



Nancy Catherine Reeser

AUG 17, 1941 - OCT 6, 2021



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Nancy Catherine Reeser

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Nancy Catherine Reeser was born on August 17, 1941 on Rochester, MN. The 2nd daughter of Dr. Richard Reeser Jr, and Ernestine Catherine Reeser. She was preceded in death by her father, mother, and older sister, Mary Carole Reeser. Nancy is survived by her youngest sister, Martha Reeser Rice, two nephews Todd Rice, his wife Tuesdae and their children Thomas and Alice; and Eric Rice, his wife Julia, and their children Alexandria, Emerson, Asher, and Skyler. Nancy graduated from St. Petersburg High School in 1959, and the Rhode Island School of Design in 1964. Upon graduation Nancy worked for Liberty Mutual Insurance Company as a graphic designer in Boston, and then a job with ABC in New York City, followed by graphic design work in association with Carleton Varney at Dorothy Draper & Company, Inc. in New York, and then built Reeser Advertising Agency in St. Petersburg where she was the Principal Director and won many advertising awards. Nancy was involved with design at both the Grand Hotel on Mackinac Island, Michigan, and the Greenbrier Hotel in White Sulphur Springs, West Virginia. In recent years, Nancy used her creativity in designing her special "Ernestine Cards". Nancy enjoyed being a member at the First Methodist Church, a member of the Salty Sisters at the St. Petersburg Yacht Club, the Optimist Cub, and her Alpha Phi Sorority.

Memorial Services will be held Friday, October 15, at 3:00 p.m. at Memorial Park Cemetery; located at 5750 49th Street North, St. Petersburg, FL 33709. In lieu of flowers, contributions may be made to the First Methodist Church of St. Petersburg.



Events


Nancy Catherine Reeser

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Graveside Service


 **Friday**, October 15, 2021


 3:00 PM ET

 **Memorial Park Cemetery**
5750 49th Street North, St. Petersburg FL 33709



Cemetery Details

 **Memorial Park Cemetery**
5750 49th Street North, St. Petersburg FL 33709

 **(727) 369-8228**





Tribute Wall

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JL

Joy Lewis posted:

I discovered this site yesterday and am in a state of shock along with the other friends who have left tributes. Words describing Nancy as artistic, talented, lovely, kind, generous and bright, tell me that each of them had known and loved Nancy well. It comforts me to know she had their friendship. I met Nancy in 1964, in Boston. She was on her first job out of Rhode Island School of Design with a degree in Graphic Design and I was working as a Copywriter, at Liberty Mutual Insurance Co. We had planned to meet for lunch one day and she whisked into the Advertising Dept. saying, "Quick! Grab your coat. A friend is joining us." I just assumed it would be another femme, but it was Robert Lewis. Bob was already a year out of RISD with a degree in Interior Architectural Design, and had recently moved to Boston from New Haven where he was leaving his first job for greener pastures. I liked Bob at once but assuming that he was a boyfriend of Nancy's, did not give him a single flirtatious flick of the eyelash. After a quick lunch (we were young, and we only got 45 minutes) we started back to our offices and Bob made a pit stop to buy each of us a nosegay of violets from a sidewalk vendor. Nancy swooped hers high into the air, saying "I'm going to go right up to my boss and say, "I quit!" We had reached the corner where Bob was going to go one way and we were going to go the other and Bob said, to me, "May I call you?" Right in front of Nancy! I nearly fell off the curb with surprise and embarrassment. We quickly planned to meet the following morning, the three of us, and go to the annual Boston Flower Show. As Nancy and I traced the last few steps back to Liberty Mutual, she gamely stepped aside saying that she had other plans for Saturday morning. She was amused by my confusion and said "Bob isn't my boyfriend, Joy. We were in the same rat pack. He was saying "Boo-hoo-hoo, I am so lonely" in one ear and you were saying it in the other, so I just thought I would get you together." Advertising was on the first floor and Graphics was on the seventh. As the elevator door was closing I said, "Oh thank you, Nancy! Thank you." Nancy was wearing the biggest smile and later, about once a year, she would say, "I will never forget the look on your face when we were standing at the elevator door and you said . . ." On a misty February day in 1967, I was holding a bridal bouquet of the biggest nosegay of violets ever to be seen and Nancy and our friend, Tim were standing beside us as a small chamber choir sang a canon to the text, "Many waters can not quench love" and vows were exchanged. Nancy continued to be our nearest and dearest friend until Bob died in 1999 and after that, Nancy and I remained the tightest of friends. The last time we spoke, she said she wanted to come up to visit me on Long Island as soon as the pandemic eased. We always thought we would see each other again. Sincere sympathy to Marty and her sons, to all the friends Nancy loved, and who loved her. Joy Lewis January 24, 2022

January 24 at 9:28 PM

VS

Vicky Steinwender posted:

