

BRACHER



Larry A. Bracher passed away on April 1, 2012. He was born November 18, 1948 to Bernie and Chloe

Anne Bracher in Des Moines, Iowa. He was a graduate of Eastwood High School Class of '66. He then attended University of Texas at El Paso where he began his Undergraduate studies in Communications until he entered the U.S. Navy during the Vietnam War in 1969 as an Air Controlman. After an honorable discharge in 1971 he completed his education at UT-Austin in 1975 and received his Bachelor of Science degree in Radio-Television and Film.

Larry worked with his father at Bernie Bracher Productions/Advertising and went on to continue a great career in media. Larry was the Local Sales Manager for KVIA TV and KTSM TV, became the General Sales Manager/National Sales Manager at KTSM TV in 1994 and completed his media career with KTSM as General Manager of the Station in 2006. One of his most memorable experiences in media was Production Assistant on the film "The Border" with Universal Studios filmed in El Paso, Texas.

Larry was a tireless dedicated worker for so many organizations. His passion was with the Area 19 Texas Special Olympics where he dedicated over 30 years. He enjoyed announcing at Special Olympic Games because the athletes inspired him with lots of smiles, hugs and love. He also made outstanding contributions to the following Boards - Yucca Council Boy Scouts of America, Humane Society of El Paso, The Sun Bowl Association and was on the State Public Awareness Committee for Texas Special Olympics.

He was an active member of the American Advertising Federation (AAF) of El Paso throughout his media career and served as a two-term President. He was bestowed the Silver Medal Award (1996), the highest honor, from the AAF for his outstanding contributions.

Larry's true dedication and admiration was for his wife Bonnie of 28 years and his children Teresa and Bradley. Some of his childhood passions were skiing with family, his love for music and simply... being surrounded by family and friends. Larry touched many lives and spirits with his smile, laughter and most of all, his genuine heart, a trait that is embedded in our lives forever. Larry will always be remembered as THE "Master of Ceremonies" and OUR "Band Leader"... and we will miss him dearly.

Larry is preceded in death by his father Bernie Bracher and his nephew Andrew Bracher. He leaves behind to treasure his memory his loving wife Bonnie, daughter Teresa Wisniewski (Jason) and son Bradley. He also leaves behind his beloved mother Chloe Rosenberg (Steve), stepmother Phyllis Richardson (Phillip), brothers Steve, Rudy (Leigh Ann), Weldon Sutton (Virginia) and sister Vicky Berry (James), brother in law Freddy (Yvette), sisters in law Annette (Steve), and Melissa Berry; nieces Holly, Taylor, Devon, Tessa and Chelsea Bracher, Joanna Rivera (Jerry), Laura Beth Salazar (Bernard), Melissa Pruitt (JD), Elan Grove (Chris), Nicole Wagner (Lorenzo), Andrea Wagner; nephews Justin (Nicole) and Jarrett Berry (Josie), Brian Searcy (Amber), Anthony Garcia, Clayton (Kim) and Nick Berry.

In true Larry Bracher style and form, the family is having a "Celebration of Lala's life" memorial. A place for us to be together to share our memories and stories of the amazing man he was. Monday April 9, 2012 at 11:00 a.m. at San Jose funeral Home 10950 Pelicano El Paso, TX 79935. In lieu of flowers donations can be made to The Area 19 Texas Special Olympics and Humane Society of El Paso.

Just living is not enough. One must have sunshine, freedom, and "A WHOLE LOT OF LAUGHTER!!!"

