



Geneva Byrd Boren

August 14, 1923 - June 18, 2025

Geneva Byrd Boren August 14, 1923 - June 18, 2025 Just two months shy of her 102nd birthday, Geneva Byrd Boren was called home to be with her Lord and Savior, Jesus Christ. As one of the last living voices of the Greatest Generation, her life stood as a radiant testimony to the grace, strength, and steadfast faith that helped shape a century. Born on August 14, 1923, in Tennessee, Geneva was the second oldest child of Leonard and Thelma Byrd. She grew up surrounded by the voices of three brothers - Genar, Geloam, and Gerome - and two sisters - Gerena and Genet - each now gone before her, and all of whom she loved deeply. Geneva was the last flame of the Byrd family torch, and she carried it with dignity, humor, and resolve until her final breath. Geneva came of age in the wake of the First World War, through the food rations of the Great Depression, the revival tents of West Texas, and even witnessed the dawn of the nuclear era, marked by a flash of light in the desert skies of New Mexico. As World War II erupted, she found herself employed at the Lubbock Army Air Field (later known as Reese Air Force Base), assigned to one of the highest-ranking civilian positions a woman could hold there at the time. She never sought the spotlight, and Percy would go on to serve honorably during the war. After the war, the couple settled in Lubbock where they raised their two children, Sandra and Gary, and would later adopt their beloved daughter, Joan. Together they built a life rooted in faith, family, and hard work - qualities that defined Geneva to her core. But Geneva was never one to be content with the expected. In an era when women were often

told to sit quietly on the sidelines, she cleared her own path. In 1960, with a borrowed typewriter and \$40 in her pocket, Geneva launched a secretarial service from her garage. What began as a few keystrokes and handwritten notes grew into a city-shaping institution: G. Boren Services. Geneva introduced Lubbock to the idea of "temporary staffing" - a concept that didn't yet have a foothold in the region. Many thought it wouldn't work. Geneva proved them wrong - for almost 60 years. Her office became a haven for young mothers seeking flexible work, for employers in need of trusted help, and for anyone who walked in needing a second chance. She was a mentor before mentorship was trendy, and a boss who prayed with her staff daily. Geneva didn't just run a business; she cultivated people. To this day, thousands of West Texans - some knowingly, many not - owe their careers, or at least their first chance, to a woman who believed in them before anyone else did. Though she built her life in Lubbock, Geneva had a passport filled with stamps from a different era - when travel wasn't convenient, but intentional. She journeyed throughout Europe, stood on the grounds of the Holy Land, and traced the footsteps of Moses at Mt. Sinai. Her mission work with Trinity Church, of which she and Percy were founding members, took her deep into Africa, often traveling nearly a week just to arrive, and staying for several weeks at a time to minister and serve. She returned with stories, wisdom, and a heart even more anchored in eternity. But no matter how far she traveled - or how many wonders she saw - it was always Lubbock that felt most like home. Geneva's legacy stretched beyond the walls of her office. She served on boards, advised governors, and helped write regulatory standards for employment services in Texas. She staffed concerts for legends like Willie Nelson and Paul McCartney, and she cheered on her beloved Texas Tech Red Raiders with a fierce loyalty matched only by her passion for Jesus. Well into her 90s, Geneva remained the heartbeat of both her business and her family. She led weekly devotionals at work, and every visitor to her office left with two things: a word of encouragement, and a gentle reminder - rooted in her life verse, Proverbs 3:5-6 - that the Lord would direct their steps if they

placed their trust in Him. Her life wasn't just long; it was abundantly full. Geneva was preceded in death by her beloved husband of 51 years, Percy; her parents, Leonard and Thelma Byrd; her five siblings - Genar, Geloam, Gerome, Gerena, and Genet - and countless others whose lives she brightened. She is survived by her three children: Sandra Boren Sheils, married to Mike Sheils; Gary Boren, married to Lisa Boren; and Joan Boren. She was "Memaw" to six grandchildren: Michael Sheils and his wife Ashley; Amanda Sheils Gregg and her husband Shannon; Krista Boren Singleton and her husband Cody; Kari Boren Davis and her husband William; Katy Boren; and Christopher Boren and his wife Kelsey. Her legacy lives on in her ten adoring great-grandchildren: Elia, Hannah, and Sarah Grace Davis (children of William and Kari); Saylor and Silas Singleton (children of Cody and Krista); Preston and Parker Sheils (children of Michael and Ashley); Harrison Gregg (son of Shannon and Amanda); and Sky and Storm Boren (son of Christopher and Kelsey). Each of them will grow up knowing of a woman who built something from nothing, gave everything she had to her family, and left them a heritage of courage, faith, and love. She has fought the good fight. She has finished the race. She has kept the faith. And now, she is home. A viewing for friends and family will be held on Friday, June 20 from 4:00 to 6:00 p.m. at Sanders Funeral Home on Main Street. A celebration of Geneva's life will take place the following morning, Saturday, June 21 at 11:00 a.m., in the Chapel at Trinity Church, followed by a graveside service at 2:00 p.m. at the City of Lubbock Cemetery. In lieu of flowers, the family kindly requests that donations be made to the Missions Fund at Trinity Church, in honor of Geneva's lifelong mission to spread the gospel of Jesus Christ to the world.

