

1 ORAL HISTORY OF: Stuart Hertzberg  
2 INTERVIEWED BY: Charlotte Dubin  
3 DATE OF INTERVIEW: Thursday, September 23, 2004  
4 LOCATION OF INTERVIEW: Jewish Federation  
5 SUBJECT MATTER: Personal and Jewish community  
6 history

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8 MS. DUBIN: I'm Charlotte Dubin. I'm conducting an  
9 oral history interview with Stuart Hertzberg for the Leonard  
10 M. Simons Jewish Community Archives at the Max M. Fisher  
11 Federation Building on September 23rd, 2004.

12 Mr. Hertzberg, do we have your permission to use  
13 your words and thoughts in the future for educational and  
14 historical research and documentation?

15 MR. HERTZBERG: You certainly do.

16 MS. DUBIN: Thank you. From the beginning, where  
17 and when were you born?

18 MR. HERTZBERG: I was born on November 24th, 1926,  
19 in the city of Detroit.

20 MS. DUBIN: And who were your parents?

21 MR. HERTZBERG: Both my parents are deceased. My  
22 mother was Rae or Rachel Hertzberg. Her maiden name was  
23 Horowitz. My father was Barnett Hertzberg, and he went by the  
24 name of Barney.

25 MS. DUBIN: Where were they from? Can you tell us a

1 little about their beginnings here in Detroit?

2           **MR. HERTZBERG:** My mother was from the Ukraine. I'm  
3 not sure what town but I know it was the Ukraine. She came  
4 over when she was five years of age. She led me to believe,  
5 which was typical of people in those days, that she was born  
6 in the United States, so all the way through the 12th grade I  
7 had represented my mother was born in the United States. When  
8 I was going into service in the Second World War, she was  
9 afraid somebody was going to deport her or something, and for  
10 the first time she told me she was born in Ukraine.

11           My father was born in England. His parents came  
12 from Latvia.

13           **MS. DUBIN:** Did you ever have any connection with  
14 your grandparents?

15           **MR. HERTZBERG:** Yes. My mother's parents were both  
16 alive during my childhood. I think I was probably about eight  
17 years or nine years of age when my mother's father died, and I  
18 was in my late teens when my mother's mother died. She was  
19 one of my favorites. My dad's father I never met. I know  
20 very little about him. His mother lived to 105 years of age.  
21 So there's quite a bit of longevity there.

22           **MS. DUBIN:** Just some memories of your grandmother.

23           **MR. HERTZBERG:** My mother's mother, I used to see  
24 her every Saturday morning because all the kids would go over  
25 to Shaarey Zedek, stand on the steps, and then usually they'd

1 let us in to go upstairs during part of the service there.  
2 Then I'd go over to my grandmother's house, who lived on  
3 Rochester in Detroit, and I'd have lunch. She always said to  
4 me, "Stuart, darling, you're sweet like sugar." It's a saying  
5 I'll never forget. She was quite a gal.

6 My dad's mother lived in the East, and I really I  
7 think met her for the first time when she was probably in her  
8 seventies, 70, 75 years of age. I think I went in once on my  
9 honeymoon in New York and met my grandmother. But I didn't  
10 see her for quite some time until she moved to Detroit and  
11 began to live with my father until she died.

12 **MS. DUBIN:** What was your home like?

13 **MR. HERTZBERG:** A very close family. Of course the  
14 Second World War intervened during my childhood, and my dad  
15 worked as the superintendent/manager and then general manager  
16 of what was then Guardian Glass Company, and they were  
17 supplying glass to the defense industry. He was not around,  
18 as most fathers were not in those days, who were working in  
19 the defense industries. So I saw mostly my mother, who I was  
20 quite close to.

21 **MS. DUBIN:** Do you have siblings?

22 **MR. HERTZBERG:** I have a brother and a sister, and  
23 my sister and I were very close when we were growing up  
24 together. My brother left at 18 years of age to go into  
25 service in the Second World War. I was 14 at that time. So

1 we didn't have contact for four or five years there. But  
2 there was a close sibling relationship.

