



Andy Asercion

November 26, 1928 - September 8, 2012

Andy passed away peacefully on September 8th, after bravely battling his illness. Andy was born in San Diego, CA, and spent his childhood in the Philippines during World War II. He experienced the harsh realities of war first hand, as his family courageously hid ammunition for the U.S. armed forces.

Andy and his family returned to California, where he graduated from Berkeley High School. He joined the Marine Corps and became a sergeant, where he worked on fighter planes during the Korean War. Andy graduated from the California College of the Arts and subsequently he freelanced as a commercial artist in San Francisco.

Andy moved to Reno and became the art director for Harrah's. One of his early assignments was to design the Harrah's float for Nevada's centennial parade. The float was an elaborate design with 250,000 flowers, showgirls and a band. It won first place. After leaving Harrah's, Andy was a partner at Evans, Rose, Asercion & Bardwell, and Graphics ASAP. Some of his clients included Porsche, Peppermill and Saint Mary's. He also designed posters for the Reno Air Races.

Andy was also talented at carpentry and gardening. He had a passion for football, as he enjoyed attending Wolf Pack games and following the Oakland Raiders.

Andy was a devoted husband and father. He was known as a very kind man, and will be greatly missed by his family and friends.

Andy is preceded in death by Barbara, his loving wife of 48 years; his parents, Anselmo and Paz; brother Arnie, and sister Bessie.

Andy is survived by his daughter Alicia; his sisters-in-law and brothers-in-law, Nieves, Cecelia, Anita, Dianna, Terry, Skip and Neil; his nephews and nieces, Roy, Allie, Jay, Joanne, Jo, Nancy, Marc and Lisa; his great nieces and nephews, Ari, Anthony, Kellen, Connor, Zachary, Xander and Hailey, and also his beloved dog Rocky, given by family friends, Joni and Jeff.

Tribute Wall



“ *Andy Asercion*

November 04, 2023 at 08:25 PM



“ *Andy Asercion*

November 01, 2023 at 12:58 PM



“ *Andy was the best! I worked with Andy when I was in advertising at the Peppermill Hotel Casino for about 5 years in the early 1980's. When I went to see Andy at his office, he was always smiling and made my job seem fun. There was a lot of pressure, but Andy handled it all with grace. He was the consummate professional and very talented. He taught me so much. He was close to my parent's age yet he treated me with respect. Andy was a kind and creative soul. RIP.*

Connie Andrews - September 12, 2017 at 12:00 AM

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“ *It is with great regrets and sadness that Andy has left us. He was and still is a great friend and I regret not being closer to Andy in the last few years.*

Andy hired me just before the in-house art department at Harrah's became the agency of record for all of Harrah's advertising. I continued at Harrah's and later became Senior Art Director in the Harrah's Ad agency that Andy helped create.

Andy's talents will be missed and his kindness will still be felt by the people he touched. I would have not of had the success that I had in my career with out knowing Andy. His contributions to life will live on in our Hearts and memory.

Bob and Jan Hedicke

Bob and Jan Hedicke - September 30, 2012 at 12:00 AM