



## William Jesse Lawson

June 25, 1939 - October 20, 2016

William J. "Bill" Lawson of Bonita Springs, FL went to be with his Lord on October 20, 2016. He was born June 25, 1939 in Virginia, the son of the late Jesse A. Lawson and Margaret Lawson. He will be deeply missed by his loving and faithful wife Rebecca (Becky) Lawson. Bill also leaves behind three wonderful children, William Douglas Lawson, Cheryl Lawson Pearson and Donna F. Lawson. Also surviving are 5 grandchildren, 2 great grandchildren, one brother Jim A. Lawson (Carol). Bill was devoted to all his family, was an avid reader, and enjoyed the game of golf.

He earned his BS degree from Virginia Tech (VPI) in 1961, his CLU designation from the Society of Financial Service Professionals in 1969, and a MS degree in Business Administration from Indiana University in 1976.

Spending his business career with Lincoln National Corporation and affiliated companies kept him very busy from 1961 – 1998. He was Senior Vice President, Employee Benefit Division, Fort Wayne, IN; President, CEO & Director Employers Health Insurance, Green Bay, WI; and President, COO & Director, American States Insurance Co., Indianapolis, IN. He also served on the Board of Directors, Associated Bank-Corp and the Board of Directors, Health Insurance Association of America.

Bill's involvement with church and community activities was extensive. While

in Green Bay, WI, he served as Chairman, Partners in Education; Board of Directors, Green Bay Area Chamber of Commerce; Advisory Board, University of Wisconsin Medical School; Vice President, Executive Board, Boy Scouts of America, Bay Lakes Council; and Trustee, First United Methodist Church. While in Indianapolis, IN, he served on the Board of Trustees, Garrett-Evangelical Theological Seminary; Life Board member, Boy Scouts of America, Crossroads Council; Finance Committee, St. Luke's United Methodist Church; and Indiana Chamber of Commerce, K-12 and Work Force Development Committees.

His golfing buddies will forever be grateful that he co-founded the TAGA golf group at the Bonita Bay Club. Many long lasting friendships were formed as the result of this prestigious, invitation-only golf group. We will cherish the memory of this kind and generous man.

A Memorial Service will be held at the First Presbyterian Church of Bonita Springs, on Friday, November 4, 2016 at 3:00 p.m. In lieu of flowers, the family asks that you consider memorial donations to AVOW Hospice Services, 1095 Whippoorwill Lane, Naples, FL 34105 [www.avowcares.org](http://www.avowcares.org) or Garrett Evangelical Seminary, Lawson Family Scholarship, 2121 Sheridan Road, Evanston, IL 60201.

On line condolences may be left by visiting [www.ShikanyFuneralHome.com](http://www.ShikanyFuneralHome.com)

Arrangements are being handled by Shikany's Bonita Funeral Home.

# Tribute Wall



“ *William Jesse Lawson*

October 09, 2023 at 03:40 AM



“ *Good man, great boss, and stimulating teacher. Student of business and had deep wisdom about organizations. Learned much by working for him and team teaching business classes. Lincoln National and its RGPMs will remember Bill fondly. We pray that the Lord blesses Bill's family at this special time. Merit Smith Colorado Springs, CO*

**Merit Smith** - October 31, 2016 at 05:51 PM



“ *1 file added to the album New Album Name*



**Jim Horein** - October 29, 2016 at 05:18 PM



“ *My Memories begin with his career at Lincoln and dramatically expand in 1998 as co-founders of TAGA, where his "Thoughtful Gentleman" characteristics will guide me forever. His character drew people to him that expanded his success and his values. Godspeed, good friend.  
Jim Horein*

**Jim Horein** - October 29, 2016 at 06:06 AM

JL

“ MY “BIG” Brother

*Bill was more than a brother, he was my “BIG” brother. In fact, he was more of a father figure to me. Always sharing advice, protecting me from bullies and always there when I needed a “Big” brother. Bill was different from the get-go. When preschoolers were getting vaccinated, most ran screaming out of the school with mothers in tow, however, Bill calmly walked over and took a seat at a desk. When my mother told him we had to go home, he said “NO” I am here to learn. And learn he did. My first memories of Bill was sitting on the couch with his legs straight out and a book in his lap. Bill must have read every book printed by the time he entered high school. I remember our bedroom light on at one or two o’clock A.M. with Bill clutching a book. This included huge volumes of “Socrates” and “Plato“. Bill was president of every club of which he was a member, as you can see in his HS annual. He was state president of the FFA, state champion debater/forensics and on and on. He won a full scholarship based on his SAT scores and scholarship tests. Yes, Bill was my big brother and I mourn his passing. Jim*

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**Jim Lawson** - October 26, 2016 at 07:14 AM

RF

*I always had great respect and affection for Bill. To me he represented a very quiet but caring man. I knew of his illustrious career and of profound understanding of people. This made him a cherished friend and companion. I was privileged to have known him and very grateful that he accepted me in his circle of friend and golfers. I will remember and miss him. Rest in peace my friend.*

*Bob Fabi*

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**Robert Fabi** - October 26, 2016 at 03:23 PM

DC

*I only met Bill toward the end of his life, and learned what everybody else had long known, that he was a kind and caring man with an enviable career. His many successes in life are underscored by the legions of friends and admirers he leaves behind.*

*Dan Chabot, Bonita Bay*

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**Dan Chabot** - October 27, 2016 at 12:13 PM

Roy  
Tipton

*Bill was part of a small, but special class of men I knew who were unique for their sheer goodness. He was always ready to share his faith and support his friends...now, Bill is going home.*

*Roy Tipton*

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**Roy Tipton** - October 28, 2016 at 06:51 AM