3 **MS. DUBIN:** Was there a Jewish influence in your  
4 home?

5 **MR. HERTZBERG:** Well, my mother and dad spoke  
6 Yiddish when they didn't want me to understand them. They  
7 attended services. We joined Temple Beth El, and I used to  
8 accompany them to Temple Beth El. And there was the Friday  
9 night Shabbat dinner, but sometimes instead of chicken, the  
10 Shabbat dinner was delicatessen. But that was about it.

11 I think most Jews in those days were really  
12 assimilating, and my mother and father were, the best I can  
13 recall, really not active in any of the Jewish agencies or  
14 organizations, but they did identify as Jews. And I certainly  
15 knew that I was Jewish, et cetera, and there was no question  
16 about that, that all the children knew that.

17 **MS. DUBIN:** Did they send you to Hebrew school?

18 **MR. HERTZBERG:** Yes. I went to Hebrew school and  
19 Rabbi Lawton was the main teacher during those days, and he  
20 was above a store on Tuxedo and Linwood in the city of  
21 Detroit, and he was quite a character and so was I. He  
22 finally threw me out of class. But that was typical for me  
23 because I think from the first grade all the way through the  
24 twelfth grade I was thrown out of class every year, and my  
25 parents had to come back and get me back into class. So it

1 was a pattern in those days, unfortunately. So as a result my  
2 bar mitzvah was delayed until I was an adult.

3 **MS. DUBIN:** Let's hear more about that. What made  
4 them throw you out of class?

5 **MR. HERTZBERG:** I was an actor in class, and I would  
6 disrupt the class. Scholastically I always did very well, and  
7 that puzzled them. They could never understand that. But  
8 there was so much disruption in the class they had to send me  
9 home. I was always scared of my father, so that when my  
10 father had to come to class, I knew I was in trouble, and that  
11 would straighten me out for the rest of the year. But at the  
12 same time, it was a pattern that carried on all the way  
13 through school.

14 **MS. DUBIN:** What did you do for fun after school?

15 **MR. HERTZBERG:** Played sports. We were over in that  
16 complex of Central High School, Durfee Intermediate and  
17 Roosevelt, and they had incredible playgrounds over there. In  
18 those days you had multiple housing, two flats and four flats  
19 and apartment buildings, so there was just tons of kids in the  
20 area to play with. It was about three blocks away and we'd  
21 head over there and we'd play sports.

22 I was also, as a kid, a member of the Habonim and  
23 the Hashamir Hatzair, Jewish boy scouts, so that was a little  
24 sideline. Here I was, a member of those organizations, and  
25 I'd never had a bar mitzvah at that time. But I was

1 interested and enjoyed it.

2 **MS. DUBIN:** Those organizations are Israel oriented.  
3 What impact was Israel having on your life?

4 **MR. HERTZBERG:** Not very much at that time. I guess  
5 it was socializing with the other kids and enjoying what we  
6 were doing and being a Jewish boy scout that I found  
7 attractive.

8 Israel had a tremendous impact on my life, and which  
9 I guess we'll get to later, when I went over there in 1967,  
10 right after the Six Day War.

11 **MS. DUBIN:** Who were your friends?

12 **MR. HERTZBERG:** Most of them unfortunately are  
13 deceased. Closest friends were Ron Stone, who was in the  
14 advertising business who recently died. Herbert Silman and  
15 Jerry Rowan. We were all close together. Most of my friends  
16 carried right over from high school into the adult world and  
17 we were very close.

18 **MS. DUBIN:** Tell us a little bit about high school.

19 **MR. HERTZBERG:** I was active in sports. I lettered  
20 in swimming and in track. Then, because of my troubles in the  
21 school, I was ineligible, not that I wasn't passing classes,  
22 but because of the way I was carrying on. So as a result they  
23 said I couldn't play on the baseball team and the basketball  
24 team. I was active in the Civics Club.

