

ALEX MANOOGIAN



*The Man
The President
The Humanitarian*

"58 years ago I came to this Island with two suitcases, \$50 in my pocket and a tag hanging from my neck. Never, in my wildest imagination, would I have expected to return to this Island accompanied by the Governor of this State of New York and the Mayor of this City of New York!"

*Alex Manoogian
Ellis Island Remembered
Program
September 23, 1978*



ALEX MANOOGIAN—THE MAN

The Nightmare Of A Nation

Alex Manoogian's Armenian heritage stretches back through history for more than 3,000 years. His people are a people steeped in tradition, with a vast appreciation for their ethnic background, culture and art. Despite the tragedies that befell the Armenians, they have survived to become a unified community with a strong impact on the history of civilization.

During its 3,000 year history, the Armenian nation experienced very few years of actual peace and stability. Its darkest hours were felt during the turn of the century when millions of Armenians were slaughtered by the Turks. Between 1896 and 1923, nearly two million countrymen and women were killed. This was the Turkey in which Alex Manoogian was born and raised.

Takvor Manoogian, his father, was a successful grain wholesaler, and a highly respected community leader. His mother Tacouhie, a woman of extreme intelligence, was the embodiment of the Armenian Christian faith. Alex, the eldest of five children, was well educated, speaking five languages. He spent his youth apprenticing in a number of different businesses.



Smyrna, 1910



Bridgeport, 1920



Smyrna, 1919

The American Dream

Smyrna, Alex Manoogian's birthplace, engulfed in tragic events, held no future for this young Armenian man wanting desperately to prove himself. In 1920, at the age of nineteen, he

left his homeland and arrived at the turnstiles of Ellis Island, dreaming of a life of freedom, happiness and success. Little did he know at the time, that years later his dream would be fulfilled many times over.

He soon settled in Bridgeport, Connecticut, and worked in a number of small stores and a small screw machine business.

He also took it upon himself to teach the Armenian language to Turkish speaking Armenian immigrant youth. As he worked, he became consumed with the idea of bringing the rest of his family to the United States, away from Greece where they had fled from the Turks.

He learned that while the U.S. immigration laws were fairly strict for Eastern European immigrants, an alternate route to the United States, through Canada, offered considerable more promise. Alex moved to Detroit, not far

from the Canadian border, and accomplished two goals: providing his family with an easier access route to the U.S.; and, working within the burgeoning automotive industry where he could earn the wages necessary to bring them here.



The Dream Becomes Reality

In 1924, he took a job as a machinist at a screw machine factory. While there, he learned everything he possibly could about metalworking and the tools involved, with the hope of someday starting his own business.

Five years later, he and two partners capitalized Masco Screw Products Company with several

thousand dollars and went into business selling screw products to the automobile manufacturers. In its first year of operations, Masco had gross sales of \$66,000. The company operated out of a fifth floor plant on Fort Street in Detroit.

Although it got off to a shaky start, Masco grew under Alex's perseverance. During its first decade, major events challenged the future of Masco. The Depression

and the stock market crash made doing business a risky undertaking. In 1934 two partners left the business and in 1937 a fire nearly caused the ruin of the company. And relying on the automobile manufacturers for its parts orders seriously limited Masco's independence and growth. However, through hard work, ingenuity and foresight, Alex Manoogian was able to overcome all such handicaps and put Masco on a firm footing geared towards progress and expansion. In early 1936, the company went public and was listed with the Detroit Stock Exchange.

As Masco grew, he was able to bring his family to the United States. His father, Takvor, having survived one of the worst tragedies in history, felt forever grateful to America. During family or community gatherings, he never raised his glass without thanking America. Alex married Marie Tatian in 1931, the same year his family arrived. In the coming years, they had two children, Louise and Richard.



Trickle Of Drops Form Delta

The turning point in Masco's history came in 1954, twenty-five years after the founding of the company. Alex Manoogian had secured a small contract to manufacture machined parts for a new faucet—the single handle type. The sale of this single handle faucet soon came to a halt. Quite simply, it didn't work. Alex

Manoogian bought the sale rights and proceeded to redesign the faucet from scratch. As a result, the new faucet was on its way to making it on its own. In 1983 the sales of the single handle faucet, now named Delta, exceeded \$200,000,000.

Like Father, Like Son

The company's growth and diversification is a tribute to the foresight and creativity of its founder. In 1972, Richard, a Yale University graduate with a degree in Economics, succeeded his father as President of Masco Corporation, and Alex continued as Chairman of the Board. A year later, Masco was listed on the New York Stock Exchange. In 1983,

Masco Corporation passed the billion dollar sales mark for the first time. In its 55 years of operation, Masco has acquired more than 30 other companies so that the small screw products company is now a diversified "Fortune 500" company manufacturing faucets, plumbing fittings, gear shift levers, power transmission shafts, ventilating equipment, oil drilling tools and numerous other products.

