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Michael Erickson '57

Obituary / Death Notice  
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<b>Name</b>	<b>Residence</b>	
Michael W. Erickson	North Wales, PA	
<b>Age</b>	<b>Approx. Date of Birth</b>	<b>Approx. Date of Death:</b>
82	1/6/1936	1/13/2018

## Notice

Michael W. Erickson Mike loved nothing more than a good story and great conversation. And in the 82 years of his life (Jan. 6, 1936 Jan. 13, 2018) Mike had many stories to tell, tell again, and maybe even a third time. It's somewhat amazing Mike made it to 82 considering that by the age of 3 in Lakeville CT, he had already accidentally shot himself with a .45, drove his father's Chevrolet into a tree and fell out of a second story window unscathed. Having miraculously survived to 4, Mike went on to truly embrace and live life. Living on both coasts and Colorado in between and rubbing elbows in the business world with the likes of Howard Head, Arthur Ashe and Jean-Claude Killy gave Mike many of the adventures and stories he loved to share. He spoke with great pride of his time at The Hotchkiss School and in the wearing of the purple & gold at Williams College where, on full scholarship, he graduated with a degree in art history. Fully intending to become an architect, Mike headed to West Los Angeles and enrolled in architecture school at USC. He derailed his own architect career by turning his time as a copy boy at the LA Times into a full-time job writing sports, and then eventually news. Feeling the pull of the East Coast and a chance to get involved in marketing with the Head Ski Company, Mike headed off to Baltimore in 1964. It turned out to be Mike's greatest move as, courtesy of a blind date, he found the love of his life Julie Ellison and married her two years after landing in the Charm City. A big year for Mike was 1968 as he attended the Grenoble Winter Olympics in France and his daughter Kristin was born. A few years later Head Ski Co. moved to Boulder Colorado and Mike followed for his next adventure which led him to be the Executive Director of the US Ski Association and eventually working for the Molnar Ski Company. But the beckoning of the East Coast remained strong, this time landing Mike in Medford N.J in 1979, working for Butterfly Originals, Inc. representing Charles Schultz's Peanuts' gang especially including Snoopy. Marketing management supervision positions ensued with Richardson Myers & Donofrio along with Gilliespie Advertising where he oversaw clients as diverse as Dow Jones News Retrieval, Bryn Mawr Hospital, Campbell's Soup and Dupont. Oh, and on that last client, DuPont, Mike asked that we point out that he is not responsible for all of the people who wear spandex who maybe shouldn't. Mike spent his later years working for the Masterminds Agency and also for himself in new media marketing and management solutions. Along with deep devotion and love for his family, Mike was a big baseball fan lifelong Braves fan and he loved football the Broncos and Eagles along with USC. And he'd happily tell you that Luis Aparicio was the greatest shortstop of all time even though he didn't play for his beloved Braves. He saw his first NFL game in person in 1949 in New York and soon became a fan of the then world-champion Eagles. His move to Colorado however in 1971 saw him overcome by the Orange Crush of the Denver Broncos. Thankfully we're happy to report that his late-in-life Eagles fandom returned with the arrival of Carson Wentz. Mike died the day the Eagles played the Falcons to begin their playoff run. The night before he promised to put in a good word for all of the long-suffering Eagles fans. And what do you know .. Herman Melville's Moby Dick, which Mike proudly would announce he had read nine times, truly captivated him. His love of Greek traveled with him during his time at Williams as one of his great accomplishments was translating Aeschylus' play Seven Against Thebes into English verse. Not surprisingly, considering some of Mike's early in life adventures (and we didn't even mention the stunt plane flying with his uncles when he was 10) and his zeal, the daring and speed of Formula One racing appealed to him and often found him in front of the TV at strange times of the day watching the races from all over the world. Mike had a chance to add a little speed and daring into his leisure time as he enjoyed hitting the slopes and he truly celebrated the snowy beauty of Vail and Aspen Colorado. Some of his slower-speed pursuits included enjoying classical music and the improvisational sounds of jazz, especially the pure tone of Ella Fitzgerald's voice. Mike truly loved a good story, whether he was telling it or listening to it. He also loved a good laugh and found humor in many things. He enjoyed life and valued the time he was able to spend with his family and friends and wanted everybody to know that. Mike was preceded in death by his parents Elmer Erickson and Edith (Williams) Erickson along with his brother, Jon. Missing him the most and willing to share stories about Mike are his devoted wife of 52 years, Julie (nee Ellison) Erickson, loving daughter Kristin (Jeff) Beideman, proud grandsons Jason and Eric, and sisters-in-law Susan Burke and Jean Trout. A memorial service to celebrate Mike's life and tell stories will be held on Feb. 17 at 11 a.m., friends and family are invited to a visitation from 10-11 a.m. at Trinity Episcopal Church, 708 S. Bethlehem Pike, Ambler. Mike was strong in his faith and loved his time at Trinity Episcopal Church in Vincetown (NJ) and Trinity Episcopal Church in Ambler. Despite a courageous fight, and a commitment to improving his health, congestive heart failure ultimately told Mike's final story on earth. If you see fit, a donation in Mike's name to the American Heart Association (<https://donatenow.heart.org/>) would be an appropriate tribute.