



William H. Noack

MAR 28, 1942 - AUG 28, 2025



Scan to Visit

Table of Contents

Obituary	Page 3
Events	Page 5
Tribute Wall	Page 6



William H. Noack

MAR 28, 1942 - AUG 28, 2025

The world is a little less bright without the larger-than-life presence of William “Bill” Noack who died August 28, 2025 at his home in Harwood, Maryland. He was 83.

He was a true original. Born March 28, 1942 in Detroit, Michigan, Bill’s heart, much like his towering 6-foot 8-inch frame, never strayed far from his beloved Great Lake State. He graduated from Michigan State University in 1965 where he was a member of the varsity basketball team. He remained a staunch Spartan his entire life. He also performed with a folk music group, The Jeffersons, who appeared at venues throughout Michigan in the 1960s.

Upon graduation, Bill joined the public relations staff at General Motors Corporation, embarking on a 37 year career with GM. With GM he worked in New York and Brussels before coming to Washington in 1978. He was named director of GM’s Washington DC’s communications office in 1989, responsible for developing and representing GM positions on a wide range of public policy issues including energy, the environment, vehicle safety and international trade. He was instrumental in creating auto and industry groups that generated broader public understanding of a number of environmental and technology issues. In this role, he helped develop the now-common practice of “coalition” communications where industries join together to lobby public issues and present a common point of view in the news media. During his tenure, his office was named the top public relations operation in Washington.

In 1979-1980, Bill was on loan to the White House, directing communications for the White House Conference on Families which was set up to better understand how our country’s major institutions help, hurt or ignore the American family.

Following his retirement in 2002, Bill began a consulting business whose clients included some of the leading industrial companies in the nation as well as prominent cultural and educational organizations. A prolific writer, he published articles ranging from the coming revolution in automotive technology to the desegregation of college sports.



Obituary

William H. Noack

MAR 28, 1942 - AUG 28, 2025

Outside of work, Bill's passions were numerous and well-known. It was in Washington that Bill's interest in the Civil War found a true connection to the land of its history. He cherished the Shenandoah Valley so much he bought a little bit of it- twice-! Both "valley" farms – Meadow Mills and historic Brandenburg brought him great solace. Spending summers at the family Viking Lake cottage built by Bill's dad in the 1950's was an anchor throughout life.

He was a devoted family man, with Lois, his wife of 59 years, and son Sergei, being the sun and moon to him. He was a die-hard fan of all Michigan college and professional sports – with one notable exception. When it came to the University of Michigan, let's just say they were not in his "intellectual or emotional zip code".

His taste in music was just as big as his passion for sports with Elvis as his North Star and Johnny Cash as his southern star. He loved singing and playing his guitar and was known for bringing joy to countless campfires and dinner parties. A car enthusiast to the end, he loved talking about them, writing about them and fitting his 6'8" frame into as many as he could. In his quieter moments, he could be found smoking a good cigar and watching classic movies with his beloved, dog, Max.

Bill will be remembered for his love of family, his sharp wit, and his unwavering loyalty to his passions. He is survived by his wife, Lois, his son, Sergei and his sister, Mary Jo Martens.

A memorial service will be held at Christ Church, West River, MD on September 18, 2025. Visitation will be 10 AM at the church with an 11AM service. Following the service there will be a Celebration of Life reception at Pirate's Cove, Galesville MD.

Donations in his honor can be made to the Shenandoah Valley Conservancy or a charitable organization of your choice.



Events

William H. Noack

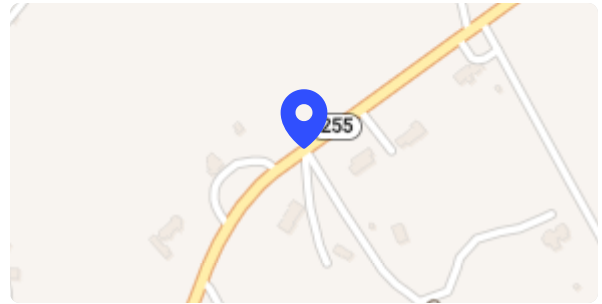
MAR 28, 1942 - AUG 28, 2025

Visitation

 **Thursday**, September 18, 2025

 10:00 AM ET

 **Christ Church, West River**
220 Owensville Road, West River MD 20778

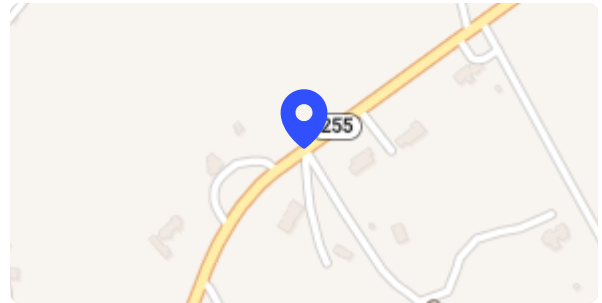


Memorial Service

 **Thursday**, September 18, 2025

 11:00 AM ET

 **Christ Church, West River**
220 Owensville Road, West River MD 20778





Tribute Wall

William H. Noack

MAR 28, 1942 - AUG 28, 2025



Ben & Debra Lacy sent a Treasured Lilies Spray to the Noack family.



September 15 at 5:41 PM



Memories only last if you share them

Join us in honoring William by contributing to a collection of shared memories.



Scan to Visit