



# Sheldon Norman Myers

JUL 20, 1926 - JAN 28, 2021



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**S**heldon (Shel) Myers, age 94, passed away peacefully on January 28, 2021. Born in Buffalo, New York on July 20, 1926, Shel was preceded in death by his wife, the love of his life, Shirley; and, by his loving parents, Sheldon Frederick Myers and Florence Carolyn Myers. He was the adored father of Susan Myers, Sandra Matheny and Sharon Demby (Robert); and the dear uncle to seven nieces and nephews.

Shel served in the Army Air Corps during WWII. He graduated from Washington and Jefferson College, PA in 1951, where he was a member of the Phi Gamma Delta Fraternity. Rumor has it, when Shel was Social Chairman, he and his fraternity brothers plumbed the FIJI house with beer.

It was love at first sight - for him - when Shel met Shirley in Mansfield, OH and proposed on their first date. Shirley came around eventually, and the two married on May 1, 1954. Their life together was an epic adventure, and their love lasted a lifetime.

In 1961, Shel and George Lasch founded Myers and Lasch, Inc. Shel would tell you they were just lucky, but the two worked hard to build a very successful point-of-purchase display advertising business with Fortune 500 clients who weren't just customers; most became good friends.

Shel was an avid freshwater angler who wet a line whenever and wherever he could. He loved to fish Lake Erie, and the rivers and streams of the Cleveland Metroparks. He was at home on the Little French River in Ontario, Canada, where he fished with family and friends every year. On rare occasions, when there was more fishing than catching, Shel would quote Winston Churchill and say, "You can't measure the pleasure by the catch!" And he really meant it.

Aviation was a lifelong passion for Shel. He was a member of the Academy of Model Aeronautics, Northern Ohio Free Flight Association (NOFFA), and enjoyed flying competitively. He was a skilled model builder, but he'd tell you it was the friendships he built through NOFFA, that mattered most. And all those trophies.



## Obituary

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Shel was a Browns fan and a Buckeye Dad; he was “Pop” to many, and will be remembered as a humble, gentle man and a gentleman. He expected of himself what he’d never ask of others, and was profoundly grateful for the loving kindness of his extended family and friends.

Above all, Shel truly cared for others. For that reason, in an effort to keep friends and family safe, we are respecting what we know would be Shel’s wishes, and are conducting services privately, for the immediate family. Should friends desire, memorial contributions may be made to the Cleveland Metroparks Fishing Fund.



## Tribute Wall

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MI

**Mark Ingham - Color Process, Inc.** sent a Beautiful in Blue to the Myers family.



February 4 at 9:45 AM

MM

**Mike Marhefka** posted:

Shel was the front man for Myers & Lasch. The idea guy, the client contact guy, the mover & shaker. George Lasch, Shel's business partner, was an extremely talented designer and illustrator, who minded the shop while Shel was out and about working with their suppliers, vendors, and entertaining clients with those infamous martini lunches. Shel & George, collaborating together, would bring to life marketing plans and display ideas, and dazzle their clients. Back in the 50's thru 80's, everything in the graphic art industry was specialized by profession. Illustrators, mechanical layout artists, photographers, typesetters, etc. Art studios, would be like a one-stop shop for Shel & George to get their final "camera-ready" artwork prepared for print and production. I was working for one of those art studios in the 80's, and was a lowly keyline/board artist when I first met Shel. As I moved up the ladder and transitioned into sales/account rep for the studio, Shel was impressed with another guy at the studio - Phil Puhala. When Shel and George decided it was time to retire, they invited Phil to come onboard at Myers & Lasch, and I transitioned over a couple years later. I was so honored and fortunate that Shel and Phil asked me. I believe it was a unanimous decision not to rename the company - Puhala & Marhefka. My time with Shel & George before they actually retired seemed short. When Shel came into the office for business, his feet were shuffling like a little kid just waiting to break out and run through the fields chasing his model planes. Shel was my mentor and teacher. He instilled in me the integrity of Myers & Lasch, to be forthright honest and loyal to the customers, and the importance of always searching for that different and creative approach for the customer's need. I owe so much of my business career to Shel and the opportunity the guys extended to me, He will forever be an inspiration. Thank you Shel. Michael Marhefka Myers & Lasch, Inc.

February 1 at 12:23 PM

SM

**Sandra Matheny** February 8 at 7:45 AM

Mike, Pop was so proud of the work that you and Phil did and never - not for a minute - doubted your commitment, capabilities and integrity. You exceeded his expectations and took M+L to the next level. Pop was so pleased and so proud to pass the torch, Thank you from the bottom of our hearts, for your kindness and for all you've done. Sending a big hug. Sam, Sue and Shari



## Tribute Wall

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JB

**Judi & Dick Bolinger** sent a Condolence Snacks to the Myers family.



February 2 at 6:07 AM

KT

**Kathy L. Taylor** posted:

I did not your Pops personally but I did know him well from the stories that his daughter, my friend Sheri Demby would share with me at school. We both shared stories of our Pops and would chuckle and reminisce about what wonderful men they were. Sheri would also share stories of Mom as well. I know they were both loved dearly by their children. Now I know why Sheri got her LOVE of fishing! Every morning upon arriving to school I would greet Sheri by say, "Good Morning!" "How's your Pop's?"

February 1 at 12:23 PM



## **Memories only last if you share them**

Join us in honoring Sheldon by contributing to a collection of shared memories.



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