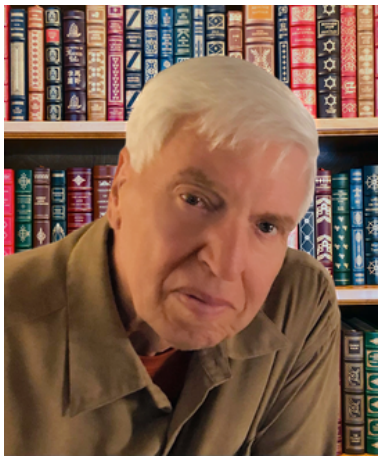


William Layne Bracy

September 11, 1941 ~ January 25, 2023

After a lifetime defined by a deep commitment to his family and faith, constant learning and study, and quiet and meaningful service, William Layne Bracy, 81, died on Jan. 25, 2023, in Murray, Utah. He fought admirably against leukemia with patience and grace.

Bill was born in Salt Lake City, Utah, on Sept. 11, 1941, to William Layne and Blenda Linnea Lindquist Bracy.

He attended East High School and the University of Utah — where he graduated as valedictorian with an honors degree in German in 1966. He served a full-time mission for The Church of Jesus Christ of Latter-day Saints in Germany, setting the foundation for a lifelong love of the German language and culture. He completed two, yearlong fellowships at the University of Munich in Germany, before receiving a master's degree in Germanic Languages and Literature from Harvard University in 1971 and an MBA from Harvard in 1974.

Bill married Ida Christine Cannon in 1967 in the Salt Lake Temple; they are the parents of four children: Layne Cannon Bracy, Mary Rebecca (Becca) Bracy, Anne Christine Cannon Weinberger Bracy, and Andrew Cash Bracy.

He enjoyed a successful career in business, traveling throughout Europe, Asia, and South America; growing and expanding brands; developing new products, and implementing strategies. Among other positions, he served as president and CEO of Lionel Trains, president and COO of Bell Sports, executive vice president of Mattel Europe, president of Lenox Brands, and senior vice president of General Mills. Blessed with the natural ability to understand and speak multiple languages, Bill lived in many cities and states in the United States, as well as in Germany, France, and the Netherlands.

As a member of The Church of Jesus Christ of Latter-day Saints, he served as a branch president, bishop, and stake president's counselor; ward and stake mission leader; and as a faithful and devoted home teacher and minister.

Bill saw the beauty and potential in every word of his massive collection of books and poetry, in the natural lines of wood and stone, in the notes of music — especially opera, and in all the people he met and the relationships he cherished.

With the constant support of Christine, he quietly, patiently, and endlessly volunteered his energy, time, and learning — spending more than a decade as a tutor at the Deseret Industries, sharing his insights about the scriptures and other readings with Church and study groups, making daily visits to a dear friend at a local assisted living center almost daily for seven years, and driving family members to and from school and to various appointments.

Bill loved traveling the world, hiking, and spending time with his grandchildren: Seth and Gabe Bracy; Timo, Koby, and Nika Weinberger; and Andy and Eddie Bracy. During the COVID-19 pandemic, he and Christine quarantined

together, finding joy in one another and in exploring local canal and rail trails and walking their neighborhood.

Bill is survived by Christine and his children, grandchildren, siblings — Maryruth (David) Farnsworth, Janeen Ward, Judy Jarrow, and Steve Foster — his children's spouses — Amy Bracy, Kilian Weinberger, and Akiko Bracy — and numerous nieces and nephews. He was preceded in death by his parents, his stepmother Ruth Gilchrist Bracy, and his sister Loralie Mitchell.

Funeral services will be held Saturday, Feb. 4, 2023, at 11 a.m. at the Willow Creek 7th Ward chapel, 2115 East Creek Road, Cottonwood Heights, Utah, 84093. A visitation will be held at the same chapel on Friday evening, Feb. 3, from 6 to 8 p.m. and before funeral services on Saturday from 10 to 10:45 a.m. Service will be live-streamed at http://lifestreamvideo.com/bracy.