



## Bradley Aronson

February 27, 1956 - March 2, 2026

Bradley Aronson, age 70, of Towanda, Pennsylvania, passed away peacefully at home on Monday, March 2, 2026, surrounded by his loving wife, Patricia.

Born in Towanda to Morton Barry and Ruth Aronson, Brad was a hometown original through and through. He attended Towanda High School, where he discovered both a knack for basketball and an early appreciation for teamwork, competition, and community.

After graduation, Brad headed to Syracuse University in upstate New York. It was there—and soon after—that he began carving out the path that would define much of his life. Early in his career in sales and electronics, he was once encouraged to focus on selling the smaller-ticket technology. True to form, Brad politely took a risk and aimed higher. He set his sights on the bigger items, sparking a lifelong confidence in sales and ultimately leading him back home to take over the family business, becoming a prominent businessman in the community.

Brad poured himself into the business, but more importantly, into the people within it. Loyalty and trust were not just business principles to him; they were promises. He found genuine joy in his coworkers' success and took pride in creating a workplace that felt like family. One of his proudest community contributions was helping bring a mural to life along the fence on South Main

Street, brightening the town he loved so much. And when the year-end holidays arrived, Brad made sure everyone celebrated properly—complete with carved meats, his famous meatball appetizers, and a gathering that no one wanted to miss.

In 1986, Brad married the love of his life, Patricia. August 2026 will be their 40th wedding anniversary—a milestone that speaks to the devotion and partnership they shared.

Like his father before him, Brad carried a pocket full of stories. Each one came with a lesson, a grin, or both. He put family first in everything he did. Rain or shine, he showed up—especially to the soccer field—ready to coach, encourage, and quietly shape young lives. He was courageous and strong-willed, a leader on and off the field, and someone who took his responsibilities seriously while never taking himself too seriously.

Brad's interests reflected his wonderfully balanced personality. He could just as easily settle in for a Hallmark movie as he could for an action-packed thriller. He enjoyed a good game of Sudoku, appreciated the occasional lox on his toasted bagel, and rooted enthusiastically for his favorite sports teams. A self-proclaimed "spreadsheet guy," he delighted in discovering a new formula just for the fun of it. He was a grill master of steaks, a devoted fan of pecan pie and fine chocolates, and the unofficial host of memorable Fourth of July celebrations, complete with fireworks that lit up both the sky and the faces of those gathered below.

Soft-spoken yet firm, Brad had a calming presence. He listened carefully, spoke thoughtfully, and had a way of capturing a room—especially among those who knew him best. Humble, devoted, and endlessly curious about life, he encouraged his family to form their own perspectives and seek their own truths. Whether traveling, sharing advice, or confidently sporting his notorious

“dad socks,” Brad followed his heart in all things.

He is survived by his beloved wife, Patricia; his son and daughter-in-law, Josh and Caroline; his daughter and son-in-law, Michelle and Tyler; and his cherished grandchildren who know him as Grandpa Boo.

In keeping with Brad’s wishes, he asked that family and friends celebrate life rather than mourn his passing. There will be no funeral services at this time as the family is planning a celebration of life in the near future. In lieu of flowers, the family encourages donations to benefit the Wysox Fire and Towanda Police Departments.

Brad’s life was not measured in years alone, but in stories told, risks taken, hands shaken, games coached, steaks grilled, spreadsheets perfected, and people brought together. He would likely remind us—one more time—to look at life from our own perspective, trust our instincts, and never underestimate the value of aiming for the bigger ticket.

Memories and condolences may be expressed by visiting [www.bowenfuneralhomes.com](http://www.bowenfuneralhomes.com).

# Tribute Wall

TW

“ *My deepest condolences to Brad's family and the family he had with Towanda Iron and metal. I always looked forward to seeing Brad and listening to one of his stories or his life advice. Brad will be missed.*

Tammy Woodward - April 08 at 02:12 PM

MS

“ *I was saddened to hear the news of Brad's passing. My condolences to Sandy and family. My Dad, John Strohl was pleased when Brad took over for his Dad, Barry at Towanda Iron & Metal; that way the business would continue to exist. Wishing for you many happy memories to carry you through this sad time.*

Michele Steohl - March 17 at 12:31 PM

HD

“ *Patti & Family, I so sorry for your loss. I always enjoyed talking to Brad and his jokes. In the Obituary you said he was always Loyal to his friends and family, and nobody did it better then Brad! i will miss talking and visiting with Brad. Sarah & I are out of town, but our thoughts & prayers are with you & your family. Henry & Sarah*

Henry & Sarah Dunn - March 14 at 04:54 PM

CH

“ *My deepest sympathy to all of the family in your loss.*



Claire Holton-Lizon - March 14 at 10:41 AM

MM

“ Sorry to hear about the loss of Brad. I have a very unique perspective on Brad since we grew up as neighbors and participated in many sporting activities . Reflecting on him brings to mind how much fun he had with his constant humor and sense of levity. Extending my condolences to his family and sister Sandy. May his memory for all that knew him be a blessing. " Zichrono livracha”

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**Michael MacInnis** - March 14 at 09:50 AM

LB

“ I was fortunate to meet Brad our freshman year at Syracuse Universit, be his roommate our senior year and a dear friend throughout our lives. We will miss him greatly. May his memories be for a blessing! Laurence Bergman

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**Laurence Bergman** - March 13 at 02:15 PM

EE

Our deepest condolences to Patty & family! Brad was still so young but certainly made the most of each & every day in life. I knew Brad since high school years, the neighborhood and worked with him and his Dad through DuPont dealing with Investment Recovery. Always, intense and then lots of laughter. So very sorry for your loss.💕💕

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**Elaine & Larry Elliott** - March 14 at 09:11 AM

AW

On behalf of Wolfe family, please accept our most deepest condolences to Patty, Josh/Caroline, Michelle/Tyler, and entire Aronson family.

Brad's memory will certainly be a blessing to all who knew him.

“Zichrono livracha -Min hashamayim tenuhamu”

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**Alison M. Wolfe** - March 14 at 09:52 PM

KB

*Sorry to hear of Your Loss. My Sympathy to all your Family.  
Sincerely,  
Katherine Brown*

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**Katherine Brown** - March 17 at 09:10 AM