



## Lawrence Keith Stentz

Lawrence Keith Stentz was born in Funk, Ohio to Adair Stentz and Virginia Stentz. Keith, his parents, and his siblings, Rex, and Victor, moved to Wooster and then Columbus. Keith later attended the Ohio State University and graduating with a degree in Business Administration.

Keith moved to Michigan in the mid-1960's in order to continue his career in advertising which spanned almost 60 years. During this time, Keith worked at metro Detroit area firms such as; D'Arcy MacManus, Burton Sohigian, Campbell-Ewald, McCann, VSI, and, Jackson Dawson as a Writer and a Creative Director. Keith has won more than one hundred national and international awards for his work including Clios and the Detroit, New York, London, and Irish Advertising awards. Moreover, Keith's work and contributions to the advertising industry were honored with a lifetime achievement Hall of Fame CADDY award from the Creative Directors Club of Detroit. While advertising was Keith's profession, his passion was teaching students about the powerful connection of words and images as a proud Adjunct Professor of Advertising and Creative Writing at the College for Creative Studies in Detroit, Michigan for 40 years.

In addition to all of Keith's professional accomplishments, the proudest moment of his advertising career in metro Detroit was meeting the love of his life, Joyce. They lived and raised their family in the Grosse Pointes. Keith and

Joyce remain lifelong parishioners of St. Paul on the Lake Catholic Church celebrating their love of faith. Keith actively practiced his faith throughout his life in many ways. One example was as a volunteer at the Pope Francis Center in Detroit, Michigan.

Besides advertising, teaching and his love of family, Keith had a passion for fishing. From Puff Ball in Canada to the Olentangy River in Ohio, to Lake St. Clair and especially in the Les Cheneaux Islands with his children and grandchildren in the summers, Keith's love of fishing with family gave him so much happiness. Keith was an avid reader of history and had a love of travel as well as a fantastic sense of humor which he has passed on to his children and grandchildren.

Keith is survived by his wife of 51 years, Joyce, and his children; Shawn (Sue), Matthew (Anne), and William (Ashley). Keith is also survived by his grandchildren Lindsey, Christopher, Aiden, Jack, and Connor; great grandchild, Evelyn; his brother Rex (Sue) and his sister-in-law Becky. Keith was preceded in death by his brother Victor and his son Kevin.

Keith is also survived by many nephews, nieces, great nephews, and great nieces.

A funeral Mass will be held in Keith's memory on Thursday, October 17, 2024, at St. Paul on the Lake Catholic Church, 157 Lake Shore Rd., Grosse Pointe Farms, MI 48236 with visitation at 9:30 AM followed by the service at 10:00 AM. In lieu of flowers, a gift in his honor can be made to the General Scholarship Fund at the College for Creative Studies ( <https://www.ccsdetroit.edu/donate/>).

# Previous Events

## Memorial Mass

OCT 17. 10:00 AM (ET)

St. Paul on the Lake Church  
157 Lake Shore Road  
Grosse Pointe Farms, MI 48236

# Tribute Wall

RS

“ To me Lawrence Keith Stentz was a quiet, unassuming, a bit shy and gentle man. He became my brother-in-law in 2005 when I married his younger brother Vic. Keith as well as the rest of the family welcomed me with open arms. Keith shared with me that he had never seen his baby brother happier. That comment touched my heart because Vic and I were both in our sixties and both had been married once before when I became a Stentz.

Through the years I learned that Keith loved Cherry pie and every time he and Joyce would come to visit us in Columbus I would send Keith home with a freshly baked Cherry pie. He once thanked me by sending me a paper plate with a happy face on it. I always admired Keith's dry sense of humor and his personal notes were always special. He did have a way with words and it's very obvious why he earned so many awards for his words and for helping students be creative with their words for over forty years.

Keith was a loving husband to Joyce for over fifty years. He was a great Dad and all of his grandsons adored Papa Buckeye. Keith was a wonderful brother-in-law and I will miss him. I'm praying he's already been fishing with Vic in heaven.

With love,  
Becky

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Rebecca Stentz - October 14, 2024 at 10:02 PM

BL

“ *My heartfelt condolences to Joyce, Shawn, Matthew, William, and all their families. He and Joyce were always kind to me when I knew them during my high school years. They were an inspirational couple in the way they supported and respected each other. How beautiful to have had 50+ years together!*

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**Betsy (Van Note) Labick** - October 03, 2024 at 11:19 AM