



## William Burke

May 31, 1966 - August 9, 2021

William (Bill) Burke, age 55, of Teaneck passed away on August 9, 2021. He was currently the Senior Vice President, Marketing Strategy & Communications at Licensing International, and previously worked for CBS Consumer Products, HIT Entertainment, Sesame Workshop, and Footlocker. Bill graduated from the Park School of Communications at Ithaca College. He also served as President and on the Board of Teaneck Junior Soccer League for more than a decade.

Bill loved living life to the fullest whether it was spending time with his family and friends, traveling the globe, coaching young athletes, spending a cool afternoon on the golf course, or supporting all of his Boston sports teams, "even those dang Red Sox".

He is survived by his wife, Patricia (nae Fraser) Burke, daughter Erin Burke, son Ryan Burke, parents John and Patricia Burke, sister Lisa Burke, and his mother-in-law Irma Hess.

In lieu of flowers, the family requests donations in Bill's memory be made to either of the two charities below:

1. The Camp Nejedra Foundation, a summer camp for children with Type 1 Diabetes, at [campnejeda.org](https://secure.e2rm.com/registant/donate.aspx?Referrer=https%3A%2F%2Fwww.campnejeda.org%2F&eventid=199537&langpref=en-CA) (<https://secure.e2rm.com/registant/donate.aspx?Referrer=https%3A%2F%2Fwww.campnejeda.org%2F&eventid=199537&langpref=en-CA>) or by mail to P.O. Box 156, Stillwater, NJ 07875

2. The Big Apple award. The Big Apple Award scholarship provides support for credit-bearing undergraduate summer internships based in the New York City area. As an alumnus of Ithaca College, Bill actively sought out students from the Park School of Communications seeking internships in New York City. To make a contribution to the Big Apple Award in Bill's name, follow the link and instructions below. Go to <https://www.ithaca.edu/giving/ways-give/online-phone-mail>. In the "Comment" field enter Giving to (The Big Apple Award) in memory of Bill Burke 88. Select "Tribute Information, Type. and select In

Memory Of", enter Bill Burke '88.

# Events

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**AUG** **Visitation** 02:00PM - 04:00PM

**15**

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Volk Leber Funeral Home

789 Teaneck Road, Teaneck, NJ, US, 07666

**AUG** **Visitation** 07:00PM - 09:00PM

**15**

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Volk Leber Funeral Home

789 Teaneck Road, Teaneck, NJ, US, 07666

**AUG** **Funeral Mass** 11:00AM - 11:45AM

**16**

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St. Anastasia RCC

1095 Teaneck Road, Teaneck, NJ, US, 07666

# Comments

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“ I for one did not know Mr. Burke personally. I remember playing last year for FCT, and on Mothers Day, a special day as we all know, that day I broke my hip trying to score for the team. After the incident, I was pulled away in pain and tears. For more than half the game I lied on the floor begging for the pain to stop. Then from my right, I see Mr. Burke approaching me and with a shocked and confused face, he asked me, “Hey man, what happened to you?” As I told him the story he looked at me with such sorrow and pity. At the time he was trying to comfort me with phrases such as “You almost scored” and “Dont worry, you'll get it next time.” As a smile zoomed across my face, trying to forget the pain. The entire time I was on the floor, he never left my side. Until one of my relatives picked me up. As the game finished, he being careful, lifted me up from the ground with another man and carried me to my relative car, like I was a wounded soldier. From that day it was the last time I saw him, I never got to tell him how grateful I was for him helping me out. I wish I did it sooner, but I didn't have any contact information of him at the time. Even though he's not gonna read this, I say “Thank you Mr. Burke, for staying by my side and cheering me up when I was in much pain.”  
My greatest condolences to his wife and children.

A FC Teaneck player,  
J.M.A

**JMA** - December 12, 2021 at 08:09 PM

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“ I met Bill many years ago when I was at FremantleMedia and Bill assigned our Sydney team the right to represent the CBS properties for licensed product in Australia. He was a fantastic business partner and really smart, funny and considerate person even as he gently but determinedly encouraged us to push the deals to be even bigger. My deepest sympathies to his family who I always will remember he talked to fondly about.

