



L. Dan Schade

May 12, 1942 - November 28, 2025

L. Dan Schade, 83, passed away on November 28, 2025. Born in St. Louis, Missouri, on May 12, 1942, Dan graduated from Maplewood-Richmond Heights High School in 1960. He briefly attended the University of Missouri–Columbia (MIZZOU) before returning to St. Louis, where he married Carol G. Schade (Sandburg). They shared a life together until 2015.

Dan enjoyed a long and successful career as an insurance agent with American Family Insurance, retiring just three years ago. His journey into the insurance industry began with a simple wish—to buy end tables like his friends, Paul and Nancy Young. Inspired by them, Dan started selling insurance part-time while continuing his drafting job. Under Paul’s guidance, he quickly learned the ropes and found his stride, leading to a flourishing career.

Throughout his life, Dan shared several mottos with his children, both of whom are now insurance agents with American Family. You’d often hear him say “It works if you work it;” “Keep on doing what you’re doing... just more of it;” and “The harder you work, the luckier you get.”

Dan lived life to the fullest. He traveled extensively, was an avid water and snow skier, and spent countless weekends at his seasonal home on the Lake of the Ozarks. He enjoyed time on his boats, Sea-Doo’s, and Motorcycles. Dan had a passion for anything with a motor, especially cars. He loved the thrill of speed, whether behind the wheel or on the water.

Dan is survived by his daughter, Cynthia Jarvis, and her husband, Tony Jarvis;

his son, Matthew Schade; his grandchildren, Christina Jarvis, Ashley Jarvis, and Zachary Schade; and his ex-wife, Carol (Sandy) Schade. He was preceded in death by his parents, Marion Schade and Maurice Schade. Dan will be cremated and placed in the Valhalla Mausoleum alongside his parents. Visitation will be held from 9:00 a.m. to 10:30 a.m. on Friday, January 16, 2026, at Valhalla Funeral Chapel, followed by a funeral service at 10:45 a.m. In lieu of flowers, the family requests that donations be made to the Alzheimer's Association, American Stroke Foundation, Mental Health America, or American Heart Association.

Cemetery Details

Valhalla Indoor Mausoleum

7600 St Charles Rock Road
St Louis, MO 63133

Previous Events

Visitation

JAN 16. 9:00 AM - 10:30 AM (CT)

Valhalla Chapel of Memories
7600 St Charles Rock Road
St Louis, MO 63133

Memorial Service

JAN 16. 10:45 AM (CT)

Valhalla Chapel of Memories
7600 St Charles Rock Road
St Louis, MO 63133

Tribute Wall

DS

“ Great memories driving to Colorado with myself Dan and Zach listening to John Denver. My dad loved John Denver so I grew up listening to that myself. We had a blast skiing that year.
DD Schade

DeeDee Schade - January 14 at 07:14 PM

DS

“ DeeDee Neiner Schade purchased the Basket Full of Wishes for the family of L. Dan Schade.



DeeDee Neiner Schade - January 14 at 06:39 PM

JY

“ If you are an AmFam agent or employee remember you can donate to one of Dan's charities and get matching from AmFam to double the amount.

Jeff Young - January 13 at 12:25 PM

SR

*Steve Reimann,
I attended many support group meeting and luncheons with Dan. I so loved and love all his shares of his own experience, strength and hope. When I was down or overwhelmed or scared he provided honesty, wit and a listening ear. He was always wondering how I could let my car so dirty. One time he showed me, in his garage, all the steps and proper equipment to wash and wax my car. Today, I can hear him saying to me, as he looked at the dirt on my car and the inside clutter, "why don't you the right thing: as I have shown you; keep your car clean?" I miss you, my good buddy and hope to soon deal with my car. You are my friend and remain in my heart and soul. Love Steve and our group.*

Steve Reimann - January 15 at 11:54 AM

KN

“ *I am so very sorry for your loss.
Remembering my time working at the agency.
It was the start of a long career in the
insurance industry and Dan was the very one
who gave me that opportunity. I will forever be
thankful for this.*

I worked side by side with Robin, she taught me many things. Soon after Matt became an agent, another who mentored me. A few years later Cindy was working in the office, only to become an agent as well.

I cannot leave out the memories of the weekends that the employees were treated to at their beautiful lake house - good times and great memories.



Kimberly Niehaus - January 12 at 01:40 PM

CJ

*Hi Kim! Thanks for your words! So glad you stuck with insurance.
Cindy*

Cynthia Jarvis - January 13 at 10:51 PM

CJ

You and Robin trained me on all the paperwork which my dad and Matt couldn't do

Cynthia Jarvis - January 13 at 10:53 PM

KS

“ We remember such fun times with Dan Sandy and family at the Lake. We are so very sorry for your loss and know you are in our thoughts and prayers at this difficult time sending love Dan & Kathy Svoboda

Kathleen Svoboda - January 12 at 08:50 AM

KS

“ Kathleen S. planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of L. Dan Schade.

Kathleen S. - January 12 at 08:47 AM

MM

“ Michael M. planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of L. Dan Schade.

Michael M. - January 09 at 05:22 PM

LM

“ Luke Milla purchased the Sweetest Sunrise Bouquet for the family of L. Dan Schade.



Luke Milla - December 15, 2025 at 04:33 PM

LM

“ Luke Milla planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of L. Dan Schade.

Luke Milla - December 15, 2025 at 04:33 PM