

Leonard was born to Harry and Hannah Zell and grew up surrounded by lifelong friends in the Westover area of Portland. He attended Columbia Prep, USC, University of Washington and The University of Portland.

Lenny's father and uncles founded Zell Bros. Jewelers, and Lenny joined the business in 1949, studying the art of selling from his father Harry, a master salesman. He learned early on that he wasn't just selling Diamonds, Emeralds or Rubies, but rather lasting memories. After many years selling in the downtown store, the company expanded to Washington Square where Lenny became the manager, and one day a customer named Marietta walked in.

In 1981, after seeing great success training Zale Corp. students, he started a new business: Leonard Zell Professional Sales Training. He trained students from Singapore to Santiago, Buenos Aires to Bahrain, throughout the US and around the world. His client list included the world's top jewelry companies. His secret sauce was having a great smile and using it often.

Along with training, Lenny wrote the first of its kind "Jewelry Sales Manual" that became an industry standard. He also wrote sales articles for jewelry magazines in the US and internationally and was considered a "Legend" by those in his field. Still consulting with clients into his 90's, he freely shared his knowledge, wisdom and enthusiasm for selling.

Joined by family and friends in Maui, Lenny and Marietta wed in 1993 and began great adventures together. Entertaining on the river, traveling the world, enjoying the beach and making friends wherever they went.

Lenny had special talents too: going backwards on the golf course, trees that he said jumped out and hit him when he was driving, which created his 'Dentmobile', planes that left 'too early' when he missed them, forgetting to bring money to pay for the wedding license and many other hilarious tales.

He loved photography, skiing, scuba diving, tennis, Cannon Beach, Ring-side onion rings, and never missed writing a poem for every wedding anniversary or birthday.

His zest for life was inspiring, his optimism boundless and he was proud to have made a difference in so many lives.

He is preceded in death by his sister Marilyn. He is survived by his beloved wife, many Zell and Hope family members and countless friends all who loved him dearly.

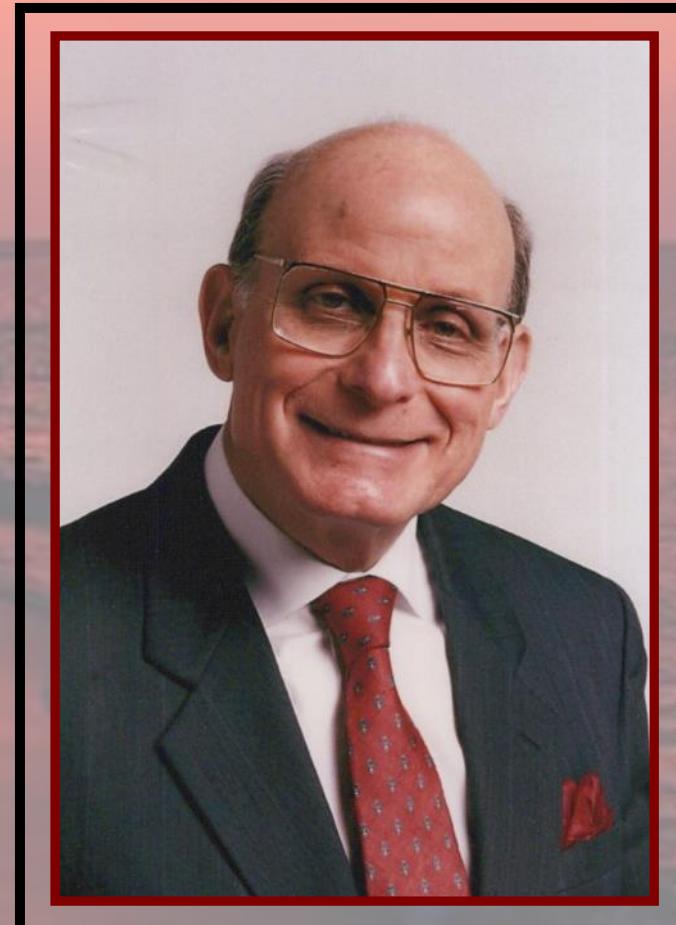
He was a gem.

♪ Happy Trails to you, ♪
Until we meet again ♪



In Our Hearts Forever

Leonard Zell



June 28, 1927 - August 15, 2024

The Song of the River

The snow melts on the mountain and the water runs down to the spring,
And the spring in a turbulent fountain, with a song of youth to sing,
Runs down to the riotous river, and the river flows to the sea,
And the water again goes back to rain
To the hills where it used to be.

And I wonder if life's deep mystery isn't
Much like the rain and the snow
Returning through all eternity to the places it used to know.
For life was born on the lofty heights and flows in a laughing stream,
To the river below whose onward flow ends in a peaceful dream.

And so at last, when our life has passed
And the river has run its course, it again goes back,
O'er the selfsame track, to the mountain which was its source.
So why prize life or why fear death,
Or dread what is to be?

The river ran its allotted span till it reached the silent sea.
Then the water harked back to the mountain-top
To begin its course once more, so we shall run
The course begun till we reach the silent shore.

Then revisit earth in a pure rebirth
From the heart of the virgin snow, so don't ask why
We live or die, or whither, or when we go,
Or wonder about the mysteries
That only God may know.

W.R. Hearst

IN LOVING MEMORY

Leonard Zell

Age 97

Born
June 28, 1927
Portland, Oregon

Entered Into Rest
August 15, 2024
Albany, Oregon

Graveside Service
Wednesday ~ August 21, 2024 ~ 11:00 AM
Beth Israel Cemetery
Portland, Oregon

Officiant
Rabbi Michael Cahana

Interment
Beth Israel Cemetery
Portland, Oregon

Remembrance may be made to:
B'nai B'rith Camp ~ Lincoln City
bb-360.org
Temple Beth Israel ~ Portland, Oregon