



Greg Waitley

January 10, 1967 - April 25, 2022

Greg Waitley passed away on Monday, April 25, 2022 at the much-too-young age of 55. He is survived by many family members and friends who loved him starting with his wife, Gretchen, and their children, Samantha and Jack. He was a loving son to Allison and Alan Waitley, and an adoring younger brother to Steven Waitley and Mike Waitley (wife Sally). Gretchen's parents, June and Fred Vorlop, and Gretchen's siblings, Elizabeth Hilbelink (husband Brad) and Fritz Vorlop (wife Michele), loved Greg like one of their own. Greg also had many nephews and nieces on both sides of the family whom he kept laughing whenever he was with them. In reality, Greg was loved by all who met him.

As Greg told it, he had an idyllic 1970s-style childhood growing up in Evanston with his parents and two older brothers, with grandparents nearby. He followed his older brothers to the ice rink where he found his passion for hockey. He had countless stories about the antics of his posse of friends, all of whom have remained the kind of friends who, when they saw each other, felt that no time had passed.

After graduating from Evanston Township High School in 1985, he went on to Denison University where he graduated with an English major in 1989. At Denison he quickly found a new tribe of guys in the Kappa Sigma fraternity. For reasons too long to explain, Greg's nickname was "Cheese", which may have pre-destined that he would marry Gretchen who was from Wisconsin

and worked at a cheese company when they met. His love for this group of young men (with equally weird nicknames) lasted his lifetime; they still text daily, play intense fantasy football, and support each other through thick and thin.

Greg was an avid sports fan (Blackhawks, Cubs, and Bears), and Gretchen claims she never saw him cry until the Hawks won the Stanley Cup and the Cubs won the World Series. His fandom for professional and college sports was only out shadowed by his fandom for Jack playing hockey and Samantha participating in dance competitions. He wore his Dance Dad t-shirt with as much pride as he wore his hockey attire.

He loved fishing and would regularly trek over to the fully stocked retention pond in their neighborhood that was dubbed "Stately Waitley Lake." Greg was largely a self-taught drummer and played with a passionate and talented group of musicians in a band that lent its talents to different charity and backyard events. He claimed to have taken a drumming class in college, and he had some guidance from his dad, but most of his drumming abilities were just from natural talent and a great ear for music.

Greg worked in medical advertising where his career evolved from a copywriter to a UX designer and touched the lives of countless co-workers, many of whom remain friends to this day.

In the end, Greg showed us all how to face down aggressive cancer with dignity, courage, and grace while leaning into and growing his faith in Jesus Christ. He remained his loving, kind, patient, and funny self to the end.

Greg's life will be honored at a memorial service on May 21, 2022 at 1:30 PM with a reception following until 4:30 at Willow South Lake Church, 625 Barclay Blvd, Lincolnshire, IL. As a celebration of Greg's life, feel free to wear

whatever color you choose, and know that Hawks, Cubs, and Bears apparel is not only welcomed but encouraged.

In lieu of flowers, donations in Greg's memory are welcome to be made to the Leukemia and Lymphoma Society (www.LLS.org). For info: 847-362-3009 or share a memory at www.burnettdane.com.

Previous Events

Memorial Service

MAY 21. 1:30 PM (CT)

Willow Creek Community Church
625 Barclay Blvd
Lincolnshire, IL

Tribute Wall



“ *Beautiful in Blue was purchased for the family of Greg Waitley.*



May 21, 2022 at 12:39 AM



“ *I am saddened by the passing of my old friend and want to share my condolences with his family. When I think of Greg, I remember his good natured competitive spirit and sense of humor. I think he inherited being nice from his mom and being funny from his dad. The Waitley home was always welcoming and joyful. And it had the best red linoleum basement floor that made for perfect floor hockey battles.*

The backyard was good for wiffleball, a hockey rink, or football. I remember one time when I tried to vault over Greg into the end zone and he planted me in the rose bush.

Greg was the leader of our YMCA team, Thompson Club, throughout junior high. We played every sport and managed the team ourselves. It was a great experience and I am not sure exactly how we managed to do it without parents, coaches, travel tournaments, or cell phones.

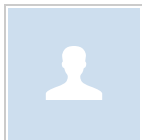
We listened to George Carlin's album Class Clown and it was an influential experience. Greg always had a witty comment or practical joke up his sleeve. We talked about the mysterious ways of girls, rode our bikes to find the nearest pickup game, and traded baseball cards. He was the best friend a 12 year old kid could have. And I know that he kept that same spirit with him throughout and touched many lives in the same way. He will be missed but not forgotten.

David Anderson - May 20, 2022 at 08:29 PM

GW

Thank you, Dave. I love this! I'm reading these again now in early Sept and it's putting a smile on my face.