Jon Penn

**Jon Penn** - August 19, 2021 at 02:20 AM

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“ My deepest sympathy to Patty, Erin and Ryan and the extended Burke family. I worked closely with Bill for 13 years on every Star Trek project imaginable often spending 16 hour days alongside one another trying to get every detail right. Bill was a rare human being who combined ambition and compassion. There was no problem too large or too small to handle, but even when working on the other side of the world, he always had Patty and the kids top of mind and found endless energy to stay atop what was happening at home. He was a rare individual and a good friend to those that knew him. He will be dearly missed and never far from our thoughts.

—John Van Citters

**John Van Citters** - August 16, 2021 at 09:17 PM

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“ I'm so sad to hear we have lost Bill. He was a treasure to the Teaneck community. I met him when I first got involved in Teaneck Soccer as a dad about 20 years ago. He created wonderful opportunities for thousands, I think tens of thousands of kids to be happy, successful, and to grow. He did the same for me as I gradually learned to coach and take on other roles in the league. We had great talks on the bus back and forth to NYC. We talked about the kids ... the ones who lit up the field with their smiles and the ones whose smiles needed to be nurtured. Bill gave me the opportunity to do that. We talked about Teaneck, about the TJSJL web site, about merchandise. So much happiness in the world thanks to him. This is a very sad day.

**Jonathan Haruni** - August 16, 2021 at 08:28 PM

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“ I am so sorry to hear of Bill's passing. I worked with Bill many years ago at HIT Entertainment, and we have remained in touch since. Whether sharing time together at a trade show, or a meal when Bill visited LA, I always enjoyed my time together and appreciated his intelligence, giving nature and sense of humor. My condolences to his whole family. May his memory, kind soul and ever present smile be a blessing to you now and forever.

**Pam Kunick-Cohen** - August 16, 2021 at 06:14 PM

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“ My deepest condolences to the Burke family. I've only known Bill since 2017, when I joined the CBS Consumer Products team. He was always the early bird and busy bee; a five minutes talk with him would be enough to realize he knew the business inside out - he'd be involved in nearly everything in the team and would always be willing to share his knowledge. He was an example of hard work and dedication to follow. Will miss him greatly. R.I.P., Bill.



**Kariny** - August 16, 2021 at 10:53 AM

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“ Bill and I worked together at Sesame Workshop years ago. When he left, we stayed in touch--having a lunch once a year or catching a quick hello at the annual Licensing Show. He always spoke so proudly of Erin and Ryan, and so lovingly of Patty. Every year, I looked forward to getting his Christmas cards to see what the Burke family had accomplished or enjoyed. He was a dedicated family man, a great colleague and a wonderful friend. He will be missed. Sending good thoughts and love to the family.

**Bea** - August 15, 2021 at 10:37 PM

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“ Bill was a total professional and an amazing person. Teaneck soccer has lost a giant. Bill and I had a great soccer relationship. Our last soccer discussion was in the middle of Votee about the birds laying eggs on the field. May his soul rest in peace.

**Tony McKenzie** - August 15, 2021 at 08:52 PM

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“ My deepest sympathies to the Burke Family. I had the pleasure of working with Bill on the Board of TJSL. He was an inspiring leader with vision and the ability to just make things happen. Bill was one of the nicest most genuine human beings I have ever known. May his memory be a blessing to his family, friends and the greater TJSL community.



Clark Loffman - August 15, 2021 at 05:15 PM

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“ I am sorry for the loss of your love you. You and your family are in my prayers. May the Holy Spirit give you peace and comfort in your time of need. P. S. CaringTeaneck Resident

Lauren J Singleton - August 15, 2021 at 08:48 AM

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“ To Patty, Erin and Ryan, my deepest condolences. I am heartbroken to hear about Bill. I worked with him for over a decade at CBS and he was one of the hardest working and most dedicated individuals I knew. We sometimes referred to our small team as “Team Trek”, and Bill was in the middle of it, always quick to lend a hand, to get a project going, doing whatever was needed to make it a success. I’ll miss our late night convention-team noshes at the Blackbear Diner with him, celebrating the challenges and successes of another event completed, and our group text-messaging during the Women’s World Cup soccer matches, trading notes on lineups and suspect referee calls. He would always talk about his family, and all the things they would do together. I am so sorry for your loss. Rest In Peace Bill.