Today, Masco Corporation has over 100 manufacturing facilities in eleven countries with nearly 12,000 employees.



Detroit, 1953





From Corporation To Community

Even as Alex was building Masco Corporation into a record-setting conglomerate, he was devoting a good portion of his time and money to his people, Church and other charitable causes.

His devotion to his religious roots has been substantial. For nearly seven decades, he has served the Armenian Apostolic Church as a choirboy, deacon, member of his parish council, delegate to and chairman of Diocesan assemblies and presently as Honorary Chairman of the Armenian Church Endowment Fund.

Alex Manoogian has always encouraged the involvement of fellow Armenian Americans in the political process of the United States. He has given his moral and financial support to Armenian and other worthy candidates in the pursuit of public office.

"I don't believe I would be standing here tonight as Governor of America's most populous state if it were not for the friendship of so many Armenian-Americans across the nation," Governor George Deukmejian of California said in his address at the AGBU Tribute Banquet held for him in New York in 1983. He continued by mentioning Alex Manoogian, and others who had gone to California at a critical time during his uphill campaign to lend their support.

Alex Manoogian's life as a family man, business executive, and community leader sets an example for the millions of Armenians in the Diaspora, as well as for countless others, of all nationalities, here and abroad.



ALEX MANOOGIAN—THE PRESIDENT

Humble Beginnings

The Armenian General Benevolent Union was founded in 1906 in Cairo, Egypt, by a group of philanthropic leaders headed by Boghos Nubar Pasha, for the purpose of providing financial and moral support to the suffering Armenians; helping them secure a better future through education; and promoting the 3,000 year-old Armenian cultural heritage. In the

first few decades of its existence AGBU labored mightily for the actual survival of the Armenian people to recover from the losses they had suffered during 1896-1923.

At that time, even its founding fathers could not have predicted the impact the Union would have on Armenian communities in the years to come, from Beirut to Buenos Aires; from Sydney to San Francisco.

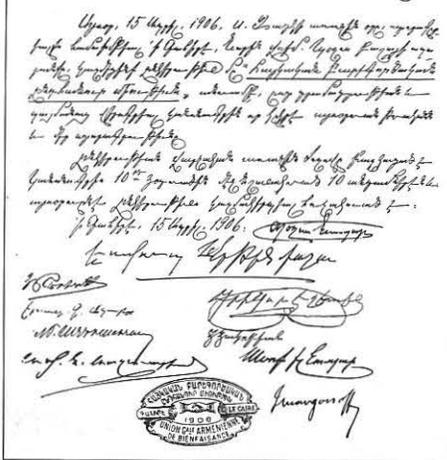
The Most Formidable Armenian Institution

Throughout its early years, the AGBU, together with the people it supported, was threatened

with extinction. Through the efforts of its committed membership and leaders it survived to become the primary source of Armenian unity. As time passed, the philanthropic organization assumed the role of protector, educator and aide to the millions of Armenians in the Diaspora.

Today, the organization is governed by its Central Board of Directors with the following specific administrative entities: the Managing Committee of Lausanne (responsible for European operations); the Regional Committee of the United States; the District Committees of Lebanon, Syria and Egypt; and the Chapters at Large of Canada, the Far East, the Middle East and South America.

Minutes of the first AGBU meeting



New York Chapter picnic, 1919

Alex Manoogian Assumes The Presidency

In 1953, Alex Manoogian was elected President of the Central Board of Directors of the Armenian General Benevolent Union. At that time, the AGBU had a total capitalization of approximately \$7 million. Today, after three decades of his guidance, the Union has over \$70 million in assets.

His influence throughout his tenure as President of the AGBU has been far reaching. He has helped to establish the Union as the largest philanthropic organization in the world for Armenians.

In addition to his own personal financial contributions to the Union's various efforts, more than \$12 million during the past 30 years, he has devoted time and energy to assisting Armenians of the Diaspora.

He brings to his role as AGBU President the same drive and spirit that have earned him renown in the business world, and he has imbued the Armenian General Benevolent Union with his indomitable character.

AGBU Central Board, 1950



With Tacouhie Manoogian, 1954



Elected President, 1953

"It was on December 12, 1953 that my journey of love, along the course set by the beloved founder of our Union, Boghos Nubar Pasha, began. I cannot say that we were plagued by storms, but I must say the journey has proved an uphill climb. And I am happy that this was so, since the 30-year journey has allowed me to befriend Armenians with hearts of gold, who have opened the treasure chest of our nation's spiritual values for my eyes to see... What they or I gave does not matter. What matters is that we became one with the Union and that the Union graced us with spiritual wealth."