25 I enjoyed high school, but I had to repeat some of

1 the classes during the summer because I was in trouble all the  
2 time. But we straightened that out when I went to college.  
3 As a matter of fact, I'll never forget, I came back from  
4 service, and I always said that that's the best thing that  
5 could happen to any kid as long as there wasn't a war going  
6 on. Unfortunately there was a war going on. But it  
7 straightened you out pretty fast.

8 I came back and I told my mother I wanted to go to  
9 college and I want to go to the University of Michigan, and  
10 she couldn't believe either one of them.

11 But going back, I enjoyed high school. I liked the  
12 social life, and I did very well in many of the scholastic  
13 subjects. The subjects I didn't do so well on I just didn't  
14 go to class.

15 **MS. DUBIN:** Tell us about your war experience. You  
16 were 19 when you went into the army, right out of high school?

17 **MR. HERTZBERG:** I was 18. I was 18 and perhaps  
18 three months, two or three months. The war was still on. I  
19 went into basic training down in Texas and I was in the  
20 infantry. They shipped us over. While I was on the shipboard  
21 going over to the Pacific, the atomic bomb had been dropped.  
22 When we landed, I guess we landed before the war was over, but  
23 I was in occupation then for a period of almost two years in  
24 the Philippines.

25 **MS. DUBIN:** What was that like?

1           **MR. HERTZBERG:** Again, I enjoyed it very much. The  
2 war was over. I was first in charge of the athletics and  
3 recreation and played basketball and other sports over there  
4 with the headquarters team. Then I became editor of the unit  
5 newspaper for the Highway Transport Service, which won a  
6 commendation, an award, over there as one of the best  
7 newspapers. I ended up then as the chief clerk of the  
8 athletics and recreation division, and I was a staff sergeant.  
9 I really enjoyed the experience, meeting the people, new  
10 culture, a different kind of a culture. Many of my friends  
11 hated it, couldn't wait until they got back. I enjoyed it  
12 very much. And it really straightened me out I can tell you.

13           **MS. DUBIN:** How did it do that?

14           **MR. HERTZBERG:** I made up my mind that I was going  
15 to straighten out my life. I was by this time 19 years of  
16 age. I knew I was going to be getting out within a year, and  
17 decided that I wanted to go to college. I didn't have the  
18 slightest idea what I wanted to do, but I wanted to go to  
19 college and I wrote my mother and father that, and they were  
20 delighted to hear that.

21           I came back in 1946 I believe it was and started in  
22 '47, and I did not monkey around at all in college. I enjoyed  
23 college, but I paid attention to what I was doing, paid  
24 attention to my studies. Discipline was not a problem. And  
25 as I said before, if we could only draft these kids into the



1 service for a year with no war going on, it would be the best  
2 thing for them. It was for me anyway.

3 **MS. DUBIN:** You were on the GI bill?

4 **MR. HERTZBERG:** Yes. I was on the GI bill all the  
5 way through law school, which was a great help.

6 **MS. DUBIN:** You were at the University of Michigan.  
7 How did you decide to go into law?

8 **MR. HERTZBERG:** I really don't know. I was  
9 fascinated with politics at that time, and I noticed that many  
10 of the kids on campus who were active in politics were in the  
11 law school. I was fairly articulate and interested in  
12 political science and other courses like that that led me to  
13 think that perhaps law is something I would enjoy. There were  
14 no lawyers in my family. My three kids are all lawyers now,  
15 but there were no lawyers in my family, so there was no  
16 precedent. I just decided that I wanted to go to law school.  
17 My parents were very surprised to hear that but delighted.

18 I was an honorary graduate. I graduated with a  
19 juris doctor with distinction. That was the start of my  
20 career, 50 years in the practice of law.

21 **MS. DUBIN:** Did you have any influences on you, any  
22 mentors, anyone who helped you shape your life?

23 **MR. HERTZBERG:** Well, mentors really came at the  
24 time that I got active in the Jewish community. I had been  
25 extremely active in politics and Avern Cohn and Mike Zeltzer,

1 who were both presidents of the Jewish Federation at one time  
2 or another, worked under me in the area of finance. I was the  
3 treasurer of the Democratic Party for years before I became  
4 national committeeman, and I was the finance chair. We were  
5 extremely close, and they kept insisting that I had to get  
6 involved in the Jewish community. So they were my mentors in  
7 that particular vein.

