



Robin Keith Sheeley

May 22, 1955 - January 16, 2025

Rob, age 69, life-long resident of Minnesota, passed away January 16, 2025. Preceded in death by his parents Raymond and Rosella (nee Asleson) Sheeley; and one brother Randy Sheeley.

Rob was a visionary and serial Entrepreneur in the Audio-Visual and Broadcast Industries. His first company, Acoustic Communication Systems, was a Systems Integrator and product dealer in the A/V arena. Rob drove the company to success through various projects - Casino Gaming, State of Alaska - Department of Education, Mall of America and on..... After a merger and acquisition, Rob was able to take some much needed time off and while moving dirt at his Lake Sarah homestead, his largest success, Vaddio, was brought to reality, with partner Tom Mingo. Together, they built Vaddio into a successful company, growing sales from \$0 to 65 million, in under 17 years, before selling the business. In true Rob fashion, he wasn't ready to retire, as he loved starting new adventures. His final adventure was his record store, Mill City Sound in downtown Hopkins, MN. Rob enjoyed conversing with customers about music and their record collections every day.

Rob enjoyed life all the time. He and Donna were married for 47 years and had two children, Jesi and Nick. Rob enjoyed fishing, tried his hand at golf and LOVED music and collecting records. He bonded with Nick through involvement with the Delano Boy Scouts. His daughter, Jesi, gave Donna and

him two grandsons, Jackson and Morrison. Due to the unfortunate loss of their dad at a young age, Rob became a father figure and steady influence in their lives. Those boys were his pride and joy, keeping him busy riding bikes to Green Park, going to the movies, fishing, monthly haircuts, going to the Trampoline park and always, always got a hot game of Old Maid going.

Married in 1977, Rob and Donna were as perfect as it gets when talking about relationships. They owned a cabin in northern Minnesota where every happy summer weekend was spent entertaining family and friends. In 1998, they sold the cabin and built their dream lake home on Lake Sarah in Independence. Over time, due to Rob and Donna being no spring chickens and the kids moving on with their own busy lives, they made the decision to sell the lake home and move to Minnetonka to be closer to the record store and the kids. Rob and Donna enjoyed going to flea markets all over the country, Rob searching for prized records, while Donna was on the hunt for cowboy items and knick knacks. They enjoyed countless vacations to Vegas with friends Tom and Michele and many, many family vacations to Disney, Carnival cruises and many islands in the Caribbean- always Rob's favorite and top choice.

Rob was a wonderful man who accomplished so much. He was an extraordinarily, proud husband, father and grandfather, but what he wanted was to provide for his wife and family. He accomplished this with his powerful presence and a love of life. Survived by wife Donna; daughter, Jesi Wytonick; son Nick Sheeley; grandsons, Jackson and Morrison Wytonick; and many relatives and friends. We will miss you, Rob

Funeral services Thursday 11:30 AM at Washburn-McReavy, 5000 West 5th, Edina. Visitation 30 minutes prior to service. Memorials preferred to the Rock 'n Roll Hall of Fame. Washburn-McReavy 952-920-3996.

Previous Events

Visitation

JAN **23**. 11:00 AM - 11:30 AM (CT)

Edina Chapel
5000 West 50th & Highway 100
Edina, MN 55436

Memorial Service

JAN **23**. 11:30 AM - 12:30 PM (CT)

Edina Chapel
5000 West 50th & Highway 100
Edina, MN 55436

Reception

JAN **23**. 12:30 PM - 2:00 PM (CT)

Edina Chapel
5000 West 50th & Highway 100
Edina, MN 55436

Tribute Wall

RR

“ Rich and Lynette Richter purchased the Garden Accent Stone - "Wherever a Beautiful Soul..." for the family of Robin Keith Sheeley.



Rich and Lynette Richter - January 23, 2025 at 10:51 AM

RR

“ Rich and Lynette Richter planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Robin Keith Sheeley.

Rich and Lynette Richter - January 23, 2025 at 10:51 AM

RH

“ Roger H. planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Robin Keith Sheeley.