Marian Cordry - August 14, 2021 at 06:22 PM

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“ Upon hearing the news of Bill’s passing, I was, of course, heavy hearted. I found myself reminiscing on the happier times that were spent with Bill and with the entire Burke family throughout the years. Bill was the best soccer coach, the best neighbor, and the best friend. His love for his family and friends was radiant and an example of unconditional love that we all should strive to follow. I will never forget all that Bill has done for me and for my family and will always look back on our shared memories fondly and with a smile on my face as I remember that loud, contagious laugh that could light up the darkest of rooms.

RIP to a shining light. You will be so missed.

**Nicole Cavallo** - August 14, 2021 at 06:06 PM

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“ My deepest condolences to the Burke family as you try to come to terms with the loss of an unbelievably dedicated Dad, husband and friend/colleague, loved by not only the entire Licensing community, but anyone whose life he touched. I had the great pleasure to work with Bill at Sesame Workshop and his talent, resourcefulness and kindness always amazed me. At Licensing events, I looked forward to seeing Bill’s twinkling eyes and warm smile. He always lovingly shared details of wonderful family events and trips and his face would light up as he spoke about his incredible wife, daughter and son. I never met a more dedicated Dad than Bill. When I was job searching, Bill took me out to lunch and gave incredible advice. As you process this loss, please know that Bill lives in the hearts and souls of all of us, leading by example and leaving a memory like none other. Much love and kindness to you and your family.

Kellee Hartman

**Kellee Hartman** - August 14, 2021 at 03:28 PM

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“ My deepest sympathies to the Burke family. Bill was the nicest person I’ve met in the licensing industry. I always looked forward to his visits to London and hearing his news. He was a fantastic mentor and truly liked by everyone.

Deborah, Dublin Ireland

Ar dheis Dé go raibh a h'anam dílis

**Deborah Skeffington** - August 14, 2021 at 08:31 AM

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“ Since he lived only a few doors down from me, I got to know Bill quite well. We spent a lot of time together talking; on our front lawns, on the bus rides to and from the city. Once we started coaching our daughters' soccer teams together, there were many years of rides to and from games and practices, not the mention the countless hours spent in gyms and fields conducting practices and coaching games.

Bill was a great person who gave of himself without reservation. He was there of course for his family, first and foremost. But he was also there for his community. He was the greatest multi-tasker of all time. Simultaneously dealing with his demanding job, and running the soccer program while doing ten other things. Throughout, he was always kind and respectful to all the players, their parents and all whom he dealt with. He treated all the kids as if they were his own children, and they all loved him in return. He was a truly great human being. His passing a great loss for all of us

John Cavallo



John Cavallo - August 13, 2021 at 06:56 PM

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“ Soccer was one of Bill's passions, but not what defined him. All my kids played Teaneck soccer, and so I always had questions to ask Bill. He was a kind, sweet person that always imparted care and help so that a child could have the opportunity to grow and gain confidence. I and my family feel the loss of this kind man and will always have fond memories of Bill. Our sympathy goes out to his family, and may they be comforted, as time passes, knowing that he leaves a legacy of Family and friends that benefited from his human kindnesses.

Carl Guzman - August 13, 2021 at 06:34 PM

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“ I am so truly sorry to hear the news! Bill was an instrumental part of the Teaneck Soccer league! I also had some great conversation about our kids with Bill waiting on the long lines at the Port Authority to get home to our family! God Bless Him!



**Frank Prestifilippo** - August 13, 2021 at 04:51 PM

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“ I have known Bill for the past 8 years. He was a compassionate, caring and courteous person. He touched the hearts of many Teaneck families whose family members were playing soccer. During Covid he granted many families financial aid so kids can still enjoy playing during uncertainty. RIP Bill we will miss you.

**David Shakarchi** - August 13, 2021 at 04:12 PM

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“ My deepest sympathies and appreciation for the Burke family at this time. Bill shepherded all five of my children into a love of athletics, sportsmanship, and overall good health.

There are very few people like him who give so much of himself to our community and he will be always greatly missed.

Eric Segal and family

**Eric Segal** - August 13, 2021 at 03:52 PM

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“ So sorry to hear this news. Bill poured his heart and soul into the Teaneck soccer program. Sending thoughts, prayers and strength to his family. May he rest in peace eternally.

