



William Edward Sullivan

May 1, 1935 - March 1, 2026

Hampton - William Edward “Bill” Sullivan was born on May 1, 1935, in Boston, Massachusetts, and lived a life marked by kindness, dedication, and an enduring commitment to family, faith, community, and sport. To those who knew him, Bill was steady, generous with his time, and happiest when he was helping others, engaged in sports or cheering on someone he loved.

Bill was the first-born son of George Edward Sullivan, MD, and Ellen Freeman Constantine Sullivan. He loved his parents and siblings Betty, Larry, George, Richard, Ann, Barbara, Jane and Mark, each of their spouses and children. Bill’s greatest pride and happiness came from his family. He was a devoted husband to his loving wife of 59 years, Margaret E. Sullivan (Maggie) of Hampton, New Hampshire. Together they built a life rooted in love, service, and shared values. Bill was a devoted father to Mike Sullivan and his former wife Dana Sullivan and their children, Kelsey and Aidan, of Melrose, MA; Erin Sullivan and her partner Mel Galvin of Bend, OR; Jake and Tamara Sullivan and their children, Laird and Dillan, of North Hampton, NH; and Peter Sullivan of Hampton, NH.

His childhood took him to many New England towns, where he attended public schools in Bingham and Skowhegan, Maine; Hanover and Rye, New Hampshire; and Everett, Massachusetts. These early years shaped his adaptability, work ethic, and appreciation for family and community. He

graduated from Maine Central Institute (which Bill playfully referred to as “Maine’s Collection of Idiots”) in 1953, where his love of baseball was already well established.

Education and service were important to Bill throughout his life. He attended Colby College and Bowling Green University, served his country in the United States Army, and ultimately earned a Bachelor of Science degree from the University of Florida Warrington School of Business Administration in 1961. While at Florida, Bill lived a dream—playing varsity baseball for the Florida Gators on scholarship during the 1960 and 1961 seasons. Baseball was never just a game to him; it was a lifelong source of joy, discipline, and connection.

Bill’s professional life reflected both curiosity and entrepreneurship. He worked with A.C. Nielsen, Phillips Petroleum, Bike Athletic Company and Tom’s Toggery before founding the William E. Sullivan Company, Custom Athletic Specialists, in 1974. While growing up each of his children were blessed with the experience of working there with Dad on various tasks such as sharpening skates, manning the cash register, taking inventory and heat pressing little league uniforms. What began as a business became a nearly 50-year calling, as Bill built and led the company with integrity and pride until 2023. Even later in life, he continued giving back through his work with Goodwill Industries in Seabrook, New Hampshire, beginning in 2018.

Service to others was a defining thread in Bill’s life. For 27 years, he served as a lector at Sacred Heart Church in Lebanon, New Hampshire, a role he carried out with quiet devotion. He coached and served as commissioner for both Lebanon Little League and West Lebanon Youth Hockey for many years, investing countless hours in young athletes—not just teaching skills, but modeling fairness, teamwork, and respect.

In recognition of their extraordinary dedication, Bill and wife Maggie were

voted "Citizens of the Year" in Lebanon, New Hampshire in 1978 an honor that reflected how deeply they were woven into the life of their community.

Bill's sense of responsibility extended well beyond the playing field. He served his community through numerous civic roles, including the Lebanon School District Principal Search Committee, Long Range Planning Committee, and Building Committee, as well as the Lebanon Board of Assessors. He was a member of the Board of Directors of the Hanover Co-Op and contributed to the Town of Kingston, New Hampshire Fire Station Committee.

From 2005 to 2015, Bill served as Chairman and Commissioner of the Village District of Eastman in Grantham, New Hampshire, overseeing the Water Department. He took this responsibility seriously and was deeply proud of the trust placed in him. Eastman remained especially close to his heart, not only through service but through golf and the countless friends he and wife Maggie made.

Outside of work and service, Bill found joy in many pursuits: carpentry, squash, skiing, reading, coaching, and especially golf. A devoted golfer, he was a member of many clubs over the years, including Cog Hill in Illinois; Andover Country Club in Massachusetts; Woodstock Country Club; Lake Morey Country Club; Crown Point Country Club in Vermont; Carter Country Club; Hanover Country Club; and most beloved of all, Eastman Golf Links in New Hampshire, where he also served on the Golf Committee and as Handicap Chair.

