



Bob Schmidt

December 21, 1947 - August 20, 2022

Robert (Bob) Phil Schmidt, 75, of Wynnewood, Pennsylvania, a life-long creative entrepreneur, and marketer, died August 20, 2022, from complications of heart failure at Lankenau Hospital.

Born December 21, 1947, in Detroit, Michigan to Theodore (Ted) and Ida Schmidt (nee Dorman) after which he and his family moved to Milwaukee, Wisconsin where his father joined the family business. Bob graduated from Washington High School and then Marquette University majoring in Communications and Advertising.

At age 20, Bob founded a successful advertising agency in Milwaukee that engaged in notable marketing campaigns for political candidates, financial, and retail food firms. His creative energy was boundless and his entrepreneurial initiatives flowed. While still in Milwaukee, he created the American "Thum Wrasslin" Association to foster the popularity of his table game, "Thum Wrasslin." During this time Bob went on national tours demonstrating and conducting competitive meets.

To his Wisconsin cousins, Bob was known and loved as "The Magician" because he was an accomplished teenage magician who entertained at their birthday parties. However, he never shared his tricks with them because as he said, "A magician never explains his tricks."

In the early 1970s, Bob relocated to New York City where he was employed by major advertising firms working for national clients in the financial services industry. While working in the advertising industry, he met and married Susan Richter in 1986, daughter of the advertising legend Jack Richter.

The couple moved to Garden City, New York and had one son, Jonathan in 1989. Bob was a devoted father who loved his son unconditionally. As he had done previously, Bob was the clever magician at Jonathan's birthday parties in Garden City. Jonathan has fond memories of the marvelous Halloween costumes Bob made each year. Among the most memorable were "worker bee with briefcase," "a giant roll of lifesavers," and a "big movie theater popcorn box." The latter was constructed with industrial glue and real popcorn frustrating kids who tried to eat it.

After recovering from a significant cardiovascular event in 2008, Bob relocated to Philadelphia where his entrepreneurial endeavors focused on marketing and included promoting the marketing rights to "Smoking" Joe Frazier. Most recently Bob was developing the concepts for franchising chicken and BBQ retail outlets and phantom kitchens.

Bob is survived by his beloved son Jonathan who lives in Wynnewood, wife Susan Richter of Long Island, and brother Stuart M. Schmidt (Marsha Weinraub) of Philadelphia, nephews Ethan Theodore and Jeremy Michael Schmidt, and many loving cousins.

Graveside services will be conducted 11:00 am at St. Paul's Lutheran Church Cemetery, 415 East Athens Ave., Ardmore, Pennsylvania on Monday, August 29, 2022.

Shiva will be observed on Monday, August 29, 2022, 7:00 pm at the home of

Stuart M. Schmidt and Marsha Weinraub.

In lieu of flowers, contributions in Bob's memory may be made to the charity of the donor's choice.

Previous Events

Graveside Service

AUG **29**. 11:00 AM (ET)

St. Paul's Lutheran Churchyard
corner of Athens Avenue and Wynnewood Road
Ardmore, PA

Tribute Wall

MP

“ Dear Schmidt Family ~ so sorry to hear of Bob's passing. My folks thought the world of him with my Dad often used as a model or actor for Bob, my sister and brother, his friend. Although ten years younger than Bob, I have MANY wonderful memories of him & his family having grown up as their next door neighbors on 44th & Auer in Milwaukee. His parents were the kindest, sweetest people. His brother Stuart was a good guy too. I think their mom used to call him Stewie. He often talked about his special cousins in Racine. As a little girl, he was my first crush. When I was about 10 he took me for a birthday lunch at Burger King - it was a BIG deal ~ even giving me a giant stuffed snake! Always the funny guy!!! Bob was promoting Ned's pizza and he had us neighborhood kids make radio spots and photo shoots. Our pay was free Ned's pizza - was the best! He would enlist us for other commercials for restaurants and later a big photo shoot at Sherman Park. Bob used those photos and others taken in a wrestling ring in a loft on Wisconsin Avenue in downtown Milwaukee for his Thum Wrasslin' packaging. I recall him telling a story that he was touring colleges charging 50 cents a thumb to enter competition - so, \$1.00. Of course he would occasionally have a person with only one arm - he thought that was a hoot! Am also recalling his great idea in the 1970s for a Zodiac theme cereal box that was not purchased by Kelloggs (I think) - some time later he saw it being used. Hope he got a big settlement! When Bob would visit Milwaukee he always touched base with us. At times we would go to eat at Maria's Pizza on the East side or out for a beer. Bob was liked by anyone who met him ~ a truly authentic human being.

~ Mary (Gumm) Picard

Mary (Gumm) Picard - August 27, 2022 at 11:08 AM