



## Mr. Joseph N. "Joe Roc" Rocco, Jr.

March 6, 1943 - June 17, 2024

UTICA – Mr. Joseph N. “Joe Roc” Rocco, Jr., age 81, passed away in the comfort and dignity of his home on Monday, June 17, 2024, amidst his family and loved ones who cared for him.

Joseph was born in Utica on March 6, 1943, to the late Joseph N., Sr. and Marie Genevieve (Ducette) Rocco. Raised locally, he was a graduate of T. R. Proctor High School.

On November 7, 1964, he wed the former Joanne M. Barbero, and the two embarked on a 60-year journey of loving one another, caring for each other’s well-being, and sharing a great devotion to their marriage. Always side by side, the pair shared many joys and occasions, which filled their hearts with warm memories.

Joseph devoted his career to the family-owned business, Utica Veal Company until the time of its closure. He continued his livelihood as a self-employed cattle buyer. In fact, he was active in the business even to this very year. His time in the profession spanned 63 years. He was known as a legend in his field and knew its activities in and out. It was the perfect outlet for him to utilize his keen mind and negotiating skills. He was highly respected in the business and earned a reputation among his colleagues as a true gentleman.

As a dad, he provided his children with guidance, love, and generosity. His girls were always his priority. As a poppy, it got even better for him. He made time to spend with his grandchildren, ensuring he attended their sporting events, and took them on various adventures. He forged a great connection with each of them and he especially loved when his grandson accompanied him to cattle auctions. He also helped them make good decisions – no one bought a car without Joe Roc present for the best deal! Family life was his priority, making sure everyone was well and taken care of was paramount to him. He loved his family so much, and they loved him for his strong work ethic, his social skills, and his graciousness. His benevolence was always sincere. Hospitality lived in their home. He and Joanne loved when everyone was together. He was proud of his home and the generations that filled it.

Some of his most fun memories were made on trips to the casino. He didn't favor one particular game over another, and he was often lucky. Scratch off lottery tickets were another part of blending additional excitement for "Lucky Joe Roc."

Joseph was a devout Catholic and member of St. Mary of Mt. Carmel/Blessed Sacrament Parish. He faithfully attended every Saturday 4:30 Mass, and sat in his favorite pew. He was a believer and had a deep faith that grounded him, consistently praying for his family and loved ones.

Joseph is survived by his devoted wife, Joanne; daughters and sons-in-law, Jill and Steven Conley, and Joann and Louis Paciello; grandchildren, Alexa Conley, Robert Conley and Sophia Penge; Francesca Paciello, Briana Paciello and Tyler Lodge, and Nichole Paciello and Andrew Leach and their daughter Madelyn Leach. His loss is also felt by his brothers and his sisters-in-law, Rocco J. and Lorraine Rocco, and Frank and Deborah Rocco. He fondly remembered his sisters and brothers-in-law who preceded him, Marie T. and Frank A. Dare, Sr., and Shirley A. and Nicholas M. "Nick" Frattasio, Jr.

Joseph will also be missed by many cherished nieces, nephews, great-nieces, great-nephews, cousins; and long-time “family” and loyal confidants, Rocco “Tweeter” Piccione, with whom he spent many good times at the sales, Tommy Gerace, and Russell Leone. He was predeceased by his father-in-law and mother-in-law, Joseph A. and Antoinette (Carlo) Barbero; and his sister-in-law, Vincenza “Carol” (Barbero) Pugliese.

The Rocco family wishes to extend their gratitude to Dr. Alicia DeTraglia for her support, honest demeanor, and comfort words. Special thanks are also extended to Hospice & Palliative Care, Inc. for their sense of trust and care; every one of the staff was so kind, compassionate, and supportive - their deeds and wonderful works will remain in the hearts of Joseph’s loved ones. The closeness of his family was also a great support.

The family will honor and commemorate his life at a private time. Relatives and friends are respectfully invited to attend Joseph’s Mass of Christian Burial and Celebration of Life, which will commence on Saturday, June 22, 2024, at 10:00 a.m. at St. Mary of Mt. Carmel/Blessed Sacrament Parish, 648 Jay St. There will be an opportunity to greet the family at the conclusion of the service. In lieu of floral offerings, memorial contributions in Joseph’s honor may be made to Hospice & Palliative Care, Inc. online at [www.hospicecareinc.org/donate-online](http://www.hospicecareinc.org/donate-online); envelopes will also be available at the service. Entombment will take place in Christ Our Savior Mausoleum at Calvary Cemetery at the convenience of the family.

# Cemetery Details

## Christ Our Savior Mausoleum at Calvary Cemetery

2407 Oneida Street  
Utica, NY 13501  
(315) 735-2727

# Previous Events

## Funeral Service

JUN 22. 10:00 AM (ET)

St. Mary of Mt. Carmel/Blessed Sacrament Parish  
648 Jay Street  
Utica, NY 13501  
(315) 735-1482  
<https://www.mountcarmelblessedsacrament.com/>

# Tribute Wall

BG

“ *Jill & the Rocco family. I'm so sorry for your loss. Our prayers are with you.* ”

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**Bob Gigliotti** - June 24, 2024 at 12:17 PM

FJ

“ *My condolences to the Rocco family* ”



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**Fred J.Greer** - June 20, 2024 at 08:24 AM