Cemetery Details

City of Lubbock Cemetery

2011 E 31st Street
Lubbock, TX 79404

Previous Events

Visitation

JUN **20**. 4:00 PM - 6:00 PM (CT)

Sanders Funeral Home
1420 Main Street
Lubbock, TX 79401
(806) 763-6433
director@sandersfuneralhome.com
<https://www.sandersfuneralhome.com>

Funeral Service

JUN **21**. 11:00 AM - 12:00 PM (CT)

Trinity Church
7002 Canton Ave.
Lubbock, TX 79413

Graveside Service

JUN 21. 2:00 PM - 2:30 PM (CT)

City of Lubbock Cemetery
2011 E 31st Street
Lubbock, TX 79404

Tribute Wall

CR

“ Ms Geneva and her staff allowed me to take/scan tickets at the Texas Tech Red Raider games. I enjoyed that job til my knees wouldn't allow me stand. It was always a pleasure when she would come by and make sure all was OK. She didn't do it often but she made an impact on me. May God Bless her Children, Grandchildren, and Great Grandchildren. Please keep up the Good Work.

Charlotte Rowland - June 22, 2025 at 06:11 PM

MR

“ In 1981, Geneva hired me to work at Answering Lubbock, the answering service. She, Gary, and Sandra hired me and worked with me on my schedule. I had a full time job, but was going through a divorce. I needed extra income for legal and living expenses. They were wonderful employers and supported me through the upheaval in my life. I will always remember the kindness shown to me by the Boren family. May Geneva rest in peace-rest she has earned! My prayers are with her survivors.

Marijohn Ross - June 21, 2025 at 09:51 AM

SE

Geneva Boren was one of the godliest women I've ever known . She will always be remembered for her love for the Lord and raising an incredible family.❤️. We will all be united in Heaven someday.... In the blink of an eye.

Shannon Evans - June 21, 2025 at 07:00 PM

CW

“ So sorry we aren't able to attend the service but wanted to share my condolences. My memories of Geneva are so many. She was Trinity Church. She was the epitome of a Proverbs 31 woman: a business owner, mother and wife and she did them all so well. Our hearts are with you, Gary and family. We loved her so much.

Colleen Wppler - June 20, 2025 at 08:48 PM

PF

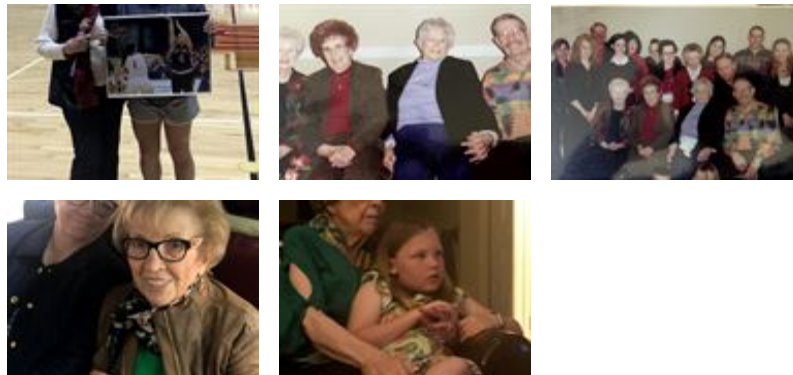
“ Popham, Bruton and Brown families purchased the Full Of Love Bouquet for the family of Geneva Byrd Boren.



Popham, Bruton and Brown families - June 20, 2025 at 12:55 PM



“ 23 files added to the album Life Tributes



Sanders Funeral Home - June 20, 2025 at 09:54 AM



“ *Full Of Love Bouquet was purchased for the family of Geneva Byrd Boren.*



June 20, 2025 at 01:24 AM



“ *Laso & Sanchez Family - Carrie & Christy purchased the Full Of Love Bouquet for the family of Geneva Byrd Boren.*



Laso & Sanchez Family - Carrie & Christy - June 19, 2025 at 11:29 PM



“ *Your Boeing Family purchased the Days of Sunshine Bouquet for the family of Geneva Byrd Boren.*



Your Boeing Family - June 19, 2025 at 11:08 PM



“ *The Schaefer Family purchased the Arrive in Style for the family of Geneva Byrd Boren.*



The Schaefer Family - June 19, 2025 at 09:45 PM



“ Beautiful in Blue was purchased for the family of Geneva Byrd Boren.



June 19, 2025 at 07:44 PM



“ The Wells Family purchased the Florist Choice Bouquet for the family of Geneva Byrd Boren.



The Wells Family - June 19, 2025 at 03:30 PM



“ The Wells Family planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Geneva Byrd Boren.

The Wells Family - June 19, 2025 at 03:30 PM



“ The Maryland Sheils families purchased the Peaceful White Lilies Basket for the family of Geneva Byrd Boren.



The Maryland Sheils families - June 19, 2025 at 02:35 PM

TF

“ The Maryland Sheils families planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Geneva Byrd Boren.

The Maryland Sheils families - June 19, 2025 at 02:35 PM



“ Arrive in Style was purchased for the family of Geneva Byrd Boren.



June 19, 2025 at 02:08 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Geneva Byrd Boren.

June 19, 2025 at 02:08 PM

KB

“ Kenneth and Linda Brakebill purchased the Gracious Lavender Basket for the family of Geneva Byrd Boren.



Kenneth and Linda Brakebill - June 19, 2025 at 12:16 PM