Alex Manoogian
70th AGBU General Assembly
October 15, 1983, Toronto, Canada



Thirty Years Of Achievement

During the last three decades, the AGBU has concentrated its efforts on the fundamental needs of Armenians of the Diaspora, particularly needs associated with education, cultural awareness and history. Maintenance of ethnic pride and

identity has become a strong focal point, and the AGBU has recognized that the future of its people would center on the education of its young. Consequently, a great deal of time, money and devotion has been spent on cultivating Armenian youth worldwide.

With Alex Manoogian at its helm, the Union has spent this period building and staffing schools for Armenian youth.



10th anniversary



15th anniversary



25th anniversary



30th anniversary

Three decades ago, there were only 1,253 students in AGBU schools; today there are 6,000 with a total faculty of 500. Thirty years ago, the AGBU owned and operated eight schools; today, in addition to 65 assisted schools, it operates 20 of its own elementary and high schools, in Cyprus, Lebanon, Syria, Iran, Greece, Argentina, Brazil, Uruguay, Canada and the United States. Several of these schools bear the name of Alex Manoogian and his wife Marie. All of them are devoted to teaching young Armenians the

essentials of their heritage, including language, history and culture, in addition to giving them a strong academic background.

Other activities that have been a significant part of the AGBU's program for maintaining ethnic identity have included the support of related publications and the development of worldwide cultural centers and youth activities.

During the past thirty years, the organization has grown into a network of 117 Chapters with 22,000 members, and 27 cultural and community centers.

Under Alex Manoogian's leadership, the AGBU has become a guiding light for the Armenian people and an international example of unity and pride.

Life President Of The AGBU

His work for the Armenian General Benevolent Union was recognized by the Union's General Assembly in 1970, when he was named Life President of the AGBU.

In his role as Life President, Alex Manoogian has helped spearhead a number of successful fund raising efforts to support the organization's activities. In thirty years, 63 million dollars has been

added to the Union's capital in the form of bequests and endowments as a result of the trust and the faith of the people in the AGBU and its President.



PROGRAMS AND ALLOCATIONS OF THE ARMENIAN GENERAL BENEVOLENT UNION IN 1983

In 1983, AGBU spent over seven million dollars for its various educational, cultural and welfare activities throughout the world.

EDUCATIONAL

| | |
|---|------------------|
| Eight AGBU Secondary Schools | \$2,470,689 |
| Ten AGBU Primary Schools | 2,210,083 |
| AGBU Trade Schools | 21,968 |
| AGBU Y. Hussissian Inst. for Armenian Studies | 25,787 |
| Assisted Schools and Armenian Studies | 353,809 |
| Scholarship Grants and Student Loans | 483,929 |
| | <u>5,566,265</u> |

CULTURAL & YOUTH PROJECTS

| | |
|---|----------------|
| AGBU Publications | 142,912 |
| Assistance to Various Publications | 167,097 |
| Armenian Youth Organizations & Programs | 275,256 |
| Cultural Activities | 250,355 |
| | <u>835,620</u> |

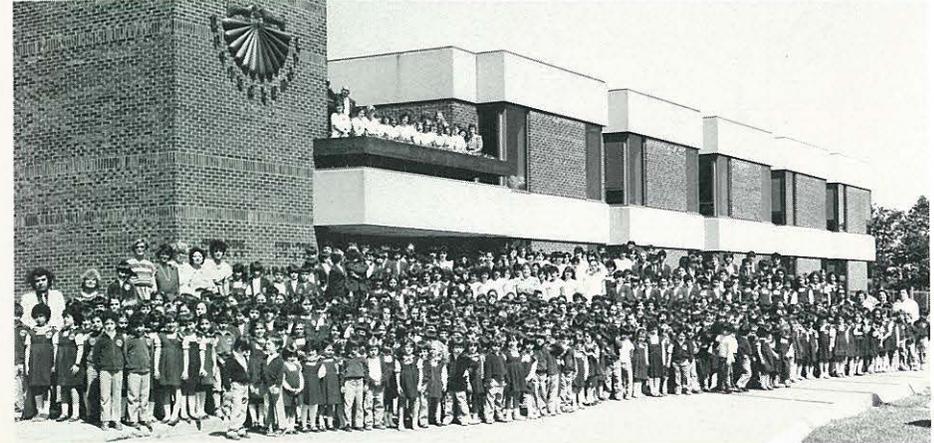
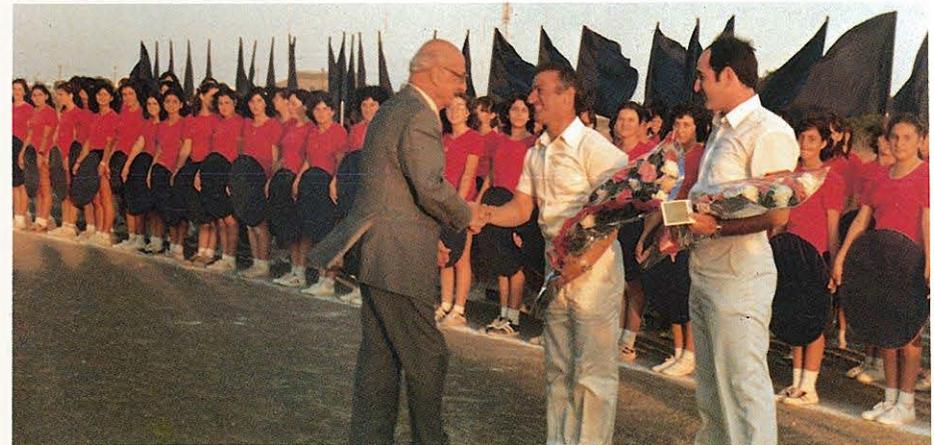
WELFARE

