



## Robert A. Peterson

December 23, 2017

December 23, 2017 at the age of 86 years in Milan, Italy. Robert was born in 1931 to Alton and Marjorie (Neller) Peterson in Mt. Horeb, Wisconsin. He grew up in the family home at Willow Valley Farm near Daleyville. He attended the local two-room grade school and Mt. Horeb High School, graduating with the Class of '49. He was a member of Perry Lutheran Church in which he was baptized and confirmed.

Robert then attended Lawrence College in Appleton, Wisconsin, graduating with a major in political science. Subsequently he served in the U.S. Army and was based in Japan for three years, after which he returned to Lawrence College as part of their Public Relations staff. Several years later he sailed to Indonesia with the hospital ship HOPE, as Chief Communications Officer. He graduated from the University of Wisconsin in 1962 with a master's degree in political science and public relations. During his time on the staff of Lawrence College he met Kay Mueller; they were married in 1962.

He worked for Intercontinental Hotels in Indonesia and for Fodor Travel Guides in Brazil, until in 1968 he was hired by 3M Company to coordinate their European subsidiaries' public relations departments, first from Geneva, Switzerland and then from Milan, Italy. Starting in the mid-1970s he developed and coordinated a series of roundtables and forums for public relations and corporate communications professionals in Europe and the United States.

Bob was preceded in death by his parents, his stepfather Curtis Greenwald, his wife's parents, Edgar and Dorothy Mueller and her sister Faith Christine (Mueller) Rath, his brother-in-law Ken Rath, as well as his brother-in-law, James Brue of Mt. Horeb, Wisconsin.

He is survived by his wife Kay, of Milan, Italy, his sister, Kristin (Peterson) Brue of Mt. Horeb and his brother John (Glenna Griffen) Greenwald of Cleveland. Also surviving is his brother-in-law David Mueller of Mayville, Wisconsin, as well as his niece and nephews, their six children and four grandchildren.

Memorial Visitation Tuesday, June 5 from 12:30 - 1:00 PM at ST. ADALBERT CEMETERY HOLY FAMILY CHAPEL (3801 S. 6th St, Milwaukee, WI 53221) followed by Memorial Service at 1:00 PM then Military Honors Ceremony.

# Cemetery Details

## St. Adalbert Cemetery

3801 S. 6th Street  
Milwaukee, WI 53221

# Previous Events

## Memorial Visitation

JUN 5. 12:30 PM - 1:00 PM (CT)

St. Adalbert Cemetery  
3801 S. 6th Street  
Milwaukee, WI 53221

## Memorial Service

JUN 5. 1:00 PM - 1:45 PM (CT)

St. Adalbert Cemetery  
3801 S. 6th Street  
Milwaukee, WI 53221

# Tribute Wall



“ I just learned of Bob's passing yesterday, and it hit me very hard. We've lost a very special person.

*Bob was an inspiration to me at the midpoint of my corporate communication/public relations career and beyond. I was privileged to belong to his International Public Relations Roundtable organization when I was Corporate Communication Director for the U.S. subsidiary of Sweden's Sandvik, AB, from 1980 through 1983. Not only did Bob put together terrific meetings, he was there as a friend and advisor when I faced difficult situations in my job.*

*Our professional affiliation grew into a friendship that endured for the rest of Bob's life, although we weren't in touch as frequently as I would have liked...mainly because we were both busy blazing our own professional trails, heads down, charging ahead.*

*When my wife Karin and I made a rail trip through Europe in the summer of 2016, we overnighted in Milan and Bob squired the two of us around "his" Milan, including a delightful visit to his and Kay's rooftop apartment which is a veritable art gallery of its own with fabulous drawings, paintings, and photos from throughout the years gracing every wall, and an idyllic balcony overlooking downtown Milan. Already approaching his mid 80s, Bob must have walked several miles with us that day. He nearly wore us out! His boundless energy and the playful glint in his eyes had not yet waned. It was a great day.*

*Bob had a unique style and panache that made just being in his presence very special. He had the aura of a confident man who had tamed life to his liking, and that made him comforting and fun to be around.*

*For me, Bob became a mentor and then a good friend, a beacon of the utmost professionalism and high personal character. The world is less bright for his passing. I will miss him forever.*

*Terrance J. (Terry) Lanning*  
*Wesley Chapel, Florida, USA*  
*July 1, 2018*

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**Terry Lanning** - July 01, 2018 at 04:43 PM