



## Gregory "Greg" Lynn Branch

January 18, 1957 - February 9, 2019

Saginaw has lost one of its staunchest advocates and hundreds of people have lost a friend, colleague, mentor and occasional antagonist.

Gregory Lynn Branch, age 62, of Saginaw, passed away suddenly on Saturday, February 9, 2019.

A beloved husband, father, son and brother, Greg was born in Saginaw on January 18, 1957, to Robert J. and Lynne Ann (née Foglesong) Branch. He lived within a mile of his birthplace his entire life.

He married Ann Schneider on September 30, 1995. She survives him.

Greg was a devoted and proud father to his three children, Grace, Samuel and Benjamin Branch. He is also survived by his mother, Lynne Ann Branch; siblings, Karen (John) Kujawa and Scott (Julie) Branch; siblings-in-law, Mary Schneider, Thomas (Denise) Schneider and William (Heidi) Schneider. He also leaves behind beloved nieces, nephews, cousins, and countless friends and colleagues.

He was preceded in death by his father, Robert J. Branch; his father-in-law and mother-in-law, Aloysius and Louise Schneider; and a nephew.

For more than 40 years, Greg created and shaped memorable and lasting messages, stories and brand strategies for thousands of businesses, campaigns, municipal entities, and nonprofit organizations throughout the Great Lakes Bay Region and beyond. A gifted communicator, Greg spent more than 20 years with Princing & Ewend, where he and Ann met, before that agency merged with AMPM, Inc. in Midland, where he enjoyed the last eight years.

In his trademark vest and pocket watch, Greg served on the Saginaw City Council from 2005 until 2013. In 2009 Branch's council colleagues elected him to serve as the city's

mayor, a post he held for four years.

Greg also lent his expertise to several civic and professional organizations including the American Advertising Federation (local, district and national levels) and the boards of Child & Family Services of Saginaw County, the Michigan Historic Preservation Network, MBS Airport Authority and Hidden Harvest.

Visitation will be held Friday, February 15, 2019, from 3:00 p.m. to 8:00 p.m. at Fischer Family Funeral Home, 504 N. Michigan Avenue, Saginaw, MI 48602.

Visitation will continue Saturday, February 16, 2019, at St. John's Episcopal Church, 123 N. Michigan Avenue, Saginaw, MI 48602, from 9:30 a.m. until time of Funeral Service at 11:00 a.m.

Memorials in honor of Greg may be made to a community organization, Saginaw Valley State University, Delta College or another charity of your choice.

For information, please call (989) 755-8277. For online condolences, please visit [www.fischerfuneral.com](http://www.fischerfuneral.com).

# Events

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**FEB 15**   **Visitation**   03:00PM - 08:00PM

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Fischer Family Funeral Services  
504 N Michigan, Saginaw, MI, US, 48602

**FEB 16**   **Visitation**   09:30AM - 11:00AM

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St. John's Episcopal Church  
123 N. Michigan Avenue, Saginaw, MI, US, 48602

**FEB 16**   **Service**   11:00AM

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St. John's Episcopal Church  
123 N. Michigan Avenue, Saginaw, MI, US, 48602

# Comments

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“ Dear Ann, I'm so sorry for your loss. I don't believe we've met, but Greg & I have known each other for nearly 40 years. We worked together on many marketing projects for the two theatre projects I had here in town: first, the Alpha Theatre Project & Comedy Construction Company then, later, For A Good Time Theatre. Besides his acumen in marketing and public relations (and as an artist), Greg was always a good one for me to bounce ideas off. Our joint love of words kept us laughing together for years -- most recently just a week ago Friday when I shared a laugh with him about a poor font choice of an ad. I was there when he started his own company, loaning him thousands of dollars to get it going. His unexpected passing, I know, has hit many of us very hard. I will miss his humor and sensibilities.

As "a man of words," I want to share something with you that I know Greg would appreciate as well. It's from Kahlil Gibran's "The Prophet." I have found it to offer peace in the depths of grief.

"Your joy is your sorrow unmasked.

And the selfsame well from which your laughter rises was oftentimes filled with your tears.

And how else can it be?

The deeper that sorrow carves into your being, the more joy you can contain.

Is not the cup that holds your wine the very cup that was burned in the potter's oven?

And is not the lute that soothes your spirit, the very wood that was hollowed with knives?

When you are joyous, look deep into your heart and you shall find it is only that which has given you sorrow that is giving you joy.

When you are sorrowful look again in your heart, and you shall see that in truth you are weeping for that which has been your delight.

Some of you say, "Joy is greater than sorrow," and others say, "Nay, sorrow is the greater."

But I say unto you, they are inseparable.

Together they come, and when one sits, alone with you at your board, remember that the other is asleep upon your bed.

Verily you are suspended like scales between your sorrow and your joy.

