



JORDAN RITTENBERG **Morse Shoe Inc.**

Jordan Rittenberg, who just joined the Morse Shoe Co. to concentrate on retail locations for its Fayva Division, calls himself "a young man in a hurry." He celebrated his 29th birthday last week and his business life certain proves it.

Born in Buffalo, N.Y., he started the Jordan Landscaping Co. while still in high school, because he needed the money. The venture proved so successful it gave him a stake for his portfolio of stocks.

He graduated from Boston University, College of Business Administration, in 1968 with a major in Finance. While attending B.U., Jordan managed and remodelled foreclosed properties and taking note of the lucrative profits involved, he then decided that real estate would be his vocation.

Soon after receiving his degree he became the youngest member in the real estate department at Friendly Ice Cream Corp. in North Wilbraham. Because he was and lacked experience, he started as the low man on the totem pole, but climbed the ladder quickly until he became the New England representative and the company's residual property manager.

During his last fiscal year with the firm he won an award for the largest number of real estate closings. And he was recently informed by Friendly that three of the 18 sites which he located during his stay with the firm were among the top ten in volume for one recent month. Ron Erickson, Friendly's real estate department head, told Jordan he "knows how to pick sites."

In a 15 month period he actually closed 22 sites for Friendly units and before that he was involved in 21 Jim Dandy (fried chicken) locations.

Jordan left Friendly in January 1973 because he "wanted a broader real estate exposure." He became vice president of Martin Bernard Assoc., a shopping center development company in Boston, and became involved with extensive leasing activities at the Burlington [Ma.] Arcade, Nashua Shoppes and Cayuga Mall in Ithaca, N.Y. He also laid the ground work for new shopping centers in Millis and Groton, Ct.

While working with Bernard, Jordan was the real estate consultant for Papa Gino's of America, a chain of more than 55 Italian American restaurants. During the less than two years he was involved in that field, he located nine sites for the chain.

One of the most enthusiastic boosters of the industry, Jordan puts it this way: "Real estate offers a wonderful opportunity for a motivated and energetic young person to use creative, innovative ideas and obtain satisfaction from his or her personal endeavors. I enjoy the thrill of consummating a complicated transaction.

"Although I'm still not 30, I've negotiated deals totalling many millions of dollars. This is exciting, satisfying, fascinating work."

Commenting on the current slow market, he adds "Any industry has its peaks and valleys. Working at it every day will result in success. Don't specialize when you're starting out. Learn as much as you can. The average age of those in real estate is old. More new blood is needed."

Recently married to the former Sheila Schaer of Brookly, N.Y., a teacher, they live in Waltham. Jordan is a member of the GBREB and Realty and Financial Professions Lodges of B'nai B'rith. His tennis is good and he likes to play golf and work with youth organizations.