8 **MS. DUBIN:** Step back for a moment. You mentioned  
9 you went through University of Michigan on the GI bill. You  
10 also, I believe, along the way were married.

11 **MR. HERTZBERG:** Yes. We got married when my wife  
12 was 18, which was fairly common in those days. I went through  
13 summer school the first year in law school. I got through law  
14 school in two-and-a-half years. She spent the next two-and-a-  
15 half years with me in Ann Arbor. Lots of good times.  
16 Struggles but lots of good times.

17 Her father was in the supermarket business so we had  
18 food. We had the GI bill. My dad sent a little bit of money  
19 up there. And Marilyn worked in Ann Arbor in various  
20 capacities while I was going through law school. So it was a  
21 joyful experience up there.

22 **MS. DUBIN:** And when you graduated, tell me about  
23 the paths you were taking.

24 **MR. HERTZBERG:** Well, I did extremely well in law  
25 school. I first was interested in taxation. I got an A in

1 that particular class. The professor was very close to me,  
2 Professor L. Hart Wright. He suggested that I go to  
3 Washington and I discussed the possibilities of becoming a  
4 clerk for Justice Rice of the Tax Court. Marilyn was only 19,  
5 20 at the time, and decided that she didn't want to leave  
6 Detroit; that's where her parents were. And I had to make a  
7 decision where I wanted to go.

8 Professor Wright also taught bankruptcy and I did  
9 very well in that course, and I was very fascinated with that  
10 course. So I went to see Ben Jaffe, who was the number one  
11 bankruptcy lawyer in the state of Michigan, at Weiss, Wasser,  
12 Jaffe & Radner, and decided I wanted to become a bankruptcy  
13 lawyer. I interned with them for about a year and then I went  
14 out on my own.

15 **MS. DUBIN:** As a bankruptcy lawyer, you've become  
16 nationally known. Are there any particular cases that you can  
17 recall?

18 **MR. HERTZBERG:** Many. I eventually represented the  
19 National Food Manufacturers and the National Health and Beauty  
20 Aid people, and as a result I was in every major food and drug  
21 store reorganization around the country, and where they were  
22 the largest creditors I was in other types of cases. But my  
23 entre was through this group. And I represented mostly  
24 creditors committees, although I did do some debtor work.

25 I was involved in the Wickes reorganization in

1 California, which in 1982 to '84 was the largest bankruptcy  
2 that had ever been filed in the country, and I represented the  
3 creditors committee. And then I was in major reorganizations  
4 like the Revco Drug Stores, the Pharmor Drug Stores. There  
5 were just so many of them. Wilson Foods. I could go on and  
6 on. Any major reorganization over a 20-year period, 25-year  
7 period that had been filed in the United States, I represented  
8 the food group. That was the beauty aid group there. So I,  
9 as a result, became counsel for the creditors committee and  
10 developed a national reputation in that area.

11 **MS. DUBIN:** What qualities does it take to be a  
12 bankruptcy lawyer?

13 **MR. HERTZBERG:** Well, if you represented creditors  
14 committees like I did the overwhelming percentage of that  
15 period, you had to be able to, although you were not chairman  
16 of the committee, you had to be able to control the activities  
17 of the committee. My experience in politics I think was very  
18 helpful in that area because there were many disputes that  
19 took place within the committee. Among the members themselves  
20 there were many disputes that took place between the committee  
21 members and the representatives of the debtor. We were  
22 adversarial all the time. So you had to know how to  
23 negotiate, you had to know how to maneuver, you had to be  
24 fairly articulate. In the early stages I did a lot of court  
25 work, and I think I did fairly well in that area.

1           In the last two or three years -- I practiced for 50  
2 years -- I wasn't going into court anymore. You had to know  
3 how to relate to people. It was extremely important, and I  
4 think that my experience in politics was tremendously  
5 beneficial in that area.

