



Joseph V. Roberts

March 7, 1946 - May 7, 2025

Joseph Victor Roberts, 79, of Kimberton, Pennsylvania, passed away on Wednesday, May 7th, 2025 surrounded by his loving family.

Joe was born March 7, 1946 in Pine Hill, New York, where he, his older brother and twin sister were raised by their loving and fiercely devoted mother, Teresa Roberts.

Joe graduated from Onteora High School in 1964, then went on to Paul Smith's College, earning a degree in hotel management. Joseph later served as a board member of Paul Smith's.

Joe was the founder and CEO of Nutrition Management Services Company. Founded in 1979, NMSC was the first company of its kind to develop and introduce a comprehensive program around scratch-cooked foods within a nutritional balanced menu. After spending many years working with ARA Services and Stouffers Contract Management, Joe became determined not to be the biggest in the industry, but to be recognized as the best.

Joe had an intense love for fishing both inshore and offshore, deer hunting, and bird hunting with his dogs. Having grown up fishing the Esopus Creek in the Catskill Mountains, he was introduced to off-shore fishing by his dear friend Kenny Blakely, which led to a 40-year love affair with deep sea sport

fishing, and his treasured Love Boats. When not in his office at "The Barn" in Kimberton, Joe could be found spending time in the Catskill Mountains, Cape May and most of all at "The Farm" with his animals.

Joe is preceded in death by his mother Teresa, survived by his twin sister Florence Hamling, brother Harry Roberts, and partner Kathleen Hill. His three children Michelle (Sean) O'Donnell, Joseph (Jennifer) Roberts, Allison (Steve) Brown and 4 grandchildren, Samantha Roberts, Madison O'Donnell, Jacob Roberts and Sean Patrick O'Donnell.

Visitation will be held Tuesday, May 13th from 9-10:45 am at Saint Basil the Great, 2330 Kimberton Road, Phoenixville PA, followed by a Mass at 11:00 am. In Lieu of flowers the family asks that donations be made to The Billfish Foundation at <https://billfish.org/memorial/>. Arrangements are being handled by the Campbell-Ennis-Klotzbach Funeral Home, Inc., Phoenixville, PA. Condolences may be offered by visiting www.PhoenixvilleFuneralHome.com.

Cemetery Details

Private

Previous Events

Visitation

MAY 13. 9:00 AM - 10:45 AM (ET)

St. Basil the Great Parish
2330 Kimberton Road
Phoenixville, PA 19460

Mass

MAY 13. 11:00 AM - 12:00 PM (ET)

St. Basil the Great Parish
2330 Kimberton Road
Phoenixville, PA 19460

Tribute Wall



“ *Campbell-Ennis-Klotzbach Funeral Home created a Tribute Video in memory of Joseph V. Roberts*



Campbell-Ennis-Klotzbach Funeral Home - May 12, 2025 at 05:07 PM



I am sending my heartfelt condolences to the Robert's family and the NMSC family. Rest In Peace! Rick von C.

Rick von Czoernig - July 21, 2025 at 02:39 PM

JS

“ *Well I will say this about Joe Robert's.
He's dead.*

One of hundreds of lied to employees.

Jiminy Sucket - December 25, 2025 at 09:16 AM

PP

“ *My husband, Felix, worked for Joe in the vending end of the business, but he also helped with the animals at the Farm after hours. Joe Roberts was a a very good friend to Felix. Sympathies out to the family,
Peggy Parrotto*

Peggy Parrotto - May 13, 2025 at 10:37 AM

SR

“ Michelle & Family, Although I never had the pleasure of meeting Joseph it's clear to see he was a wonderful person. He has passed his greatness onto each of you! When I read his obituary and the tribute wall its obvious his impression on others was one to never be forgotten. May he rest in peace and soar with the other angels. Your in my prayers. God Bless you all.



Shirley Reid - May 12, 2025 at 04:22 PM

TF

“ Terry & Larry Free purchased the Medium Dish Garden for the family of Joseph V. Roberts.



Terry & Larry Free - May 12, 2025 at 01:59 PM



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

May 12, 2025 at 01:15 PM



“ Beautiful in Blue was purchased for the family of Joseph V. Roberts.



May 12, 2025 at 01:15 PM



“ *Celestial Love was purchased for the family of Joseph V. Roberts.*



May 12, 2025 at 12:17 PM



“ *Kate, Michelle, Joseph, and Allison: Although no longer with you, he has passed on his strength, passion, and drive to each of you. I see it in the lives you have chosen to live. Cherish your memories. Thinking of you and call upon me if I can be helpful. He drove me nuts, but I loved him just the same!*

Jan Beresford - May 12, 2025 at 12:08 PM



“ *JVR. It was an honor to represent you and NMSC. You built an amazing company with Kate, and your infectious laugh will be missed. Rest in Peace. Mike F.*

Michael J Fortunato - May 11, 2025 at 08:39 PM



“ *Sending my heartfelt condolences to Joe's own family and his NMSC family. I remember being with Joe at many meetings with fellow peers and clients and was always in awe of his story telling abilities and outgoing personality. He lived a full life just the way he wanted it to be. He will be missed. Sincerely, Allison Powell*

Allison L Powell - May 11, 2025 at 06:16 PM



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

May 11, 2025 at 05:19 PM



“ Peaceful White Lilies Basket was purchased for the family of Joseph V. Roberts.



May 11, 2025 at 05:19 PM



“ Terri & Zach Oppenheimer planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Joseph V. Roberts.

Terri & Zach Oppenheimer - May 10, 2025 at 03:35 PM



“ Terri & Zach Oppenheimer purchased the Peaceful White Lilies Basket for the family of Joseph V. Roberts.



Terri & Zach Oppenheimer - May 10, 2025 at 03:35 PM



“ Beautiful in Blue was purchased for the family of Joseph V. Roberts.



May 10, 2025 at 08:02 AM

BB

“ *Bud and Jo Ann Cure/Rena and Dave Baker planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Joseph V. Roberts.*

Bud and Jo Ann Cure/Rena and Dave Baker - May 09, 2025 at 05:55 PM

BB

“ *Bud and Jo Ann Cure/Rena and Dave Baker purchased the Rose Garden Heart for the family of Joseph V. Roberts.*



Bud and Jo Ann Cure/Rena and Dave Baker - May 09, 2025 at 05:55 PM