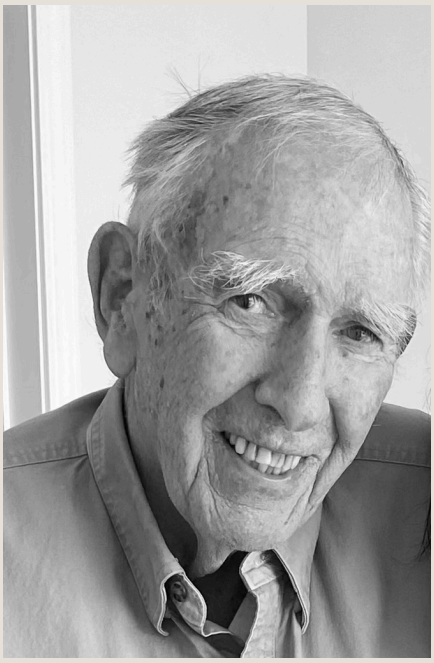
Evans Nordby
FUNERAL HOMES



William (Bill) Laidlaw

September 2, 1935 - January 6, 2026

William (Bill) Alexander Laidlaw, 90, passed away peacefully on January 6, 2026, surrounded by a lifetime of memories and a family who loved him deeply. Born on September 2, 1935, Bill lived a full and meaningful life marked by service, leadership, and dedication to his family.

Bill is preceded in death by his parents; his brothers, Tom and Bob; his sister-in-law, Gail; and several nieces and nephews.

A proud Shriner and deeply connected to his Scottish heritage, Bill carried a strong sense of tradition, loyalty, and generosity throughout his life.

Following in his brother Bob’s footsteps, Bill proudly served his country as a United States Marine, enlisting straight out of high school. He served honorably from 1953 to 1956.

After his military service, Bill built a successful career in the insurance industry, ultimately serving as President, CEO, and Chairman of the Board of Midwest Family Mutual Insurance Company, retiring in 2011.

At the center of Bill’s life was his remarkable love story with his wife, Geri. Married for 68 years, their partnership was built on devotion, laughter, and countless games of Gin Rummy, a true testament to a life shared side by side.

Retirement allowed Bill to devote his time to the things that brought him the most joy. He poured his heart into rebuilding the family cabin purchased in 1981 on Lake Sylvia. He treasured time with his family, loved driving his boat and sailing, and enjoyed winters spent at his home in Arizona. One of the great highlights of Bill's life was taking his family to the CM Ranch in Dubois, Wyoming, founded by his uncle, Charlie Moore.

Bill is survived by his beloved wife, Geri; his children, Jackie (Matt), Jeannie (Jeff), and Jay (Juli); his grandchildren, Jessica, Clint, Chelsea, Taylor, and Faith; his great-granddaughter, Ally; his sister, Mary; and many other relatives and friends.

A celebration of life will be held at 3:00 pm on Friday, February 27 at Evans-Nordby Funeral Home, 6000 Brooklyn Blvd, Brooklyn Center, followed by light refreshments. Visitation is one hour prior to the service. Bill will be laid to rest later this spring at Fort Snelling National Cemetery during a private ceremony. In lieu of flowers, donations may be made to Special Olympics Minnesota.

Visitation

Friday, February 27th 2 PM

Evans-Nordby Funeral Home, 6000 Brooklyn Blvd, Brooklyn Center, MN

Driving Directions

Memorial Service

Friday, February 27th 3 PM

Evans-Nordby Funeral Home, 6000 Brooklyn Blvd, Brooklyn Center, MN

Driving Directions