



from the office of the

Diocese of the Armenian Church of America

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news:

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FOR IMMEDIATE RELEASE

IN MEMORIAM: ALEX MANOOGIAN

The Diocese of the Armenian Church of America was deeply saddened by the passing of Alex Manoogian on July 10, 1996.

What follows is the text of a eulogy delivered by Archbishop Khajag Barsamian, the Diocesan Primate, at the wake service on the evening of Wednesday, July 17, at the St. John Armenian Church of Southfield, Michigan.

IN THE NAME OF THE FATHER, OF THE SON AND OF THE HOLY SPIRIT. AMEN.

During his long and accomplished life, Alex Manoogian became an inspiration to every generation of Armenians born in this century. As a philanthropist, community leader and son of the Armenian Church, he enjoyed a rich and rewarding existence. He was physically active up until his later years, when the effects of time restrained his native vitality of spirit. But despite the difficulties and sorrows which touched him from time to time, Alex led a truly blessed life.

His passing last week was not a tragic or unexpected loss, like the death of a child; rather, it is a reminder to us all of the natural seasons of life, and of the profound truth that even the grandest of souls will finally be called to join their Creator.

Nevertheless, his departure is an occasion for sad reflection, for when someone like Alex Manoogian finally does leave us, an entire era dies with him. His life of almost one hundred years symbolized, in the most profound way, the history of the Armenian people in the modern age. His presence in our community was a reminder of our illustrious past, and at the same time an indication of the promising future which freedom can offer us—here in America, and now, by the grace of God, in our beloved homeland as well. His unforgettable personality embodied that uncommon strength of character, which has been the hallmark of the Armenian people, and the secret of our survival.

Alex Manoogian was born in Kasaba, near Smyrna, to a family deeply involved in the Church—a commitment which Alex affirmed when he was ordained a deacon. Tacvor and Tacoohi Manoogian, his parents, provided a

strong family background for their son; their love and self-sacrifice were to be important influences throughout his life.

Alex was a witness to the massacres which destroyed so many of our people and scattered the surviving remnant across the globe. But though he only narrowly escaped the destruction of the city of his birth, young Alex Manoogian never succumbed to despair: his convictions remained firm, his faith steadfast. With undying hope for a better life in the New World, Alex set his sights on America.

The blessings of American liberty presented Alex with an opportunity to attain his full potential. Settling in Detroit, he established his own company in 1928, which would serve as the nucleus for the multi-national Masco Corporation. And as the prestige of that company expanded to national and international influence, so too did the reputation of its founder, whose name came to be recognized and admired across this country, and in Armenian communities throughout the world.

Today, for Armenians living in the most remote parts of the globe, the name of Alex Manoogian symbolizes what one man can accomplish with initiative and determination. And yet let it never be forgotten that the source and inspiration for his success were the traditional values of family and community. Alex always maintained the strong bonds within both his immediate family, and within his broader "family" of the Armenian Church.

Indeed, if there was an image of Alex Manoogian which was more powerful than that of the compassionate philanthropist, it was the image of him as the head of a vibrant, active, and devoted family. His marriage to Marie Tatian over six decades ago marked the beginning of what was to become the "First Family" of the Armenian-American community; and his children, Richard and Louise, have carried the Manoogian family traditions to great heights in their own right.

Alex considered his children a special blessing—and a special source of pride. He was tremendously proud of the accomplishments of his son Richard—who has himself become an internationally-known business leader—and of his daughter Louise—who has continued as the family's standard-bearer in the Armenian-American community, in our many diaspora communities, and now in our independent homeland, as the leader of the AGBU. Both have brought honor to our people, and in doing so have brought even greater honor to the parents who raised them.

I have mentioned the AGBU, and although I am certain others will speak about Alex's involvement in this worthy organization at length, a few words are in order here. To speak of Alex's "involvement" is a profound understatement: indeed, the AGBU came to be intimately identified with the philanthropy of Alex Manoogian, since his election as president, and then as

Honorary Life President. It was Alex who put the AGBU on a stronger foundation, who expanded its activities, and who ultimately gave to the organization so much of himself: his drive to do good, his vision of what our community could be.

