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Stuart “Sandy” Seiler

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Stuart “Sandy” Seiler, born April 18, 1935, in Duluth, Minnesota, where he and his wife Robin raised their three children. Stu passed away on April 5, 2022, with Robin and his family by his side. He is preceded in death by his father Jack, mother Ruth and beloved brother Michael.

Stu was a graduate of Duluth East High School and the University of Minnesota. He operated Security Jewelers from 1959 until his retirement in 2015 (although his friends, family and customers all know that he never really retired). Stu loved “the store”, where he worked alongside his brother Mike and Uncle Jerome, then later his son Jay and cousin Jack. He was a well-recognized local and regional business leader, who was recruited by, and served on, the Board of Directors of Federated Insurance.

Stuart was an advocate of all things “Duluth” and served as a leader of the local Jewish Community, serving on the Board of Directors of Temple Israel and as President of the Duluth Jewish Federation. He believed in “buying local” long before the term was popular. He was a networker before the term was coined, regularly frequenting local restaurants for dinner, where he would “work the floor”, greeting owners, waitstaff and diners by name. He supported many Duluth institutions, including UMD and St. Scholastica. He was a lifelong fan of UMD Bulldog hockey, cheering quietly while handing out bags of peanuts to other fans in his section. Stu enjoyed golf, bridge, going to movies (although he never saw a good one), attending Giants’ and Suns’ games, watching Jeopardy, and reading Grisham.

Stu loved and cared for his family above all. Robin was by his side for 65 years and the two were inseparable. He was her rock and she his constant companion. He loved nothing more than to dote on her (and sometimes sell a bracelet off her wrist). He taught his children, Jay, Ruth Fromm and Scott, by example, and found great pride in their accomplishments. It was not unusual for him to speak with each of them several times a day. Their spouses, Cara, Mark and Alexis, were not “in laws”, but also his children, for whom he would do anything.

Stu had a special love for his eight grandchildren and three great grandchildren. Elyssa (Ari) Fisher, Levi and Maya; Ashley (Jordan) Silver and Bodie; Michael Seiler (Vivian Kwok); Kevin Seiler; Andrea Seiler; Abby Seiler; Leo Seiler; and Lucy Seiler. He loved giving “papa” kisses, dishing out unsolicited advice and making sure the kids had everything they needed.

Sandy will be remembered by friends and family as a loving husband, father and grandfather, and true friend. His vendors (who spanned the country) will reflect on a shrewd and honest businessman who built a national reputation from a smallish remote city in the frozen hinterland. His thousands of

Funeral services will be held on Sunday, April 10, 2022, at 12:00 (noon), at Temple Israel, 1602 East 2nd Street, Duluth. The service will be available for streaming. Please email Temple Israel at office@jewishduluth.org for the link. Interment immediately following the service at Tifereth Israel Cemetery, 4820 Howard Gnesen Road, Duluth.

Please, no flowers or gifts. Donations preferred to Temple Israel, by mail to 1602 East 2nd Street Duluth, Minnesota 55812, or on-line at www.jewishduluth.org/donate. Arrangements by Chicago Jewish Funerals - Buffalo Grove Chapel, 847.229.8822, www.cjfinfo.com

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