| | |
|---|----------------|
| Dispensaries and Summer Camps | 89,329 |
| Assistance and Relief | 274,215 |
| JTPA and CETA Allocations (Social Services) | 122,118 |
| Pensions to Retired Employees | 29,653 |
| | <u>515,315</u> |

ALLOCATIONS

| | |
|---|--------------------|
| To Individuals (Specific Fund Bequests) | 199,691 |
| To National and Religious Institutions | 81,026 |
| | <u>280,717</u> |
| TOTAL | \$7,197,917 |

In addition to the above, the Union allocated in 1983, \$1,602,161 for the purchase of real properties and school buses, construction of cultural, educational and youth centers, as well as other constructions and major renovations, in Montreal, Montevideo, Sydney, Beirut, Damascus, Sao Paulo and Saddle Brook (New Jersey).



The AGBU Alex Manoogian Cultural Fund

In 1968, he established the Alex Manoogian Cultural Fund, with his own financial resources, under the auspices of the AGBU.

To date, the Fund has distributed more than five million dollars for the development of Armenian educational, ethnic and cultural activities throughout the world, including publications and the financing of the efforts of writers, poets, teachers, scholars and artists. The assets of the Fund total more than \$11 million today.

Recipients of contributions from the Fund also include: The Alex Manoogian Cultural Centers (Paris, Buenos Aires, Toronto, Montevideo, Sydney, Zahle, Beirut, Sao Paulo, Montreal); The Marie Manoogian High Schools in Buenos Aires and Tehran; The Community Home in Almelo, Holland; The Nubarian Elementary School and Alex Manoogian High School in Montevideo; the Yervant Hussisian Hall in Valence, France; and the Alex Manoogian Schools in Detroit and Montreal.