**The Gadsons** - August 13, 2021 at 03:25 PM

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“ Our most sincere condolences. Bill's work on behalf of the soccer leagues in Teaneck is well known. So many of our children have benefited from his dedication. To the family: your loss is our community's loss. The Milgram Family, Teaneck.

**Jonathan Milgram** - August 13, 2021 at 03:22 PM

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“ Bill and I go way back to 1984, when we entered Ithaca College. A fellow radio DJ and later executive staff member of the college station (106-VIC) where he succeeded me as Program Director, Bill was a team leader and player. His love for oldies music (50's and 60's) dovetailed with mine and that connection stayed with us over the years. To see him become a successful executive, a loving husband and father as well as an active sports coach in the Teaneck school district made me even prouder to be his friend. I'm gonna miss "Billy-B" (his DJ name) greatly. Rest well above the clouds, Bill.

**Kevin Goins** - August 13, 2021 at 02:45 PM



“ Well-said Kevin. Thank you for sharing!

**Jonathan Vehar** - August 15, 2021 at 10:16 PM

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“ Sending my deep condolences to the family and friends of Bill. I worked for several years on the periphery of Trek licensing, and was lucky enough to spend time with Bill and his team at many conventions. Bill was so hardworking and dedicated, and yet incredibly joyful and kind to anyone who came across his path. It was clear to me how much he cared about his coworkers, and how much his team cared for him. I'm just so deeply sorry, and I'm sending love and light to all.

In sympathy,  
Sarah Gaydos

**Sarah Gaydos** - August 13, 2021 at 02:33 PM

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“ Steve and I were just brokenhearted to hear of Bill's passing this week. We have known Bill professionally for over 15 years. He was our client for many of those years and he was so smart, funny, kind, generous and inspirational. We became friends. We started to have 'Monday of Expo' dinners - a date Bill would never break. He said it was a tradition to have that night's dinner with us. He could have had dinner with so many other bigger and more important partners but he kept Mondays of Expo blocked for us. And at those dinners, Bill spoke mostly about his family. He was so proud of them. We heard about all his family traditions including Black Friday shopping adventures and his Christmas gingerbread house building events. He talked about soccer and gave us updates on how Ryan and Erin were doing. He spoke lovingly about Patty - especially when we asked him about how they first met. There was a time when we were not able to get many deals done for Bill so we offered to resign and Bill wouldn't hear of it. Instead, he motivated and helped us to think bigger/out-of-the-box and boom, he was right. We had one of our biggest years because of his management and inspiration. He was such an amazing boss to us. He was so kind and fair to licensing partners. He was a genuine gentleman. It's hard to process that we won't get the chance to connect with him again. We will never forget him and will think of him often. Our thoughts are with his family. We send our sincerest sympathies to you from Canada.

Nancy & Steve Fowler

Nancy Fowler - August 13, 2021 at 02:10 PM

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“ My deepest condolences to the Burke family. I saw Bill on the soccer fields of Teaneck and he had such warmth, compassion, energy, and spirit. My children benefitted from his enthusiasm and passion for soccer and the town of Teaneck. My children played soccer at various levels and they each came away with increased soccer skills, socialization skills, and an understanding of what it means to contribute to a town and organization. May his memory be a blessing.

Gershon Kravetz

Gershon Kravetz - August 13, 2021 at 11:06 AM

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“ My deepest condolences to the Burke family. Bill taught this “city kid” soccer and was a guiding force in providing a wonderful soccer environment for all of the kids of Teaneck. I'll miss seeing him on the NJT bus in the evening after a long day at work. He will be missed and may his memory be a blessing.

chuck levine - August 13, 2021 at 10:48 AM

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“ My deepest condolences to the entire Burke family. Bill was a client of mine for many years while he was at CBS. He was a warm, creative, funny, passionate, amiable and all-around genuine human. Whether it was discussing Star Trek or his kids' college pursuits - you knew his heart and soul were truly invested in it. This is a terrible loss. My thoughts and prayers go to the Burke family and to those many others whose lives were touched by Bill.

Sincerely - Brian Reinert

**brian** - August 13, 2021 at 09:48 AM

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“ My sincere condolences to the entire Burke family and to the rest of the Teaneck community.

