



Siegfried Hoyler

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Hoyler, Siegfried (1933–1995)

THE BRAZILIAN WHITE CENTER – UNASP

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Siegfried Hoyler, teacher and manager, was born on May 9, 1933, in the city of Campos dos Goytacazes, state of Rio de Janeiro, Brazil. Son of Pastor Jorge Hoyler (1902-1981), German, who emigrated from Germany to Brazil in May 1927. At Brazil College (now UNASP-SP) his father met Martha Ehlers, who was the daughter of the missionary pastor Waldemar Ehlers. They got married on May 6, 1929, and had their children Siegfried, Edith and Brunhilde Hoyler.¹

Siegfried received a Christian education based upon biblical values. The missionary spirit and European culture he received from his parents were of great influence to his future contribution on the educational area, since he recognized the importance of higher education and sought to meet its needs in his home country.²

Siegfried studied at Brazil College and, after graduating, accepted a proposal to teach Biology and Sciences there from 1954 to 1957.³ During this period he completed undergraduate studies in Psychology (1954) and Pedagogy (1955) from Pontifical Catholic University of Campinas (PUC). In 1956, he completed a master's degree in the area of Educational Psychology at the University of São Paulo (USP). Around this time, he married Edma Pacetta, with whom he had two children: Franz Siegfried Hoyler, born on January 8, 1958, and Sergio Roberto Hoyler, born on September 19, 1960.⁴

Later, in 1963, he taught Industrial Psychology at Getúlio Vargas Foundation and pursued a successful career as Human Resources Director at the companies *Alcan*, *Dal Química* and *Johnson e Johnson*.⁵ He married a second time to Wanda Loureiro de Barros (1925-), of Portuguese ascendancy, and together they adopted seven children: Sandra Helena, Tania Maria, Carla Cristina, Ana Paula, Andreia Raquel, Maria Celia and João Paulo Loureiro Hoyler.⁶

Wanda was a kindergarten teacher and editorial secretary for the Normal and Pathological Psychology Magazine at the Pontifical Catholic University of São Paulo (PUC-SP). Like Siegfried, she was an idealizer and together they pursued to build a community where children could study and learn precious values. In this way, they founded a school at Vila Ipê, a district in the city of Hortândia, state of São Paulo, which educated students from kindergarten to eighth grade. Most of the children were needy, so they paid special attention to providing school lunches and many of the parents were hired as support employees.⁷

At vacations, they promoted a Bible school, that in addition to sharing Christian lessons to the children in a fun way, also led some parents to attend the programs. Since many of the children did not have a home, they built an orphanage called *Bubs's Heim* (Children's Home, in German), where they were cared for by professionals. The couple also built a Human Resources office, and little by little the region began developing. Small and medium-sized businesses were established around the community, which employed many of the local residents.⁸

In 1965 the Brazilian Association of Personnel Administration was created, currently ABRH-Brazil. Siegfried was elected its first president, a position he occupied until 1967. This was the first mark he left in the history of personal administration in Brazil.⁹ Later, in 1972, he completed a Ph.D. degree on Human Sciences at Pontifical Catholic University, in the area of Industrial Psychology, under the title of *Aspectos Psicológicos e Humanos Na*

Prevenção Dos Acidentes Do Trabalho (Psychological and Human Aspects in the Prevention of Occupational Accidents).¹⁰ From 1975 to 1995, he was a professor at Mackenzie University on Psychology and Personnel Administration.¹¹

In 1979 Hoyler donated the Luiz Waldvogel Elementary School to the West São Paulo Conference.¹² He married a third time with Élide Brenha, and together they had two daughters: Helen Karine Hoyler, born on May 14, 1980 and Hevely Karoline Hoyler, born on September 3, 1981. In total Siegfried had 11 children.¹³

Still in the Administration area, he founded in 1985 the first Brazilian College of Human Resources. From this he created a complex called Hoyler College, which came to have three campuses – São Paulo, Hortolândia and Vargem Grande Paulista. It offered undergraduate programs on Administration, Accounting, Information Systems, Advertising and Propaganda, Journalism, Languages and Pedagogy, in addition to many other postgraduate degrees in the educational and administration areas. His motto was to serve the society and promote citizenship and ethics, by “uniting knowledge and service”.¹⁴

Hoyler carried out several social actions, employing many people and offering scholarships to needy students. He received the title of *Human Resources Professional of the Year*, in recognition of his achievements in the area.

¹⁵ He also wrote various books: *Valores Humanos na Administração de Empresas* (Human Values in Business Administration),¹⁶ *O Caminho Para Vencer* (The Way to Win),¹⁷ *Minha Paz Vos Dou* (My Peace I Give to You),¹⁸ *Conquistando a Paz Interior* (Achieving Inner Peace),¹⁹ *Reflexões Sobre a Oração do Senhor* (Reflections on the Lord's Prayer), *A Busca* (The Search), *Ação Gerencial* (Managerial Action),²⁰ *Madalena: A mulher que queria amar*, (Madalena: The woman who wanted to love) and *Guia do Bom Começo*. (Guide for a Good Start).²¹

Siegfried Hoyler passed away on November 1, 1995, at the age of 62, from an automobile accident that happened near the city of Registro, state of São Paulo, after giving a lecture at Brazil Publishing House.²² He left a relevant contribution to the Church by dedicating his life to social works and can be considered an example of what an Adventist lay member can do when consecrating his talents entirely to God.²³

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NOTES

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