Roger H. - January 23, 2025 at 09:55 AM

GA

“ Rob was always extremely welcoming to us when we visited Mill City. I never minded driving two hours from small town Wisconsin for such a treasure trove of vinyl and friendly greetings from Rob, who always asked about how school was going (remembering that I am a teacher). I do recall one frigid Record Store Day and feeling a lot of admiration for Rob, as he—the owner—was outside in the cold handing out free hot dogs to his queued-up, shivering vinylheads eagerly awaiting entry to his store. Rob was one of the good ones, and I’m grateful to have had the chance to know him even just a little.

Greg Adams - January 22, 2025 at 06:09 PM

JW

“ I will miss walking into the store and hearing " Hey-how you doin" and then talking smart with Rob, he always put a smile on my heart. My thoughts and prayers for his family and the Mill City family. Love you all!

Jim Weaver

Jim Weaver - January 22, 2025 at 04:22 PM



“ Sweetest Sunrise Bouquet was purchased for the family of Robin Keith Sheeley.



January 22, 2025 at 03:58 PM

JL

“ Rob & I went way back to the Team Electronics days and were always in contact since then. At one of the lowest parts of my life, Rob was there to give me a purpose to keep going. I was honored by Rob when he presented me with my 1-year AA medallion. Many, many laughs and shared weirdness with Rob just because he had a knack for it. I learned that Rob always slept with the TV on in hotel rooms (no sound, though) The last time I walked in on Rob, he said "wait...I've got something for you" and he dug around and then handed me a test pressing of an album I recorded in 1975 - not the album - a TEST pressing. He never told me how he found it. Only Rob would think to do that. I already miss his quirkiness and smile. Rock on, bro!

Jiggs Lee - January 22, 2025 at 03:48 PM

JG

Thank you Jiggs. 💕

Jesi Gilman - January 23, 2025 at 11:54 AM

JL

Great to see you again, Jesi!

Jiggs Lee - January 23, 2025 at 03:28 PM



“ Enchanted Cottage was purchased for the family of Robin Keith Sheeley.



January 22, 2025 at 02:20 PM

DI

“ Dave and Kim Imholte purchased the Large Basket Garden for the family of Robin Keith Sheeley.



Dave and Kim Imholte - January 22, 2025 at 12:57 PM

Profile icon

“ Beautiful in Blue was purchased for the family of Robin Keith Sheeley.



January 22, 2025 at 10:29 AM

Profile icon

“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Robin Keith Sheeley.

January 22, 2025 at 10:29 AM

DB

“ I got to know Rob shopping at his store Mill City Sound. No matter how my week was going I knew that when I stepped through those doors, I could enjoy my time and forget my worries for a little while. He and everyone who works there helped to give me something to look forward to. His store was and is a crown jewel of Hopkins downtown.

I'm going to miss talking to him.

Dave Bohmann - January 21, 2025 at 10:16 PM

JH

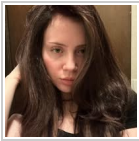
The Rob and John Show

John Harrington - February 22, 2025 at 08:49 PM

JH

As Robs General Manager at ACS (Acoustic Commication Systems) we had a monthly company meeting that they used to call the Rob and John Show. I learned so much from Rob. he was my Best friend and mentor. Rest now Rob, see you someday

John Harrington - February 22, 2025 at 08:57 PM



“ *I have nothing but great memories of Rob. He and Donna would host Easter and Christmas family gatherings, and they were some of the best things I remember from my childhood. Rob had a warm smile and aura and anybody around him felt nothing but kindness. I love you uncle Rob!*

A Imholte Moreira - January 21, 2025 at 09:54 PM

CR

“ *My deepest condolences to Rob's family and friends. Rob was one of my favorite people. A friend, mentor and music master to me. He showed me how impactful you can be when you make the time to show a geniune interest in people. I'll carry that and share it with my family and friends for the rest of my life. Thank you Rob.*

Chris Rohrer - January 21, 2025 at 06:09 PM

RM

“ *My condolences to the family. I met Rob via Mill City Sound and quickly became a friend. Hardly a week went by without stopping by to sort thru the vinyl to make a purchase and also to talk "shop" with Rob. Always kind, knowledgeable, and insightful re: music, audio equipment and also life experiences in general.*

Randy Meyer - January 21, 2025 at 02:24 PM



“ *Serene Retreat was purchased for the family of Robin Keith Sheeley.*



January 21, 2025 at 11:35 AM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Robin Keith Sheeley.

