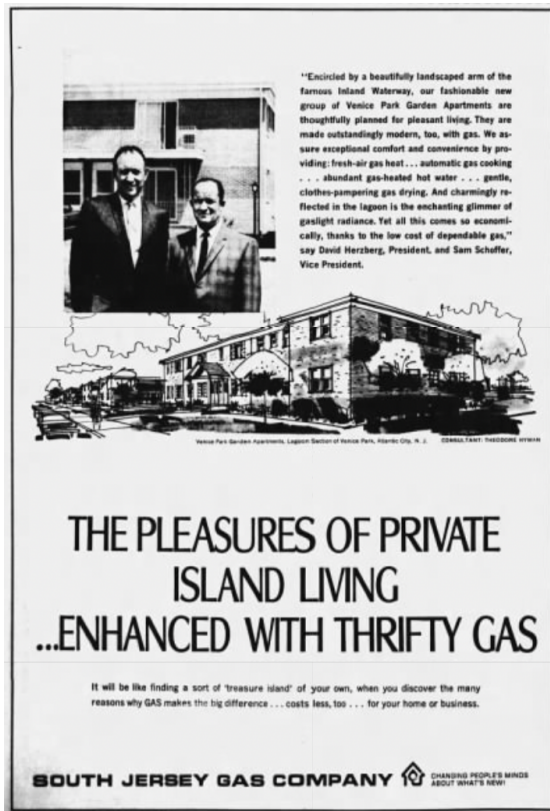


South Jersey Holocaust Survivor Business Profile

Schoffer Enterprises / Silver Building Company & Atlantic City Seashore Development Sam & Leo Schoffer



About Sam Schoffer

Sam Schoffer was born in Vilna, Poland (today Vilnius, Lithuania) in 1923. His father was a businessman. When the Soviet Union occupied Vilnius in 1939, Sam was working in a Jewish-owned pharmacy and general store. When the Soviets nationalized the business, employees voted to make Sam the

Location

Silver Building Company & Atlantic City Seashore Development Company

Black Horse Pike,
Egg Harbor Township, NJ 08234

Schoffer Enterprises

1 Canale Drive,
Egg Harbor Township, NJ 08234
Atlantic County

Years Active

Early 1980s - present

Sam Schoffer & David Herzberg - Advertising South Jersey Gas Company's supply for the newly built Venice Park apartments in Atlantic City. *Vineland Daily Journal*, 7/9/1966



Sam in front of his new Black Horse Pike office for Atlantic City Seashore Development Company, circa 1961

manager. His post was short-lived, because the Germans invaded and occupied the region in June 1941. A short time later, the entire family was forced into the Vilna Ghetto. Sam worked in slave labor groups outside the ghetto. Shortly before the liquidation of the Vilna ghetto in 1943, a number of Jews, including Sam, escaped through the sewers and joined the partisans in the forests and swamps. Sam married a fellow partisan, Sara Rubanovicz. Of his immediate family, only Sam's brother Berel survived the war. After liberation, Sara gave birth to a daughter, Luba in Vilnius. Sam and Sara spent three years in Germany, first in a DP camp and then in Munich, before they immigrated to the United States in 1948. After working in Boston, then Brooklyn, they bought a poultry farm in Egg Harbor Township, New Jersey in 1951. The following year, the family grew with the birth of a son, Leo. Sam expanded his business with a second farm, and built chicken farms for other Holocaust survivors. When they closed their farm in 1962, Sam transitioned entirely to construction and real estate development. The family moved to Margate in 1966. Sara Schoffer passed away in 2001. When Sam died in 2014, he was survived by his two children, Luba and Leo, four grandchildren, and one great-grandchild.

Schoffer Enterprises

Sam Schoffer and his son Leo created Schoffer Enterprises in the early 1980s. The company's initial focus was on developing residential and commercial real estate on the mainland, such as Egg Harbor Township.

After the legalization of casino gambling in Atlantic City in 1978, Schoffer Enterprises shifted to emphasize industrial and commercial real estate. In particular, the company specialized in land development for casinos and resorts. All told, Schoffer Enterprises developed over one million square feet of commercial space. Having graduated from law school, Sam and



Sara's son Leo Schoffer joined his father as a partner in Schoffer Enterprises. Sam eventually retired, and he passed away in 2014. Leo is the current chairman of Schoffer Enterprises

Sam, Leo & Sarah Schoffer in 1995



Sam Schoffer's Poultry Farm
in the 1950's on the Black
Horse Pike in Mays Landing

Atlantic County Property Development Companies Owned by Holocaust Survivors

Several real estate development companies in Atlantic County were owned and operated by Holocaust Survivors. These Holocaust Survivors originally settled in South Jersey as poultry farmers and helped other Holocaust Survivors to buy and develop farms, as well as build homes and chicken coops. As the profitability of poultry farming declined, these enterprising immigrants moved completely into real estate development. The companies they founded include Kiedjan & Trocki Development in Northfield (Pinchus Kiedjan & Jack Trocki), J&M Land (Richard Simon), M&M land (Sidney Simon) in Northfield, and Max Gurwicz Enterprises in Northfield (Max & Ed Gurwicz).

For more information see

South Jersey Holocaust Survivor Digital Archive, Sara and Sam Schoffer Holocaust Resource Center at Stockton University.

Schoffer, L. B. (2009). *A Dream, A Journey, A Community: A Nostalgic Look at Jewish Businesses In and Around Atlantic City*. Comteq Publishing.

Photo Sources:

A Dream, A Journey, A Community (cited above).

Vineland Daily Journal (Newspapers.com)

**Profiles of South Jersey Holocaust Survivors by George D. Quinn (Project Lead),
with contributions by Dr. Michael Hayse (Curator & Editor).**