

# Al Goldberg – 1937-2013

Albert N. (Al) Goldberg, a resident of South Lake Tahoe since 1994, died Aug. 15 after a battle with colon cancer.

A memorial service will be Sept. 29 at 1:30pm at Temple Bat Yam, 3260 Pioneer Trail, South Lake Tahoe.

Al moved to Lake Tahoe from Los Angeles to become public relations manager of Harveys Resort Hotel & Casino after an extensive career in public relations and journalism. He retired in 2006 after 12 years with Harveys and Harrah's.



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He had been active in Temple Bat Yam, the Jewish congregation serving Lake Tahoe, Carson City and the Carson Valley, serving as president from 1998-2000. He also served as treasurer and as a board member for many years.

Born Dec. 16, 1937, in Toledo, Ohio, he graduated from Bowling Green State University in Ohio with a joint degree in public relations and journalism. He worked as a reporter and editor for 18 years for the Associated Press and the Toledo Blade for which he served as a political writer and business editor in the 1970s. He also won a fellowship in business and economics from Carnegie-Mellon University in Pittsburgh.

After leaving the field of journalism in 1978 Goldberg began a second career in public relations, serving as public relations manager of Jeep Corporation in Toledo from 1978-1981 after

which he moved to Los Angeles as a senior vice president of Hill & Knowlton, then the world's largest public relations agency. His major clients were Mazda Automobiles, Bridgestone Tires and Hitachi Electronics, he founded and was co-director of Hill & Knowlton's Japanese business division which served public relations needs of then-burgeoning Japanese companies moving to the United States.

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Goldberg is survived by his wife Ellen, who is active in several Lake Tahoe women's organizations, and by his daughter Lauren and grandson Dean of Las Vegas: son Andy of Los Angeles, and granddaughter Michelle of Denver.; step children Debra Silverman (Chris Hebert), Gregg Silverman (Carolyn) and Lauren Wilson (Nathan), and six step-grandchildren.