



News Release

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FORMER AAMP CEO ROBERT L. MADEIRA DECEASED

Robert L. Madeira, who served for three decades as the Executive Director of the American Association of Meat Processors (AAMP) and its predecessor organization the National Institute of Locker and Freezer Provisioners (NILFP), died at his home on August 16 in Willow Valley, PA. He was 89.

Madeira worked as an airplane instrument mechanic and engineer prior to returning to his home in Elizabethtown, PA, where he took over the family frozen food locker and meat processing facility, Iceland, Inc. He was president of the Pennsylvania Frozen Food Locker Association and later became the CEO of NILFP when it moved from Chicago to Elizabethtown in 1950.

He was also AAMP's chief lobbyist until his retirement at the end of 1980 and served as Executive Director Emeritus of the Association until 1985. While representing the small locker plant and meat processor industry, Madeira spoke nationally and internationally before many affiliated industry organizations and was honored in 1955 with the association's Annual Achievement Award.

Madeira and his wife Mary, who predeceased him in 1991, were avid pianists and music instructors. He was also active in community and church programs, having served as president of the Elizabethtown Chamber of Commerce and was a deacon and elder in several congregations and at the time of his death was a member of the Westminister Presbyterian Church of Lancaster.

He served on various committees of the U.S. Chamber of Commerce, was awarded the Valley Forge Freedoms Foundation achievement award and was a member, instructor and Chartered Association Executive with the American Society of Association Executives.

Madeira attended Juniata College and received a B.S. degree in economics from Elizabethtown College. He also took engineering courses at the University of Minnesota.

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He is survived by his daughter Terry Harsney, Fairlawn, OH, and Chase Landre, Brandenton, FL; a sister Helen Cox, Lancaster, PA; and two brothers, Reverend Eugene Madeira, Penney Farms, FL, and Reverend Dr. David Madeira, Cromwell, CT,

A memorial service will be held Saturday, August 20, at the Johnson Auditorium in Willow Valley North, Willow Street, PA, starting at 10:30 a.m., with interment in Tunnel Hill Cemetery in Elizabethtown.

In lieu of flowers, memorial contributions may be made in his name to Westminister Presbyterian Church, 2151 Oregon Pike, Lancaster, PA 17601, or to the American Bible Society, 1865 Broadway, New York, NY 10023.