



Dale R. Nielsen

December 12, 1953 - November 7, 2015

Dale R. Nielsen

RACINE-Dale R. Nielsen, age 61, was born in Racine on December 12, 1953 and passed away November 7th, 2015 after a courageous battle with stage IV colon cancer. Although the cancer attacked his body it could not touch his spirit. His will to live sent him on stoic 2 ½ year battle. He never played the cancer card, never complained about treatment and proved what an exceptional person he was.

He was a lifelong resident of Racine, the son of Clayton H. and Irene G. (nee: Chapas) Nielsen. He attended McKinley elementary and middle school and graduated from Horlick High School in 1972. Before college he worked at his father's company, Nielsen Iron works in Racine. Dale then graduated from UW-Oshkosh in 1977 with a degree in Business Administration and a minor in Human Resources. After college graduation he was a project manager at Nielsen's building Northwest Mutual Life in Downtown Milwaukee. In 1984, his father, brothers and Tom Johnson formed Nielsen Building Systems, an architectural design-build firm. Dale then began selling architectural products and became the Wisconsin Distributor for Kalwall, a translucent wall panel. He built many signature projects that many would be familiar with: The atrium skylight at the Milwaukee Airport, the curved arch entry skylights to many Aurora Health Care medical centers, the Olympic training facility at Northern Michigan University, and the translucent panels and opening outfield walls at Miller Park in Milwaukee.

At Oshkosh he met his wife Beth Hartman, also from Racine and they married in 1980. Together they raised two wonderful children, Christo and Erica.

Dale is survived by his loving wife Beth (Hartman) of 35 years, son Christo Nielsen and daughter, Erica (Caleb) Butler all of Racine; grandsons, Logan Fesko, Charles and Brady Butler, brother Jim Nielsen and sister-in-law Sandi Nielsen. He is further survived by five nephews and a niece, other relatives and many dear friends.

He is preceded in death by his parents, Clayton and Irene, brother Bruce and mother-in-law Charlotte Hartman.

Dale was a member of Covenant Presbyterian Church, 5th Street Yacht Club and Salmon Unlimited and enjoyed spending time on his boat on Lake Michigan. During his illness the family would reminisce about how much fun they had on vacations together, family events and football games, to name a few. Dale's love of the outdoors led to many adventures: snow skiing, scuba diving, sailing, boating and fishing (where he always caught his limit), and especially his time at the cottage in the North Woods. Dale was a lot of fun, whether telling jokes or hilarious stories (usually about himself), spending time with family, friends and making new friends wherever he went. As Dale would say "It really was A Wonderful Life".

A heartfelt note of thanks to Dr. Ryan Engel and the entire staff at Wheaton Cancer Center for all their compassionate care and support. Also a special thanks to our family and friends for the countless acts of kindness during Dale's extended illness.

Previous Events

Visitation

NOV **14**. 10:00 AM - 12:00 PM (CT)

Sturino Funeral Home
3014 Northwestern Avenue
Racine, WI 53404
(262) 632-4479
info@sturinofuneralhome.com

Memorial Service

NOV **14**. 12:00 PM (CT)

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3014 Northwestern Avenue
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Tribute Wall

ST

“ *My deepest sympathy; my thoughts and prayers go out to all of his family. He was a wonderful human being with a caring heart. May he rest in eternal peace.*

Sherry Trentadue-Forman

Sherry Trentadue-Forman - November 17, 2015 at 08:09 PM

 Kurt
Anderson

“ *Many great memories with Dale in our college days.*

Peace is with you Dale.

Kid

Kurt Anderson - November 14, 2015 at 09:31 AM

UF

“ *Uncle Warrens Family purchased the Emerald Garden Basket for the family of Dale R. Nielsen.*



Uncle Warrens Family - November 12, 2015 at 10:38 PM

NL

“ Dearest Beth, Christo, Erica and families, Sending you lots of love and prayers for tomorrow and the upcoming days. Take care and wish we were able to be up there with you this weekend...just want you to know even though we are at the state tournament, I will be thinking of you and the family. My heart goes out to you and I will be in touch with you soon!
Love you....Norie and Family

Nora Langan - November 12, 2015 at 09:59 PM

NL

“ Nora Langan lit a candle in memory of Dale R. Nielsen



Nora Langan - November 12, 2015 at 09:42 PM

BC

“ Bob Coakley purchased the Sentiments of Serenity Spray for the family of Dale R. Nielsen.



Bob Coakley - November 12, 2015 at 10:24 AM

DS

“ Dan and Bev Selky purchased the Peaceful White Lilies Basket for the family of Dale R. Nielsen.



Dan and Bev Selky - November 12, 2015 at 08:45 AM



“ *Beautiful in Blue* was purchased for the family of Dale R. Nielsen.



November 11, 2015 at 08:06 PM



“ *Char And Don lit a candle in memory of Dale R. Nielsen*



Char and Don - November 11, 2015 at 06:28 PM

“ DALE

I first met Dale in the late 70's, just after we hired Nielsen Iron Works to be our Kalwall distributor for Wisconsin. His father Clay had said 'I want you to meet my youngest son, Dale. He likes people, is fun, smart, just got out of college with a Business degree and I'm sure he can sell your Kalwall.'

Clay was right--could he ever. Dale was a natural-born salesman. Over 25 years, we sold a ton of Kalwall, including the Miller Ballpark project. And along the way a really good thing happened--he became my friend.

