



Judd Arnold Goldfeder

JUN 12, 1934 - DEC 20, 2013



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Judd Arnold Goldfeder

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Judd Arnold Goldfeder died peacefully at home on December 20, 2013 after his struggle with cancer. He was born June 12, 1934, in Orange, CA.

Judd attended law school at U.S.C and went on to Harvard where he earned his MBA. After practicing law and various business pursuits in Los Angeles he moved to Escondido in 1974. He opened Swensen's Ice Cream and shortly thereafter began his focus on marketing. In the early 80's, he became a true pioneer in the marketing of frequency dining.

Judd was unique, authentic, and original, "a one off", a true entrepreneur.

In addition to his wife, Faye Hines Goldfeder, Judd is survived by daughters, Betsy Rork of Baltimore, Wendy Brandis of Los Angeles and Randi Sapin of Pasadena; and grandchildren Andrew and Justin Rork and Olivia and Alex Sapin.

Judd also leaves behind a loving blended family, Mark Tuttle of Camarillo, Lisa Fisher and Amy Dubord both of Escondido, David Hines of Pennsylvania and Denise Rice of Colorado, all giving him the joy of numerous grandchildren. Judd had many lifelong friends from his broad spectrum of business, community and charitable endeavors.

Judd loved cars, travel, reading, art, discussing anything and enjoyed being a host. He will be missed by everyone who knew him.

A celebration of his wonderful life will be held Sunday, January 5th at 11 a.m., at The California Center for the Arts, 340 North Escondido Blvd, Escondido, CA 92025. Memorial gifts, in Judd's honor, may be made to The Elizabeth Hospice, 500 La Tarraza Blvd, Escondido, CA 92025.




Events


Judd Arnold Goldfeder

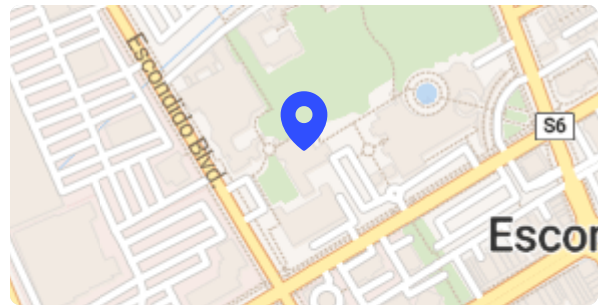
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Celebration of Life

 **Sunday**, January 5, 2014

 11:00 AM PT

 **California Center for the Arts**
340 North Escondido Blvd., Escondido CA
92025





Memories only last if you share them

Join us in honoring Judd by contributing to a collection of shared memories.



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