 at 01:28 PM

AS

“ So blessed to have met him last year, what a wonderful and loving man. To the entire Moore family and the Capital family, I am so sorry for your loss. He will always be with you. You're all in my daily prayers.

Amy Schaub - March 19, 2020 at 01:19 PM



“ *Country Basket Blooms was purchased for the family of David M. Moore, Sr..*



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March 17, 2020 at 09:33 PM



“ *Peaceful White Lilies Basket was purchased for the family of David M. Moore, Sr..*



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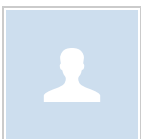
March 17, 2020 at 03:15 PM



“ *We'll never forget the day Dave walked into our church on key biscayne one Sunday morning and walked right up on stage. He asked our congregation to pray for his granddaughter who had been airlifted to a hospital in Miami following an accident. We prayed for Ashley from that day on for several years before we got the opportunity to meet her. You all mean so much to us. What a faithful man who knew the power of prayer.*

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**Debbie Quinton** - March 17, 2020 at 02:40 PM



“ *Beautiful in Blue was purchased for the family of David M. Moore, Sr..*



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March 17, 2020 at 11:52 AM

JD

“ It is with great sadness that I write this. Words are not enough to express how we feel about Uncle Dave however I'm going to make an attempt. When thinking about this man, the words or phrases that come to mind are... noble, faithful, strong, respectful, rock solid, God loving, patriarch, positive, FSU to the core, laughing, smiling, trusting, hard-working, These are just a few and there are so many but most of all LOVE AND LOVING! Uncle Dave was another father to both Tom and I. It is hard to imagine or picture life moving forward without him. I speak for both of us when I say we will forever have holes in our hearts at this loss. We love you Uncle Dave! You will forever be in our hearts!

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**Julie Duncan** - March 17, 2020 at 11:19 AM

DE

“ It is through streaming tears that I attempt to share with the Moore family how deeply sorry I am to learn of Dave Sr.'s passing. I had the pleasure and honor of working with and knowing Dave Sr. since Feb 1990 when I first started to work with DSGI. While I know he is in a glorious place with our Lord and with those that passed before him...we however will continue with a void and our memories.

*Praying for Dave Jr., Doug, and the entire Moore family that the days will pass quickly until the warm memories overshadow the pain of your loss.*

*My deepest sympathy. Dee Fort*

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**Dee** - March 17, 2020 at 10:50 AM

MI

“ David Moore Sr was one of the finest professional life insurance advisors our business has known. A Christian and a gentleman. A doer not a talker. From day one he did what was best for his clients but more importantly, he taught his agents to do what is best, and other advisers and agents with other companies and other agencies, to be professionals.

He lead by example and by the end of his career he had supported his industry in every single manner that he could.

He loved and supported his family even more.

Our family and our agency send our deepest condolences and love to the Moore family and the extended Capital Insurance family as well.

Melvin L Pope III and family

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**Melvin L Pope III** - March 17, 2020 at 09:29 AM

MB

“ We sure enjoyed a lot of football games over the years with David, Dalton and the rest of the Capital Insurance Seminole Folks. Lots of Memories. Makes me think of Bob Hope, Thanks for the Memories and Friendship. Thinking of the family and friends during this difficult time, our prayers go out to the entire family.

s from Mordy & Mary Ann Brooks

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**Mordy Brooks** - March 16, 2020 at 09:16 PM

DW

“ I am heartbroken!

*The man I worked with most of my adult life has gone to be with the Lord. Me, I am absolutely heartbroken. He was more like a brother than a boss. He was there when I lost each of my family members, when I was single, married, pregnant, divorced and remarried. He was my mentor and a dear friend. Words can't express how he will be missed. It is the end of an era. Rest In Peace, David ..... until we meet again. Love you, Dana*

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**Dana Mays Williams** - March 14, 2020 at 01:56 PM

KJ

*The lovely remembrances from those that knew this wonderful man are telling and will hopefully provide some solace to the Moore family. I grew up knowing David as he was someone so close to my beloved dad, and they will now be reunited. David was there every step of the way to support me following Daddy's death and the challenges I faced following that sad time in carrying out his wishes. We will miss you David-and give Daddy a hug from me.*

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**Kelly Overstreet Johnson** - March 14, 2020 at 04:26 PM

AM

*I remember Dave & Kacelle when he was manager of bowling lanes that was on Apalachee Parkway in early 60's, before he started in insurance business. They were a really nice couple. Sorry to hear of his passing.*

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**Annette Messer** - March 16, 2020 at 08:38 PM