Bill Burke was a great man — especially to his community. The memories I have with Coach Burke are some that shaped my high school experience. Bill helped create a space where any child could play soccer, as well as be able to eventually learn and experience what it means to be a Coach. From the Halloween nights where I would go Trick Or' Treating to the Burke home, and be greeted with the biggest smiles, to the moments where I could hear Bill cheering and rooting for me all the way from the sidelines, to my senior year, where Bill handed me my scholarship awards. Bill's impact on this world is evident, especially for those who's lives he touched. It's evident in mine. Bill made me feel welcomed at TJSJ and in Teaneck. I will carry everything he taught me and what he embodied. Bills legacy in his hometown will be honored and remembered forever. I send my strength, condolences, and prayers to Ryan, Erin, and Mrs. Burke. Teaneck is here for you.

Love,  
Cruz Twins

**Melanie** - August 13, 2021 at 09:30 AM

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“ My most sincere condolences to the entire Burke family and to the Teaneck community. Coach Burke was a great man — one especially to his community. Bill helped create a space where every child could play soccer, where high school students could experience leadership and the opportunity to also embody what it means to be a coach. The memories I have with Bill are endless: From Trick Or' Treating to his house every Halloween and being welcomed with a bright smile, to having him root for me on the sidelines of the field as I attempted to score a goal, to receiving my scholarship awards my senior year of High School from Bill, so proudly.

Bill Burke's impact on this world is evident, it's evident in the lives who he touched and it's evident on mine. I will always remember how welcomed he made me feel into TJSL and the great experience i obtained from playing on his team.

Coach Burke, your legacy in your hometown will never be forgotten. Bill helped shaped Teaneck to what it is today, truly, the best of Teaneck. I send my love, strength, support, and prayers to Ryan, Erin, and Mrs. Burke, as well as everyone who is hurting.

Love,  
Melanie Cruz-Morales

**Melanie** - August 13, 2021 at 09:13 AM

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“ I have worked with Bill for over 10 years, he was on the other side of the table, he was my licensor; yet I rarely found such an understanding, gentle, kind person, a great human being. He was very passionate about what he did, you could tell. Always smiling, always happy to help; the licensing industry is suffering a great loss today. Condolences and Love to his wife, children and all his family.

**Maria G. Gurrieri** - August 13, 2021 at 08:43 AM

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“ Bill was a kind and gentle men, always smiling and passionate . I met him the first time when I was a junior manager some years ago - and he was always supportive, nice and a gentle person with everyone...it is a rare quality nowadays. He was really a good person, this is a heartbroken news.  
Goodbye Bill



**Federica Polo** - August 13, 2021 at 07:01 AM

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“ Dear Burke Family,  
It is with a heavy heart that we express our condolences on the passing of Bill. He was a great man who loved his family, loved his work and loved life. He will be missed tremendously. Our thoughts and prayers are with you during this difficult time. Hold all the memories of him close to your hearts.

Love Aunt Pat, Uncle Gary and family



**Patty Regan** - August 12, 2021 at 10:52 PM

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“ We are so sorry to learn of Bill's passing. Our friends, his parents, have shared many stories of Bill's life with us. He was loved and respected by all and will be missed. Our hearts go out to his family. We send our deepest condolences and prayers. Fred and Loula Brox

**Loula Brox** - August 12, 2021 at 07:08 PM

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“ I met Billy in 1980 while ministering in his home town of Plymouth Mass. He was a curious little guy who drove his sister crazy yet was immensely loved by her. He made his parents proud even though he got in trouble for the little things as most boys do. His dad introduced him to sports at an early age and before long he was smitten. Billy was what one would call a good kid. The Burke’s did everything as a family especially going to his games, his dad coaching along the way! You will be welcomed into His Kingdom with open arms for even in his youth, Billy was a good and faithful servant.

**Peg Donahue-Turner** - August 12, 2021 at 05:58 PM

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“ We worked together at Sesame Workshop. He was always happy and positive and you can always count on him for a good laugh. I am so sorry for your loss. And my thoughts and prayers are with you all through this challenging time.

