



## Mr. Todd Neidorf

November 23, 1960 - October 19, 2018

Todd Neidorf, 57, of Roswell, Georgia, passed away unexpectedly on October 19, 2018. Todd always looked out for people in his life. His friends will tell you about how he made them feel. His friendly manner and easy way will be missed and never forgotten.

Todd is survived by his wife and soulmate of 22 years, Donna, and daughter Fiona, who was the light of his life. Todd's parents, Joseph and Shirley Neidorf (both deceased), were originally from Pennsylvania and later moved to Florida. They had four sons, Brad (deceased) with wife Eileen and sons Paul, Eric, and Lee; Scott with wife Paula and son Kevin; Ross (deceased), and their youngest son Todd.

Todd's early childhood began in Philadelphia. His family relocated to South Florida when Todd was 13. He graduated from University of Florida in Gainesville. After college, Todd returned to South Florida, where he began his career in advertising.

He proclaimed January 13, 1996, as the luckiest day of his life. That was the day he met Donna. He loved to tell friends that he knew at that moment he would marry her. They celebrated that day every year as their true anniversary date. In 1998, Todd and Donna moved to Roswell, Georgia, to accept a new job. Soon after, Donna gave birth to their daughter, Fiona. In 2001, Todd started his own advertising agency, Ross Media, with the help of Bill Locke, his partner, friend, and adopted brother. His work was rewarded with a successful career.

Todd was a movie buff and could repeat famous lines from movies he loved. He was passionate about his sports teams and being a part of the Brookfield men's tennis team. Todd never met a stranger. He could walk into a room full of people and instantly make friends. Todd's proudest achievement was his remarkable daughter, who will continue to spread his amazing spirit and strength to others.

Services will be held at Northside Chapel in Roswell, 12050 Crabapple Road, Roswell, GA, 30075, on Friday, October 26. The family will receive visitors from 1-2 p.m. and services will begin at 2 p.m. Todd was a casual person and would want everyone to dress comfortably in his honor. In keeping with Jewish customs, in lieu of flowers, donations can be made to The Drake House, helping homeless mothers and children get back on their feet, [https://thedrakehouse.formstack.com/forms/untitled\\_profit\\_donation\\_form2](https://thedrakehouse.formstack.com/forms/untitled_profit_donation_form2). A celebration of life will be hosted at Houck's Grille, 10930 Crabapple Rd, Roswell, GA

30075, from 3:30 to 5:30 p.m.

# Events

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**OCT**   **Visitation**                      01:00PM - 02:00PM

**26**

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Northside Chapel Funeral Directors & Crematory  
12050 Crabapple Road, Roswell, GA, US

**OCT**   **Memorial Service**    02:00PM

**26**

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Northside Chapel Funeral Directors & Crematory  
12050 Crabapple Road, Roswell, GA, US

# Comments

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“ Dear Danna, I am so sorry for your loss. You and your whole family are in my prayers.  
Feel my hugs,  
Aurelie (one of the model of this your at ACC luncheon)

**Aurelie** - November 02, 2018 at 01:00 PM

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“ 5 files added to the tribute wall



**Greg Katz** - October 31, 2018 at 04:14 PM

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“ I met Todd, Scott and Brad through their brother, Ross. After Ross' passing, I was made an official member of the family, and soon became another "brother" and "son" to their beautiful parents, Shirley and Joe. Losing another Neidorf at an early age is just too heart breaking. I'm so fortunate that I was able to meet Donna and Fiona years ago, and that I got to spend time with Todd and Donna this past year when they visited Los Angeles. I send them and the rest of the Neidorf family my deepest love. Todd was "good people" and I'll always be grateful for his friendship and support. Todd, give Shirley, Joe and Brad a big hug from me.

**Mitch Poulos** - October 30, 2018 at 08:44 AM



“ I accidentally left off Ross' name at the end. It all began with him. So much talent and heart, gone way too soon.

**Mitch Poulos** - October 30, 2018 at 08:43 PM

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“ 1 file added to the tribute wall





“ 1 file added to the album LifeTributes



**Shannon Thompson** - October 26, 2018 at 11:32 AM

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“ 118 files added to the album LifeTributes



**Northside Chapel** - October 25, 2018 at 03:42 PM

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“ Your Forrest Commons Family purchased the Peaceful White Lilies Basket for the family of Mr. Todd Neidorf.