January 21, 2025 at 11:35 AM

BB

“ I first met Rob when he came on board at Williams Sound as our new CEO. From his rock tee-shirts and ratty jeans to his tendency to drop the f-bomb in staff meetings, Rob was a larger-than-life personality.

I'll admit that at first I didn't know how to take Rob. Our little business had to completely change how we worked to try and keep up!

I quickly learned that he was an incredible advocate of innovation and Engineering. He cut through red tape at mind-blowing speed. He was visionary in his goals and his ideas were limitless. He invited us to bring big ideas to the table and would happily get out of our way so we could get shit done.

Rob taught me to think bigger. His example and encouragement, and the leadership team he built, made me aware of my personal potential and professional value for the first time. They opened my eyes to how much I could accomplish if I didn't hold back. It completely changed my life.

I will always be grateful for Rob and his impact on my life.

*Becca Bryant
Delano, MN
Williams AV and Vaddio*

Becca Bryant - January 21, 2025 at 11:18 AM

TD

“ Sorry to hear, but happy and privileged to have known him.

I first met Rob in 1987 at age 18 through my then employer at Custom Auto in St Paul (Miles Gerard), shortly after the two of them had formed Acoustic Communications (the place I'd cut my teeth from 1990 to 1995).

And while it was Miles who would give me my first chance in the business that I'd eventually make a career out of, it was Rob who would give me my second, third and fourth chances - often against his own better judgement (I could sometimes be a little impossible).

I can't thank him enough for his patience and good nature towards me back in those days. I didn't deserve such good treatment, but he gave it to me anyway.

Will fondly remember too our one day 10-hour road trip in 1993 back and forth from Fortune Bay Casino for a site survey that we performed.

There wasn't a break in the conversation in either direction. I remember being hoarse from talking so much. I also remember that being the day that I realized just what a great guy he was.

So, thanks for everything, Rob - And all the best to your family during this difficult time.

*Tom Dahlquist
Maplewood, Minnesota*

Thomas W Dahlquist - January 20, 2025 at 10:25 PM

LE

“ Had the honor and pleasure of working with Rob at Vaddio for the last 5 years of my career before retiring. He was a gentleman, always the smartest guy in the room and always laughing. A serial entrepreneur, I worked with Rob recently with SCORE, the business mentoring non profit. . He'll be missed sorely. OBTW we shared the same birthday.

Logan Enright - January 20, 2025 at 09:20 PM



“ Country Basket Blooms was purchased for the family of Robin Keith Sheeley.



January 20, 2025 at 08:21 PM

RF

“ Randy Hughes and Family purchased the Beautiful in Blue for the family of Robin Keith Sheeley.



Randy Hughes and Family - January 20, 2025 at 04:48 PM

RF

“ Randy Hughes and Family planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Robin Keith Sheeley.

Randy Hughes and Family - January 20, 2025 at 04:48 PM

FB

“ *My condolences to the family. Rob was a great friend. I will miss sharing stories about music and life with him. RIP. Frank B.*

Frank Beckendorf - January 20, 2025 at 01:26 PM

WL

Rob was a true friend and employer. I had the pleasure of working with him at three locations. Will surely be missed. RIP.

Wayne Lusthoff - January 20, 2025 at 02:55 PM



“ *Beautiful in Blue was purchased for the family of Robin Keith Sheeley.*



January 20, 2025 at 11:20 AM



“ *A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of Robin Keith Sheeley.*

January 20, 2025 at 11:20 AM