



## Mr. Joseph Paul Zeller of South Barrington

March 19, 1940 - January 5, 2021

Joseph Paul Zeller, 80, of South Barrington, Illinois.

Beloved husband of Nancy Jane Zeller, loving father of Laurie Zeller and Joe (LouAnn) Zeller; cherished grandfather of Joey (Kelly) Zeller, Emily Zeller, Alex Zeller, Ryan Daniels and Nicole (Rick) Zambuto; devoted brother of Michael (Betty) Zeller.

Joe received a Bachelor's Degree from the University of Notre Dame in 1962 and a Master's Degree from Ohio University in 1964. He began his extensive forty-year career in the advertising industry working with major U.S. firms including Tatham Laird & Kudner, J. Walter Thompson and D'arcy Masius Benton & Bowles where he was Senior VP, Director of Media and Financial Services. He helped develop advertising campaigns for many top American companies including Kraft Foods, Procter and Gamble, Ford, Seven-Up and many others. During his advertising career he was listed in the Platinum Edition of the Who's Who Registry for many years.

Joe grew up a football fan, but in the early '70s his son Joe decided to play ice hockey. Initially, senior Joe was not very interested in the sport he knew little about. That attitude quickly changed and he became the president of the Schaumburg Hockey League. After successfully running the local club, he soon became President of the Northern Illinois Hockey League. Not long after

he was nominated for and became the President of the Amateur Hockey of Illinois. Then in the early 80's Joe became the President of the Amateur Hockey Association of the United States and he was offered the opportunity to move to Colorado Springs to run the Olympic Hockey program. However, he had another passion that would keep him and his family in the South Barrington area.

Joe was an avid collector of Native American art and became an authority on the art of the Navajo, Hopi, and other Pueblo people. After retirement from the ad industry he decided to turn this passion into active support and promotion of authentic contemporary and historic American Indian art. So, in 2000 he opened the River Trading Post, with retail locations in Dundee, Illinois, Scottsdale, Arizona, and Santa Fe, New Mexico. He then became president of the Indian Arts and Crafts Association and became recognized by his peers as one of the strongest advocates in support of the preservation and authenticity of Native American arts and crafts.

Due to the COVID-19 pandemic concerns, the Family will be mourning their loss privately. The family plans on celebrating his life with a memorial service to be scheduled in the post COVID-19 future.

The family has created this Life Tributes page to make it easy to share your memories, photos and videos. For further information please contact the Morizzo Funeral Directors at 847.752.6444. Arrangements entrusted to Morizzo Funeral Home and Cremation Services, 2550 West Hassell Road, (Northeast corner at Barrington Road), Hoffman Estates, Illinois 60169.

For those of you that would have attended services and would like to express your condolences to the family, please click on the link above and you can leave the family a message, with the share a memory link. If you wish to send a sympathy card to the Family, please feel free to send it to Morizzo Funeral

Home, 2550 Hassell Road, Hoffman Estates, Illinois, 60169 c/o The Family.  
We will gladly forward it on.

In lieu of flowers please make a donation to your favorite charity.

# Cemetery Details

**The Directors at Morizzo Funeral Home entrusted with any Visitation, Funeral & Committal; requested.**

2550 Hassell Road  
(Northeast corner at Barrington Road)  
Hoffman Estates, IL 60169  
(847) 752-6444  
[ross@morizzofuneralhome.com](mailto:ross@morizzofuneralhome.com)  
<http://MorizzoFuneralHome.com>

# Tribute Wall



“ *Mr. Joseph Paul Zeller of South Barrington*

November 04, 2022 at 06:54 PM



“ *Rev. Paula T. Webb lit a candle in memory of Mr. Joseph Paul Zeller of South Barrington*



Rev. Paula T. Webb - May 07, 2021 at 11:23 AM



“ *I had the distinct pleasure of working with Joe many times over the years, only via telephone after moving away from Chicago. He was always happy to chat and listen to how my purchases influenced and enhanced my personal and business lives. I can't thank him enough for his generosity with his time and expertise. He was truly a good guy. Friends to so many, he is missed greatly. Paula T. Webb*

Rev. Paula T. Webb - May 07, 2021 at 11:16 AM



“ *Joe was someone dear to me in my career at DMB&B/D'Arcy. Literally, Joe would teach and guide in all aspects of the business - a very generous mentor. I grew up in business with Joe's influence, rigor and creativity. He was a man of many talents, which inspired my way forward in leadership. With great appreciation. It has been many years since I've seen Joe, but one does not forget such a person. Rest In Peace.*

Kathleen DeCaire-Aden - March 30, 2021 at 09:21 AM

DM

“ I didn't really know Joe (although we had certainly met at various art shows) until he recruited me to be on the Board of the Indian Arts and Crafts Association. As a long time member, I was very appreciative of the organization and Joe decided that since I was now in commuting distance, that I should serve on the Board. I was honored and pleased to do so and to get to know Joe and the other extraordinary board members who were devoted to the preservation and authenticity of Indian Art. He gave generously of his time, expertise and resources to the IACA. The Native American community has experienced a great loss with his passing. My condolences to the family and my thanks to Joe for all of his fine work.