Only when you are empty are you at standstill and balanced.

When the treasure-keeper lifts you to weigh his gold and his silver, needs must your joy or your sorrow rise or fall."

Blessings on you and your family in this difficult time. My thoughts and prayers are with you.

most sincerely,

Lee-Perry Belleau  
lpbelleau@gmail.com

Lee-Perry Belleau - February 16 at 02:59 PM

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“ Dear Ann, Grace, Sam, Ben  
I am very sorry for your loss and prayed for you all and for Greg at my Noon Mass at the Cathedral yesterday. You are in my thoughts and prayers.  
Love, Fr. Bill Taylor

father Bill Taylor - February 15 at 04:52 PM

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“ Carl and Kim Turner and family. purchased the Dish Garden with Fresh Cut Flowers for the family of Gregory "Greg" Lynn Branch.



Carl and Kim Turner and family. - February 15 at 11:31 AM

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“ Kim Wright lit a candle in memory of Gregory "Greg" Lynn Branch



Kim Wright - February 13 at 07:17 PM

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“ Beautiful in Blue was purchased for the family of Gregory "Greg" Lynn Branch.



February 13 at 05:11 AM

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“ European Sympathy Dish Garden was purchased for the family of Gregory "Greg" Lynn Branch.



February 12 at 10:02 PM

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“ Serene Retreat was purchased for the family of Gregory "Greg" Lynn Branch.



February 12 at 01:45 PM

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“ Joe Horn lit a candle in memory of Gregory "Greg" Lynn Branch



Joe horn - February 11 at 11:46 PM

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“ Greg and I were very good friends growing up in Saginaw on Avon st. we played touch football and i helped him clean out the Chinchilla cages before we could play on Avon St. in front of his house. We played football together in 9th grade at North Intermediate, and also played hockey our senior year at Arthur Hill. Greg was the instrumental person responsible for organizing the very first year of the Saginaw Valley High School Hockey League, he went to every school in the Saginaw Valley, and got them to field a team. Which in my eyes was a remarkable feat! Greg Will be sorely missed. When i was in the US Navy we Saluted our friends who had passed by saying " Fair Winds And Following Seas to You My Friend," and I am also wishing Greg "Fair Winds And Following Seas My Friend"! My wife Michele and I want to Extend our deepest Sympathies to Ann and Family. May the Lord be with you all.



“ Paula, Josh and Russell purchased the Country Basket Blooms for the family of Gregory "Greg" Lynn Branch.



Paula, Josh and Russell - February 11 at 08:29 PM

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“ Beautiful Heart Bouquet was purchased for the family of Gregory "Greg" Lynn Branch.



February 11 at 06:05 PM

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“ Beautiful in Blue was purchased for the family of Gregory "Greg" Lynn Branch.



February 11 at 04:13 PM

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“ Peaceful White Lilies Basket was purchased for the family of Gregory "Greg" Lynn Branch.



February 11 at 02:58 PM



“ On behalf of the AAF District Two Executive Committee, I'd like to extend our deepest sympathies to Ann Branch their 3 children. May the lord guide you and comfort your hearts during this time.

Sincerely,  
Daniel Chaparro

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AAF District Two  
Daniel Chaparro, Governor  
Greg Kihlström, Lieutenant Governor  
Doreen Defabio Duska, Immediate Past Governor  
Carol Montoya, Treasurer  
Julia Urich, Communications Secretary  
Jamie Hannigan, Recording Secretary  
Evie DeSarno, American Advertising Awards Co-Chairperson  
Matt Hildebrand, American Advertising Awards Co-Chairperson  
Judy Markoe, NSAC Chairperson

<https://mailchi.mp/58557d72c4f8/in-memoriam-greg-branch-2873709>

**Daniel Chaparro, AAF District 2 Governor** - February 11 at 12:26 PM



“ To my 2003 Leadership Saginaw guiding light:  
You knew everything about our City. TY  
You shared your knowledge and laughter. TY  
You then became a terrific Mayor. TY  
We remained friends from SVSU days until a few days ago. TY

From the bottom of my heart, your talent cannot be replaced. Never ever! God's praise to all of your families. Godspeed to one of this City of Saginaw's finest people.  
Heartbroken

**Patti Steinman** - February 10 at 08:50 PM



“ Lynne, even though we met several years ago and saw each other occasionally, it wasn't until a week before Greg passed that I knew your name. All those years I knew you as Greg's mom. I'm so sorry. I can't begin to know your pain, but know that you are in my heart and thoughts during this terrible time.

**Jean Davis** - February 11 at 10:32 PM



“ Lynne Ann, Mark and I were so very sorry to hear about Greg's death. We can't be there with you, but we are sending our prayers and love at this very difficult time



Mark & Vicky Latham

**Vicky Latham** - February 12 at 04:01 PM