Instructions:

Activity 1: Divide your class into groups of two or three and ask each group to choose one quote from the poster (quotes listed below). Ask each group to discuss the context of the quote (i.e., what it refers to, such as Max’s rebuilding of Detroit, support of Israel, etc.). Bring dyads/triads back together to share with the group.

Activity 2: This poster depicts Max as a hero—to the city of Detroit, the Jewish people, the State of Israel, and to others. Ask students to define what it means to be a hero. Do they know any heroes? What are the actions that make those persons heroic?

Activity 3: Paul Borman’s quote cites Max Fisher’s natural abilities as a leader. Ask your students whether they think leadership is a natural ability (i.e., a quality that people are born with) or a learned skill. Ask them to identify someone they think is a leader, and then ask whether they think he/she is a born leader or a trained leader. Ask your students to define what leadership is in one sentence (Or: What are some skills that all leaders must possess?). How might the world look different had Max Fisher not served as a leader?
Max Fisher in 25 Words or Less

Max has consistently been on "the keep-er" of wisdom and judgment, if not always on the winning side. His sense of humor, intelligence, and insight have been his greatest benefits.

...the ubiquitous Max—the cerebral, thoughtful, analytical, intellectual, and, above all, the great observer. Max has been a model for us all. His combination of intelligence, wit, and thoughtfulness is unique and admirable. He is a true Renaissance man and has contributed significantly to our understanding of the world.

Max Fisher is a wise, kind, and compassionate human being. His generosity and kindness have touched the lives of many people. His dedication to his family and friends is unmatched. He is a true shining light in the world.

Max Fisher is not only a brilliant thinker and insightful observer but also a great friend and mentor. His wisdom and guidance have been invaluable to all who have had the privilege of knowing him. He is truly one of the greats.
Max Fisher in 25 Words or Less (Quotes)

“Max has consistently been on ‘the leading edge’ for wisdom and judgment; all Detroiters have been his beneficiaries.”
~Peter Stroh

“...the ubiquitous Max – a complex blend of rare and unquenchable spirit, great amounts of wisdom and judgment, and the ability to care for and about others.”
~Jeffrey Miro

“Our Max: advisor to Presidents...rebuilder of Detroit...philanthropist without peer...humble, brilliant, and generous – truly a Renaissance man!”
~Roger B. Smith

“The virtuous man is called friend and beloved; a lover of the Almighty, and of mankind; he is upright and faithful; from him men derive counsel, understanding and strength; he is exalted above all the experiences of life.”
(An accurate description of Max Fisher as recorded in the 6th chapter of The Ethics of the Fathres, a tractate of the Talmud.) ~Rabbi Irwin Groner

“The nouns that ‘pop out’ as I think of Max M. Fisher are as follows:
Friendship and Loyalty
Courage and Wisdom
Community, Politics, and Philanthropy
Detroit and Michigan and Israel
Washington, D.C., and the White House
Mayors, Governors and Senators
Presidents and Prime Ministers
Leadership and Adventure
Telephone (7 a.m.) Telephone (2 p.m.)
Telephone (11 p.m.)”
~Alan E. Schwartz

“Max Fisher Please”
“He’s on the other line”
“I’ll call him back later.”
“He’s leaving for Israel.”
“I’ll hold.”
“The President and the Secretary of State are already holding.”
~Earl E.T. Smith
“I opened trusty Webster’s and searching for some facts, found ‘friendship’, ‘faith’, and ‘wisdom’ listed under ‘Max’.”
~A. Alfred Taubman

“Total commitment is Max Fisher – for charity, for government, for personal guidance and help. I will always admire and respect him.”
~Richard J. Jacob

“My picture of Max is one of compassion, warmth and caring coupled with the ability to make things happen. He’s an effective force for good.”
~Robert Mosbacher

“Your natural abilities made you an inevitable leader of the Jewish community, not only nationally but on a worldwide basis. I have been most pleased with my opportunity to work alongside you on many occasions.”
~Jason L. Honigman

“I have known Max for over thirty years and during that period Max has truly been a great friend. His generosity in sharing his great insight and wisdom, through his counseling, has truly been an inspiration in both my personal and business life. I sincerely look forward to many continuing years of my friendship with Max.”
~Richard P. Kughn

“Chronological age doesn’t apply. Max relentlessly, cheerfully, willfully, generously and manipulatively applies his telephone, airplane, knowledge experience and human skills for community, country and people.”
~Ed Levy, Jr.

