

# Joel Edwin Greenisen

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Salem News

YPSILANTI, Mich.-Joel Edwin Greenisen, 74, passed away on Dec. 2, 2011, at his home in Ypsilanti, Mich., after a long struggle with prostate cancer.

Joel was born on Feb. 15, 1937, in Salem, Ohio, and grew up working on the family dairy farm. He graduated first in his class from Salem High School in 1954, and attended the Ohio State University, graduating in 1958 with a bachelor's degree in agricultural economics. While at OSU, Joel met and married his wife of 44 years, Carol Sue Herd of Columbus, Ohio.

Joel began a 35-year business career with the Kroger Company in 1958, starting out as a meat cutter in Columbus, Ohio, and relocating with the company to Dallas, Texas; Cincinnati, Ohio; Salem, Va.; Louisville, Ky.; and finally settling in southeastern Michigan, where he served as president of the Michigan Marketing Area. During his time with Kroger in Michigan, Joel served as a Vice Chairman of the Board of the Greater Detroit Chamber of Commerce and on the Board of the Michigan Merchants Council and the Michigan Grocers Association. He was also active in the United Way Torch Drive campaigns and served on the Advisory Board and the Needs Assessment Committee for the United Way.

Shortly before retiring from Kroger in 1993, Joel began pursuing a new passion, when he bought a horse farm in Ypsilanti and began breeding and raising Haflingers, a small draft horse breed that originated in Austria. Along with his brother Phil Greenisen, and with the help of both Phil's wife Marge Greenisen and Joel's wife Carol, he established Greenisen Haflingers. He remained active in breeding, showing and judging Haflingers until his death, and served as Founding Director and Inaugural President of the American Haflinger Registry from 1998 to 2004. He made numerous friends in the Haflinger community, and took enormous pleasure in traveling to horse shows, conventions, and farm tours in the US and Europe. Joel and Carol both became actively involved with Therapeutic Riding, Inc. of Ann Arbor, and Joel continued as a board member after Carol's passing in 2002. The driveway of the new TRI riding center, which was dedicated in December 2010, was named "Greenisen Way" not only in honor of Joel's generous contributions to their capital campaign, but also in recognition of all he and Carol had done for the program over the years.

In 2003, Joel established the Greenisen Leadership Scholarship at his alma mater, Salem High School, in memory of his father, mother, and paternal aunt, whose leadership characteristics inspired him. The scholarship is awarded to the senior or seniors who best embody the leadership character traits which Joel prized: self-confidence, a strong dedication to helping others, and the willingness to step up and do the unusual or difficult thing.

In addition to his wife Carol, Joel was preceded in death by his son, Charles Greenisen; and is survived by his daughters Amy Thompson and Julie Greenisen; son-in-law Richard Thompson Jr.; his three grandchildren, Charles Greenisen Jr., Emma Thompson and Charlotte Thompson; sister Gayle Zeck; brothers Gary Greenisen and Phil Greenisen; and many loving nieces, nephews, cousins and in-laws.

A memorial service and celebration of Joel's life will be held at a later date. Anyone wishing to make a contribution in Joel's memory may consider: Therapeutic Riding Inc., of Ann Arbor or The Greenisen Leadership Scholarship Fund through the Salem High School Alumni Association.

Arrangements are being handled by Muehlig Funeral Chapel in Ann Arbor, Mich.

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