With Prime Minister Fadei Sarkisian of Armenia





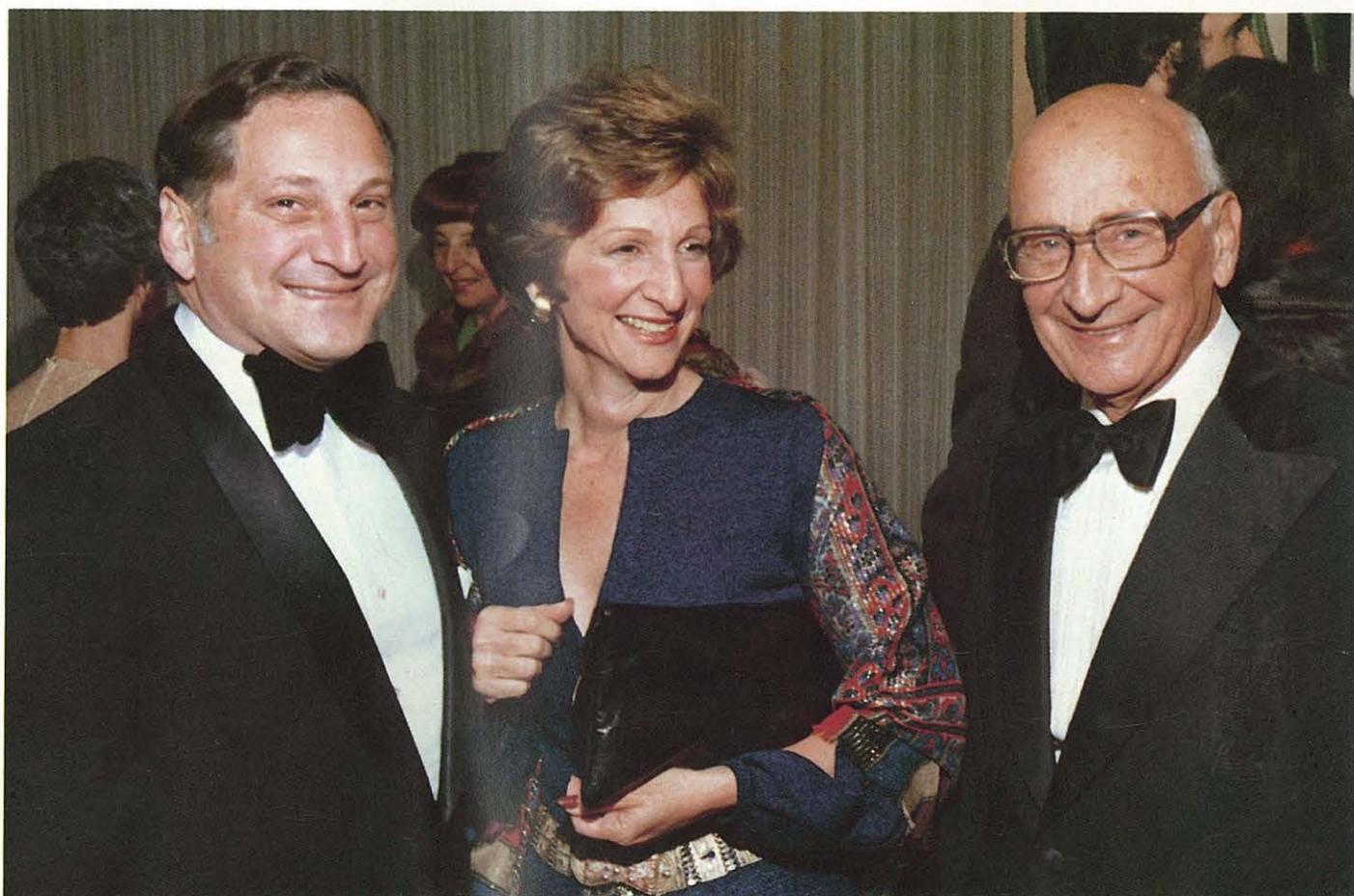
Marie Manoogian (center) in Detroit play

Supported By His Family

Alex Manoogian has guided the AGBU with his unmatched spirit and his desire for progress. His wife, Marie, his daughter, Louise Simone, and his son, Richard, are active in their support of the Union and its goals. Marie, an active member of the AGBU Detroit Women's Chapter, was

instrumental in promoting the AGBU publication of the extremely successful and popular "Treasured Armenian Recipes." Mrs. Manoogian, known affectionately as the First Lady of the AGBU, has accompanied her husband in his travels around the world to AGBU annual assemblies, centers, and schools. "I feel very fortunate that I have had her as my wife, and the two of us are proud of our children. She has never neglected her maternal responsibilities, at the same time always finding time for the AGBU and Armenian activities," Alex Manoogian said.

Louise Simone has been and continues to be, active in the Church and AGBU. Currently, she is a member of the Central Board of Directors of the AGBU.





Holocaust Commemoration, April 24, 1979, Capitol, Washington DC

ALEX MANOOGIAN—THE HUMANITARIAN

The Consummate Leader

Alex Manoogian's story is replete with superlatives. He has achieved a great deal of success individually and professionally, and he has donated substantial portions of his time, energy and wealth to noteworthy causes, thus