I am saddened to hear of the loss of this truly remarkable woman. She was so talented and generous in her life. I knew her as a fellow Salty Sister. What fun Nancy had at all the theme parties and luncheons. She was incredibly artistic!.. and always kind...— Vicky Steinwender

October 15 at 4:50 AM



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JR

Jean Rutan posted:

I have known Nancy since our days at St. Pete High School. My deceased husband, Rick Rutan, and I used to visit Nancy when she was living in the Old Ne area and taking care of her 98 year old mother. We took meals to share with Nancy and her dear mother. Nancy also attended church with us for a few years at NE Presbyterian Church in Shore Acres. Nancy and I shared Optimist activities in both the Downtown Optimist Club and Breakfast Optimist Club in St. Pete for many years. Her artistic talents were known to many by the beautiful cards she sent out on each holiday. I will miss her. She was a dear friend and a very giving person. Jean Rutan

October 14 at 10:59 AM

CF

Cornelius Franckle posted:

I am saddened to learn of Nancy's death. Even though it has been the better part of a lifetime since I have seen her, she stands out in my heart and mind as the bright, pretty really nice girl I knew as a grade school classmate at Shorecrest and up through the early high school years. I remember that she was headed for RISDE and a career in design. My wife met her at a sorority event not too long ago and brought me up to date a bit. Despite the hiatus, I feel a special connection to her spanning back to our early blissful years. My condolences to her family. Neil Franckle

October 14 at 10:01 AM

KL

Karen Lieberman posted:

I am shocked and saddened about Nancy's sudden death. We were in the same Salty Sister Class of 1996 and enjoyed so many good times. There was a special bond I can't explain, that formed immediately when we met. She had a spirit that made her unique and someone I recognized that God sent to me as a gift. She was loved and admired not only for her talent but for her kindness and generosity. Nancy was a special person, a special friend and I am so thankful for all those special moments that we shared. Salty sister parties, her Halloween parties, the Opera Guild, to name just a few. She was so proud of the work and relationship with the Grand Hotel. and their family. She showed me around with the enthusiasm of a Grandma showing off her grandchildren and made sure I embraced all the wonderful traditions. I will treasure those memories and treasure having had such a special friend in my life. She was truly a gift. Rest in peace Nancy. You will remain forever in my heart. Karen Lieberman

October 13 at 7:03 PM



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Anonymous sent an Arrive in Style to the Reeser family.



October 13 at 6:12 PM



Rita Mobberley lit a candle in honor of Nancy.



October 13 at 10:28 AM



Joanne Stewart posted:

Graham and I send our sympathy and condolences to Marty and her family. Nancy had so many wonderful artistic gifts. May she Rest In Peace. Graham and JoAnne Stewart

October 12 at 12:04 PM



Shelley Manes posted:

Nancy was already an advertising icon when I joined the profession in the 80s, and I admired her from afar, her always making a grand impression in a stylish hat, and sweeping the Addy awards it seemed, year after year. Fifteen years later I was calling on her at Reeser Advertising, handling some of her remarkable and intricate print work for Grand Hotel. She was a talented, gracious lady, lovely to know. She will always be larger than life to me when I think back on our crossed paths. Condolences to Nancy's family. She was a gem.

October 12 at 6:57 AM



Ellen Pavone posted:

We were both members of the same class of Salty Sisters. We were part of "The Many Chicks of '96"! Having known her for 25 years, I will miss her. We shared many happy and special times in Salty Sisters. She was a very creative person, adding her touch to a variety of luncheon and party occasions. Condolences to family, Ellen Pavone

October 11 at 9:46 AM



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Vicky And Ted Steinwender posted:

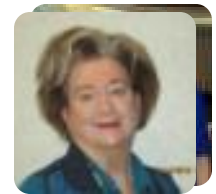
Nancy was a wonderfully talented lady who loved people and gave of herself to her community.... Far beyond just St. Petersburg! The Grand Hotel was so fortunate to have her artistic talents everywhere you looked if you were a guest there!The world is a more beautiful place because of Nancy.

October 11 at 5:36 AM



Vicki Posner shared 2 photos to the **Tribute Wall** album.

I am a Salty Sister friend of Nancy's from the St. Petersburg Yacht Club. I have known her for many years and have always enjoyed her. I loved her greeting cards and got to work with her on social committees where I witnessed her original ideas and creative talents. She was a lovely lady and will be missed.Vicki Posner



October 10 at 6:54 PM



Violet (Vi) Hayworth posted:

I had the honor of knowing this beautiful talented Lady through the St. Petersburg Breakfast and the St. Petersburg Downtown Optimist Clubs. She was a great Optimist member who will be remembered for her generous caring personality. I shall cherish herErnestine cards.My deepest sympathy to her family.Vi Hayworth, St. Petersburg, Fl.

October 9 at 12:53 PM



Media

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Vicki Posner shared 2 photos to the **Tribute Wall** album.

October 10 at 6:54 PM



Fay Baynard and Nancy



Lovely Nancy



Memories only last if you share them

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



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