My mind is full of wonderful memories--I'll only mention a few. We would go on sales calls in his super-long Thunderbird, a car with doors so large they would hit the next county if you opened them wide. We'd talk about our girls, his Beth, who he would soon marry, and my Rene, whom I had just married. We four toured San Francisco later and had a ball.

Dale was smart and earned many Kalwall awards for outstanding sales. He early learned the power of computers and used it to help NBS grow. His print-outs were a thing of beauty, and that was when paper edges still had holes. Jan his new girl-Friday, would help. What an angel she was--her glue held the Nielsen clan together for years.

As Nielsen Bldg. Systems, grew, so did Dale's sales force. I remember the time Bill Kyle and I went to the upper peninsula in Bruce's old Oldsmobile and got caught in a snowstorm near Houghton. The car wouldn't go, we couldn't go--Dale said stay, sleep well, have a brandy on me. That's Dale--always generous--buying you a drink no matter where you were.

I came to respect Dale more and more over the years as he grew, NBS grew and his family grew. The love of Beth, Christo and Erica was obvious. One day, with a glint in his eye, Dale told me that the true measure of love is how excited your dog gets when you come home. And if you ever watched Dale enter his home you knew he was right.

Dale was a leader and great family man. Jim, now it's your turn. We all have favorite memories. One of mine comes from a family outing Rene and I attended at his brother Bruce's home, many years ago. When it was time, we all sat down to a big spaghetti dinner. Unfortunately the spaghetti had gelled into a ball, for someone had forgotten to rinse it. Dale took command immediately--and finding an electric knife, sliced the ball up into slabs--serving a round slab to everyone. After laughing so hard sides split, we poured sauce on top and dug in. It was a memorable meal.

There was only one Dale Nielsen. Here's to you, my friend, and to your beautiful family--"May the wind always be at your back." You will be sorely missed. I will miss you a ton. I was lucky to have known you. Say hello to Bruce and Clay for me, ok?

God Bless You Dale. And God is blessed too--a really good guy is coming home.

*With much love,
Bruce and Dorene Mack
11/7/15*

Bruce Mack - November 11, 2015 at 05:43 PM

 Sandra
Britt

“ *my dear cousin was my ra on my dorm in Oshkosh!!! he was my love mentor and best buddy! reel to reel Joni Mitchell!!! if he wasn't my cuz I would have wished he was my boyfriend! I am so sad as we lost a beautiful man! you and Clayton and aunt Irene are now together...also Bruce! so sorry beth.....you gave him the life he deserved! made him a dad and gave him a wonderful life! our prayers and love go out to you now and forever! Erica..... you are in my thoughts... as well as cristo!!!! he loved his family and will be so missed! so sad.....aunt Sandy*

Sandra Britt - November 11, 2015 at 05:07 PM

RP

“ *Ronnie Guynes and Don Bufkin Associated Architectural Prod purchased the Basket Full of Wishes for the family of Dale R. Nielsen.*



Ronnie Guynes and Don Bufkin Associated Architectural Prod - November 11, 2015 at 03:50 PM



“ *Basket of Memories was purchased for the family of Dale R. Nielsen.*



November 11, 2015 at 10:15 AM

NT

“ *Nordco Sales Team purchased the Lily and Rose Tribute Spray for the family of Dale R. Nielsen.*



Nordco Sales Team - November 11, 2015 at 09:33 AM

MP

“ *It was an absolute pleasure to take care of Dale in the hospital. He was an exceptional guy with an explosive sense of humor. I loved him telling me about his cooking. I especially enjoyed reading his obituary. Stoic is almost an understatement. Awesome guy!!*



michaune Patake - November 11, 2015 at 06:52 AM

JE

“ Dale was truly one of the greatest men and one of the greatest story tellers! We met Dale as a customer and he and his family turned out to be wonderful friends for life. We have so many great memories "Up North" with the Nielsens that we will cherish forever! Dale will be greatly missed. We send our love to Beth, Christo, Erica and Caleb.



Jennifer - November 10, 2015 at 07:24 PM

JH

“ Dale and I started representing Kalwall about the same time back in 1978. I looked forward to seeing him at the annual Kalwall Distributors meetings and catching up on his business and family. Dale was always fun to be around and I will surely miss him. My prayers go out to him and his family, Sincerely, Jerry Harris-Alexander Metals-Nashville, Tennessee.

Jerry Harris - November 10, 2015 at 03:16 PM

GM

“ Dale was one of those friends, that even if you did not see often, the moment you met again, you felt like you had seen him yesterday. So many good memories of parties, camping, concerts and dinners over the 30 years we were fortunate to call him friend. His fun loving spirit will always live on in our hearts. Gary, Vicki, Ali and Greg Marciniak



Gary and Vicki Marciniak - November 10, 2015 at 02:37 PM

GB

“ I am so sorry to hear of your loss. As a member of the Kalwall family, I enjoyed my visits with Dale at our distributor meetings and was envious of his success with the product. He will be missed.
Sincerely, Gary Bowlin



Gary Bowlin - November 10, 2015 at 02:16 PM

JL

“ DALE WILL ALWAYS BE IN OUR HEARTS AND REMEMBERED FOR HIS GIANT BEAR HUGS. WE WILL MISS HIM DEARLY AND KNOW HE IS IN HEAVEN, LIKELY HAVING A COCKTAIL CELEBRATING HIS JOURNEY. FOREVER REMEBERED AND LOVED
JEFF AND PATTI LUNDE



JEFF AND PATTI LUNDE - November 10, 2015 at 01:08 PM