



## Kay Lynn Groeneveld

August 5, 1948 - November 13, 2020

Kay Lynn Groeneveld was restored to full mobility, dancing with Jesus, on Friday, November 13, 2020.

Kay was the first-born daughter of Albert and Joyce (Dixon) Groeneveld, born August 5, 1948. She was a lifelong resident of Kingsford, Michigan – minus a 27-year escapade while living in and near Boulder, Colorado.

Kay was an excellent student, obtaining a degree in special education from NMU after graduating with the KHS class of 1966.

Realizing teaching was not her lifelong dream, Kay packed up her brand new 1973 Mustang fastback and headed for Colorado, much to her father's dismay. There, she wore many and varied hats. Among them were General Manager and CFO of the Coors International Bicycle Classic, what was to become the biggest international bike race in the USA. The race grew to be the 4th biggest in the world, carried on CBS and ESPN. The race had a million spectators gather annually from its start in San Francisco coursing through four states ending in Colorado, hosting top Olympic amateur and pros in the world. Kay was responsible for growing merchandise sales of the event to \$1.5 million, in 1980's money, topping many franchise league teams at the time.

Her travels for the Classic took her to annual bike shows in New York City and

Los Angeles, and to gatherings in Europe. Kay managed 300 race staff during the event and 17 year-round employees of the event production company. One of her highlights was managing race staff logistics for a special race start on the Big Island of Hawaii.

Kay also worked on projects for famed scientist and chimpanzee observer Dr. Jane Goodall, including a noted fundraiser in Los Angeles, with Michael Jackson and Jack Lemmon as chairs.

After 27 years, she returned to be with her family in Kingsford, back to teaching, while creating close friendships with coworkers at Florence County Schools.

Kay was preceded in death by her parents, brother Billy, nephew Jordan, and dear friend Betty Massa. She leaves behind brothers George (Shelley), Jan (Melanie), and sister Joy (Larry) Nasi. Having no children, Auntie Kay claimed her nieces and nephews as her own, including Erich (Sylvannah) Groeneveld, Andria (Ben) Halaas, Christopher (Kristen) Groeneveld, Justin (Jessica Bal) Groeneveld, Jacob (Britney) Groeneveld, Timmy (Andra) Nasi, Jonny Nasi, EmmaKay (Matt Vincent) Nasi, Lindsay (Hannah) Groeneveld, and Rachel Christensen. She also leaves her grands, Drew, Natalie, and Cole Halaas, Coen Christensen, Madison, Aubrey, and Jackson Groeneveld, Jordan Perry, and Journee Chartier. With Colorado friends, Michael and Rosemary, she remained forever close.

Kay will be remembered as a competent woman of detail who could make things happen, a most wise, loving, and generous aunt, a positive role model in the face of adversity, and a faithful Christian with a vibrant soul. She was a genuine blessing to all.

A memorial service will be held, in better times, with Pastor Paul Strom, of Our

Saviour's Lutheran Church officiating.

Condolences to the family of Kay L. Groeneveld may be expressed online at [www.ernashfuneralhomes.com](http://www.ernashfuneralhomes.com)

The family has entrusted the Erickson-Rochon & Nash Funeral Home with the arrangements.

# Tribute Wall

JN

“ *KINGSFORD — Kay Lynn Groeneveld, of Kingsford, passed away Nov. 13, 2020. Services for Kay will be held on Saturday, July 31, 2021. Visitation, 9-10:30; Time of Sharing, 10:30-11; Memorial Service, 11:00, at Our Saviour's Lutheran Church, 1210 S. Kimberly Ave., Iron Mountain, with Pastor Paul Strom officiating.*

---

**Joy Nasi** - July 19, 2021 at 12:07 PM

MA

“ *What a force this Kay. She was my favorite "teacher" and friend and business partner and confidant. Smart, fun, sharp, confident, resourceful, caring, generous, loving... No one didn't love Kay and while she would wave a finger at me for that bad grammar, it's so true. You are lucky to know someone like that in your life. I was lucky.*

---

**Michael Aisner** - November 30, 2020 at 03:21 PM

MA

“ *FROM DR JANE GOODALL:  
I remember Kay so well, and I am so very sorry to hear she has left this world.  
I am so sorry – I know what it is like to lose someone so close.  
But her spirit will stay with you  
Love Jane*

---

**Michael Aisner** - November 30, 2020 at 02:45 PM

LN

“ I knew Kay best during her years of running the Coors Classic. She was friend, pal, administrator, support person besides the many professional talents required for the large challenge of operations for the largest bicycle race in America. I was in awe of her abilities and blessed by her friendship. We traveled around the mountains on some of the races to handle duties and I was always so glad to have Kay by my side. I was simply there to help as a volunteer and Kay made my job easy and fun. What a beautiful person.  
Leslie Novak

---

**Leslie Novak** - November 29, 2020 at 05:56 PM

DB

“ Joy, Larry and Groeneveld family. We join in your grief at the death of your sister Kay. We did not know the Colorado adventurous side of her. Our connections with your family go all the way back to Felch. I used to visit your Dad's camp and the yellow ocre mine as a kid. Your Dad was a great asset to me as Sup't in BTSD. We value our friendship and pray for healing for all of you. Dave and Mary Lou

---

**David Blomquist** - November 18, 2020 at 12:08 PM

SH

“ Joy, Larry and family,  
So sorry to hear about Kay. I know how special she was to your family  
and the many wonderful memories you all shared. Sending our thoughts, prayers  
and heartfelt sympathy to all of you.  
Dennis and Sue Theisen

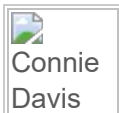
---

**susan heisen** - November 17, 2020 at 08:48 PM

SM

“ Joy, Larry and family,  
We are so sorry for your loss and know that Kay is rejoicing with her Mom & Dad in Heaven. I remember seeing your family sitting up towards the front of our church since I was a young girl. Kay did so many interesting things and always smiled even when she probably did not feel that well. She had a happy spirit that we will always remember. Also the love and care you gave her is an inspiration to us all when we have loved ones who are not well.  
May God comfort you and give you Peace that surpasses our understanding.  
One in Christ,  
Sandy & Jim Meier

Sandy Meier - November 17, 2020 at 08:07 AM



Connie  
Davis

Sorry for your family's loss. I knew Kay when I worked at the Florence County Schools. Sending prayers to your family.

Connie Davis - November 17, 2020 at 03:27 PM

OW

“ Joy and family,  
My prayers and sincere sympathy in the loss of your sister. May Jesus wrap His arms around you even as he has welcomed Kay Lynn to her heavenly home.  
Orice Walters



Orice Walters - November 15, 2020 at 07:12 PM

GW

“ You were my favorite teacher💖 always so sweet to everyone..I'll miss you Miss G..forever in my heart 💖 love u

Ginger Wolfskill - November 15, 2020 at 04:33 PM

PP

“ Joy Groeneveld Nasi and Family, I am truly sorry for your sudden loss. My prayers are with you and your family.

*Pam Parsons Dupuis*

---

**Pam Parsons** - November 15, 2020 at 09:40 AM