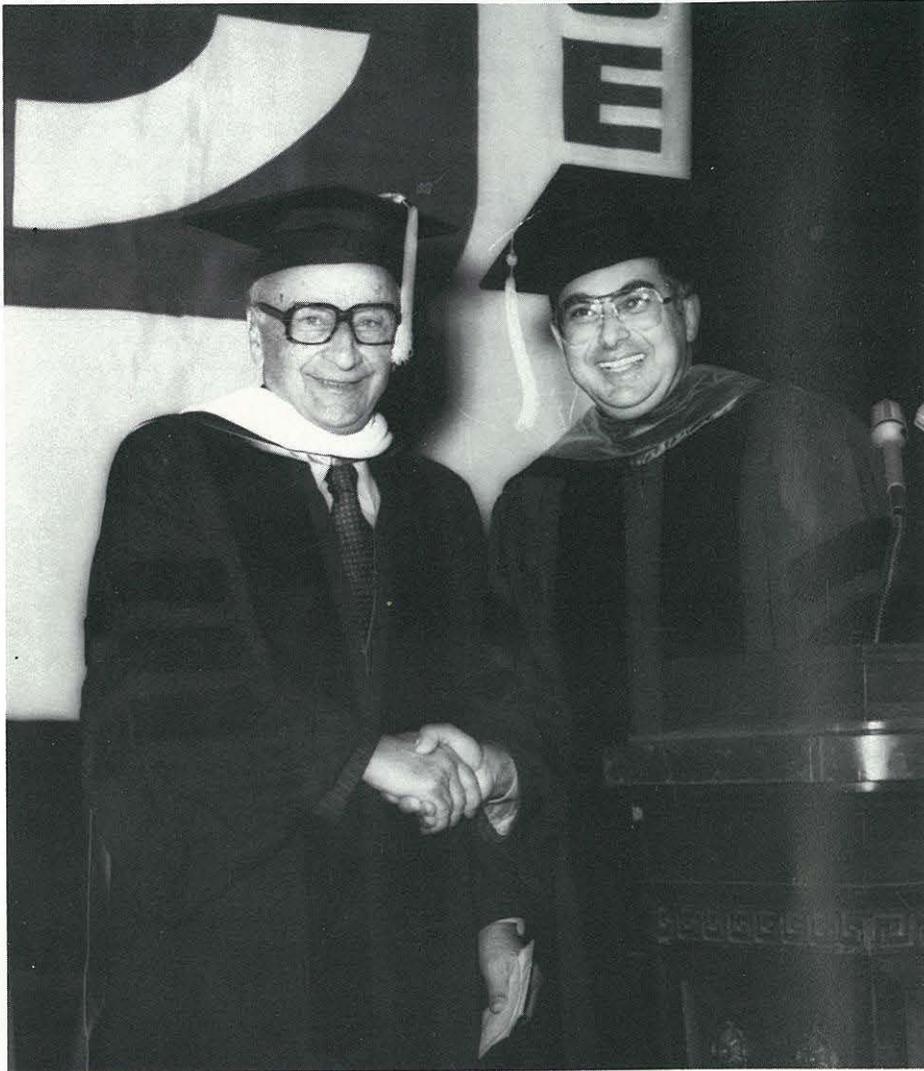
sharing his successes with others less fortunate. Throughout his lifetime, he has exhibited a penchant for strong and well-directed humanitarianism.

There are certain fundamental characteristics associated with fine leadership. Among these are integrity, humility, responsibility, fortitude and initiative. The creative and successful leader meets adversity head-on and emerges

triumphant. Time and again, Alex Manoogian has shown that he is the embodiment of the truly creative leader.



Cornerstone ceremony of the Alex Manoogian Seminary, Jerusalem, 1971



Recognition Of His Leadership

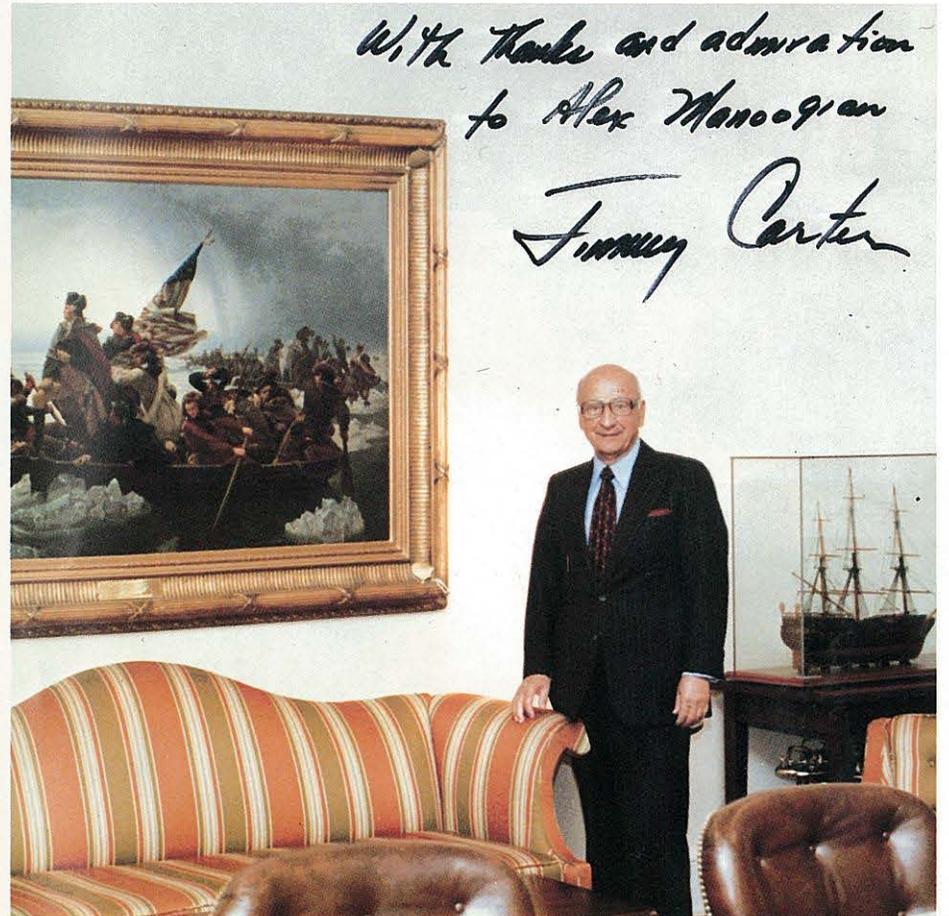
Many of Alex Manoogian's philanthropic, community, social and business achievements have brought him numerous awards and accolades. To name a few: he