**Andrea DeMaso Levitt** - August 12, 2021 at 04:58 PM

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“ Bill and I met in the mid 90’s, waiting for the bus together in the cold dark winter morning, at the corner of Griggs Avenue and Queen Anne Road. We often rode the bus together and worried about the skunk who lived at the corner spraying us and then having to ride the bus covers in skunk odor. We were neighbors for many years and what joy it was to be invited to join him and Patty and then later on Erin and Ryan for one of their warm and welcoming barbecues, gingerbread decorating parties or watching our daughter play with Erin and Ryan. And then being in awe of Bill’s pumpkin carving skills at Halloween. We loved him as a neighbor and as Patty referred to him one time when I was having computer troubles, “her computer geek.” Though I moved away, we kept in touch, as Bill and his family were the best neighbors I ever had or anybody could ask for. Sending so much love and keeping all of you close to my heart. Michèle Krauthamer

**Michele Krauthamer** - August 12, 2021 at 04:34 PM

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“ I met Bill in 2014 when I signed up as volunteer coach for tjsl. Two years later he has asked to join the board . Few years I’ve know Bill I learned a-lot and will miss deaply. Bill will greatly missed by the soccer family and community . Though I am no longer with the league I have no doubt in mind this fall he will still be on at the sportsplex and watching all the great soccer players play . Regards to Patty , Erin and Ryan.

Dara Zaer

Dara Zaer - August 12, 2021 at 10:32 AM

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“ Bill, will be missed by a lot of people, especially his family. Enjoy the memories. Our flag had been set at half mast in Bill's memory.We extend our sympathies to the Burke Family.

Sam and Donna Miceli

Sam & Donna Miceli - August 12, 2021 at 10:13 AM

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“ 1 file added to the tribute wall



Sam & Donna Miceli - August 12, 2021 at 09:41 AM

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“ Theresa Campbell is following this tribute.

Theresa Campbell - August 12, 2021 at 07:17 AM

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“ My deepest condolences to Patty, Erin and Ryan.  
Patty, you and Bill have always been like family to me. Some of my fondest memories of Bill:  
-Leading us on a frolic through the Magic Kingdom during Kinney's centennial, spinning the teacups so fast...  
-Many summers of cheering for the racing pigs at the Sussex County Farm and Horse Show  
-In depth discussions about the Star Trek universe  
-The Gingerbread Parties!  
He was kind, smart and amazing. May his memory be eternal  
Love, Theresa

Theresa Campbell - August 12, 2021 at 07:15 AM

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“ Bill was a good guy. I always enjoyed working with him on a project. I loved his way of talking truth and his ability to be open to new ideas. He shepherded the develop of a beautiful new Style Guide for the I Love Lucy brand- something we never even knew we needed before he began to collar with our company.  
He had a wickedly witty sense of the absurd and a big heart. He was one of the good guys.  
To his family, we send our deepest sympathies and will hold you and him in our hearts as we all struggle to process this loss.  
Lucie Arnaz and Desilu, too LLC

Lucie Arnaz - August 11, 2021 at 07:39 PM

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“ Bill has lived the best life that anyone could. He had an unsullied heart, had a kind and gentle spirit, and has been a man to be admired. Every family photo, every smile from his wife and kids, told me that he brought his best to each moment and each relationship.  
  
To his family, my heart is with yours. May your memories bring comfort on the saddest days. His love for you will live on with you.

Sandra Rae - August 11, 2021 at 06:23 PM

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“ Bill was my counterpart in soccer (I was TBO) for many years. He was also kind, considerate and put the children first. He was truly invested in team sports but also in developing community relations My heart is breaking . This is truly not only a loss for his family but for all of Teaneck.

**Sue Feuerstein** - August 11, 2021 at 03:58 PM

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“ My condolences to Pat and Bill and the family.



**Jim Miceli** - August 11, 2021 at 03:50 PM

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“ Deepest sympathies to the Burke family. I enjoyed working with Bill for many years and always found him to be a kind and generous soul. Gone to soon my friend Eileen Leddy



**Eileen Leffy** - August 11, 2021 at 11:36 AM



“ We are so very sorry for your loss. Our heart aches for you. Wish i could be there. I there in mind and heart. Anything i can do please call.love to all. Hugs

**Janice gifford** - August 11, 2021 at 03:22 PM



“ Burke Family -- We are so sorry for your loss! Bill was a great person. He was so helpful in "trying" to get me to understand soccer for my son, MJ.

He will be missed! Condolences and prayers to the entire family.

Neela, Matthew and MJ Rajkumar

**Neela Rajkumar** - August 13, 2021 at 04:27 PM