



Terri L. Potter

September 9, 1944 - February 20, 2022

On February 20, 2022 we lost one of the good guys.

Terri L. Potter, 77, of Bonita Springs, Florida and formally of Madison, Wisconsin passed away after a long, courageous battle with Parkinson's Disease. Terri was a loving husband, father, grandfather, brother, leader and patriot.

Terri was born in Waukegan, Illinois to James and Arline Potter on September 9, 1944.

He attended Zion-Benton High School, class of 1962. He went on to earn a Bachelor of Science from the University of Illinois in 1966 and Master of Hospital Administration from the University of Minnesota in 1972. Terri served in the United States Navy for four years and attended Navy Officer Candidate School. In 1967-68 he was aboard the U.S.S. Luzerne County (LST-902) which was permanently assigned to support river combatants in the MeKong River in South Vietnam. He was discharged a full Lieutenant.

After his military service Terri had a distinguished career in Health Care Administration. He was CEO/President of Meriter Hospital, Madison, WI; Interim CEO of St. Mary's Hospital, Grand Junction, CO; Interim CEO of Richland Center Hospital, Richland Center, WI.

Terri was viewed as a leader of leaders. He was a member of many board of directors including the Morgridge Institute for Research, Greater Madison Chamber of Commerce, US Bank Advisory Board, Wisconsin Hospital Association, Wisconsin Manufacturers and Commerce Association, and the Wisconsin Patient Safety Institute. He was also a member of the State of Wisconsin Governor's Business Council and several United Way of Dane County Campaign Cabinets.

In his retirement he enjoyed spending his winters in Florida, summers in Door County, WI and time with family. Terri also loved photography, reading, travel, and attending Badger and Packer sporting events.

He is survived by his loving wife, Carla Wilson Potter; two daughters, Sarah (Eric) Persson of Oakhurst, California and Suzanne (Vincent) Formanek of Madison, Wisconsin; a son, Matthew (Catherine) Potter of Eden Prairie, Minnesota; seven grandchildren, Amber, Aidan, Wyatt, Amelia, Lucy, Levi, and Ruby; two sisters, Andrea Rode and Sue Ann (John) Becker. He was dearly loved and will forever be in our hearts.

A Memorial Service will be held on Saturday, March 12, 2022 at 11 AM at Shikany's Bonita Funeral Home, 28300 Tamiami Trail South, Bonita Springs, FL 34134. Inurnment will take place at a later date in Madison, WI.

In lieu of flowers, the family suggests memorial donations to Joanne's House of Hope Hospice (<https://donate.hopehcs.org/>) or Lee County Salvation Army (<https://give.salvationarmyflorida.org/give/179306/#!/donation/checkout>).

To sign Terri's guest register or to leave online condolences, please visit www.ShikanyFuneralHome.com.

Arrangements are being handled by Shikany's Bonita Funeral Home, Family Owned and Operated since 1978.

Previous Events

Memorial Service

MAR 12. 11:00 AM (ET)

Shikany's Bonita Funeral Home
28300 Tamiami Trail So.
Bonita Springs, FL 34134
(239) 992-4982
bonitafhbill@comcast.net

Tribute Wall

TS

“ *Terri was a fraternity bother. I just found out about his passing. I am not surprised at the tributes he has received. We all had the pleasure of knowing a great guy...*

Thomas Edwin Sollenbarger - November 05, 2023 at 11:38 AM



“ *Terri L. Potter*

October 09, 2023 at 03:40 AM

GP

“ *Carla-Indeed we have lost one of the great ones. In my interactions with Terri over almost 40 years, he always came down on the side of what was best for the patients who entrusted us with their care. He put the most emphasis on our relationship with each other and helped us to be our better selves. Knowing him made me a better doctor and a better leader-and a better person. Our deepest sympathies to you and Matt and your extended families.*
Geoff an Chris Priest

Geoffrey Priest - March 13, 2022 at 11:59 AM

EK

“ Terri's warm infectious smile, kindness, genuine caring, the memories you made and the life lessons he imparted will always stay with you. We were blessed to have crossed paths.

Heartfelt sympathy from the Kunz family



Ed & Debbie Kunz - March 12, 2022 at 10:11 AM



“ Beautiful in Blue was purchased for the family of Terri L. Potter.



March 10, 2022 at 04:00 PM

SQ

“ Dear Carla and family,
Terri was such a powerful and impactful leader for healthcare services in not only Dane County but WI. He was a great teacher and mentor. Terri showed how to lead and coached the skills. He really cared about what needed to be done and the "how" mattered to him. I had the very good fortune to work with him as part of the rural health care system plus later as a Director at Meriter. What an honor. Thank you for sharing Terri with the healthcare community. He made a tremendous difference. My sympathy at this time of deeply felt loss. Sherry Quamme

Sherry Quamme - March 10, 2022 at 12:19 PM

HC

“ Terri was such a genuine person. I remember when he was CEO of Meriter Hospital, he would come around and talk to the employees, ask how they were doing, joke, laugh, made you feel like he cared about each and every single person.

heidi campbell - March 09, 2022 at 09:58 PM

FM

“ From Bob, Scott, Jeremy, Emily, and Mack purchased the Strength & Solace Spray for the family of Terri L. Potter.



From Bob, Scott, Jeremy, Emily, and Mack - March 08, 2022 at 09:49 AM

JF

“ Please accept prayers and sympathy from the Fok family. We have good memories as friends and neighbors. I have tremendous respect for him as a health care administrator.