6           **MS. DUBIN:** Tell us about your experience in  
7 politics.

8           **MR. HERTZBERG:** I decided to go to a meeting in  
9 1954. I had never been in politics before. I was about 28  
10 years of age at that time. I attended a district meeting, and  
11 they made me a delegate to the state convention. They thought  
12 I was a comer. I went to a caucus, and I started to raise  
13 hell. The first thing they told me was shut up, sit down, and  
14 vote right. That was my first experience in politics. And I  
15 said, well, they can't say that to me. Somebody said,  
16 "Stuart, shut up, sit down, and vote right." That started my  
17 career.

18           I ran the lieutenant governor's campaign for John  
19 Swainson. I was his finance chair in his gubernatorial  
20 campaign. I became the finance director of the Democratic  
21 Party and then the treasurer of the party, and then I was the  
22 Democratic National Committee man for about five, six years,  
23 representing Michigan in the national committee.

24           I attended as a delegate-at-large six national  
25 conventions, starting with the Kennedy convention in 1960 and

1 ending with the convention in 1980. I was also the chair of  
2 the Carter delegation to the 1980 convention. I was head of  
3 the Presidents Club in Michigan.

4 As a result of my activities on a national level, my  
5 wife and I attended about seven functions at the White House,  
6 formal dinners, luncheons, and things of that nature. So it  
7 was quite an experience.

8 I think was active in politics for about 26, 27  
9 years. It's an experience that I'll never forget.

10 **MS. DUBIN:** How has political life changed?

11 **MR. HERTZBERG:** I think that they democratized the  
12 process so much that it's unwieldy today. Everybody said  
13 after the 1968 convention that we want to let the people make  
14 the selection instead of a combination of conventions, where  
15 the professionals helped select and primaries. We had a  
16 combination back in those days. So every state began to have  
17 presidential primaries. Then everybody started to complain  
18 about the results of the selection process in presidential  
19 primaries because by the first two or three primaries after  
20 New Hampshire and Iowa, it was all over for all practical  
21 purposes. It took a lot out of the process, a lot of thinking  
22 out of the process, a lot of negotiations out of the process,  
23 and I think that we probably on many occasions ended up with  
24 better candidates if it was the combination that we had for  
25 many, many years, which was a series of state conventions

1 selecting delegates and presidential primaries in certain  
2 states, and the combination of the two seemed to mesh together  
3 in a much better selection process.

4 **MS. DUBIN:** Did your activity with Israel and your  
5 interest in Israel ever mesh with your activities in politics?

6 **MR. HERTZBERG:** Well, we set up for the first time a  
7 Jewish caucus at the national level and the National  
8 Committee. Morley Winograd was chairman of the State Central  
9 Committee here in Michigan; he was Jewish. Sam Fishman, who  
10 was the coordinator for the AFL-CIO from the UAW, was Jewish.  
11 Between the three of us, we helped set up a Jewish caucus in  
12 Michigan, and we participated in the Jewish caucus at a  
13 national level. That was about the only contact.

14 **MS. DUBIN:** Well, let's start talking about the  
15 Jewish community then. When did you start getting involved?  
16 You mentioned Avern Cohn earlier.

17 **MR. HERTZBERG:** Well, let me back it up. I went to  
18 Israel the first time in 1967, right after the Six Day War,  
19 and I was absolutely overwhelmed by it. I began to express an  
20 interest and decided that maybe I ought to get active in the  
21 Jewish community, and that's all Avern Cohn and Mike Zeltzer  
22 had to hear. I think I was national committee man or maybe I  
23 was still treasurer of the party, but I was an officer of the  
24 Democratic Party. I asked my wife what did she think. I put  
25 in many, many hours there, many hours in the practice of law,

1 would you object if I got active in the Jewish community? We  
2 talked it over and we decided I ought to go ahead.

3           They set up a luncheon with Bill Avrunen, who was  
4 the executive director of the Federation at that time, and  
5 Alan Schwartz, who was the president, and we had a luncheon  
6 over at the Standard Club that lasted almost two hours. I  
7 decided I wanted to be active in the Federation.

