



Andre A Blay

July 27, 1937 - August 24, 2018

Andre Blay, 81, of Bonita Springs, FL passed away on August 24, 2018, surrounded by his family. Andre was born in Mount Clemens, MI, the son of Robert & Agnes Blay. He was married to Nancy Fleming on December 6th, 1957 in Mt. Pleasant, MI. He was a loyal Michigan State University Spartan, receiving his B.A. in 1959, his M.B.A. in 1977, and eventually becoming the director and president of the MSU Foundation. Andre served his country in the ROTC and the U.S. Army Reserves. Known as the pioneer of the home video revolution, Andre founded the Magnetic Video Corporation in 1969. In 1977 MVC became the first company to release theatrical motion pictures on videocassette, launching the industry that enabled people to bring movies from the theaters into their homes. His many awards include induction into the Video Hall of Fame and Consumer Electronics Hall of Fame, MSU Business Alumni of Year, and CMU Executive in Residence. Andre was also the producer of many films and the author of *Pre-Recorded History*, his entrepreneurial memoir. In retirement, Andre shared his passionate business spirit by speaking to MSU M.B.A. students, UCLA law students, Central Michigan University Business School, High Point University entrepreneur students, and Florida Gulf Coast University students.

He is survived by Nancy, his loving wife of 60 years, their children Robert (Miriam) of Granby, CO, and Cynthia (David) of Falmouth, ME, and their grandchildren, Mae, Annie (Brian), Stephanie, Madison, and Mackenzie. Andre is also survived by loving nieces, nephews, and their families. To be a

part of Andre's family was to know unconditional love, support, and great times.

In lieu of flowers, the family asks that any gifts be made in Andre's memory to the Florida Gulf Coast University Foundation for the benefit of the Bower School of Music at the following address:

Florida Gulf Coast University Foundation

In memory of Andre Blay

Attn: Chris Simoneau

10501 FGCU Boulevard

Fort Myers, FL 33965

Or to the Mae B. Fleming Endowment Fund at:

CMU

Carlin Alumni House

524 E. Bellows St.

Mt. Pleasant, MI 48858

Tribute Wall



“ *Andre A Blay*

October 09, 2023 at 03:40 AM



“ *I had the great good fortune to be hired by Mr. Blay at Magnetic Video in 1979. He was probably the best boss I've ever had and by far the most able CEO. A class act from start to finish and always very kind to me. Condolences to his family and friends. --Rob Kantner*

Rob Kantner - September 14, 2018 at 07:22 AM



“ *Please give my condolences to Nancy and the family. I was one of Andre's attorneys in Michigan for many years and enjoyed our relationship.*

Jim Friedman

Jim Friedman - August 28, 2018 at 10:44 AM



“ *I am sorry to hear of Andre's passing. I have many fond memories of him from high school and admiration for a life well-lived. My deepest sympathies to his whole family.*

Agape Mighion Kallis

Agape Kallis - August 28, 2018 at 09:59 AM

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“ Dear Nancy,

We were so sorry to hear of Andre's passing. Our thoughts and prayers reached out to you and your family . Isabel and Robert

Isabel Filippone - August 28, 2018 at 09:45 AM