

C-7395 to C-7396 Transcriptions

United Jewish Appeal National Conference. Operation Upgrade

seminar. 13 October 1971.

M1:

Uh, Jimmy wants to say something

M2 [Jimmy?]:

Uh...this whole question of credits I think we- credits versus grants, I think we have to understand, 'cause it's going to be thrown back at us time and again. Uh...last year, I think everybody's aware, uh, Israel asked for and got a total of 500 million dollars in credits. 150 million short term, payable over three to five years; 350 million long term. Advantageous interest rates, five year moratorium on amortization payments, uh...I think three, three and half percent interest rates on a 25 year total payment program. Great! But they did have to borrow the money from the United States; they are paying it back. Uh, this year they have asked for, again, five hundred million dollars. The indication is thus far, and of course Congress hasn't tasked the appropriation at this point, is that uh they will be granted 300 million, in credits again, not

grants. Israel asked for the 500 million in the form of 300 million in credits and 200 million in grants. This country has never given grants of military equipment and assistance to a country where they did not have, at the same time, military advisors present in the country. So this would be a change in policy if they were to so do this. Uh,...I think it's highly conjectural at this point as to whether they will or not. I...think that, the reaction that I've gotten from everybody that we've talked to seriously is that the best Israel could hope for is another 500 million dollars in credits, not any grants. [background talking] Uh...the interesting proposal that was raised Averall Harriman's lend-lease proposal, which would be great if such a thing could happen, but uh...

M3:

Jimmy did the president [indistinct]...[laughter]

M2:

Well I think, this is a key thing because it's gonna get raised. It's the same question that I think Bob is indirectly alluding to in the formation of his question. Uh...how far do you have to go to continue to spend money for military needs,

and uh, uh, can you get, in some form, given to you along the way?

M1:

What I'd like to suggest we do...Anybody got any other questions right this second as to where we've been [unclear]?

M4:

I'm hungry as hell [laughter] but let me ask one question. Uh, last year when we were campaigning, uh, part of our story was that Israel was going to spend a billion dollars on hardware in 19, uh '70, '71 year, and that, you know, it was absolutely do or die, we had to get the money. And in fact we raised much, much, much less than that. Who fated the difference, where is it, and, you know...[indistinct background voice] Is it borrowing increased in exact, in direct proportion [background: sure!]...? Where were they able to obtain the borrowing? In other words, if the borrowing was available than the...

M5:

[unclear] borrowing. The goddamn charts in Israel! Who remembers?

M2:

[unclear] partially the borrowing, partially the fact that the deliveries were deferred. I mean, certain things weren't taken...uh, because they couldn't get the money for it.

M4:

That's very significant, I think, because, ah, [phone ringing], it's significant in our campaign.

M2:

...there's a call...it looks like, incidentally...

M1[?]:

I wish Teddy would asked that question when he was here?

M2:

Well in regard to that, Alan, because one thing that Irving didn't touch on is what was raised worldwide...

M1:

Geez Louise

M2:

...we had a billion dollar goal, worldwide, last year. It looks like about 670 to 675 million dollars, between UJA, bonds and [unsure] is going to be raised in 1971.

M1:

Okay. Uh, we're gonna have sandwiches. What I'd like to suggest we do is this, and uh try to stay on...let's take a ten minute break and uh come back, grab a sandwich and a drink and sit down. What I propose to do, while we're eating, is I'd like to take uh ten or fifteen minutes and give you an overview of Operation Israel, feed into it, uh, trigger uh sentences from our experiences in seventeen communities last year. And I'm looking around the table, Syracuse, Miami, Rochester, uh, we've got quite a few of the communities here! Houston! Uh, uh, so that uh, we'll uh try to communicate to you what it's all about, uh should take me fifteen minutes. Then we'll really have a given and take of what it's all about. I do want to tape that portion of it, 'cause I wanna communicate your thoughts to the rest of the fellas, eh 'cause you realize we're duplicating this meeting two other places. From here on in, it's all elementary

