



## Cheryl Anne (Campbell) Stoebenau

October 20, 1945 - September 4, 2015

Cheryl Anne Campbell was born in Chanute, Kansas on October 20, 1945, to Verna Mae (Thorsell) and Lee Campbell. One of four siblings, Cheryl grew up on the family farm where she was active in 4-H and school activities. Cheryl was married to Ron Stoebenau in 1975.

A MBA graduate of Rockhurst University, Cheryl started her licensing career in 1972 at Hallmark, moving to Connecticut in 1985 to become the Executive Director of Licensing and Promotions for Coleco where she worked on Cabbage Patch Kids. In 1986 Cheryl launched her own licensing company, CAS Marketing, where she served as a licensing consultant. Throughout her career, Cheryl's skill and ability to identify successful properties in their early stages allowed Cheryl to successfully position her clients into many high-powered licenses.

Despite Cheryl's numerous successes in the licensing industry, her proudest achievement was the success she achieved as the chair of the licensing industry's charity committee for the Children's Brain Tumor Foundation. Truly committed to helping children, Cheryl dedicated countless hours to fundraising and awareness of children's brain tumor research and treatment. Under Cheryl's relentless commitment and energy, almost 6 million dollars was raised during her tenure.

In June of 2015, Cheryl was inducted into the LIMA Hall of Fame. Heralded as one of the “pioneers” of the licensing industry, Cheryl joined only 41 other professionals to receive the Hall of Fame honor.

After a long, hard-fought battle with cancer, Cheryl passed away in her Connecticut home on September 4, 2015, surrounded by family and her best friend and nurse/caregiver, Victoria. Cheryl was preceded in death by her husband Ron, her mother and father, Lee and Verna Mae and her younger sister, Jenae.

Cheryl is survived by two brothers, Gary Campbell of Montana and John Campbell of Texas, one niece, Angela Campbell of Montana and one nephew, Corbin Campbell of Arizona, her best friend Victoria Owusu of Connecticut and numerous cousins.

Cheryl left behind a huge extended family of friends and colleagues who were very dear to her heart. She will always be remembered for her smile that could light up even the largest room.

At Cheryl’s direction there will be no memorial or funeral service, as she asked her family and friends to remember her joy and her recognition as she accepted her Hall of Fame award in June. A graveside internment will be held in Kansas at a later date.

Memorials can be made to the Children’s Brain Tumor Foundation, 274 Madison Ave #1004, New York, NY 10016. Countryside Funeral Home is in charge of services. Online condolences may be left at [www.countrysidefh.com](http://www.countrysidefh.com).

# Cemetery Details

## High Prairie Cemetery

Altoona, KS

# Previous Events

## Graveside Services

OCT **10**. 2:00 PM (CT)

High Prairie Cemetery  
Altoona, KS