



## **ROSENBLUTH FAMILY FOUNDATION**

### **FOUNDER'S STATEMENT**

#### **Gerald "Jerry" Rosenbluth**

As a second generation American of Jewish decent I feel it is my responsibility as well as privilege to foster a sense of philanthropically based values in the generations I now relate to in addition to those that will follow my life span. I come from extremely humble beginnings; in short, my paternal grandfather who pedaled fruit in a push cart on the streets of Brooklyn and my maternal grandmother who operated a delicatessen in the Brownsville section of Brooklyn. Their successes have been an inspiration to me for many years. My paternal grandfather may have started pushing a fruit cart but he then acquired a horse to assist in that task and then a truck, eventually growing into a fruit and vegetable market. My maternal grandmother furthered her stand-alone delicatessen concept by being the originator of the "Deli" sections in supermarkets among which were The Great Atlantic & Pacific Tea Company commonly known as the A & P, then the largest supermarket chain in the country, and Waldbaum's supermarkets. These were hard working, entrepreneurial and ambitious individuals who led the way to establishing roots in their new country. My father didn't speak English when he entered public school since only Yiddish was spoken in the home and neighborhood. He came home after his first day at school and told his father he couldn't understand what they were saying in school. His father responded with "you are in America and we speak English".

My parents entered young adulthood in an unfortunate era of extreme anti-Semitic sentiments. Their marriage in 1932 presented challenges to social and economic survival much less assimilating into a middle class society. After marriage they could not find jobs in large part due to the anti-Semitic sentiment of the day and considered relocating to Israel. My mother, Sylvia Brown Rosenbluth, aka the "Shiksa" passed for a non Jewish person and landed a job at Knickerbockers' Spice Company as a bookkeeper for \$15 per week [her actual first job was plucking chickens at the meat market on Fulton Street in Brooklyn]. My father purchased an old truck and converted it into an Eskimo Pie ice cream truck which he drove until he took and passed the New York City Fire Department Examination and was one of the first if not the first Jewish member of the NYFD. Educationally, my mother attended one semester of high school and my father two years of college studying accounting. My mother continued in her bookkeeping capacities and achieved several positions as comptroller of garment district clothing manufacturers until her retirement from Joseph Love. My mother had a natural acumen for business and later honed her investment prowess through self education which proved fruitful. My father was an impeccable craftsman and had a high degree of mechanical aptitude. After his retirement from the NYFD he returned to school and became an IRS auditor from which he retired as well in 1974. My father was an avid participant in BSA [Boy Scouts of America]. While serving as the Scoutmaster and Explorer Post leader he spent untold weeknights

and weekends honing scouting skills for many generations of scouts including his own sons at meetings and long weekend camping trips. I can honestly say my father provided the skills while my mother strongly encouraged me through threat and coercion to achieve the coveted rank of Eagle Scout, with palms, which I deeply thank both parents for since it has enhanced my life many fold both personally and professionally.

Now comes Gerald "Jerry" Rosenbluth and his brother William "Bill" Rosenbluth born in Brooklyn and raised in Queens, NYC. My favorite sport was handball which I played daily at the courts in Alley Pond Park, I also developed an affection for musical theater and automotive mechanics. I rebuilt my first engine in the 1949 Plymouth hand me down from my father and brother which necessitated me reading my first full book called the Motors Manual. Prior to that time my brother offered assistance with school book reports! My mother would hand me dinner out the back yard window because she observed grease covered conditions and thought it was better to eat in the garage as opposed to her kitchen! My fondest recollections were of rusted bolts and frozen fingers but I did persevere and voila, the car ran to a top speed of 80 mph when I was done. I later attended New York University and Arizona State University where I earned degrees in Industrial Design and Technology. I went on to teach Automotive Technology which was an entrée to Automotive Consulting Services, Inc. where I parlayed my knowledge of mechanics and teaching into the courtroom. My brother was the electronics wizard of 69-37 229<sup>th</sup> Street who built his first self designed radio from old radio parts we scavenged from garbage cans and finally attended the Brooklyn Technical High School and Brooklyn Polytechnic Institute where he earned his degrees in Electrical Engineering. Bill worked as an electrical engineer at Grumman Aircraft and IBM before being encouraged by his little brother to apply his electronic genius to the courtroom through his company, Automotive Systems Analysis, Inc. We prospered and grew intellectually and financially through the common endeavors to become internationally recognized experts in our respective fields. Summarily, two second generation kids from the Brooklyn streets achieved university degrees and highly profitable businesses and became "only in America" successes. Along the way our parents encouraged and facilitated our religious training culminating in our Bar Mitzvahs at age 13 when we held the Torah and continue in that spirit to this day. I want to share at this time my appreciation of William "Bill" Rosenbluth as a loving and caring brother who has been there for me with unconditional moral and ethical support for my entire life.

One of the ways we learned early Hebrew school was the Mitzvah of Tzedakah to sell trees for Israel which is an ongoing program to this day and we have even planted trees in honor of our dearly departed parents in Israel. Our parents also encouraged us to partake and support Judaism which we have done together and independently primarily through the United States Holocaust Memorial Museum as well as other philanthropic projects supporting world Judaism.

My mission is to foster the caring legacy from the humble beginnings of my parents to a prominent multi-generational family philanthropic endeavor of giving with love and compassion. My goal is to instill in my beloved children and founding board and junior board members: Tanya, Matthew and Marcy, and grandchildren Caitlyn, Collin, Brandon and Zachary, as well as future generations, a legacy of philanthropy in world peace, human rights, ethics, musical theater, arts and education as well as a focus on Jewish culture, religion and spirituality and to simply encourage and empower them to make the world a better place for the generations to follow. This founder's statement would not be complete without the mention of animal welfare which is so dear to my heart. I dearly loved my first dog named Teddy and each of his successors to the current day Boogie [alias Boogasis T. Cornpone] and his little brother Bugle Boy ... yes the doghouse is "Company "B"!! Lastly, I owe an accolade to my sweetheart, Mary Jane [MJ] Rynd for acting as a guiding light both in my personal life and in the endeavor of philanthropic causes; she has been an inspiration in so many facets of my life.