8           One of the questions you sent me in the mail, how I  
9 selected the Jewish Vocational Service. They told me about  
10 the various agencies that were available. They wanted me to  
11 get active. I knew that the Jewish Vocational Service  
12 involved developmentally disabled, and it sounded very  
13 fascinating. It was the best decision I made because it was a  
14 great agency, and with a great director, Al Ascher, at the  
15 time, one of the finest directors that I had ever worked with.  
16 So I went on the Jewish Vocational Service, and that was the  
17 start of my work in the Jewish community.

18           **MS. DUBIN:** You went on to become president of that  
19 agency.

20           **MR. HERTZBERG:** I became president of the Jewish  
21 Vocational Service and served for a period of three years.  
22 Then right after that I became the chair of the Community  
23 Service Division, which included as one of its agencies the  
24 Jewish Vocational Service.

25           Part of that time I was also the chair of the



1 Attorney Section of the Allied Jewish Campaign, so to me I was  
2 getting in head first there. I was really starting to get  
3 active.

4 **MS. DUBIN:** And with Federation you assumed some  
5 titles, I believe. You were on the board of governors.

6 **MR. HERTZBERG:** I was on the board of governors, I  
7 was on the executive committee. I became chairman of the  
8 division that held all the community service division  
9 agencies. Budgeting and Planning, I was chairman of that.  
10 Then I became chairman of the Demographic Committee for the  
11 Federation in 1989 or 1990. That was a tremendous experience.  
12 And I was a vice-president of the Federation for approximately  
13 six years.

14 To carry on, probably the most thrilling and  
15 exciting things I've ever been involved in in Federation is  
16 when Bob Aronson talked me into becoming the chairman of the  
17 Partnership 2000 Committee, and how he had to talk me into it  
18 I don't know because after I got into it, it was just a super  
19 thing to do. I was chairman for almost five years. I guess  
20 they were going to limit it to three years, but it was the  
21 beginning and we were breaking in new people, and so I chaired  
22 the Partnership 2000 for a five-year period.

23 Then after I served for five years as chairman of  
24 the Partnership 2000, which was up in the Galilee in Israel, I  
25 became chairman of the Israel and Overseas Committee and

1 served three years. Today is my last meeting, and I go off.

2 I was many other committees, chairs of many other  
3 committees, but that covers most of my activity.

4 **MS. DUBIN:** Let's go back just a moment. The  
5 Detroit Jewish Demographic Study, what did you find out as the  
6 chairman of that?

7 **MR. HERTZBERG:** Well, that was pretty interesting.  
8 We went in thinking there were 70,000 Jews because that's what  
9 we were told in the last study that had been made 10 or 15  
10 years before that. We figured that we probably had lost a  
11 good number of people, and it was probably down to 50,000 or  
12 60,000. We were shocked when we found out we had 95,000 Jews.  
13 That was the big surprise of that whole study. We found that  
14 they were in Troy and Grosse Pointe and areas that we should  
15 have figured they were there, but we didn't realize they were  
16 there in that number.

17 Some of them were active. There was a Grosse Pointe  
18 club made up of Jews. The Troy group was active. So that was  
19 the population aspect of that study.

20 There were interesting issues that came up during  
21 that study relating to education, intermarriage, different  
22 issues within the community that we then followed up with sub-  
23 committees on after the demographic study had been completed.

24 **MS. DUBIN:** How did Federation address those issues?

25 **MR. HERTZBERG:** They set up committees and moved on

1 almost all of those issues that came up immediately as a  
2 result of that study. They set up sub-committees. The sub-  
3 committees then submitted the issues to an overall committee,  
4 and from there it went to the board with recommendations. So  
5 there was no question that the study was worthwhile and that  
6 we follow through on the study.

7 **MS. DUBIN:** Now it's been over 20 years since that  
8 study. Was there an impact that that demographic study made  
9 on the community that continues to be felt?