*Dawn Dark Mountain*

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**Dawn Dark Mountain** - March 18, 2021 at 06:26 PM

MR

“ Sending good thoughts to the family of Mr. Joseph Paul Zeller. I was introduced to his wonderful River Trading Post business and the beautiful art through my mother who I have also lost fairly recently. She was particular about purchasing art but loved the wooden HOPI dolls and when I wasn't sure what gift to choose for her, would always find her delighted when I purchased one through Joseph's business. Sadly but also sweetly, I have inherited the few lovely HOPI dolls and appreciate them so very much. A loving tribute to her and to Joseph's superb eye for art. We are missing them both...

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**M Rie** - March 14, 2021 at 07:42 PM

LG

“ Joe was such a beautiful human being and I was so saddened to hear of his passing. Whenever I visited the Dundee gallery, usually seeking information, Joe was welcoming and generous in sharing his knowledge of Native art. It was an honor to know him.

*Linda Gottschall*

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**Linda Gottschall** - March 14, 2021 at 12:16 PM

WS

“ Joe, it was a pleasure to shop at your Dundee store, River Trading Post. In large part, it was due to you and your way of being helpful and pleasant to talk to. In large part, it was because, like you, the items you carried were authentic. In no small part, it was because your store was a beautiful place, with incredible items that would just draw me in. And you were so patient to explain in detail any item I showed interest in. I bought numerous gifts from your Dundee store for my lovely wife, who adores everything I purchased there. Life is full of opportunities to discover. You created an opportunity I'll always treasure. Thank you for being who you were, Joe. I'm sure I'm not the only one whose memory of you is of a blessing to many.

*William Shoemaker*

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**WILLIAM H SHOEMAKER** - March 12, 2021 at 08:06 PM

WH

“ I bought my first kachina at the Rivertrading Post store in Santa Fe not long after it opened. Since that first purchase many years ago, I returned to the store several times on trips from Maryland, and always went home with new kachinas in my suitcase. I now have a huge kachina collection, many of them purchased over the years from Rivertrading Post. My most favorite kachinas of my many favorites, have always been those first purchases from the Santa Fe store. I will always be grateful to Joe and his passion for Indian art for helping me get started on what has become a lifelong love of collecting Indian art. I was so sorry to hear of his passing, and hope that his family and friends find comfort in their memories.

Wendy Hoffman  
Rockville MD

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Wendy Hoffman - March 11, 2021 at 07:39 PM

BP

“ I always got an enthusiastic HELLO BARRY! whenever I called Joe. I did so often with compliments on the latest issue of Trading Post Times, through which Joe often educated me. I counted him as a friend though we never met in person. I liked Joe a lot and I was shocked to just learn of his passing. He was a mensch. I am deeply saddened. I offer my sincere condolences to his family, friends and associates

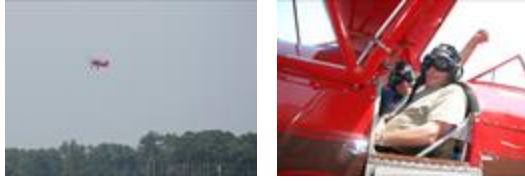
Barry Palevitz, Athens GA

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Barry Palevitz - March 10, 2021 at 10:34 AM

MZ

“ Think it was brother Joes first time in an open cockpit airplane. He was relieved to be back on the tarmac.



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**Mike Zeller** - February 14, 2021 at 05:02 PM

PM

“ Joe was one year ahead of me in school. I remember him as being very smart but very friendly to everyone. I know his family will miss him a lot.



*Patty Wells Morgan  
Niceville, Florida*

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**Patricia Morgan** - January 30, 2021 at 01:12 PM

JK

“ As one of Joe's youngest 1st cousins on his mother's side, he and I were of different generations back in the day, back in Mansfield and Galion, OH. Yet I'll always remember his jovial spirit, sharp wit, and warm smile at the Kinstle family reunions of decades ago. He will be missed!

