



Joseph B Locatell

May 11, 2023

Joseph B. Locatell, known to many as “Joe” of Hillsborough, NJ, passed away on Thursday, May 11, 2023, in Philadelphia, PA, with his loving family at his bedside after a valiant but swift battle with AML (Acute Myeloid Leukemia). He is survived by his devoted wife of 42 years, Kathleen (Keegan) Locatell, his son, Joseph S. Locatell and his daughter, Clare C. Locatell, his brother, Michael T. Locatell and his sister, Diane Locatell, as well as beloved aunts, an uncle, cousins, nieces, and nephews, for whom he had tremendous love. He was predeceased by his father, Joseph P. Locatell and his mother, Regina E. Locatell, as well as his sister, Mary Locatell.

Joe was born in New Brunswick, NJ. His family moved to North Brunswick, NJ, where he lived until the age of eight, after first having met the love of his life, his neighborhood sweetheart, Kathy. Joe’s family moved to Connecticut, and then to Basking Ridge, NJ, where he attended St. James School and then Basking Ridge High School, graduating in 1976. Joe held records in track and played football with a passion, which led him to enroll in the University of South Carolina, to play football, his favorite sport. The direction of his life changed, and he chose to return to New Jersey and attend Rutgers University while employed as a bartender at the infamous Royal Manor in North Brunswick. That move reunited him with his childhood sweetheart, Kathy, from whom he was separated for fifteen years, and they were married on May 9, 1981, at Saint Mary’s Church in New Brunswick, NJ, less than a year later. Joe was director of American Bartending School and began investing in real

estate near the colleges in New Brunswick. The day after their wedding, he began purchasing, renovating, and renting properties in partnership with various other investors during the revitalization of the City of New Brunswick. He opened his own real estate office, Real Estate USA. He expanded his portfolio of multi-family properties to include the City of Trenton, where he became involved not only in real estate, but also in a youth mentoring program with the Mayor and Council. That passion for mentoring led him to become deeply involved with an international men's group, the "Mankind Project", also known as New Warriors (NWTA), where he staffed hundreds of training adventure weekends across the country, as well as in Europe. He counseled countless men who had suffered some form of trauma or tragedy. Joe loved helping people and talking to people, and he listened attentively. He was always there when you needed him the most. He touched the lives of many people in his 66 short years on Earth.

After relocating to Hillsborough with Kathy in 1985, Joe joined an Over 30 Basketball League, which then became an Over 40 Basketball League. The friendships that came from that became known as the "basketball couples", who enjoyed many years of parties, dining, and dancing. Those cherished friendships continue to this day.

Joe's passion for reading and love of books led him to open numerous bookstores, the most popular being Half Price Books in Skillman, which became a successful venture and provided books for the entire extended family, who shared his love of reading.

Joe loved shopping, having been taught at an early age by his mother, he especially loved finding a bargain. He was the king of bargain shopping and when he found a "good deal", he would purchase as many of the items as he could, since he just couldn't pass up a bargain. He and Kathy enjoyed garage sales, the semi-annual Visiting Nurse's Rummage Sale in Peapack and appreciated antique tools, furniture, crystal decanters and especially, books. In the final years of his life, after all was said and done, his love for family, his generosity in giving to those in need, especially wounded veterans, or anyone

struggling with a problem, are the greatest testament to his kind, caring and giving soul, and he will be deeply missed, beyond words, by all who knew and loved him.

Joe did not want a wake or a funeral mass. He wished to be remembered at a celebration of life gathering to be scheduled for a date in late July or early August. Please refer to the Lewis Funeral Home for further information which will be posted in the near future.

Cemetery Details

PRIVATE INTERMENT

Events

Details are pending.

Tribute Wall



“ *Joseph B Locatell*

October 09, 2023 at 03:30 AM



“ *I spent a few late nights talking with Joe at Deer Park on one of the Warrior weekends. Sitting in the back of the staff room, sharing cigars, talking about everything and nothing. Joe was a man's man.*

Jeff Altman - August 14, 2023 at 03:30 PM



“ *My uncle had one of the biggest hearts. A strong man with a kind soul. He could immediately make friends everywhere he went. His time was never too precious for a good conversation. My uncle was truly an amazing man. The rock of our family. Joe was the man you could always count on to give you advice or to listen no matter how small the problem. I will always remember his patience, love, and strength. Regardless of the pain he was enduring he made time for his family. He showed nothing but strength and grace in his battle. Thank you for all you have taught me. I am thankful my daughter was able to feel the same love we all have felt from you over the years. The world will be a little dimmer without your light. I love you.*



greer - July 31, 2023 at 07:27 PM

SK

“ Aunt Kathy,

I cannot begin to fathom what you are going through. I feel for you. Yours and Uncle Joe's love is something I saw a lot of while growing up, but after I moved away, grew up, and traveled around the world I realized how few lucky people get to have...that love that you both shared. I know that he is still with you, Joey, and Claire. No one is really gone forever.

