



## Joseph T. Greenwald, Sr.

August 30, 1941 - October 22, 2025

They say the Lord works in mysterious ways-but every now and then, His plan reveals itself with perfect clarity. God needs a PR expert and now he has Joseph T. Greenwald, Sr., the absolute best when it comes to hard work, advertising, and public relations.

Joseph T. Greenwald, Sr. 84, of Limerick, PA passed away peacefully on October 22, 2025.

Born August 30, 1941, in Kensington, PA, he was the devoted son of the late Thomas and Catherine Greenwald.

Joseph was a 1959 graduate of West Catholic High School where he lettered in soccer. After graduating High School, Joseph worked in the Advertising Department at Food Fair where he met his beautiful bride to be, Barbara (Mitros). They were married in 1963 and together they enjoyed 62 years of matrimony. Joseph also served in the U.S. Army Reserve shortly thereafter for 7 years. It was during these years that his career in advertising and public relations also blossomed. He worked for several firms before starting his own agency in the late 1970's. His firm rose to a top 15 agency in Philadelphia and he enjoyed a long and illustrious career. He was a respected employer, teacher and mentor to many. He was a dedicated professional and loved his work.

Beyond a spectacular career, Joseph was a loving son, husband, father, grandfather, brother and uncle to his family. Joseph loved his family and always had a joke or great wisdom ready, and he enjoyed his time on the golf course. He made everyone smile and always made his company feel like they were very important, always leaving a lasting impression. There was nothing Joseph loved more than his beloved wife, Barbara. She was his constant companion and the love of his life. Friends and family gushed that they were the cutest couple they ever encountered.

Joseph is survived by his wife Barbara and their children; Joseph Jr. and his companion Andreia, James and Barbara-Anne and her husband Eric Mansfield. Additionally, there are 6 Grandkids Joseph III (spouse Steph) Ben, Robert (spouse Mattie), Cailey, John and Michael. Joseph was also one of 6 children so he has a multitude of nieces and nephews whom he loved very much, as he did with his entire family. His beloved siblings Jack Foehl, Kate Becker (Foehl), Edward Foehl, Thomas Greenwald and Andy Greenwald preceded him in death.

Relatives and friends are invited to attend his funeral service at St. Teresa of Calcutta, 256 Swamp Pike, Schwenksville, PA 19473 on Monday October 27, 2025, at 11AM. Burial will follow in the Fernwood Cemetery, Royersford, PA. Friends will be received from 10:00 AM-11:00 AM at St. Teresa of Calcutta. Memorial contributions may be made to St. Mary's Shelter of Phoenixville, <http://stmarysfs.org/donate/>. Arrangements are being handled by the Cattermole - Klotzbach Funeral Home. Condolences may be offered online at [www.RoyersfordFuneralHome.com](http://www.RoyersfordFuneralHome.com).

# Cemetery Details

## Fernwood Cemetery

988 S. Township Line Road  
Royersford, PA 19468

# Previous Events

## Public Viewing

OCT **27**. 10:00 AM - 11:00 AM (ET)

St. Teresa of Calcutta  
256 Swamp Pike  
Schwenksville, PA 19473

## Mass

OCT **27**. 11:00 AM - 12:00 PM (ET)

St. Teresa of Calcutta  
256 Swamp Pike  
Schwenksville, PA 19473

# Tribute Wall



“ *Campbell-Ennis-Klotzbach Funeral Home created a Tribute Video in memory of Joseph T. Greenwald, Sr.* ”



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**Campbell-Ennis-Klotzbach Funeral Home** - October 24, 2025 at 08:04 AM

JF

“ This is pretty much what I offered with a toast for Joe yesterday. Love you, Joe!

*One of the things I think about when I remember Joe, my Uncle Joe, is his hair. One word that comes to me is “dashing.” The crisp part and sweep of his hair had the look of someone sharp, a man of style and poise. The suits! The shine on the shoes! There was just something about Joe. He walked into a room and connected. Even when I was little, Joe would make a point to seek me out. He’d grab my hand, sort of pin me with a warm, direct gaze, and ask, “How are you doing, Jack?” I mean, everybody asks that kind of thing, and you smile and say, “Great, how are you?” But Joe would say, “No, how ARE you? What are you doing?” And I’d tell him.*

*Joe was the first of the brothers who went to college, and really, it was because of him that I began to look at colleges. He always wanted to know what I was striving for. This made sense because Joe was always striving for excellence. I never played golf the way Joe and his brothers did. (By the way, Joe is the last of the brothers, my last uncle.) But early on, ping pong was king. The basement in his parents’ little row house in Kensington, huge tournaments, and Joe always there till the end, Barbara calling down for him, telling him that it was time to go. When they visited us in East Norriton (Joe & Barb lived on the other end of Penn Square Village, my dad first moving there from the city), we’d do the same thing, but I remember his tenacity in all things. There were these games of Risk. One game, I’m dominating the world with my pieces, but Joe kept coming at it, roll after roll, and he wouldn’t concede the game! He just never would concede, the joy of victory doesn’t match the joy of just competing!. Joe taught me something about tenacity, about the courage of staying in there.*

*Joe was the consummate professional. We all know he was one of those sleek ad Mad Men guys. He knew the restaurants, knew the cocktails. In the day, he and Barb would travel, and he had a beautiful portable case that had all the fixings for martinis. He lived*

*the life with intensity, passion, and power.*

*But if you think that's what defined Joe, that that's what's at the heart of things, you'd be wrong. At the heart of things for Joe, I KNOW this, because I FELT it, was LOVE. Joe was a family man. He had an incredibly big heart. I've not been around nearly enough in recent times, and at times like this, I regret that, but it was always clear to me that he was full of love; his family (our family) is full of love, and because of that, he was surrounded by love. Barbara, I know that you were HOME for Joe, his touchstone.*

*I know about this love in a deep way because he'd tell me! He'd always say something about Joey and Jimmy and Barbara Ann, and when Joe and Jim had kids, he'd talk about them too. He was a storyteller, but the stories always, always lifted you up, made you feel good and proud and exuberant about life.*

*I was always grateful to Joe because he loved my dad, Jack, his older brother. He admired my dad, and although Jack was on the quiet and humble side, Joe would tell me about him and how much he looked up to him. Jack took Joe to one of the best men's shops in Philly when he started out. "Dress like Cagney, like Bogart." There were so many stories like that. But the main thing was how Joe's admiration of my Dad augmented my admiration, how his exuberant love led me to feel a love that was FAMILY love. He was reflecting in some pure essence and directness something we all feel for each other, but something that's so rarely immediately and fully expressed. That's something that Joe did for us all.*

*A toast to Joe ...*

*With deep appreciation and love,  
Jack Foehl*

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**Jack Foehl** - October 28, 2025 at 09:41 AM

JG

“ *The best Dad, husband, grandfather and uncle ever. He was greatly loved by all. My best friend, mentor and teacher. He always had a joke ready, and i am proud to be his son. We miss you terribly already. Rest in peace and your love and legacy will be with us always. Love you Dad!*

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**Jim Greenwald** - October 23, 2025 at 03:57 PM