



## Robert G Segel

May 26, 1952 - April 30, 2021

Robert G. Segel,

Robert G. Segel, of Wis-Pak/Emmpak, noted collector, avid auto racer, aviator and published author, passed away on April 30, 2021 at his home in Mequon, Wisconsin. He was just shy of his 69th birthday.

A lifelong resident of Fox Point and Mequon, Robert was the younger of two sons born to Floyd and Josephine Segel. The family meat packing business, Wis-Pak, was started by his grandfather, Morris Segel.

Robert attended University School then moved on to the University of Denver for college, graduating in 1976. At college, Robert hosted a popular film night each week in the dorm, screening classics such as the original King Kong, the Three Stooges and his favorite Marx Brothers comedies. It was during orientation week while he was a sophomore that Robert met his future wife, Penelope. They were married for 45 years.

Robert took a year off during college to work as a cattle wrangler in Australia, riding horses in the outback rounding up cows. While in Australia, he developed the import/export operations of Wis-Pak.

After college, Robert began working for Burger King, one of the largest customers of Wis-Pak. He excelled at Whopper College, the Burger King

management training program. He and his wife moved to England to open the first Burger King in London, situated in Piccadilly Circus.

The Segels returned to Milwaukee where Robert immersed himself in the tallow business at another family owned operation, The Fat People Company. Years followed in which Robert wore many hats within the company, working his way up in sales, marketing, and management, through the merger with Ember Foods and finally to the sale of the company to Cargil in 2001.

In his late twenties, Robert began his association with DOCA (Defense Orientation Conference Association), a non-profit organization dedicated to continuing education in defense and national security. He traveled the world visiting various military installations working to help the understanding of defense and national security issues.

He was a Colonel in the Commemorative Air Force, Wisconsin Wing (previously known as the Confederate Air Force), an organization dedicated to the preservation of historic military aircrafts. Robert spent many years working on the restoration of a PV-2D Harpoon bomber from WWII. Members of the CAF looked forward to his famous burgers at the Annual Navy Day Picnic.

In retirement, Robert discovered the exhilaration of auto racing. He had always had an appreciation for automotive beauty, starting with his string of Z's in college, culminating in the the MG he raced on the tracks of BlackHawk and Road America in the Vintage Sports Car Drivers Association. His fellow racers in Group One will remember him as a gentleman on and off the track.

Robert Segel had a passionate interest in machine guns since he was nine years old. His father gave him a dewat (deactivated war trophy) Sten Mk. II machine carbine that was bought at a local gun show for the pricey sum of \$25. Robert's extensive collection of live classic machine guns and their

accessories began in the late 1970s.

Robert started writing articles in his spare time in 1990 for the old Machine Gun News magazine. When that publication folded, he became a Contributing Editor for Small Arms Review magazine. His articles concentrated on the early classic World War I and World War II machine guns and all the accessories and memorabilia associated with them. In 2004, Robert became the Senior Editor for Small Arms Review. In 2009 he became the Senior Editor for Small Arms Defense Journal magazine. Robert retired from those periodicals in 2015, but continued to write for Small Arms Review with a monthly column entitled Machine Gun Memorabilia.

Robert had over 400 articles on early machine guns published in seven countries including the United States, England, Poland, Switzerland, The Netherlands, South Korea and the UAE. An acknowledged contributor in 22 highly regarded reference books, he authored three machine gun related children's coloring books. In 2018 he published the Handbook of Machine Gun Support Equipment and Accessories 1895-1945. A definitive tome, the book was well received by small arms publications and enthusiasts worldwide.

Robert leaves behind his loving wife, Penny. Cherished father of Lauren (Joe) and Jennifer (Turner). Grandfather to Linus, Josephine, and Marion. Further survived by his brother Justin (Sarah). Forever to be missed by extended family and many friends. A virtual service will be hosted by Blane Goodman Funeral Services on May 20, 2021 at 1:30 PM. In lieu of flowers, donations may be made to the Wisconsin Humane Society - Ozaukee Campus.

Topic: Robert G Segel Memorial Service

Time: May 20, 2021 01:30 PM Central Time (US and Canada)

## Join Zoom Meeting

<https://us02web.zoom.us/j/83316298715?pwd=MzVtMGJ3MHNiT3FiblhTNkIVcEtUdz09>

Meeting ID: 833 1629 8715

Passcode: Segel

One tap mobile

+13126266799,,83316298715#,,,,\*470159# US (Chicago)

+19292056099,,83316298715#,,,,\*470159# US (New York)

Dial by your location

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+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 833 1629 8715

Passcode: 470159

Find your local number: <https://us02web.zoom.us/u/kew30bScnF>

# Tribute Wall



“ *Robert G Segel*

October 06, 2023 at 01:40 PM



“ *We acquired our H&K 's together at the same time and spent hours and lots of ammunition in quarrys and other locations for automatics. It was my pleasure to have known Robert and a privilege for Doris and me to attend your wedding Penny. Our best wishes to you and your family. Woodie & Doris Adkins.*

**G.Woodrow and Doris Adkins** - May 19, 2021 at 02:38 PM



“ *1 file added to the album Memories Album*



**Tom Davis** - May 19, 2021 at 01:37 PM



*Robert, we miss you!*

**Tom Davis** - May 19, 2021 at 01:39 PM

JW

“ Joe White purchased the Blue, Red, and Yellow Dahlia (Silk Cemetery Flowers) for the family of Robert G Segel.



Joe White - May 19, 2021 at 07:52 AM

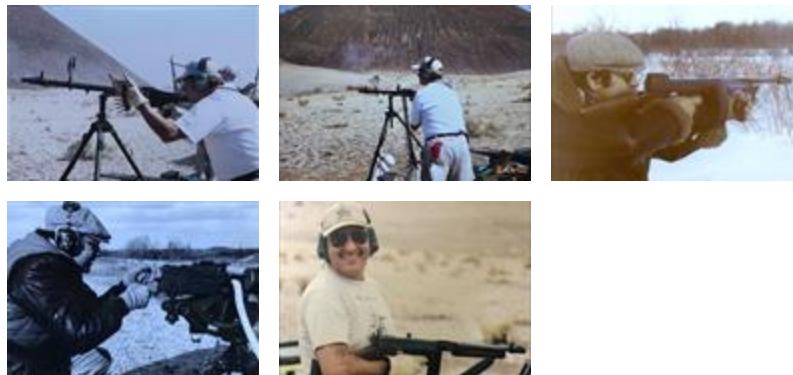
JG

“ Brilliant friend from my youth. It is with sadness I read of your passing.  
Fare well old friend.

james e gilboy - May 16, 2021 at 04:17 PM

TB

“ 6 files added to the album Memories Album



Tom Bosworth - May 14, 2021 at 11:56 PM

WA

*That BIG smile and a machine gun in hand. That is how I will remember Robert Warren from Canada*

Warren - May 18, 2021 at 07:51 PM