**Your Forrest Commons Family** - October 24, 2018 at 02:03 PM

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“ Dear Donna,  
Words cannot express the sadness and sorrow I feel, and know you, Fiona and your family are feeling.

Todd was larger than life.

I remember coincidentally meeting him in at a tennis tournament around the same time you met him at a completely different venue. It seems like yesterday. You informed him your friend coincidentally met him and he put it all together quickly, figuring out where your friend met him. When I first met Todd, I quickly saw he was vivacious, fun, and easy to talk to. Then discovered how sharp he was, and as I got to spend time with you both, learned he was smart, creative, hard working, caring,

and empathetic as well. I know he adored you and Fiona and was so very proud of you both. He is looking down at you both, smiling and admiring his time here with you and Fiona.

I am so glad you found one another, and so very sorry your time together seems to have been cut short.

I know everyone who knows Todd will cherish their memories of him and continually share them with you and your family to keep his spirit alive.

Everyone who knows Todd misses him dearly.

Love,

Lisa Berkowitz

**Lisa Berkowitz** - October 23, 2018 at 11:01 AM



“ Dear Donna,

On behalf of all of your friends affiliated with The Drake House and The Drake Closet, we send our heartfelt condolences to you and Fiona. We will hold you both close in our thoughts and prayers.

**Kathy Swahn** - October 25, 2018 at 05:21 PM



“ What a loss.

I knew Todd from the time I was two years old. Shirley, Joe, Brad, Scott, Ross and Todd were like family to me. Our mothers were pregnant with us together and we are, supposedly in fact, distant cousins.

The Neidorfs were all bigger than life. Generous, gregarious, gracious. Ironically, the biggest hearted people you could ever meet. Todd was no different. I remember as little boys, Todd, Scott Kropnick and me catching crayfish in his creek up on Cromwell Ave. and playing hockey on their back porch, screened in with thick sheets of plastic. Once, I checked Todd through the plastic, I can still remember the sound it made, and Todd got all red in the face because there might be hell to pay with Shirley or Joe. Camp Arthur in 1972, epic.

Later, the Neids moved to Florida, near Hallendale, and took up residence, first at the Hemispheres, then later at Golden Isles. Let me tell you, it was like the Jewish Beverly Hillbillies! Scott and I would visit on holidays. Upon our arrival, Joe would drive us three boys around Hollywood and buy us ice cream. I do not exaggerate when I tell you there were three gallons apiece of milk, and OJ in the fridge, and at least two dozen bagels on the counter. We'd shoot pool with Al Naz, hoops with big brother Scott, and chase girls at the Hemispheres and then head off to Todd's gig as a DJ at the Diplomat. We were big shots, none bigger than Todd.

Later, life got in the way a bit. We had families. Todd built a hugely successful business, named for his brother Ross. But we still stayed in touch, and we were fortunate to hang out twice in the last two years.

Not even four months ago Todd was up in Philly for business, and to meet Donna

and Fiona for the Firefly Fest. I thought attending Firefly showed just how much Todd adored Fi. Todd loved those women, and could not stop talking about them. He was so proud of Fiona starting college.

With Todd, it was never like you hadn't seen him in five or ten years, it was like you just saw him yesterday, and we picked up the conversation and the joke right where we'd left off. We had such a great time, eating, drinking, listening to music, laughing, telling stories. Todd had just sold his business and we had all sorts of plans - we were going to visit Atlanta, Todd was going to join the band...

I can't believe he's gone. Such a loss. My heart goes out to you, Donna, Fiona, and Scott. I loved that guy.

Long live Todd Neidorf!

**Herb Mondros** - October 23, 2018 at 08:24 AM

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“ Sincerely a good friend all the time! Always had a smile and was a Car-Man's best friend! You will be missed dearly. I know how much your wife and daughter meant to you-My condolence's to the family. Many of us lost a dear friend that cannot be replaced. I'll miss our talks whether it's Sports, retirement, family, work you had something to say no matter the subject. May you go find Duane Allman for awhile.  
Jerry

**jerry lovins** - October 22, 2018 at 02:42 PM