



## Edward Schiff "Ned"

December 14, 1937 - September 24, 2022

Passed away peacefully surrounded by his family on September 24, 2022 at the age of 84.

Born in Milwaukee on December 14, 1937, Ned and his wife Luanne lived in Whitefish Bay since 1987. He was preceded in death by his parents Loren and Marge Schiff, his daughter Joanne, and brothers Bill and John. Survivors include daughters Laura Schiff (Jennifer), Cynthia Banks (Karl) and Janet Schiff as well as stepdaughters Jennifer Hackbarth, Gretchen Horst (Michael) and Andrea Kallay (Travis). He was also the very proud grandfather of James Johnson, Juniper Banks, Alison Kallay, Natalie Kallay, Julia Kallay, Anna Kallay, Katherine Horst and Andrew Horst.

Schiff was a 1955 graduate of Milwaukee University School and a 1959 graduate of Purdue University where he was a member of Phi Kappa Psi fraternity. After graduation he served his country in the U.S. Army Reserve.

Schiff's career spanned 35 years at Wisconsin Electric Power Company, where he was primarily involved in safety and training work. He was active in city, county and statewide programs to promote traffic safety. His work received many awards.

Ned truly enjoyed life and walked to the beat of his own drum. He had a true

passion for vintage cars, fast boats, motorcycles and anything mechanical. He was a licensed pilot and earlier, an avid ice boater. He also loved to travel, having visited every continent except Antarctica. He often said, however, that his most favorite sort of journey was an extended road trip in an interesting car with his beloved wife Luanne.

Schiff's most favorite times were at his cabin on Lac Vieux Desert in Vilas County, Wisconsin, where he spent a lot of time just relaxing and tinkering with his old boats and outboard motors. He particularly enjoyed teaching the children to water ski as they grew up.

Family will greet friends at 1:00 PM, Thursday, October 6, 2022, followed by a Life Celebration at 3:00 PM at North Shore Funeral Services, 3601 North Oakland Avenue, Shorewood, WI 53211. Reception to follow at 6:00 pm at Water Street Brewery, 1251 Gateway Dr, Grafton, WI 53024.

Donations to Grand Avenue Club would be appreciated by the family. [www.grandavenueclub.org/donate](http://www.grandavenueclub.org/donate)

"In our hearts, you live forever."

# Tribute Wall

PK

“ *Luanne, Our condolences to you and your family. Jeff and I had only known him through the Beach Club and know he always brought a smile to any gathering. He had a good life and you will have many memories to get you through this difficult time. Patti and Jeff Katzban*

---

**Patti & Jeff Katzban** - October 06, 2022 at 12:00 AM

TM

“ *Luanne and family, we are saddened by Ned's passing. His sense of humor and high spirits will be sorely missed. Wishing you peace and comfort at this difficult time.*

---

**Terri & Francis Morton** - October 05, 2022 at 12:00 AM

TE

“ *I remember when Ned tested me for operating a WEPCO (at the time) vehicle and criticized me for not using the horn when I should have. I disagreed but Ned was probably right. We're very sorry for your loss, Luanne, and we're glad that we ran into you guys at the retiree picnic last summer.*

---

**Tom Eells** - October 05, 2022 at 12:00 AM

DM

“ I met Ned while sitting at the bar on the second day of our South America cruise. For the next several hours, we talked, laughed and drank as if we had been friends for years. A friendship formed and continued to grow over the next 14 days. My wife and I met Luanne the next evening. Their love and caring for each other was immediately noticeable. Unfortunately, covid kept us from seeing each other for 2 years. Last April, we enjoyed a weekend in Asheville. My wife and I will always cherish that weekend.

---

**David & Wes McVean** - October 05, 2022 at 12:00 AM

DP

“ Ned was such a joy - a genuine person with a quick wit, a hearty laugh, and always full of life. Our shared love for lakes and boats and motorcycles is what brought us together, but it was through genuine conversation, plus a cocktail or two, that we truly connected. If I could say one last thing to Ned it would be this - I am immensely honored to have been a small part of your life. You will live on in my thoughts forever.

---

**Doug Podzilni** - October 04, 2022 at 12:00 AM

DP

“ Ned was such a joy - a genuine person with a quick wit, a hearty laugh, and always full of life. Our shared love for lakes and boats and motorcycles is what brought us together, but it was through genuine conversation, plus a cocktail or two, that we truly connected. If I could say one last thing to Ned it would be this - I am immensely honored to have been a small part of your life. You will live on in my thoughts forever.

---

**Doug Podzilni** - October 04, 2022 at 12:00 AM

KH

“ *Ned I can see your smile and hear your laughter. You were always the life of the party. Quick witted and loved to joke around. My husband Brian and I always smiled when we looked at beach club photos, you were always in so many of them. The center of a celebration. You and Luanne we're always welcoming and friendly to everyone. You will be greatly missed and will live in our hearts and memories.*

---

**Kim Heim** - October 04, 2022 at 12:00 AM

JL

“ *Mary and I were sorry to hear of Ned's passing. Our condolences to Luanne and the family.*

---

**John (The Ear) Laub and Mary Laub** - September 28, 2022 at 12:00 AM