



## Jay Milton Brownell

January 29, 1948 - May 24, 2025

Jay Milton Brownell,

January 29, 1948-May 24, 2025

Jay Milton Brownell, 77, of Fishers, Indiana, passed away peacefully on May 24, 2025, surrounded by his family. Known for his warmth, humor, and unshakable devotion to those he loved, Jay leaves behind a legacy of family, friendship, and entrepreneurial spirit.

Born in Hammond, Indiana, Jay was the son of Carlton and Clarmilta Brownell. He graduated from Highland High School in 1966, where he was a proud member of the football and track teams, the Spanish Club, and the Lettermen's Club. Jay went on to earn his degree from Ball State University's School of Business in 1970 and was a very proud member of the Sigma Phi Epsilon fraternity.

In 1971, Jay married Rosalie "Rosy" Preston, beginning a 54-year partnership rooted in love, humor, and shared adventure. He was a man of quiet faith and a longtime member of St. Luke's United Methodist Church. In 1976 they built a home in Fishers, Indiana where they raised their family and built deep connections in the community.

Jay spent many years working in the corrugated packaging industry before joining Baseball Card World – commonly known as BCW – in 1991. After

several years as an employee, he saw an opportunity to take the business in a new direction and purchased it in 1995. He renamed it BCW Diversified, Inc. to reflect a broader focus beyond trading cards. As owner, Jay guided the company through years of steady growth and was proud of the dedicated team he worked with. After retiring from day-to-day operations in 2009, he passed leadership of the business to his sons, Randy and Eric, but remained closely connected, regularly asking for updates and staying engaged with the people and company he cared so much about.

A proud Shriner for over 40 years, Jay was actively involved in the Murat Shrine's Veteran Car Club and the Royal Order of Jesters. He enjoyed taking part in the Shrine parades, often behind the wheel of his beloved 1964 blue Malibu SS Convertible – license plate "JAYS 64." Jay restored the car and spent countless hours tinkering with it, always proud to show it off. In earlier years, he also enjoyed bowling with fellow Shriners and friends.

A man of many interests, Jay enjoyed golfing with friends & family, woodworking, watching motorsports, and cheering passionately for IU Basketball and the Indianapolis Colts. He enjoyed his winter home at Palm Aire in Pompano Beach, Florida where he proudly took on the task of controlling the neighborhood invasive iguana population, earning a humorous kind of local fame.

Jay and Rosy were active members of both Cottingham Estates and Anderson bridge groups, gatherings that brought together close friends and deepened relationships that lasted for decades. Earlier in life, Jay also helped found the "Downtown Fishers Athletic Club," a lighthearted name for the daily coffee group that met at Hardee's before work. Though it was informal, the fellowship meant a great deal to him and was a highlight of his mornings during that season of life.

Jay especially loved supporting his grandchildren in their sports and interests, and he and Rosy created lifelong memories by taking a special trip with each grandchild, moments he cherished deeply.

Jay is survived by his beloved wife, Rosalie Brownell; and their three children, Randy Brownell (Tricia), Eric Brownell (Kelly), and Andrea Seifert (Robert). He was a proud grandfather to Megan and Tyler Brownell; Teghan, April, and Cole Brownell; Robert, Addison, and Nora Seifert. He is also lovingly remembered by his niece and goddaughter, Dawn Maus McCord (Sloan), daughter of his late sister, Clara Brownell-Maus, along with extended family and countless friends from every chapter of his life.

Jay also held deep affection for the Riofrio family of Peru, who became a cherished part of his life. Though not related by blood, he embraced them as family and valued the love, trust, and lasting connection they shared.

Jay will be remembered for his humor, his loyalty, and his ability to make everyone feel like part of the family. His life was full of laughter, hard work, and meaningful connection – a legacy that continues in the people and places he touched.

Visitation will be Sunday, June 8, 2025 from 2:00 p.m. until the time of service at 5:00 p.m. at Shirley Brothers Fishers-Castleton Chapel, 9900 Allisonville Road, Fishers.

In lieu of flowers, the family invites donations to Shriners Hospitals for Children online at <https://www.shrinerschildrens.org/en>

# Previous Events

## Visitation

JUN 8. 2:00 PM - 5:00 PM (ET)

Shirley Brothers Fishers-Castleton Chapel  
9900 N. Allisonville Road  
Fishers, IN 46038  
(317) 841-7878  
info@shirleybrothers.com  
<https://www.shirleybrothers.com>

## Memorial Service

JUN 8. 5:00 PM (ET)

Shirley Brothers Fishers-Castleton Chapel  
9900 N. Allisonville Road  
Fishers, IN 46038  
(317) 841-7878  
info@shirleybrothers.com  
<https://www.shirleybrothers.com>

# Tribute Wall

PD

“ Hello! This is for Rosy (Rosalie) Preston. I did not know your husband, but I am sorry for your loss. Recently, I saw your you in a very, very old photo of students at Lawrence Elementary. I am not in that photo, but I knew you. I even came to a birthday party at your house when we were in elementary school. My maiden name was Paula Mears. We lived in Lawrence. I knew your dad was owner of Preston's grocery store. I just thought it would be nice to say hello. If you want to connect just a bit, my email is: pdiekhoff@hotmail.com Thanks for taking the time to read this and I hope the coming days and months will be kind to you.

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**Paula Diekhoff** - September 30, 2025 at 05:24 PM

JM

“ Javier & Margot planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Jay Milton Brownell.

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**Javier & Margot** - June 09, 2025 at 12:43 PM

AV

“ Alfred Valdez purchased the Medium Dish Garden for the family of Jay Milton Brownell.



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**Alfred Valdez** - June 06, 2025 at 04:41 PM

AV

“ Alfred Valdez planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Jay Milton Brownell.

Alfred Valdez - June 06, 2025 at 04:41 PM

LG

“ Love, Adam & Ashley Guzi purchased the Dreams From the Heart Bouquet for the family of Jay Milton Brownell.



Love, Adam & Ashley Guzi - June 05, 2025 at 08:58 AM



“ Sweet Tranquility Basket was purchased for the family of Jay Milton Brownell.



June 04, 2025 at 01:27 PM



“ Enchanted Cottage was purchased for the family of Jay Milton Brownell.



June 03, 2025 at 10:39 AM

MS

“ Mike and Marty Schuck purchased the Beautiful i  
n Blue for the family of Jay Milton Brownell.



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**Mike and Marty Schuck** - June 01, 2025 at 02:51 PM

DF

“ David and Mark with FocusCFO purchased the P  
eaceful White Lilies Basket for the family of Jay  
Milton Brownell.



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**David and Mark with FocusCFO** - May 30, 2025 at 03:58 PM

DF

“ David and Mark with FocusCFO planted a <a  
href="/store/Product.aspx?ProductId=4518">Memorial Tree</a> in  
honor of Jay Milton Brownell.

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**David and Mark with FocusCFO** - May 30, 2025 at 03:58 PM