Throughout his long life, Alex Manoogian was very close to the Church, and drew strength and inspiration from the heritage it preserves. How often he would remark, both in public and in our private conversations, that the Church was everything to him. The faith he carried with him from out of the flames of the Old World—that treasure he protected and nourished until his final days—was the foundation and guide for his lifetime of activity and leadership.

Needless to say, our entire community benefitted from such leadership. Among his many exemplary services to our people, Alex built churches, cultural halls, schools and other institutions, which have acquainted our children with the Armenian heritage, and have become the stage upon which our community life flourishes.

But even greater than these, perhaps were the monuments Alex built in the hearts of countless ordinary people. Many individuals were touched by him, and hold fond memories of Alex, and of the personal charm and graciousness of his sweet wife, Marie. He led an honorable life, and he was rightly proud of his accomplishments. The legacy he planted will grow and prosper among our people, long after we say goodbye to his mortal remains, long after we say goodbye to the era he represented.

To his surviving family and friends, we offer our deepest sympathy and condolences. In the past year, we have all spoken optimistically about the promising "new era" which has opened for the Armenian people around the globe. But let us remember today that it was people like Alex Manoogian who made this new era possible. He was first among the members of a remarkable generation: they started with nothing, but with their own toil and sacrifice, they opened the door to all our hopes for the future. The debt we owe to that generation is enormous, for its members gave us a glimpse into that more perfect and beautiful world, which has been prepared by God for His true servants.

Now Alex, too, has gone to that world, to reside in the company of the many worthy souls who went before him, and within the loving embrace of God. May our Lord bless his soul, and may He remember Alex Manoogian on that great day, when He returns to establish His kingdom. Amen.

—7/22/96



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from the office of the Diocese of the Armenian Church of America

news:

CONTACT: Michael Zeytoonian
DATE: June 11, 1984
FOR: IMMEDIATE RELEASE

ALLARC CELEBRATES 10TH ANNIVERSARY SHEN MAH AND ALEX MANOOGIAN AWARDS ESTABLISHED

The Armenian Language Lab and Resource Center of the Diocese (ALLARC) celebrated its 10th anniversary with elaborate ceremonies and fanfare, capping a full-day Armenian Language Symposium on May 5, in Rochelle Park, NJ, in conjunction with the Diocesan Assembly.

The event was highlighted with the establishing of seven new awards, and marked with a three-tier cake, as 200 supporters crowded into the meeting room at the Ramada Inn. His Eminence Archbishop Torkom Manoogian, Primate, presided over the celebration. Priests, Armenian school teachers, superintendents, students and parents made up the enthusiastic audience.

One new award which has been established for Armenian School is the "Alex Manoogian Award," to be given to students who are outstanding in the knowledge of ten selected Armenian writers. Mr. Manoogian is one of the major benefactors of ALLARC, having helped to underwrite the curriculum textbooks as well as other donations. The life President of the AGBU, Mr. Manoogian has been a staunch supporter of Armenian schools and language education and has also been a benefactor for many Armenian writers, intellectuals and endeavors.

MORE

Six other new awards are the following: The "Shen Mah Award," for students who excel in the recitation of ten selected Armenian poems; "301 Award" for excellence in learning ten Armenian prayers; "404 Award" for conjugations and declensions in Armenian; "451 Award" for the story of Vartanantz; "1915 Award" for proficiency on the subject of the Armenian Question and the "Gomidas Vartabed Award" for knowledge of ten selected Armenian songs. All awards are for students between the ages of 11-13 years old. The materials and rules for these awards are ready at ALLARC and may be sent to schools who have candidates.

A scholarship of \$1,000 was donated on the occasion of the 10th anniversary by Arthur Dadourian of New York. From this scholarship, ten cash awards of \$100 each will be presented to ten deserving Armenian school students.