PO

*What a beautiful tribute written by family. What a special man he was . I worked for him for 23 years at capital insurance and have many wonderful memories. His faith was strong he loved his family and he cared deeply for his employees. He will be sorely missed and I look forward to the day we are reunited in heaven. Pam ouzts*

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**pam ouzts** - March 16, 2020 at 09:21 PM

BA

*Me too Dana. Hard to believe. He was so much to so many people and yes, he was more than a boss, he was a friend.*

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**Barbra** - March 16, 2020 at 11:04 PM

JP

*I worked with Dave Sr. & the amazing folks at Capital for many years & I have to say, it didn't feel much like work at all. David was more a friend to me and my family and he taught me a lot. I will always appreciate how "the 3 D's" treated me and always treasure the memories❤️ Rest In Peace my friend... until I see you again 🙏*

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**Jennifer Poole** - March 18, 2020 at 09:53 AM

BC

*My soul is filled with grief for the loss of my dear friend David. My heart breaks for his family waking up every day having to face the truth, that while he is in a better place, they are still going to miss him daily.*

*David M. Moore, Sr. was one of the finest gentlemen I have ever known. David was able to wear a high-power suit at a conference table surrounded by CEOs, or a tee-shirt by a campfire eating barbeque, all the while maintaining his morals and standards.*

*David was an adept negotiator. He could see both sides and help reach a reasonable solution for both sides. He was not judgmental. These skills made him a valued asset at any meeting. I believe these assets carried over to his personal life as well.*

*He never let too much time go by without letting you know how much he appreciated you. Whether you were part of his executive staff or a part-time runner, he saw the value in each part we played in the success of the organization.*

*It is with tremendous regret that I wish my friend and mentor farewell. I will always remember you with a smile and love in my heart.*

*I hope his family can find peace in their hearts from all of the beautiful memories posted on this site. He was respected, loved, and revered by so many people in this community.*

*Love always,*

*Bonnie Cook*

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**Bonnie Cook** - March 20, 2020 at 03:08 PM

BH

*Our deepest condolences to the Moore and Capital families. We will deeply miss our friend, Dave Sr....a kind gentleman who always made you feel welcome and appreciated. We enjoyed many fun times together at benefit fairs, going out to dinner, football games and business meetings. A great work ethic, leader and businessman but even a greater person of character and faith. May the lord bring comfort and peace to your families.*

*Ben & Lisa Heugel*

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**Ben Heugel** - March 20, 2020 at 10:47 PM

KF

*As the saying goes, "You can count true friends on one hand!" Dave Moore was one of those friends.*

*We met in the 1960's through Jaycee's. It was during this period that Dave started working for a life insurance company, and encouraged me to join. I did, and as little as we both knew at the time, we both were beginning our life long career in insurance sales. We both lasted about nine months there, with both of us quitting on the same day. I remember Dave saying, "I was here first, I get to quit first!"*

*From that day forward, the beginning of Capital and State Securities Insurance Agencies were formed. We were now competitors, in a small town selling life insurance to state agencies. Very easily this story could have ended here....but by the Grace of God it thrived.*

*Our friendship only grew over the next fifty years. Two individuals trying to feed their families, make mortgage payments along with trying to grow a business, just brought us closer together. We talked and shared our victories and disappointments, along with how to recruit agents, change or get around state regulations, and of course the topics varied with the times, but we always shared with each other.*

*Many conferences, meetings and lunches over the years, kept us close, but one lunch several weeks ago will always be a blessing. I picked Dave up from home, and as both of us are retired now, we still remembered those times from many years ago. We talked about our lives, from business to friends and family. We still told our stories and laughed. Looking back now, I know there was a bond of friendship that I had with Dave, unlike any other friend. Never did I think that would be our last lunch or meeting, but now I know God blessed me that day.*

*Dave's word was his bond, his heart was good and honest. He lived his walk with Christ. I was his competitor, but he was always there to help.*

*I have now lost one of those friends you could count on one hand, never to be replaced. Thankful that i have the memories and I know what true friendship is through Dave Moore.*

*I know Dave is at peace, and I pray that God gives his family strength and love during this difficult time*

*With love,*

*Ken*

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ken fuqua - March 22, 2020 at 01:30 PM

NI

*Dave hired my dad to be the first RVP of the South Florida region over 40 yrs ago, as my dad remembers (he was interviewing Dave) , either way it was a match made in heaven . We are now on three generations of families supported by the company he created 50 years ago . He was always so gracious to me and our entire family . Thank you Dave . We send our sincere love and prayers to the entire Moore family . Nick , Carmen and Emily*

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**nick** - March 22, 2020 at 03:50 PM