has received Encyclicals and was awarded the Cross of St. Gregory the Illuminator by His Holiness Vazken I, Catholicos of All Armenians; the Cross of St. James; Highest Order of the Cedars by the President of Lebanon; and the 50th Anniversary Medal by the Prime Minister of Armenia. He has been cited in the Congressional Record in Washington, D.C., for

outstanding services to the United States of America. He was granted a Doctorate by the Lawrence Institute of Technology and in 1983, the degree of Doctor of Humane Letters was given to him by the American Armenian International College of La Verne, California. Alex Manoogian is an

Honorary Member of the Society of Manufacturing Engineers and a Director of Detroit Renaissance, a group of business leaders organized for the revitalization of the city of Detroit. He is a Past Grand Commander of the Knights of Vartan.

With President Makarios of Cyprus





With Prime Minister Karamé
of Lebanon, 1963

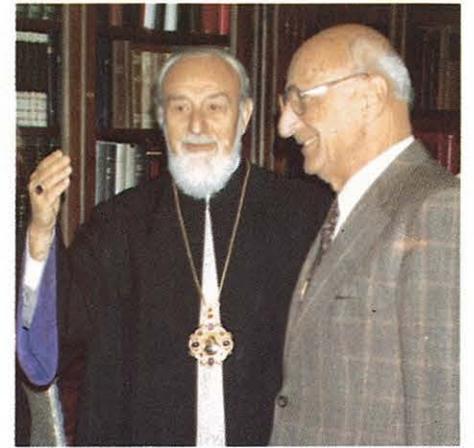


With President Videla of Argentina



Meeting With U.S. And World Leaders

Alex Manoogian has travelled extensively, visiting and meeting with U.S. and other Presidents, Prime Ministers, and other government leaders throughout the world; the Catholicos of All Armenians and the Pope; discussing matters pertaining to Armenian communities. In this capacity as an emissary of his people in the Armenian Diaspora, he is recognized by all as a leader of his people.