fellas, but there was one thing that's been bothering me, and that's the thing we experienced last year, and also a good deal of the fellas who worked us last year, around the table and...the real key guys from last year that were working with us are going to be with us again this year. Not necessarily go over names, they'll either get 'em in Chicago or Los Angeles, or on the uh tape. We'll communicate with them via the tape. And those of you that came in late, that's the reason for the tape, Jimmy finally decided that it's impossible to get fifty guys to sit and listen all at once, so...after this meeting, we're all on our own, after we go through the mechanics with Peter, on the dates and what dates you're gonna make available for November and December. You're gonna be operating as an individual playing your story into the, into the fellow in your own style. I'm just concerned that we're all pointing in the same direction, that uh, uh it won't be necessary for us to come in to a community...Rochester we're already working with, I've already been in Rochester. Five guys are gonna be Rochester five days next week. Four, five guys - we got a fifth guy, Neil. Uh, the point is...if the seventh, eighth, and ninth guy is in Rochester and this gang, we're all pretty much saying the same thing, in the same style. We're consistent...um, we got the same basic

story, so that we're not picking up pieces from one another. That's terribly important. And that's really the reason I felt it was necessary to sit down and have these few hours together.

[gap]

M1:

Okay, look fellas [knocking for attention]. You know, obviously what we attempted to do this morning...uh, was to set a theme, uh, and just get you all updated, uh, and I hope you felt we accomplished that. And I, I, I'm very much aware uh as I want each of, each of us in the room to be of other guys activities in the campaign, and that uh, um, uh every guy in his own right is one of the outstanding lay leaders in his community. Now that I wanna keep saying over and over again, because that's, uh, that's really how the group is made up. Um...and I don't wanna be elementary with you, and yet I do wanna be elementary at the same time, so I, I don't see any inconsistency in, in being elementary. And I, what I did do was I told you before we broke, uh Jimmy insisted that I commit to paper and stay on target. Um...what I'm going to tell you know are all the things you know, and all I'm trying to do is just

get now to focus in...somebody said to me, how the hell is this things gonna operate? No, you haven't grasped what it's all about yet.

Um...we're going to try to formalize, uh, in UJA style, focusing on the one thousand to ten thousand, but not locking in on that ten thousand figure, exactly what happens for the hundred thousand dollar giver, and all the, the sophistication that goes into getting to that guy and soliciting his gift. We're gonna attempt to do the same thing as Irving Berntsein...uh, try to point out with us what the guy in Denver who last year gave fifteen hundred bucks and yesterday went to a million. We're gonna attempt to do! Uh, and uh, I think we're all good enough campaigners to know that you miss a hell of a lot more than you succeed, in this business.

Before we're through, we're gonna, we have calendar dates for November and December. I'm gonna pass them out, ask you to put your name on 'em, and as I tried to communicate to you in the letter, I'm gonna ask you to fill in the one or two days in November you'll be available to us, and one or two days in December. Take those days that you're marking in the calendar and please put 'em in your book, because what we're gonna do, we, we now have communities that want us for November and

December, and we're gonna pin you into that community. And the community, we're working in Rochester and [unsure], Neil, every goddamn community should do what you did in Rochester, and we'll do for the next six guys. They actually had eight appointments, uh, and we didn't succeed in all of them, one guy...I can't remember, we had all those conversations [background talking]. Yeah, oh yeah! You know, you're soliciting guys with, not only the leadership but the potential. So let me just run through this. Uh, I would ask you and I plead with you and I put it on a personal basis, when you take a day treat it just like you're closing a deal and show up on the date, please. And, uh, if it happens that you can't, and I understand those things happen. You know, we went through the exercise last year, so we, we had the experience. Um, if you can't, the girl to call in New York is Rosalind Sussman, she's the young lady, she's sitting right outside there, assigned to this group and nothing else. You know, she'll know you're names well...

M6[?]:

Leonard, may interrupt your...

M1:

Rabbi Herbert A. Friedman Collection, C-7395 to C-7396. American Jewish Archives, Cincinnati, Ohio.

Please do! At any time

M6:

I think it would be very nice if when we went back to our respective cities, if we'd get a little information sheet with the names of everybody who was here, what communities they were from, and this Ms. Sussman's name and phone number.

M1:

Yeah, that would do. That will do, I'm just, so...I'm touching base now. But we'll do the bio bit. If you got a conflict, and it's in your calendar, and you gotta break the date, let Roz know, we've gotta substitute somebody. We're starting with about 35 fellas, and I...I, uh, I'm gonna come back to you Ed, you got, got a, Harvey[?] wants in. We want him in! And somebody else came to me, they had a guy...Um, [11:00]

END OF AUDIO FILE [time]