Uncle Joe, you were my godfather, and the first Uncle ever to take me to see a movie when you and Aunt Kathy were still just dating, I believe when we went to see E.T. It's one of my favorite memories. I remember it like it was yesterday. You were always so caring with me, and you treated me like a son. Every time you all went to the shore you always got me a stuffed animal, and I could never worry about running out of sporting equipment because you periodically resupplied me with authentic leather basketballs, footballs, and clothes. I remember you took me out shopping when Uncle John died, and you hugged me so tightly while I balled out my eyes. I didn't expect I would have to write something like this for another 20 to 30 years. It is too soon, and I wish we could have had more time together.

You were always there for me to talk to while I grew up into my teens and twenties. Talking to you was always so calming because I cannot remember a single instance in my life when you ever raised your voice to me. You were one of the few people in my life that ever talked to me until I was done talking instead of having to hang up because some tv show was on, you always let me tell you all my feelings, and you helped me greatly.

I never saw you stop trying to help people out either. I cannot remember how many times in my life the past forty years you were there for your in-laws. How many times you gave someone a job, helped them on their rent, and helped them network. I wish I could have talked to you for more advice years ago, but I guess I didn't want to let you down and tried to do it on my own. I know you would have been there for me had I asked you.

I'm glad I got to see you during the last Christmas. I really enjoyed talking with you and realizing how many thoughts and feelings we

shared over the same subjects. I wish I hadn't lost those years with you because the beginning was so much better than the ending. You were one in a million, and I was proud that you were my uncle. You really lived up to your title, man, father, godfather, and uncle. Joey and Claire, I wish we could have grown up together instead of just see each other as we're old now...haha. I always had a great time hanging out with you, Joey, when we were kids. I was envious of how great a relationship you and your Dad had, and I wished that for my father and I. I know how much he loved you and was always very proud of you. Claire, you're closer to me than my own sisters. I feel like even though we do not talk for a minute when we do we go just back to like it was the other day we had seen each other. I remember always how your Dad's eyes with lit up when you walked into the room, he was always there for you, and he wanted nothing more than to protect you from the day you were born to the end of eternity. He meant so much to everyone he met, I cannot imagine how much he meant to you.

Life is too short not to spend together with your family, a few close friends, and living the best life possible together. Having your wins, my wins, your losses, my losses, Uncle Joe was always there to celebrate my life's up and be there to help me get over the lows. I will always remember your calm demeanor, your laugh, arguing over different ideas, your warm hugs, the love you showed helping strangers, family, your kids, and above else, my Aunt Kathy. I love you, Uncle Joe. Say hello to heaven for me.

*Your nephew,
Sean*

p.s. I love you all

Sean KeeganVogt - May 26, 2023 at 07:11 PM

JU

“ Joe oh my how do I even begin to share the connection we shared. Fresh from England I married one of your best buddies, who you stole Kathy from ! When I first met you we just became each others alter ego. We could talk, or you could talk for hours. Your passion for absolutely everything you were involved in was Homeric. Your undying love for your family and friends is something most should aspire to. Your love for Kathy, Joey and Claire, priceless. The mint green suit you wore to my wedding, priceless. The energy you gave to the many causes you were involved in, priceless. Joe you were bigger than life, priceless. Joe Locatell everything you did and gave in your precious life on this earth is absolutely priceless. Once in a lifetime experience to have known you and be called a friend. Joe I used the word priceless in my eulogy because you, after a major shopping spree, be it sneakers, sweatshirts or books you would always say you got a good deal...priceless. Joe you will be treasured forever. Priceless. XxxxLove you. Juliette

Juliette - May 24, 2023 at 08:17 PM

FF

“ Joe was my neighbor for over 20 years. Never again will I see a neighbor like Joe. We were always there for each other no matter what day or time. We had hours of happy conversations. We went to sporting events together. He was one of the only people that I knew that was well versed in everything. I'll miss him terribly especially his happy smile. I'll see you again someday Joe. God Bless you and your loving memorable smile.

Love Fred & Izzi

Fred & Izzi Frisco - May 24, 2023 at 07:19 PM



*Dear Kathy, Joey, and Clare,
I am broken hearted by the news of Joe's passing. I was shocked by the news.*

Joe, was always among my favorite Locatell's to talk to. His can-do attitude, and ability to find solutions and better ways to approach a situation was inspiring. Joe had a quick wit, I enjoyed his sense of irony. Though I haven't seen him in years I liked knowing he was out there in the world doing good. He will be missed.

Sending you all so much love.

Heidi Roy-Locatell - June 11, 2023 at 07:57 PM

DR

I remember coming up to visit the Locatell klan in 1987, i went to a Rutgers football game, where the Scarlet Knights were destroying University of Cincinnati 56-3. Mike just started tearing into me knowing I come from that area just south in Northern Kentucky.. Joe and there father didn't say nothing ,but to see there faces when I told them I was a Penn State fan and a Washington Redskin fan Good Times. Joe was always a delight easy going easy to talk to. one time we went for Thanksgiving to one of the diners and he said you will love it, he didn't lie, again good times. God Bless You and Kathy ,Joey,and Claire.

Doug Rollinger - July 30, 2023 at 08:19 PM