



Jose "Ed" Eduardo Cantu

JAN 1, 2021



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Table of Contents

Obituary	Page 3
Tribute Wall	Page 6



Jose "Ed" Eduardo Cantu

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Jose "Ed" Cantú, 59, a man much loved and liked by so many passed away Saturday, June 26, 2021. He was a loving husband and father, who adored his entire family.

Those who knew Ed well knew he rarely would sit back and wait for things to happen. He wasn't afraid to take a risk – and most likely get what he wanted. That included his wife. On the first date he asked Yvonne to marry him, she accepted and thirty-five years later they were still in love. He had promised her that life with him would never be dull, and it never was. They were each other's best friend and shared hobbies that brought them even closer. They both began playing soccer at a young age and eventually had a recreational team of their own and competed in tournaments together. They both loved sports and went to many pro-football, baseball, and basketball games as a couple and family. The two events that topped his list was going to the World Cup in Detroit in 1994 and having front row seats behind the bench at a Dallas Cowboys football game.

Ed was close with his aunts, uncles, grandparents, and anyone remotely related, no matter how many times removed, was a cousin. Many a friend became "like family". He deeply loved his siblings and most of all his mother and father. There was nothing he wouldn't do for them.

Ed was an avid angler, fishing every opportunity he could find. Soon, he got Yvonne involved and they would go on guided trips wherever they could, having the time of their lives on the water. He loved being on the water, it brought him peace. His favorite watering hole was Key West; however, Galveston Bay was just fine. At a moment's notice he was ready with rod, reel, and bait in hand for a trip. Ed especially treasured the trips that he shared with his brother and uncles.

Ed had quite an academic career. He attended Texas Christian College, on a scholarship, where he majored in voice and music. Life at TCU wasn't enough. Ed felt a stronger calling and enlisted in the United States Marine Corps. After boot camp, his specialty was being a journalist, both in the States and abroad while stationed in Okinawa, Japan. With an honorable discharge, he returned to the Rio Grande Valley and graduated from Pan American University in 1988 with a degree in Political Science.



Obituary

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Throughout his time at Pan Am, Ed's "can do" attitude rewarded him well with summer scholarships to various universities. He was selected to attend Harvard University one summer for a special program which in turn garnered him the offer to remain a student there on scholarship. Ed declined. He felt his roots were in Texas.

Ed's diligence academically won him one of the first Barbara Jordan Scholar awards. He attended Lyndon Baines Johnson School for Public Affairs at the University of Texas at Austin on a two-year scholarship to accomplish a master's degree in public policy. Ed was snapped up quickly after that and began working for the Texas Department of Agriculture. He maintained state statistics and data on the effects of pesticides on workers. This launched him into a career of strategy and planning in advertising.

At first Ed was recruited by small companies to study their data and plan strategies to grow their business. In 1995, he moved his family to San Antonio. Ed went to work for Sosa, Bromley and Aguilar agency focusing on Hispanic advertising. He stayed there until a head-hunter lured him to Chicago in 1998 to work for Leo Burnett. Soon, the Ogilvy agency came knocking on his door and made him an offer he could not refuse. While living in Chicago life was filled with fun and the discovery of museums, shows, sports and, of course, snow. He was a Texan at heart, though. Ed, Yvonne, and Victoria had become homesick for family – and TexMex food.

In 2003, the family moved back to Texas. Ed went to work for LatinWorks. Work was intense, but the family was happy to be back to the Lone Star State. His work ethic and success lead him to Houston to Lopez-Negrete. While there, Ed was paired with the client Recreational Boating and Fishing Foundation. He had other clients, however RBFF was special. They called for bi-annual director's meetings in places like Miami, Disney World and LA, and there was the bonus of occasional fishing.

In attending to all his clients' needs, Ed raked up so many flying miles, one year he earned a companion pass. For one year, Yvonne and their toy schnauzer Dexter could fly with him for free! It made him incredibly happy to "come home" to his wife and pup each evening. Even if it was a hotel room.

Ed worked at a pace that would exhaust most. All the while, he would take the time to share his passion of his career with up-and-coming planners and strategists. He mentored, advised, and guided people that he kept in contact with until his passing. He was happy to be a reference or put someone in touch with an opportunity.



