



Howard M. Busch

May 17, 1945 - May 10, 2026

EAST BRUNSWICK – HOWARD M. BUSCH passed away on Sunday, May 10, 2026, at Fox Trail Memory Care Living in South River. He was 80 years old.

Born in New Brunswick to Abraham and Sally (née Nelson) Busch, he lived in New Brunswick, NJ before moving to and residing in East Brunswick for 54 years.

Howard was the proud owner and operator of Performance Associates in South River, NJ for 60 years.

He was an avid softball and baseball player and die-hard Mets fan who relished in both his daughters love and mastery of the sport of Softball. He rarely missed a game or tournament and took every opportunity to boast of their accomplishments on the field and off. He was proud to still be “in the game” late in his 70’s playing with men who were much younger. Howard also loved to dance, often the last man standing showing off his moves and pipes on the dance floor. He loved reminiscing and telling stories of his youth, including the mischief he got into with his brother, Marvin Busch and his cousins in New Brunswick, NJ. He was a dog-loving foodie that never tired of watching old Westerns or a good soak in the hot tub.

Howard is predeceased by his brother, Marvin Busch and sister-in-law, Ferna Busch.

Surviving Howard are his wife of 53 years, Caryl Busch (née Hanauer Miller) of East Brunswick; his daughter, Chera Busch of East Brunswick, NJ; daughter and son-in-law, Marissa and Frank Sottile; his beloved grandchildren, Nathan, Bradley and Olivia Sottile of East Brunswick, NJ; and his nephews, Lance Busch, Scott Busch and his wife, Cindy Busch. He is survived by many cousins and friends in the NJ area and will be missed dearly by those who knew and loved him.

A chapel service will be held on Wednesday, May 13, 2026 at 11:45am, at MOUNT SINAI MEMORIAL CHAPELS, 454 Cranbury Road, East Brunswick, NJ. Interment will follow at Elmwood Cemetery, North Brunswick. For directions, please view our “Events” listed below.

In lieu of flowers, donations in Howard’s memory may be made to Sammys Hope Animal Welfare & Adoption Center in Sayreville, NJ. <https://www.sammyshope.org/>