



Jeffery Wayne Cheek

September 19, 1958 - May 29, 2025

Jeffery “Jeff” Wayne Cheek, 66, passed away peacefully surrounded by family on May 29, 2025. Born on September 19, 1958, in Springfield, Missouri, to James Robert and Betty Lucille Cheek, Jeff was a vibrant spirit known for his generosity, passion, and unwavering love for his family, pets and friends.

After graduating high school, Jeff ventured to Arizona to pursue a career in the automotive industry, which led him to California for over 15 years where he worked for Cal Worthington. As one of the first four employees of Republic Industries—later known as Auto Nation—Jeff helped shape the future of automotive retail. In 2003, he found a new passion at Bruce Rossmeyer’s Harley Davidson, eventually becoming a partner and, in 2013, a dealer of his own Harley Davidson stores in Renton, WA, and Scott City, MO. In 2020, Jeff was fortunate enough to become partners with his best friend, Jay “Jaybone” Goodart and his son, James “Budro” Cheek at Lawless Harley-Davidson of Scott City. Throughout his career, Jeff had the opportunity to live all over the United States and impact countless lives.

Jeff’s life was defined by a big heart, boundless generosity, and a gift for bringing joy to those around him. He had a true passion for coaching and mentoring others, always encouraging people to pursue their dreams. His legendary storytelling could light up any room, and he was known for his patriotism, his dedication to family, pets and friends, and his deep care for the

causes he held dear. He especially loved being a devoted dog dad to his loyal companion Woody and his grand-dogs Rambo and Junior.

Jeff is survived by his devoted wife and best friend, Heather, whom he lovingly called “Bubs.” Together, they shared a long and adventurous marriage filled with laughter, travel, and unwavering support for one another. They married on May 22, 2004, and were each other’s greatest cheerleaders.

His children—Elizabeth “Lizzie” Barrie and her husband Fergus, and James “Buddy” Cheek and his girlfriend Chelsea Fowler—were his pride and joy. Jeff adored his granddaughter, Lucille “Lucy” Skye Barrie, and cherished every moment spent as her grandpa.

Jeff also leaves behind his sister Julie Holman and her husband Dan; his aunt and uncle, Allen “Dean” and Linda Harthcock; and his nieces and nephews: Emily Laster, Brennon Larsen, Isabelle Larsen, and Makenna Larsen. Jeff was blessed with dear cousins and countless friends whose lives he touched deeply.

Jeff was preceded in death his parents, maternal and fraternal grandparents, aunts, uncle and special dogs Ralph, Beau and Jack.

Visitation will be 10:00 am to 11:00 am Sunday, June 22, 2025 at Ford & Sons Mt. Auburn Chapel in Cape Girardeau. A Memorial service will 11 am Sunday at the funeral home with a celebration of life party from 1:30 -3:30 pm at Dalhousie Golf Club.

11a.m. service:

Streaming Link@ 11: <https://youtube.com/live/4deGBgQAY5U?feature=share>

1:30 p.m. celebration of life:

Streaming link @ 1: <https://youtube.com/live/ZrGvPq73cHg?feature=share>

A private interment will be held at a later date in Springfield, MO.

In lieu of flowers, the family requests donations be made to Tunnels to Towers, HavaHeart, or Camp Boggy Creek—causes that were dear to Jeff's heart as they reflect his deep love for patriots, animals, and children.

Jeff's larger-than-life personality and infectious laughter will forever be missed but will live on in the hearts of those who knew and loved him.

Cemetery Details

Greenlawn Memorial Gardens

3506 North National
Springfield, MO 65803

Previous Events

Visitation

JUN **22**. 10:00 AM - 11:00 AM (CT)

Ford & Sons Mt. Auburn Funeral Home
1001 N. Mt. Auburn Rd.
Cape Girardeau, MO 63701
(573) 334-1313
info@fordandsonsfuneralhome.com
<https://www.fordandsonsfuneralhome.com/>

Memorial Service

JUN **22**. 11:00 AM - 12:00 PM (CT)

Ford & Sons Mt. Auburn Funeral Home
1001 N. Mt. Auburn Rd.
Cape Girardeau, MO 63701
(573) 334-1313
info@fordandsonsfuneralhome.com
<https://www.fordandsonsfuneralhome.com/>

Tribute Wall



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Jeffery Wayne Cheek.

June 21, 2025 at 02:02 PM



“ Small Garden Dish was purchased for the family of Jeffery Wayne Cheek.



June 21, 2025 at 02:02 PM



“ Chambers family planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Jeffery Wayne Cheek.

Chambers family - June 21, 2025 at 01:36 AM



“ Chambers family purchased the Peaceful White Lilies Basket for the family of Jeffery Wayne Cheek.



Chambers family - June 21, 2025 at 01:36 AM

DM

“ Darryl and Susan Mayo planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Jeffery Wayne Cheek.

Darryl and Susan Mayo - June 20, 2025 at 06:46 PM

DM

“ Darryl and Susan Mayo purchased the Peaceful White Lilies Basket for the family of Jeffery Wayne Cheek.



Darryl and Susan Mayo - June 20, 2025 at 06:46 PM

BH

“ Brian Holt purchased the Peaceful White Lilies Basket for the family of Jeffery Wayne Cheek.



Brian Holt - June 20, 2025 at 10:00 AM

MA

“ Mark planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Jeffery Wayne Cheek.

Mark - June 20, 2025 at 09:15 AM

MA

“ Mark purchased the Lavender Reflections Spray for the family of Jeffery Wayne Cheek.



Mark - June 20, 2025 at 09:15 AM

JT

“ Joe and Sally Weigle and France Thibault purchased the Beautiful in Blue for the family of Jeffery Wayne Cheek.