“You are one of a kind who possess the mosaic attributes of integrity, morality, character, dedication, philanthropy, justice, friendship, family and love...developed all into one.”
~Frank D. Stella

“Max has been a great associate and most supportive Bank director – even when he expects me to have a solution to the LDC debt crisis.”
~Michael T. Monahan

“When patience is the creature of decisiveness, courage, intelligence and commitment, it is wisdom. When that patience also informs friendship, it is Max.”
~Miles Jaffe

“The ‘Great Communicator’. When you’re involved with Max in communal work, he never lets you forget what your priority really is. And if he can devote as much time as he does, why can’t you do the same...God bless Max. Keep phoning until 120.”
~Charles R. Bronfman
“A special day for you – a day of celebration for us. You have been a player, coach, and manager on our City of Detroit team – a fan and booster. Our thanks and congratulations.”
~Chick Fisher III

“There are very few men who have lived a life such as yours, so full and fulfilled. Few men have the ability to influence the course of the world in such a positive way...even fewer to change others’ lives, enriching them by their influence. I shall never be able to thank you enough for enriching the life I am living today.”
~Leslie H. Wexner

“Max is the ‘max’ in warmth, friendliness and consideration. Those of us who are the friends of this unique individual are indeed fortunate.”
~Ira Harris

“He has finally told me to call him Max. But for a young person who had the good fortune to grow up knowing, watching, learning – just being around so incredible a role model as Max, held in my family’s highest esteem – there is simply no way I can call Mr. Fisher, Max – yet!”
~Robert S. Taubman

“To me, Max, you are the original ‘people person’ with a golden heart, pioneering so many things and giving us all a start. Getting to know you, Max, has been a true inspiration for me. You helped to create a vision for our city that we all could see.”
~Mike Ilitch

“Max Fisher sets the highest standards for success in business, community involvement, participation in political activities, and in outward support of his religious beliefs.”
~James A. Allber

“They say Max occasionally mumbles, but his wisdom invariably humbles. For if at times he pronounces prose opaque, believe me, friends, it’s all a fake. Max knows the wisest political thing to do is speak your words and eat them too!”
~Len Garment

“A courageous patient who overcame a serious illness with faith and determination. His keen mind, strength and character aided physicians in problem solving. Fortunately, another decade awaits his inspiration and guidance.”
~Ralph L. Brandt, M.D.

“A gently, peripatetic Bernard Baruch, sans bench. One of the greatest friends of Mothers’ Bell.”
~Dean S. Richardson
   ~Jerry MacDonald

“Max: Outstanding person. Selfless and devoted beyond the call of normal obligation to his people and Israel. Generous and a fine example to all generations of a humble, self-effacing, good human being.”
   ~Leighton A. Rosenthal

“In uncertain times some men must be able to see from the mountaintops. Uniquely, Max has not only occupied that lofty perch for many years but has spent those years teaching how to climb.”
   ~Robert C. Larson

“Thank you, Mr. Fisher, for giving me a wonderful model of how to combine extraordinary achievement in all of life’s endeavors.”
   ~William Taubman

“Max Fisher is loaded; with humanity, generosity, friendship, commitment, concern, wisdom, and love. And almost enough money to support his telephone habit.”
   ~Stan Burkoff

“By power of wisdom and persuasion Max has been a peace-making facilitator creating the consensus essential to achieving needed actions, progress and reforms.”
   ~George Romney

“Summing up my friend Max’s attributes is difficult. He does not have tasks equal to his powers. He has powers equal to his tasks.”
   ~Raymond F. Kravis

“A man so various that he seems to be not one but all mankind’s epitome. With good opinions, but seldom in the wrong. Occasionally making speeches but never too long. And in the course of one revolving moon, he is statesman, husband, lover, in fact a boon.”
   (with apologies to John Dryden 1631-1700) ~David Metcalfe

“Max is an inspiration, a mentor, and a man for all seasons. At one point, pre-Marjorie, Max was spending a significant amount of time in Dallas at Neiman’s checking out the figures – (the two-legged kind). The reports I get from those “figures” are that they still love him. In sum, once you meet Max, he remains a very special person.”
   ~Norman Brinker
“Max’s name has become synonymous to many things, but two words – giving and leadership – always come to mind first.”
   ~Paul Borman

“I am blessed because Max has been my true friend and wise counselor. To me he is America’s Number One Jew, truly a Prince in Israel.”
   ~Rabbi Richard C. Hertz

“As the youngest octogenarian I know, you have been and always will be an inspiration to me. Your steadfast commitment to community involvement has served as a model for many of us in business. Happy 80th birthday, my dear friend.”
   ~Heinz C. Prechter

“Max is the slogan, ‘Reach out and touch someone’. He is always accessible by phone to give counsel on personal, business or Jewish matters whenever I need him.
   ~Larry Sherman

“Whenver Max Fisher calls, I know it’s going to cost me money. But then how do you say ‘No’ to Max or the many good causes he helps? I just wish Max, for once, would stop calling me collect.”
   ~Donald E. Petersen

“...Forbes 400 has him listed but his total wealth they sure have missed it. Deeds there are so many, you can’t judge Max just by the pennies...”
   ~David B. Hermelin