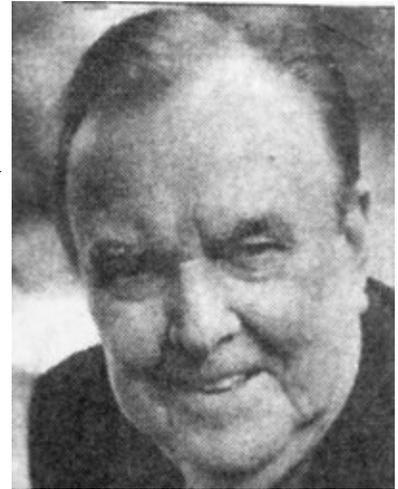


Duerst, Elmer A.

RENO - Elmer A. Duerst, age 71, passed away on Thursday, Oct. 25, 2001, after a short battle with cancer. Born in Monticello, Wis., in 1929, he attended Ripon College in Wisconsin, and was an outstanding athlete and inducted into their Sports Hall of Fame. Following graduation, he served in the Army, 3rd Division, 15th Regiment, and received two Bronze Stars for action in combat beyond the call of duty in the Korean War. He pursued his master's degree from the University of Colorado. Elmer went on to teach and coach basketball, baseball and football, and was also a high school administrator. He taught 15 years in Oregon, Wis., Arvada, Colo., and Middleton, Wis. His teams earned 10 conference championships.



Elmer married Barbara Buchtel on Feb. 19, 1955. They later added a son, Dan Michael, and a daughter, Debra Lynn, to their family;

Elmer joined Jostens in 1970, and received 17 awards for sales and training in his 28-year career with them. The company, on his retirement in 1998, established the "Elmer Duerst Merit Award," to be given each year celebrating the rich tradition of integrity and dedication established by Elmer to his fellow sales representatives. Besides Jostens, he had his own consulting business and did teaching, seminars and training throughout the country. He also enjoyed working part-time for radio station KSRN in Reno, Nev., doing marketing sales for them.

He will be missed by his wife, Barbara; a son, Don and his family, Karen and Jenny; his daughter, Debbie, son-in-law, Dave McNeil, and grandchildren Kelly and Logan; and sister, Flora Christopher [John] and nieces, Kaye and Jane.

He was preceded in death by his parents, Hulda and Adam Duerst.

A memorial service will be held at 2 pm. on Tuesday, Oct. 30, 2001, at ROSS, BURKE & KNOBEL MORTUARY, 2155 Kietzke Lane, Reno, Nev.

In lieu of flowers, the family requests memorials to the American Cancer Society.