



William Hideo Mori

NOV 11, 1931 - JUL 3, 2021



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CHAPEL
OF THE
CHIMES
OAKLAND

Funeral, Cemetery
& Cremation Services

Table of Contents

Obituary	Page 3
Tribute Wall	Page 5



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San Leandro, CA

William, (Bill), Mori was born in Oakland, CA and was the eldest son of Masao and Sada Mori. , Bill had one brother, James Minoru, born in 1933. As a child during WW2, Bill was forced to move, along with his family, to an internment camp in Topaz Utah. Upon his return, he graduated from Fremont High School in Oakland and later from UC Berkeley, with a degree in Economics. Bill also served in the US Army during the Korean War.

In August of 1958, Bill married Frances Setsuko Yoshida, formerly from Spokane, WA. They were married for nearly 63 years and had two sons, Daniel, (Carol), in 1959 and David, (Tina), in 1965. Bill enjoyed coaching the baseball teams of his two sons, as they were growing up. In addition to family trips to the Pacific Northwest, Canada, Lake Tahoe, LA, Hawaii and the Grand Canyon, Bill and Fran enjoyed trips to Japan, Palm Springs, Alaska and Hawaii. Bill also enjoyed golfing with the OBC and Swinging Samurai Golf Clubs. He and Fran also enjoyed skiing into their 80's. Bill was a loving grandpa to Tiffany, born to Dan and Carol in 1992 and Brandon, born to David and Tina in 1994.

Bill started his business career in the Life Insurance industry & later moved to Consolidated Capital, a real estate investment firm, where he was VP of Marketing for roughly 20 years. He enjoyed his career at ConCap and always passed on the advice that it was important to truly enjoy what you were doing.



Obituary

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Bill was predeceased by his parents Masao and Sada, brother James and son David. He is survived by his wife Fran, son Dan, (Carol), daughter in law Tina and grandchildren Tiffany, (Joe), and Brandon.

Bill lived a full life and will be remembered in many ways. He was a successful business professional, a dedicated family man and an outgoing, friendly gentleman, who loved a good party with the bourbon and wine flowing.

The family wishes to thank the staff at Marymount Villa for providing care for Bill since Dec. 2017 and also the VITAS Hospice Care team for their assistance. Bill will be interred at Chapel of the Chimes, in Oakland. No services are planned at this time. If you wish to leave a remembrance, please see their website at:

<https://oakland.chapelofthechimes/obituaries>



Tribute Wall

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Marty Smith posted:

Bill,I was a wayward 20 year old kid when I met you at Con Cap in the late 70"s. You and so many people helped me turn my life around and believe in myself. I will always be grateful for your friendship and guidance. Heres to great times at Con Cap.God Bless you.Marty Smith

August 17 at 4:12 AM



Dan Mori August 20 at 8:01 PM

Thank you for your remembrance Marty.



Sandi Zrnic posted:

Fran missing you and so sad to hear this news about your Bill. Sandi Zrnic

August 16 at 5:18 PM



Dan Mori August 20 at 8:02 PM

Thank you Sandi, feel free to call me if you want Fran's contact info. Dan Mori 650-520-5284



Anonymous sent a Serene Retreat to the Mori family.

July 27 at 8:45 AM





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Craig Yamada posted:

Dear Uncle Bill, I have been meaning to ask you, what is wrong with my putting stroke? Don't answer that, I know I need to maintain a consistent take back distance and accelerate through the ball through impact... One of many lessons that are ingrained into my golfing sub-conscious thanks to you. And let's be honest, I still haven't taken your advice yet. You were definitely one to give me golf advice, whether I asked for it or not. But never during a round of golf. To this day, I have never offered advice to anyone during a round as you always said it is bad etiquette to offer advice unless someone asks for it. I also learned if an opponent is faltering, why correct them? Growing up, my first memory of you was making me smile and laugh when I was going through a tantrum at a wedding. For some reason, no one could calm me that day (not even my own Mother), but all it took was you playing a session of peek a boo with my security blanket to get me back on track. To my recollection, you may have saved me from ruining that day for many people. You often were the reason that our family get togethers got fun. Sure Auntie Fran's mashed potatoes always had me at hello, but as I got older I realized the value of good wine. Not once do I remember anyone having to ask you for more wine. You were always hovering over the adults just waiting to re-fill everyone's glasses so conversations could get more fun. And the "that's enough" response from your guests didn't necessarily stop your wine pour too early. I remember interviewing you for two separate school projects in high school. One was about your experiences in the Internment camps and how you persevered through extraordinary circumstances. And the other was interviewing someone who had experience in a desired discipline: Marketing. Even though we were many years apart, that conversation rang true for me and helped me validate my want to become a business major. And finally were the walks we would take after a delicious dinner. I remember walking down your street and down the steep hill in your neighborhood. Sometimes you would be carrying a drink in one hand and holding my hand with your other. Many of my friends often ask why I have such an infatuation with nice cars. Well, let's just say our walks may have planted that seed at an early age. You taught me brand recognition when I was 6 years old. BMW, Mercedes, and Porsche become part of my early vocabulary as we passed by amazing cars during our walk. I may have not been able to count to 100, but I knew what a BMW 3 series looked like if it passed me on a street. Thinking back, you didn't bother to help me recognize practical cars like Hondas, Hyundais or Toyotas. Perhaps this was your training to get me to set my goals higher? Though you owned many cars, the beige Mercedes Benz will always be "Uncle Bill" to me. I remember the sound of the engine every time you pulled up to the house. The sound was unmistakable. Not many people knew this, but my Mom had me pick a code word when I was little to validate strangers if there ever was a situation for an emergency pick up. I could never enter a car or talk to them until they muttered the code word. I can give you two guesses on what that password was, but you will only need one. I know you are in a better place now Uncle Bill and I will always remember you as a third grandfather. When we meet again I hope to share a bottle of wine and talk about how many Superbowls and Championships the 49ers and Warriors left on the table. Until then don't be a stranger. My code word is Mercedes. Love, Craig

July 25 at 7:47 AM



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Dan Mori July 30 at 8:09 PM

Thanks for the great remembrance Craig!!!



Bobbi And Kich Ishimitsu posted:

Bill had a sweet smile, distinguishable voice, hearty laugh, happy eyes, big loving heart, astute financial mind and he spoiled Fran. We will miss him at our family reunions and golf tournaments but have treasured memories of many good times together. Love, Bobbi & Kich Ishimitsu

July 25 at 7:47 AM



Dan Mori July 30 at 8:15 PM

Dad used to really enjoy the reunions, golf & good food & good drink. Glad he got on the winners plaque in 2012.



Memories only last if you share them

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



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