*Joseph E. Kinstle (Son of Joseph F. Kinstle, aka Joe Zeller's Uncle Joe)*



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**Joseph E Kinstle** - January 15, 2021 at 03:35 PM

JB

“ *Jean and Veerle Van den Avyle-Roegies, Belgium purchased the Sweet Tranquility Basket for the family of Mr. Joseph Paul Zeller of South Barrington.*



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**Jean and Veerle Van den Avyle-Roegies, Belgium** - January 10, 2021 at 04:32 AM

MD

“ *We feel honored to have met and talked with Grandpa Joe. He was a remarkably accomplished man.*

*Mike & Sandy Damroth*

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**Mike & Sandy Damroth** - January 09, 2021 at 11:35 PM

FS

*Rest In Peace cousin Joe. Joe's Mom Grace and my Dad Joe were brother and sister. I remember Joe and his family at family reunions always smiling and laughing. They all enjoyed life to the fullest. Hugs to Joe's brother Mike, his family, and to Joe's children and grandchildren.*



*Fran Kinstle Swiderski*

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**Fran Kinstle Swiderski** - January 16, 2021 at 07:14 PM

FS

*And many hugs and condolences to Joe's wife Nancy. ❤️*

*Fran Kinstle Swiderski*

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**Fran Kinstle Swiderski** - January 16, 2021 at 07:15 PM

DB

*rest in peace classmate. you did so much for so many people and causes dave bowlby class 1958*

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**dave bowlby** - January 30, 2021 at 01:14 PM

KR

*We are sincerely sorry to lose another classmate, and send our condolences to Joe's family. He was a good guy; I remember him with dark hair, and his younger brother Mike had blond hair..... Alan and Kathy (Smella) Resor*

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**Kathy Resor** - February 03, 2021 at 05:26 PM

CH

*I called him "Zeller Feller". As a media recruiter in the ad biz I had the pleasure of working with him to staff his dept. His idea of a classy lunch was The Billy Goat Tavern! We both loved hockey. He was fair and thoughtful and smart smart smart. I was just looking up the store location so I could visit him when I read about his passing. My condolences to your family. He was one of a kind a thoroughly missed in the ad business for his integrity.*

*Cathy Hurless*

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**Cathy Hurless** - February 25, 2021 at 10:36 AM



“ *Beautiful in Blue was purchased for the family of Mr. Joseph Paul Zeller of South Barrington.*



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January 09, 2021 at 10:20 PM

GW

“ My heart goes out to all of you. I share your loss. It is wonderful being part of your extended family. What a privilege and honor it has been knowing Joe. His many talents and interests made him the character he was and a delight to be around. While I lived in Arizona I had the opportunity to visit his wonderful store in Scottsdale several times and enjoy the culture he brought to the area. He will be missed by all the lives he touched. My thoughts and prayers are with you all.

Michael I know how much you loved your brother and I know you are surrounded with and sharing that love. May you all find comfort in each other and God.

Georgia Wolfe,

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**Georgia Wolfe** - January 09, 2021 at 02:47 PM

YO

“ Sending my sincere condolences to Joe's family. I appreciate & honor his friendship & his genuine love of the Native American Arts & Culture. Being part of the RTP family has been an honor. May you rest in beauty.

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**YoYazzie** - January 09, 2021 at 01:40 AM

KM

“ I'm so sorry to hear of your loss, Joe and the Zeller family. Your father certainly had an illustrious career in advertising; I can see where you get your business chops from! Sending you love and the hope that memories of brighter days will carry you through.

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**Kris Martinez** - January 08, 2021 at 11:19 PM

LZ

“ 3 files added to the album Memories Album



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**LouAnn Zeller** - January 08, 2021 at 12:10 PM

LZ

“ 4 files added to the album Memories Album



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**LouAnn Zeller** - January 07, 2021 at 03:11 PM

LZ

“ 10 files added to the album Memories Album



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**LouAnn Zeller** - January 07, 2021 at 12:05 PM

LZ

“ 15 files added to the album Memories Album



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**LouAnn Zellelr** - January 07, 2021 at 11:48 AM

RU

*It was always a pleasure to work with Joe. We met just once (in Santa Fe), but we dealt with one another on several occasions and I am so glad that fairly recently I bought from Joe a lovely older Teec. I see it most every morning and think of Joe.*

*Bob Uphaus*

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**Robert Uphaus** - March 10, 2021 at 09:11 AM