In keeping with his wishes, Bill will be cremated, and his ashes will be spread quietly in a place that brought him great peace and joy that he has shared with his family. A wake will be held at the Remick & Gendron Funeral Home on Wednesday May 20th 5-7:00 PM EST and a Funeral Mass will be held

Thursday May 21st 12:00 PM EST at Our Lady of the Immaculate Medal Parish, to be followed immediately by a celebration of life at a place TBD.

To view the funeral Mass remotely, click here on the day and time of the service. (<https://olmmparish.org/live-streaming/>)

In lieu of flowers, memorial donations in Bill's memory may be made to Beacon Hospice of Portsmouth, New Hampshire by clicking here (<https://www.amedisys.com/services/hospice-care/donations/>)

or

Senior Helpers (mail checks payable to Senior Helpers to:)

Senior Helpers Southern NH
62 Portsmouth Ave, Suite 8
Stratham, NH 03885).

These organizations provided wonderful, loving and compassionate personal care for Bill over his final year.

Previous Events

Visitation

MAY **20**. 5:00 PM - 7:00 PM (ET)

Remick & Gendron Funeral Home - Crematory
811 Lafayette Road ·
Hampton, NH 03842
(603) 926-6500
info@remickgendron.com
<https://www.RemickGendron.com/>

Mass of Christian Burial

MAY **21**. 12:00 PM - 1:00 PM (ET)

Our Lady of the Miraculous Medal Church
289 Lafayette Rd
Hampton, NH 03842

Tribute Wall



“ 105 files added to the album *Life Tributes*



Remick & Gendron Funeral Home - May 20 at 09:59 AM



“ Florist Choice Bouquet was purchased for the family of William Edward Sullivan.



May 19 at 01:23 PM



“ A [Memorial Tree](/store/Product.aspx?ProductId=4518) was planted in honor of William Edward Sullivan.

May 19 at 01:23 PM

LF

“ Love, Christy, Matt, Rocco & Frankie purchased the Beautiful in Blue for the family of William Edward Sullivan.



Love, Christy, Matt, Rocco & Frankie - May 17 at 11:53 AM

LF

“ Love, Christy, Matt, Rocco & Frankie planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of William Edward Sullivan.

Love, Christy, Matt, Rocco & Frankie - May 17 at 11:53 AM

VE

“ Village District of Eastman purchased the Joyful Memory for the family of William Edward Sullivan.



Village District of Eastman - April 04 at 06:56 PM

VE

“ Village District of Eastman planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of William Edward Sullivan.

Village District of Eastman - April 04 at 06:56 PM

MC

“ Michael and Martha Colwell planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of William Edward Sullivan.

Michael and Martha Colwell - March 22 at 02:46 PM

MC

“ Michael and Martha Colwell purchased the Love's Journey for the family of William Edward Sullivan.



Michael and Martha Colwell - March 22 at 02:46 PM

EB

“ Eleanor B. planted a grove of 3 [Memorial Trees](/store/Product.aspx?ProductId=4518) in honor of William Edward Sullivan.

Eleanor B. - March 22 at 02:36 PM

JW

“ I'd like to extend my deepest condolences to Bill's family. I had the pleasure of getting to know him at the Goodwill store in Seabrook, where our conversations quickly turned into something special. Being born in Waterville, Maine, I would often share that the items I was purchasing were for my camp in the Belgrade Lakes region. That's when Bill would light up and begin sharing stories about his own life in Maine. We formed a beautiful connection through those moments, and I will always cherish them.

juile Woodworth - March 22 at 06:46 AM

DU

“Maggie and family, I was very sad to find out of Bill's passing. For many years, he and Tom were very good friends. Tom insisted that all of his high school uniforms be purchased through Bill and Bill always came through for him. I can remember many great games between the Bobcats and the Raiders over the years. They were always very competitive on the field but friendly afterwards. I'm sure Tom and Bill are rehashing all the stories and memories of the past together. Sending you all many prayers and much love.
Debbie Underwood, Campton, New Hampshire

Debbie Underwood - March 21 at 10:10 PM