



Bruce Alan Vassar

May 27, 1962 - December 6, 2019

Bruce A. Vassar, age 57, of Edina, passed away December 6, 2019, due to a heart attack.

Preceded in death by Mother, Marian.

Bruce was a kind, joyful and fun-loving individual who desired to uplift others. His fun spirit and boisterous demeanor left an impression on every life he touched. He was a dapper and distinguished gentleman, leader, friend and man of faith who brought grace and peace to every situation.

Bruce believed in helping others find their true potential and ability to feel like their best self. Whether that was through work, pageantry, volunteerism, or fashion, he helped you believe that you were and always deserved to feel like royalty.

His exuberant personality, sense of humor and twinkle in his eyes made people feel at ease no matter how long he had known them. His smile lit up a room, his infectious (and unique) laughter could lift anyone's spirits.

Bruce enjoyed figure skating, royalty, fashion, dress designing, and a belvedere martini, up with three olives.

As a graduate of Augsburg College with a degree in Marketing and Communications Bruce has been responsible for the marketing, positioning, and reputation management in the medical, hospitality, sports and non-profit industries.

Bruce is world-renowned and best known as one of The Wedding Guys®. For nearly 20 years he worked alongside his friend and business partner, Matthew Trettel, to elevate the world of weddings.

Together the two were a dynamic force and amazing team that transformed the wedding industry. He was very passionate about his work. His vision and talent were awe inspiring. Bruce co-produced bridal shows throughout the country including UNVEILED – The Ultimate Wedding Planning Event, the Twin Cities Bridal Show and UNVEILED – Rochester. He has also co-produced the Wedding TrendSpot Press Fashion Show for Bridal Fashion Week in New York. He co-authored the annual Wedding Trends Look Book. He worked in Television with the creation of 'RANDY to the RESCUE' series for TLC and as an art director of Finale of Say Yes to the Dress America airing in January 2020.

He believed in so many in the industry and offered sincere advice and wise counsel. As a truth teller, mentor and enthusiast, he helped wedding businesses to achieve the dreams they had for their companies; giving sage advice, encouraging the highest of standards and offering his friendship. His industry contributions went beyond his career. With 25+ years of involvement as a member of the National Association of Catering and Events (NACE) he held almost all Board of Director positions, serving multiple terms as Local Chapter President, and most recently as Immediate Past President

of the Twin Cities NACE Chapter. He created a second family with this amazing group.

His giving included his time offered as valued guidance to brilliant young women through work with the Miss America/Miss Minnesota Organization. He loved to offer incredibly supportive encouragement and inspiration, acting as a teacher, role model and positive influence - holding their hands and believing in them and cheering them on. This paired with his impeccable sense of fashion, glamour, sophistication, class and most of all, compassion.

Of all his accomplishments he was most proud of his two children Ryan and Stephanie.

Bruce leaves such a great legacy. His generous heart and grace changed our world for the better and we will always remember him with love.

Survived by children: Ryan & Stephanie; siblings: Brian, Charles (Terry), Cynthia (Rich) Liebelt, Gregory (Jan); father, Russell; and Mother of his children, Elaine Conrad.

In lieu of flowers, memorials are preferred to Open Arms of Minnesota at openarmsmn.org in memory of Bruce Vassar.

Mass will be 11AM, Friday, December 13 at Church of St. Agnes, 535 Thomas Ave W, St. Paul, MN, with visitation one hour prior.

Interment at Lakewood Cemetery.

www.Washburn-McReavy.com

Edina Chapel 952-920-3996

Previous Events

Visitation

DEC 13. 10:00 AM - 11:00 AM (CT)

Church of St. Agnes
535 Thomas Ave W
Saint Paul, MN 55103

Church Service

DEC 13. 11:00 AM - 12:00 PM (CT)

Church of St. Agnes
535 Thomas Ave W
Saint Paul, MN 55103

Graveside Service

DEC 13. 12:45 PM - 1:00 PM (CT)

Lakewood Cemetery (Minneapolis)
3600 Hennepin Avenue South
Minneapolis, MN 55408

Tribute Wall

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“ I only had the chance to spend time with Bruce this last year. He was my director for Miss Minnesota. I was truly blessed to have him supporting me and helping me before and throughout the pageant. Bruce was always there with a quick smile, kind heart and wonderful sense of humor. I will always remember him as someone who was very kind, giving of himself before others and a motivator that I needed. Bruce will truly be missed in so many ways. I am just so fortunate to have had the time with him that I did. I will cherish it always.

My sympathies and condolences to his family. My heart was broken when I heard the news of his passing. Please know you have been in my thoughts and prayers.

A gift in memory of Bruce has been donated to open arms of Minnesota

*God Bless!
Allyson Helms*

Allyson Helms - December 13, 2019 at 03:19 PM