

William Roger Moreton

April 26, 1960 ~ March 20, 2025

Bill Moreton, beloved husband, father, grandfather, businessman, and adventurer, passed away unexpectedly at home from cardiac arrest. He was 64.

Known as "Captain" to his grandchildren, Bill lived life on his terms—full of purpose, adventure, and fun. Whether on the water, the slopes, the golf course, or in the boardroom, he pushed boundaries and embraced every experience with passion. Born and raised in Salt Lake, he attended Olympus High School and the University of Utah, where he was a Beta Theta Pi and a loyal Utes fan.

As the fourth-generation family leader of Moreton & Company, he grew it into a nationally respected insurance brokerage. He was involved in many professional organizations.

Bill lived with a quiet and resolute faith as a lifelong member of The Church of Jesus Christ of Latter-day Saints.

Married to Chari for 37 years, they built a life of love, ambition, and adventure. His daughters, Steph and Amanda, were his greatest pride, and his six grandchildren—Sloane, Mick, George, Malcolm, Emily, and Margot—knew him as the ultimate fun-loving Captain.

Bill was the master of his fate, the captain of his soul. His larger-than-life presence will be deeply missed.

He is survived by his wife, Chari Webster Moreton; father, Edward B. Moreton; daughters, Stephanie Fulton (Jonathan) and Amanda Hales (Isaac); and six grandchildren. He is preceded in death by his mother, Barbara Moreton with whom he's playing golf with in Heaven.

“Bill’s Party” will be held at The Salt Lake Country Club on Saturday, March 29, from 3-5 p.m. Party on.