Joe and Sally Weigle and France Thibault - June 19, 2025 at 06:43 PM



“ Peaceful White Lilies Basket was purchased for the family of Jeffery Wayne Cheek.



June 19, 2025 at 03:28 PM

CH

“ Chris and Forrest Heathcott planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Jeffery Wayne Cheek.

Chris and Forrest Heathcott - June 18, 2025 at 06:47 PM

CH

“ Chris and Forrest Heathcott purchased the Simply Elegant Spathiphyllum for the family of Jeffery Wayne Cheek.



Chris and Forrest Heathcott - June 18, 2025 at 06:47 PM

LF

“ Lea, Matt, Patricia, and Jason & family purchased the Gracious Lavender Basket for the family of Jeffery Wayne Cheek.



Lea, Matt, Patricia, and Jason & family - June 11, 2025 at 05:39 PM



“ Peaceful White Lilies Basket was purchased for the family of Jeffery Wayne Cheek.



June 09, 2025 at 11:41 AM

JS

“ Jeff became a friend of our Brokering Company at the very first HD Show we attended back in 2003. We were new to the HD side of the Business but he took us under his wing and mentored us. I learned quickly that if you want the straight truth, you call Jeff Cheek. He tells it like it is...He knew everything about the powersports Industry and EVERYBODY IN IT!!..He was the Go to Guy when in Question. No Doubt.. and then he would spin it to politics ,you better hang on to your Laughing belt cause you were in for a serious bout of Laughter when Dr Cheek got rollin on current events.. and the Jokes he would email were 1 of a kind that I shared with everyone in my Network they were so good.. You simply will never have many friends like Jeff Cheek in your life..I smile every time i think of our good times Buddy.. and I always Will....Lay it on all those Folks in Heaven...Its going to be a blast where ever Jeff is seated there.. God Speed to you Jeff!!!!!!!

Jerry Szopinski - June 06, 2025 at 04:34 PM

AI

“ Adam, Jessica, Jameson and Isabella purchased the Simply Elegant Spathiphyllum for the family of Jeffery Wayne Cheek.



Adam, Jessica, Jameson and Isabella - June 05, 2025 at 10:23 PM

BD

“ We all such busy lives , have only had the pleasure of calling Jeff our friend for a few years , certainly enjoyed every time Karen and I got a chance to visit with jeff , such an incredibly interesting guy , Bruce and Karen Dawson

Bruce Dawson - June 04, 2025 at 09:02 PM

JB

“ I loved that guy, he always brought out the best in me working for the Rossmeyer’s so many wonderful memories he nick named me “shoes” a story I tell often...I will miss you my dear friend ride those golden streets in heaven....john “shoes” brogno



john brogno - June 02, 2025 at 09:46 PM

JH

“ Jeff and Sheryl Hall. planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Jeffery Wayne Cheek.

Jeff and Sheryl Hall. - June 02, 2025 at 09:16 PM

JH

“ Jeff and Sheryl Hall. purchased the Beautiful in Blue for the family of Jeffery Wayne Cheek.



Jeff and Sheryl Hall. - June 02, 2025 at 09:16 PM

SW

“ Jeff was a friend and a mentor to me, so much so that he changed my life when he gave me a chance to join the Rossmeyer Harley-Davidson family business. I like to think I knew jeff pretty well, he was a tough businessman, but still had a big heart. I will miss him and my prayers and condolence's go out to his Family and friends. R.I.P. my friend.

Scott Wagner

Scott Wagner - June 02, 2025 at 07:08 AM

WF

“ With love from the Mandacina family purchased the Peaceful White Lilies Basket for the family of Jeffery Wayne Cheek.



With love from the Mandacina family - June 01, 2025 at 09:41 PM

AH

“ I'm Jeff's Uncle "Deano". We were as close in age as I was with my sister, who was his Mother. I often think I kind of grew up with all my nephews and nieces. As we became adults we ended up all around the USA, yet still stayed close. What a family!
'We will all miss Jeff. He is gone way to soon. ❤️💕💕

Allen Harthcock - June 01, 2025 at 09:43 AM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Jeffery Wayne Cheek.

May 31, 2025 at 11:39 PM



“ Peaceful White Lilies Basket was purchased for the family of Jeffery Wayne Cheek.



May 31, 2025 at 11:39 PM

BL

“ One of my fond memories of Jeff is how he loved to always cook for his family. He enjoyed it so much. Sometimes he would delve out different parts of the recipe so we would participate in fixing the dinner with him or sometimes he would cook it just himself. He's so liked sharing with his family and friends. A few times that I had dinner at my house. He would always help me chop up things sliced cheese cut me. He was such a good hearted person.

Love and we miss you cheeky,
Brenda Larsen

Brenda Larsen - May 31, 2025 at 10:31 PM

WL

My deepest condolences go out to Jeff's family. My thoughts and prayers to you all through this difficult time.

Winford R Laster - June 01, 2025 at 09:06 AM

SC

Such a good guy. He will be missed. Prayers for the family.

Sandy T. Capps - June 02, 2025 at 11:33 AM

GQ

Rest in peace Jeff - with the knowledge that you spent your life on earth well! Thank you for supporting SemoPets. You will be missed by many!

Glenda Quinn - June 03, 2025 at 11:50 AM

PM

Condolences, Respect and Prayers for Jeff, "Reverend", and his extended family. Jeff was an incredible mentor, teacher and friend. Demanded the best and gave you all he had in him. Very Thankful my time with Jeff! Rest in Peace, Friend.

Patrick Murphy - December 09, 2025 at 09:26 AM