
Edward A. Lifson

Edward A. Lifson, 84, of Short Hills, N.J., beloved husband of Harriet, father of Dale (Ayi) Lifson, Nancy (Glen) Rampe, Jane (Steve) Eitman and Andrew (Wendy) Goodson and adoring grandfather of David, Kathryn, Lynn, Jeffrey, Zachary, Allison, Taylor Michael, Jordan, Jamie and Benjamin, died on Tuesday, May 7, 2013. He leaves a brother and sister-in-law, William and Elaine and sister-in-law, Rhoda. He was predeceased by his first wife, Elaine. Funeral services will be conducted from Bernheim-Apter-Kreitzman Suburban Funeral Chapel, 68 Old Short Hills Rd., Livingston, N.J., on Thursday, May 9, 2013, at 11 a.m. The family will be at home on Thursday between 2 and 8 p.m.; Friday between 2 and 7 p.m., and Saturday after 7 p.m. Ed was born on June 26, 1928 and raised in and attended the public schools in Elizabeth, N.J. He graduated from the Wharton School, University of Pennsylvania in 1950. He served as a first lieutenant in the United States Army from 1951 to 1953. Ed entered the insurance industry in 1953 as a broker and account representative of Binder and Company, which later became Binder, Lifson & Borrus. He was elected president in 1955 and served in that capacity until the firm merged with Schechner Corporation in 1986, at which time he became co-chairperson of Schechner Lifson Corporation. He received his chartered property and casualty designation in 1957 and served as president of the New Jersey Chapter of CPCU in 1963. Ed served on agent advisory committees to several insurance companies and was past chairman of the Jonathan Trumbull Council, an advisory board for the Hartford Insurance Companies. He was a board member for many years and past president of the Metro New Jersey Alumni Interview Committee for the University of Pennsylvania. Ed was a member and past president of the Green Brook Country Club, a member of Boca West Country Club and a diligent worker for the Jewish Federation of Metro West. Ed was on the board of the Beth Israel Medical Center and active in many Milburn/Short Hills committees, including SCORE, an organization which helped start up and assist other small businesses with their business problems, as well as many other charitable organizations. He was also past president of the local county chapter of CPCU and a founding member of the Federation Insurance Advisory Committee.

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