Joseph Fok - March 06, 2022 at 11:28 PM

CB

“ To the Potter family- I was very sad to hear of Terri's passing. Terri was my husband Dave's pledge son at SAE at the University of Illinois. Even back that early Terri was a shining star who was so amazingly brilliant and kind. We were delighted when Terri ended up in Madison where we lived. We were sorry our lives didn't connect more often while he was here in Madison. Carol Bleifield

Carol Bleifield - March 04, 2022 at 11:15 AM

AF

“ Dear Carla and family,
Please accept our sincere sympathy on your loss. It is so hard to imagine that Terri has passed. He was such a positive person with the most amazing smile and such a great, innovative leader for Meriter. Our thoughts and prayers are with you all.
Chuck and Ann Frank



Ann Frank - March 03, 2022 at 12:01 PM

JW

“ To the family of Terri Potter,
With deep sadness, I just read of the passing of Terri in the Wisconsin State Journal. I am so sorry for the pain of losing your partner, dad, grandpa or dear friend. I knew Terri as the CEO of Madison General Hospital when I first started as a young physical therapist in 1987. I was just one of many employees at the hospital, not a boss, supervisor, or anybody out of the ordinary. What I remember so long ago was how Terri was as kind, warm and respectful to all employees - regardless of the role, whether they were a big shot administrator or an hourly worker. He valued everyone and let it show. His way in the world made a huge impression on me. And it is one of my work and life goals to strive to see the good and value of all people and set by Terri's example. Terri was a remarkable leader and human being.

jennifer wallskog - February 27, 2022 at 09:42 PM

EA

“ Dear Carla and Children,

Please accept our sincere condolences for your loss. He will be missed. Our thoughts are with you.

Ed and Susan Adib

Ed Adib - February 27, 2022 at 12:49 PM

 Linda Hoffland

“ Carla, our sympathy and prayers are with you at this time. Scott & Linda (Wilson) Hoffland

Linda Hoffland - February 26, 2022 at 10:41 PM

EG

“ I had the great good fortune to serve on the board of directors of both Madison General and Meriter Hospital under Terri's strong, capable leadership. It was an honor. May his memory be for a blessing.
Eve Galanter

Eve Galanter - February 26, 2022 at 04:50 PM

CL

“ So sorry to hear of Terri’s passing. I had a Junior management position after college at Meriter and knew him casually, but his humility and strength - and incessant passion for improvement left an imprint on this young man.

I’m grateful I was able run into Terri and Carla at an event a few years ago and share that with him.

We need more leaders like Terri.



Christopher Laurent - February 26, 2022 at 02:49 PM

CL

“ So sorry to hear of Terri’s passing. I worked with him in a junior management position early in my career at Meriter and didn’t know him well, but his humble strength and passion for constant improvement left a mark on my career at its early point.

I ran into Terri and Carla at a ribbon cutting a few years ago in Madison, I’m grateful I was able to share his impact on me with him then.

Chris Laurent, Oregon, WI



Christopher Laurent - February 26, 2022 at 02:43 PM

WG

“ *My sympathies Carla to you and the family on Teri's passing. Always enjoyed visiting with Terri. A great man and will be missed.*

William F. Gmur and Family

William Gmur - February 26, 2022 at 01:12 PM



“ *So sorry Carla to hear about Terri. He was such a good guy. I know your how much your heart aches. My deepest sympathy to you and your family. Mary McDonald*

Mary McDonald - February 26, 2022 at 12:06 PM

DT

“ *As an employee of Meriter Hospital, I respected our CEO, Terri Potter. He was a great leader and recognized all of his employees as important. My condolences and deep sympathy to the entire family. Dinah Thies*

Dinah Thies - February 26, 2022 at 10:44 AM

KS

“ *My only regret other than the loss of this great man is that I did not have more time to just spend time talking to him. He was a man with much to teach. A good man full of love. In one long conversation I had with Terri we discussed mentoring and that that was one of his favorite activities and accomplishments. Dear Carla and family, you have our deepest sympathies . He is a great loss but such a gift for having him . Karen and Phil Strathman. Madison Wi.*

Karen and Phil Strathman - February 26, 2022 at 09:10 AM

MP

“ I am so sorry to read in today's Wisconsin State Journal that Terri has died. We were colleagues and friends for nearly forty years. Our educational and professional paths were similar. Terri engineered Meriter's ownership of Physicians Plus Insurance Corp., I was the President and CEO. Terri was my boss, but his leadership style was collegial and collaborative. We shared a vision of how P should serve the community. Terri was also a good teacher. I learned to become a better leader mostly by his example. Terri was a non-judgemental, compassionate leader. He built Meriter into the outstanding hospital it is today. He has left a lasting legacy. After we both retired and Terri moved to Door Co. and FL, we stayed in touch and enjoyed getting together when he was in Madison. When his Parkinson's worsened I admired his courage and determination to live the best life possible. Despite his physical challenges, he could still laugh a bit. I was sorry when he could no longer travel or effectively communicate by phone or email. Terri loved his family more than anything. He was very proud of his children.
My heartfelt condolences to Carla and Terri's family.
Terri will be missed. Rest in peace, my friend.

Marty Preizler
Madison, WI

Marty Preizler - February 26, 2022 at 08:20 AM