Obituary

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People tended to love Ed's spirit, energy, and well-known humor. He was always quick witted, on the spot with a funny story or joke. He could entertain a couple of co-workers to a roomful of people in Washington D.C. He gave his respect and his attention to the everyday person and to the Secretary of the Interior equally. To Ed, everyone mattered. He will be greatly missed by all who knew and loved him.

Left to cherish Ed's memory are his mother, Yvonne Chapa and husband, Leonardo; loving wife, Yvonne Cantu; daughter Victoria Marie Cantu; brother Dr. Ramon O. Cantu and wife, Danette; sisters Veronica Yvette Mandes and husband, Reinaldo, Aissa Yvonne Fletcher and husband, Daniel, and a host of other family and friends. Ed is preceded in death by his father Jose Eduardo Cantu Sr. and sister Cynthia Celine Cantu.



Tribute Wall

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RG

Roberto Gerdes posted:

I had the pleasure of working with Ed on a couple of projects back in the Latin Works days. He was a consummate professional, a gentleman and fun to work with. Rest in Peace amigo!

July 11 at 7:00 PM

DC

Diana Cavazos posted:

Eddie as we knew him back in our High school years at EHS was the light of our choir group. He was funny, sensitive, and definitely smart. He definitely became successful and well deserved. My heart goes out to his wife and daughter as well as the rest of the family. My deepest condolences and I pray that the Lord gives all of his loved ones the peace and fortitude as you journey thru painful loss. Rest in Peace Eddie.

July 6 at 7:00 PM

ER

Erica posted:

May u rest in power. An amazing man that is now with our Heavenly Father. Thanks for every moment in this lifetime w us all. Your impact remains forever. Love u Ed!

July 5 at 7:00 PM

JM

J. Moncada posted:

Yvonne & Victoria: I will always remember the years Ed and I worked together in Austin and in san Antonio. He and I butted heads sometimes, but we always stayed friends and ended up laughing together or crying together. he was such a great person, your ed. A good soul. he often spoke about the two of you and beamed brightly when he did so. he was never one for a loss of words or laughs. oh, and that devious little smile of his -- his trademark. We'll all miss him and we're better humans because of ed. may he watch over you and protect you. much love, -j. and Lorena Moncada-

July 5 at 7:00 PM



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Jo Yvonne Villarreal posted:

Eddie was a "light" in the world that made a difference to so many, and to me. I have great memories of Eddie's smile, wit, singing voice, determination, will to live, and dedication to his family. I met Eddie in high school and he was always a true friend and loyal to his friends. I can still hear him laughing, and carrying on. After reading his "life story" it didn't surprise me that Eddie had accomplished so much in his life. I am so grateful to have met him and that he was a "Bobcat" from EHS and that he grew up in Edinburg, Texas and that he lived his dreams. Rest in Peace Eddie-May God Shine his light on you!

July 3 at 7:00 PM



Emily And Paul Benavides posted:

Yvonne, Thinking of you and so sorry for your loss. Love,

July 2 at 7:00 PM



Danielle posted:

From Victoria's Archive

July 2 at 7:00 PM



Wendy Troxell posted:

You don't know me but I was a good friend of Little Eddie's (as we called him) Aunt Lucy. Luz always spoke so highly of her family and especially of her nieces and nephews. When we lived in Brownsville we would often make weekend trips to Edinburg for holidays and family gatherings. I always loved going and being with "family"! Eddie was still in High School at the time. Luz bragged about him all the time. When I met him I understood why. I remember the entire Cantu/Loza family and how much fun we had whether at the beach or in a backyard. Luz has been gone a while now and I still think of her often. I'm so sorry for your loss and will remember Little Eddie most kindly. May God bless all of you. Wendy McLuckie Troxell

July 2 at 7:00 PM



Anonymous posted:

Our heartfelt thoughts and prayers are with you during Ed's sudden passing.

July 1 at 7:00 PM



Tribute Wall

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Danielle posted:

2014 Houston Museum of Fine Art

June 28 at 7:00 PM



Memories only last if you share them

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



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