10 **MR. HERTZBERG:** Well, I think that in the area of  
11 education there's been tremendous impact because there's been  
12 great emphasis within our community for the last ten years on  
13 education. That was one of the major ones.

14 **MS. DUBIN:** How would you like to see the Jewish  
15 community address those issues now?

16 **MR. HERTZBERG:** Well, I think -- I think they've  
17 done a fairly good job up till now. We have a Jewish high  
18 school. Hillel is extremely strong. The rabbis within the  
19 community have been working well with the Federation. There  
20 is an Alliance for Jewish Education that's working very  
21 strongly in that particular area. To me that is one of the  
22 most important subjects that confronts the Federation, and I  
23 think they jumped on it, and they've stayed on top of it.

24 The main thing is that we have coalesced in the  
25 community where there is a good relationship between the

1 Orthodox, the Conservative, and the Reform, and that certainly  
2 helps within this community.

3 **MS. DUBIN:** I'd like to go back to your experience  
4 on the Israel and Overseas Committee and some of the missions  
5 that you've participated in. There was a mission, I believe,  
6 to Romania that you led.

7 **MR. HERTZBERG:** I represented Detroit. It was the  
8 first allocations mission that had been sponsored by the UJA,  
9 and we went to Romania. My wife accompanied me to Romania and  
10 to Israel, but that wasn't part of Israel and Overseas because  
11 Israel and Overseas Committee only started approximately four  
12 years ago. But that was the first I went on.

13 My wife and I chaired the mission that went over  
14 there in 2001, and I'll never forget that mission. That was  
15 the one where we went over there in September of 2001 to  
16 support our friends in Israel, and we were there one day, and  
17 we were up in the region, and the 9/11 happened, and before we  
18 through they were all supporting us and helping us to get  
19 through over there.

20 I was on the first Miracle Mission, and they've been  
21 great experiences. I think the missions are -- if a person  
22 goes for the first time -- and I know what it was like when I  
23 went in '67 -- it has tremendous impact. And then we had many  
24 first-timers on all the missions that I went on.

25 **MS. DUBIN:** Are there any particular human interest

1 experiences, one-on-one, that you recall?

2           **MR. HERTZBERG:** Well, anecdotal, probably the most  
3 interesting experience is what happened at the 2001 mission,  
4 when we were over there, and we were stunned by what happened  
5 in the United States on September 11th.

6           Other than that, through Partnership 2000 we  
7 developed some very close personal relationships and had  
8 exchanges where ~~we~~ we went to Israel and many of the people  
9 there, the officials and people who were active as volunteers,  
10 came to the United States, and we called those exchanges.  
11 They were very successful and became the backbone of  
12 Partnership 2000, the strength of Partnership 2000. So I have  
13 many friends up there in the Galilee, and as matter of fact  
14 we're having a tenth reunion of members of the Steering  
15 Committee in November, and I'm going over on that reunion, and  
16 I look forward to meeting many of the people that I had worked  
17 with over a period of almost eight years, because I was on  
18 that committee for about three years after I was chairman. So  
19 there were lots of personal relationships we had.

20           I also served on the United Israel Appeal Board,  
21 representing Michigan, and went over to Israel as a delegate  
22 to Jewish Agency meetings, and developed lots of  
23 relationships. I would say that I've probably been to Israel  
24 18, 19 times over the last nine or ten years, and they've all  
25 been a great experience.

1                   **MS. DUBIN:** Do your children share your interest?

2                   **MR. HERTZBERG:** My oldest son was active for a while  
3 on the Attorneys Committee; I think he was co-chair one year.  
4 Whereas they identify as Jews and they attend the synagogues  
5 or temples, they haven't as yet become active.

6                   My son Bob was on the Jewish Vocational Service  
7 Board, was the vice-president of that board, and probably  
8 eventually would have become president, but he became  
9 president just about that time of International Insol, which  
10 was an international organization, and he just couldn't spread  
11 himself that thin. So he did carry on, he got active.

12                   My other children are interested in the community  
13 but did not actually get active in Federation work.

14                   **MS. DUBIN:** Tell me a little more about them and  
15 their families.

