



# Mark Crafts

SEP 5, 2022



Scan to Visit



FUNERAL HOME, MEMORIAL PARK & CREMATORY

# Table of Contents

<b>Obituary</b> .....	Page 3
<b>Events</b> .....	Page 5
<b>Tribute Wall</b> .....	Page 6
<b>Media</b> .....	Page 7



## Mark Crafts

SEP 5, 2022

**I**t is with overwhelming sadness that we announce that Mark Andrew Crafts lost his truly heroic battle with cancer at the age of 59 on September 5, 2022, with his family by his side.

Mark was born and raised in Smithtown, New York. He was one of the "little boys" - the second youngest of six children. After graduating from St. Anthony's High School in 1981, Mark left Long Island to study at the University of Delaware, home of the Blue Hens. Here, by all reports, he had a fantastic time and made many lifelong friends. He also earned a degree in marketing and after graduation 1985, Mark moved to New York City and began his career in media advertising sales at Lord Geller. Moving to the client side a few years later, Mark joined Ziff Davis and later, the Washington Post. Later, the Post transferred Mark to the West Coast, where he soon met Madelyn, the love of his life, in San Francisco. They married and they built their family, welcoming daughter Natalie. Very simply, Mark adored "his girls" and centered his entire life around them - along with the family's much loved golden retrievers, Taxi and Willow, and their cat, Monkey.

Along the way, Mark also founded a record company, Blue Hen records. Blue Hen never produced a hit record, but it had a great logo and terrific tee shirts which Mark gave to everyone. Mark was also a great lover of rock n' roll in general, and Bruce Springsteen, in particular - and he passed this love along to his daughter, Natalie. Mark's performance as one of the 80,200 back up singers in Giants' Stadium in 1985 can be heard on Bruce Springsteen Live 1975-1985 and was one of his most notable.

All of this, however, pales in comparison to Mark's work with Conquer Cancer during the five years after his diagnosis. Mark organized and rode lead in several fundraising bike races with Team Crafty. (Team Crafty tee shirts now coupled with orange sneakers). He also spoke on the behalf of the organization at Salesforce global meetings (where he now worked), to other groups across the country, and answered phone calls from friends and strangers worldwide dealing with cancer. At chemo sessions and during hospital stays, he never failed to befriend and encourage



## Obituary

**Mark Crafts**

---

fellow cancer patients. Over the course of surgeries, countless procedures, one clinical trial and endless rounds of chemotherapy, Mark's enthusiasm and optimism never flagged and his faith that a cure will be found never wavered. He just kept rollin.

Finally, the Crafts and DaDalt families can not begin to express our gratitude to all the doctors, nurses, clinical researchers and personnel at UCSF and Petaluma Valley Hospital. Your care, your attention, and your love for Mark during his five year battle has made you family to us. We thank you from the bottom of our hearts. And words simply can not express how much we all will miss Mark.


Mark is survived by his wife Madelyn, daughter Natalie, his sister Kathy and brothers Peter, Kevin, and Timothy, sister-in-law Judy Crafts and a large extended family and in-laws spanning the country.


The funeral will be held on Thursday, September 15th, 10:00 am, in Skylawn Funeral Home, Memorial Park & Crematory at San Mateo Northern California.



**Funeral Service**

 **Thursday**, September 15, 2022

 10:00 AM PT

 **Skylawn Funeral Home**  
Route 35 at Highway 92, San Mateo CA 94402





# Tribute Wall

# Mark Crafts



**Page Murray** posted:

Our world is a little less bright, a little less exciting without Mark. I had the opportunity to meet Mark back when he worked at PC Magazine. He had the sheer power to stroll into Apple Computer in 1994 and suggest we advertise in PC Mag. I was the ad guy and I bit. And with that, I fell in love with the magic energy that is Mark Crafts. He could make anyone feel like the absolute center of the universe with a single question. He drew potential upsides from the darkest moments. He found humor everywhere and saw nothing but potential. And throughout it all, he was a beacon of light and hope that beamed from a megawatt smile. Heaven is now well lit. We are all lucky to have known Mark.

June 10 at 2:52 PM



**Karen Scanlon & Family** sent a Medium Dish Garden to the Crafts family.



September 15 at 7:37 AM



**Steve Mannel** shared 2 photos to the **Salesforce Ohana** album.



September 15 at 6:38 AM



**Karen Scanlon** lit a candle in honor of Mark.



September 15 at 6:29 AM



**The Geiger Family** sent a Beautiful in Blue to the Crafts family.



September 15 at 2:13 AM



Steve Mannel shared 2 photos to the **Salesforce Ohana** album.

September 15 at 6:38 AM



Mark in Manhattan



Salesforce Ohana during Cycle for Survival



## **Memories only last if you share them**

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



**Scan to Visit**



FUNERAL HOME, MEMORIAL PARK & CREMATORY