A program of culture, song and recitation was directed by Nora Martayan. Featured were several students from the metro NY-NJ schools. Hasmig Dellakian and Serita Melkon of St. Leon's (Fair Lawn) performed poetry recitations with flute accompaniment. The Mesrob Masdotz Chorale of the St. Thomas Church (Tenafly) was directed by Marie Zokian and accompanied on piano by Artemis Arslanian. A skit directed by Lucy Martayan and accompanied with piano by Janet Markarian was presented by the Holy Martyrs (Bayside) school. Students from St. Gregory (NYC) offered Armenian dancing, directed by Shakeh Kahdehjian. The Alumni from the St. Thomas school formed a band, under the direction of Olympia Jebejian.

MORE

Special Certificates of Merit were presented to those who have given ten years of service to parish Armenian Schools. Sixteen of these dedicated people were on hand to personally receive these awards from the Primate. Mrs. Irene Eranosian, superintendent of the Sts. Sahag and Mesrob Armenian School of Providence, RI spoke in praise of the Primate and the work of ALLARC.

Those who have given to the progress of ALLARC morally and financially, with time, talent and effort for ten years, were given a beautiful sculptured marble piece -- depicting the Armenian alphabet, the ALLARC logo and message, and a book with Ara and Maral (the symbolic students of ALLARC). Those who received these from the Primate included artists, printers, benefactors and supporters of the ALLARC.

The students of the St. Thomas Armenian School had a presentation of their own -- in the form of an Armenian story book, "Mehr Bahdmootyoonehruh" (Our Stories), written by the students themselves. Tamar Nahabedian, Viken Arslanian and Nathalie Capan, 11 year old sixth grade students, presented these books with their signatures to His Eminence. These students had started to learn Armenian through the curriculum of ALLARC and after 10 years, the result has been impressive. The expenses for the publication of this book are being underwritten by Sarkis Arslanian, a strong believer in the perpetuation of the Armenian language and culture.

The cutting of the anniversary cake by the Primate and the ladies of the St. Leon Armenian School Committee, headed by Rose Najarian, culminated the special milestone for ALLARC. In his closing remarks the Primate said, "This is what I wanted to see -- the results of our hard work. I thank you for giving me the opportunity and the happiness".



from the office of the Diocese of the Armenian Church of America

news:

FOR IMMEDIATE RELEASE
March 5, 1974

Mr. Alex Manoogian, Life President of A.G.B.U., will be honored by the Diocese of the Armenian Church at a banquet on Saturday, March 23, 1974, on the 25th anniversary of the ordination of five priests whose education be sponsored.

Four of the five priests presently serve in the parishes in the Eastern Diocese. They are Fr. Arten Ashjian, pastor of St. Leon's Armenian Church, Fair Lawn, N.J., Fr. Arnak Kasparian, pastor of St. Thomas Armenian Church, Terafly, N. J., Fr. Vartan Megherian, pastor of Holy Cross Armenian Church, Union City, N.J., and Fr. Garen Gdanian, pastor of St. Peter's Armenian Church, Watervliet, N.Y., Fr. Shabe Altounian, pastor of St. Paul's Armenian Church, Fresno, California, is flying to New York to attend the banquet. The spiritual father and the former Primate Archbishop Tiran Nersoyan will address the banquet.

Mr. Manoogian has done a great deal for the Armenian community and has received many honors. But the sponsorship of priest's education must count as very high among his services and worthy of the warmest appreciation of our people.

A distinguished Honorary Committee has been formed of community leaders who share Mr. Manoogian's warm devotion for our church and people. The members of the Honory Committee

are: Artin Aslanian, Edward Bashian, George Bashian, Dadour Dadourian, Haik Kavookjian, Edward Mardigian, Dikran Missirlian, Stephen Mugar, Puzant Piranian and Harry Tatosian.

The banquet committee, under the co-chairmanship of Edward Turnamian and Don Donelian is working on final arrangements. Prior to the dinner at 7:00 p. m. a reception will be held at 6:00 p. m. at the Kavookjian Auditorium.

Donation for the banquet is \$12.50 per person and tickets can be obtained from the Diocesan office (212) 686-0710, and from Mrs. Lucy Dabagian (201) 796-6937, Mrs. Dovie Tilbian (201) 445-2304, Mrs. Mary Pernice (212) FL8-5466, Mrs. Anahid Piranian (516) MA7-6854. Tickets are also available from the Churches in the Metropolitan Area.