16                   **MR. HERTZBERG:** All three of them are attorneys. My  
17 sons Bob and John practice law in the city of Detroit, and my  
18 daughter Kathy practices law in Chicago. Kathy started out at  
19 a teachers college, went from there and got a master's in  
20 social work, and decided she wanted to become a lawyer. That  
21 was enough, and after that she started practicing law. My  
22 other two boys have been involved in the law for various  
23 periods of time. I think Bob has been a lawyer for about 25  
24 years and John has probably been a lawyer now for about 22  
25 years, something to that effect. So they're all actively

1 practicing.

2 I practiced for 50 years, and then retired, and have  
3 found it a great experience, and I hope they're finding it a  
4 good experience.

5 **MS. DUBIN:** Tell us about Marilyn.

6 **MR. HERTZBERG:** Marilyn, she had three children to  
7 bring up. She quit college at the time that we were married.  
8 When the third became old enough to leave with somebody, she  
9 decided to go back to college, and she got her master's in  
10 social work at Wayne State University, and she went to work  
11 for the Jewish Family Service. I believe she was there 25  
12 years. She retired at the same time I did. At the time she  
13 retired she was in charge of many special projects for the  
14 Jewish Family Service, and she felt a great sense of  
15 responsibility and she enjoyed her work.

16 Now that she's a layperson, she's chairman of the  
17 Single Jewish Parent Committee, which is one that she had  
18 staffed when she had worked for the Federation.

19 **MS. DUBIN:** We have a lot of challenges in the  
20 Jewish community today. Do you have any observations about  
21 those?

22 **MR. HERTZBERG:** Well, I did not work on the  
23 campaign. I think one of the major challenges to try to  
24 determine how we maximize the participation in the campaign by  
25 young people today. There are a lot of active young people

1 who are involved in the campaigns and who are substantial  
2 givers. But over all, I don't think the response today has  
3 been as it was when I was a young person, and that is  
4 something that has to be solved. I think it's very important.  
5 I think we've set up some substantial endowments as a result  
6 of the incredible work that Bob Aronson has done over the last  
7 three or four years, and so we're building up an endowment for  
8 the Federation and will be able to supplement some of the  
9 money that we will not raise in the kind of quantities that we  
10 did before.

11 I think it's extremely important to continue the  
12 work that the Alliance for Jewish Education is doing because I  
13 think Jewish education is going to be the life blood of this  
14 community, and keeping the young people within the community.

15 I am personally troubled by the number of inter-  
16 marriages, which is evident from the demographic study that  
17 was just performed on a national level, which confirmed seven  
18 or eight years later what we found in our demographic study  
19 here, a substantial amount of inter-marriages. I find that  
20 troubling.

21 There are a lot of issues within the community, and  
22 I think we're attacking all of them through various  
23 commissions and committees.

24 **MS. DUBIN:** Have you any life's lessons that you  
25 would want to share with your children?



1           **MR. HERTZBERG:** Life lessons. Although it took away  
2 a substantial amount of time that I possibly could have spent  
3 with the family, or probably would have spent with the family,  
4 I think it was very important that I was involved in the  
5 Jewish community. I think it's extremely important that I was  
6 involved in the political arena. It helped me in many, many  
7 areas. There's politics in everything you do, and you learn  
8 how to react, et cetera. I would think that people who are  
9 engaged in business or in professions would have other  
10 alternative things that keep them interested and keep them  
11 busy. I found it very meaningful in my life.

12           Unfortunately -- and I'm sure my wife is probably  
13 going to see this video. Unfortunately, it did take me away  
14 for a period of time from activities that I could have been  
15 carrying on with the family, but I tried to maximize that  
16 relationship with the time that I did have. My children are  
17 active in various enterprises, all my children, which I think  
18 is good.

19           **MS. DUBIN:** Are there any questions that I haven't  
20 asked you, anything that you'd like to mention?

21           **MR. HERTZBERG:** Not really. I can't believe that we  
22 covered the amount of ground that we did in the short time we  
23 had. I think we've covered everything.