With Gov. and Mrs. Milliken of Michigan

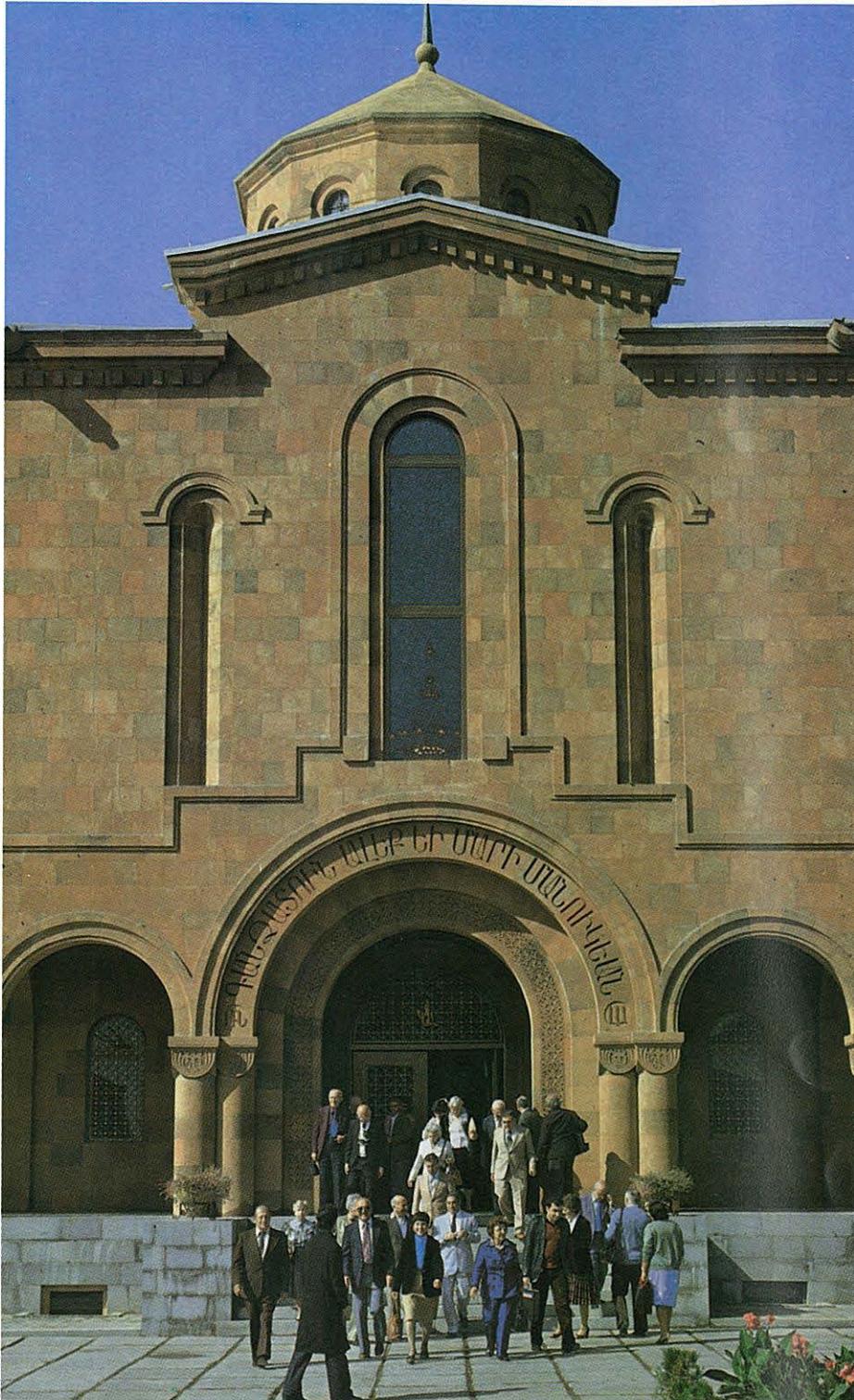


With Gov. Deukmejian of California



With Gov. Carey and Mayor Koch

Alex and Marie Manoogian Treasury, Etchmiadzin



St. John's Church, Detroit



Ribbon-cutting ceremony by His Holiness Vazken I, Etchmiadzin

A True Philanthropist

"When *Fortune* magazine went looking for new super-millionaires—people who got enormously wealthy in the last five years—Alex Manoogian was one and the man who had given most to charity," wrote a reporter in a Detroit newspaper.

In 1954 he established the Alex and Marie Manoogian Foundation, which today has assets of approximately 20 million dollars.

Alex Manoogian has donated over 30 million dollars to various charitable organizations and programs. He has given funds to numerous colleges including:

Bentley College, the University of Southern California, Wayne State University in Detroit, the University of Michigan, the University of California in Los Angeles, Stanford University, Columbia University and the American Armenian International College at La Verne, California. As an expression of gratitude to the City of Detroit, he donated his home as a permanent residence for the Mayor of Detroit. Alex Manoogian is a benefactor of the Gerald Ford Library and Museum in Ann Arbor, Michigan, and the Jimmy Carter Library in Atlanta, Georgia. He has contributed generously to hospitals

and other charitable projects, in the millions of dollars.

His philanthropy has also reached into diverse community and religious areas. He contributed a great deal of time and funds to the architectural design and building of St. John's Armenian Church complex and the AGBU Alex Manoogian School in Detroit. He has established the Tacouhie and Takvor Manoogian Old Age Home in Livonia, Michigan, in honor of his parents.

Alex Manoogian financed the construction of the Alex and Marie Manoogian Treasury, a museum in Holy Etchmiadzin, Armenia,

where priceless Armenian religious art objects, paintings, manuscripts and ancient coins are on permanent exhibit; he built the Armenian Seminary in Jerusalem, where priests have been educated and trained to serve the Armenian Church throughout the world.

While Alex Manoogian's business and personal achievements are legendary, perhaps his most significant contributions to his fellow man have resulted from his limitless generosity and able leadership, for which he is recognized as one of the world's greatest philanthropists and the undisputed leader of the Armenian people in the Diaspora.



With Mayor Coleman Young of Detroit





*This book is dedicated to
the Man, the President, the
Humanitarian and above all,
our loving father.*

Louise and Richard

