



Obituary

Born: Tuesday, April 21, 1953

Died: Monday, November 5, 2018

Richard J. Gensheimer, Jr.

Richard J. Gensheimer, Jr., 65, of North East, died at home, on Monday, November 5, 2018.

He is survived by his best friend and wife of 23 years, Lisa Gensheimer.

Rich was born in Erie, on April 21, 1953, the son of Mary Alice Gensheimer and the late Richard J. Gensheimer.

A true renaissance man, Rich mastered everything he put his mind to, whether it was deciphering enemy code during the Vietnam War for the U.S. Navy Security Group, driving a Formula 2000 racecar at high speed, wiring and plumbing homes, tying exquisite fly fishing bugs, hiking and photographing landscapes in the American West, making Windsor chairs by hand, creating stunning photos, taking apart the entire dashboard of his Subaru station wagon (and putting it back together) in the snow, or at the age of 63, playing hockey on a team called the Flatliners in an 18-and-over league.

Whether regaling coworkers with his travel adventures, performing magic tricks for the children of Guatemala, or bringing history to life through powerful documentary films, Rich was a gifted storyteller. His work continues to inspire audiences to discover their better selves as they explore important principles – truth, social justice, and our responsibility to care for one another in challenging times.

Rich attended St. Luke's School and Cathedral Prep and earned a degree in business and marketing from Mercyhurst University, working his way through college as an electrician at Firch Baking Company. He became a creative force in the local advertising scene, working for Mitchell Advertising and GTE, and serving as president of the Erie Ad Club. He was a pioneer in video production, establishing Parrot Productions, Main Street Media, and the first media department at Erie Insurance, where he served for 27 years before retiring in April 2018.

His greatest joy came from spending time with his children and grandchildren. They were drawn to him, as people of all ages were, because he was always into mischief and magic, all the while teaching them how to live.

Rich was, and still is, a shooting star in universe that is often devoid of light.

Service Summary

Visitation

6:00 PM to 8:00 PM, Fri Nov 09, 2018

South Shore Wine Company

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Sendoff

8:00 PM Fri Nov 09, 2018

South Shore Wine Company

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In addition to his wife, Rich is survived by his mother, Mary Alice Bougie Gensheimer; children, Emily Ferko (Jared) and Beth Newman (Brian); and their mother, Marcia Izbicki Gensheimer; stepdaughter, Emily Johnson (Jamie); grandchildren, Lincoln, Olive, and Ezra Ferko, and Julian, Lily, Ella, Nico, Meadow, and Silas Johnson; sisters, Amy Patsy and Ann Wilkes (John Gennaro); uncle, Dr. James Bougie; mother-in-law, Marilyn Garfield; brothers-in-law, Jim Garfield (Gina) and Paul Garfield (Crystal); nephews, Andrew and Christopher Patsy, Dave and Nick Wilkes, and Evan Garfield; and niece, Maura Garfield.

He was preceded in death by stepson, Jonathan Miller in 2017.

Community Nursing Services of North East provided loving hospice care for Rich and his family when he returned from Cleveland Clinic. Cardiac amyloidosis, the rare terminal disease that so quickly claimed his body, did not take his spirit. When he was told he could go home, the first words out of his mouth were "Let's do this."

The family will receive friends at South Shore Wine Company, 1120 Freeport Road, North East, Pa., on Friday, November 9th, from 6 p.m. until a sendoff at 8 p.m. that will include a few moments of reflection. Friends can honor Rich's memory with a donation to an organization he cared deeply about, Vision for the Poor, 300 State Street, Suite 202, Erie, PA 16507. Funeral arrangements are being handled by the William D. Elkin Funeral Home, 65 South Lake Street, North East.

Please send condolences to www.elkinfh.com.
Sign the Guestbook at [www.GoErie.com/obits.?](http://www.GoErie.com/obits.)