Gretchen Waitley - September 05, 2022 at 04:08 PM



“ *Divine Peace Bouquet was purchased for the family of Greg Waitley.*



May 19, 2022 at 09:18 AM



“ *Peaceful White Lilies Basket was purchased for the family of Greg Waitley.*



May 17, 2022 at 05:16 PM

GS

“ I was just blown away when I heard the news. I immediately thought of Greg's smile and the commitment he put into everything he touched. I met Greg at Goble & Associates over (surprise!) a hockey conversation. I am a life-long Blackhawks fan, too, and soon learned of his love for the Hawks. Then I figured out that he was actually Mr. Hockey! Not only a Hawks fan, but a player himself and a great hockey dad -- just a real rink rat. I was lucky that I took him up on his offers to join him for a beer (or two, or three) on the bleachers when we were the only ones at the Ice Rink watching Jack practice and play. No doubt he spent many a night on those bleachers all alone encouraging Jack to be the best he could be. I also enjoyed one of the "Drapes" performances behind the rink. Greg was the real deal and I am sad that I won't be able to spend any more time with him. My sincere condolences to his family and all of his friends. Gary Stroner, May 9, 2022

Gary Stroner - May 09, 2022 at 10:38 PM

GW

Thank you, Gary. I'm late in reading these notes, but appreciate all the support.

Gretchen Waitley - September 05, 2022 at 04:09 PM

TD

“ I am honored to have started working with Greg at Goble & Associates so many years ago. If you were paired with Greg on a project, you knew it was going to be well thought out and successful, but more importantly, it was going to be fun...his wit was razor sharp. And he always seemed to keep his head when everyone else was losing theirs, a rare gift. I've seen a lot of people come through this agency over the years, but Greg was truly special, he was loved by all who knew him. We lost a good man and a great friend. Peace and comfort to you and your family.

Tony DiOrio - May 04, 2022 at 09:35 PM

GW

Thank you, Tony. You described Greg to a T. I know he enjoyed working with you too.

Gretchen Waitley - September 05, 2022 at 04:10 PM

CG

“ *I had the pleasure of working with Greg for about 15 years at Goble, GA, and Sandbox He was a wonderful digital strategist, UX designer and so much much more. He was a great contributor to our clients and the work we produced. He mentored, educated, and coached me and I didn't even know it. That's how cool it was to work with him. He loved his family. He was so proud of his children. I wish I could give them all a hug right now. We have all lost a good man — a totally awesome and wonderful human. And it sucks. It hurts. Hope they have a drum set waiting for you in heaven, Cheese Slice. 🍺*

Chris Gavazzoni - May 03, 2022 at 09:43 PM

GW

I really appreciate this, Chris. Yes, it does suck!! I think he's up in heaven now drumming, playing some hockey (and scoring a lot of goals), fishing, and playing with his dogs.

Gretchen Waitley - September 05, 2022 at 04:12 PM

JR

“ *I, too, was in Greg's fraternity. He always brought that great smile and his positive spirit. I'm smiling remembering him enthusiastically ordering for us when he took me to his favorite local Mexican restaurant just into Chicago from the border w Evanston.*

I'm sorry for your loss, Jim Reynolds

Jim Reynolds - April 30, 2022 at 05:29 PM

GW

Thank you, Jim. Those Kappa Sig relationships were all so important to Greg; you all meant so much to him.

Gretchen Waitley - September 05, 2022 at 04:13 PM

PZ

“ *I was a freshman when Greg was a senior at Denison. I remember all the good laughs he brought to the Kappa Sigma house when I was pledging there. He made college life seem fun and interesting. It's no surprise he went on to live a full life and touched so many people over the years. Sending my thoughts to his family.*

Peter Zinn - April 30, 2022 at 04:50 PM

GW

Thank you, Peter. I'm glad he had a positive impact on you.

Gretchen Waitley - September 05, 2022 at 04:14 PM

CB

“ *I was in Greg's fraternity in college. He was funny and kind and smart. He got a job with an advertising agency post Denison before I did and I looked up to him for that.*

I'm so very sorry for your loss. He was a good man.

Craig Bagno

Craig Bagno - April 30, 2022 at 12:23 PM

GW

Thank you, Craig. He definitely was funny and kind and smart, and most definitely was a good man.

Gretchen Waitley - September 05, 2022 at 04:16 PM



“ *Full Of Love Bouquet was purchased for the family of Greg Waitley.*



April 29, 2022 at 07:32 PM



“ *Enchanted Cottage was purchased for the family of Greg Waitley.*



April 29, 2022 at 02:48 PM



“ *Full Of Love Bouquet was purchased for the family of Greg Waitley.*



April 28, 2022 at 10:14 PM



“ *One of my favorite memories of my dad was mine and Jacks dads weekends at IU. You can take Greg out of the fraternity but you can never take the inner frat star out of Greg!*



Sami Waitley - April 28, 2022 at 08:25 PM

CG

Love this. Our hearts are broken over the loss of your dad. He was an absolutely awesome human. I'm lucky to have known and worked with him for nearly 15 years. Sending you, your brother, mom, and family a big virtual hug, positive vibes, strength and all that other good stuff. 🍷

Chris Gavazzoni - May 03, 2022 at 09:48 PM

LR

*“ Gretchen, Samantha and Jack, I am so sorry to hear of Greg's passing. I will always remember him as such a nice guy. Sending you all healing hugs and prayers.
Lynn Rawson*

Lynn Rawson - April 28, 2022 at 06:58 PM

GW

Thank you, Lynn. It's early Sept right now and it's still just surreal. I think Greg left a positive mark on just about everyone he ever met.

Gretchen Waitley - September 05, 2022 at 04:17 PM

LR

“ Lynn Rawson purchased the Cheeseboard Gourmet Gift for the family of Greg Waitley.



Lynn Rawson - April 28, 2022 at 06:57 PM