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Council of Jewish Federation and Welfare Funds - United Jewish  
Appeal Consultative Committee. 1966-1968.

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HAF

# United Jewish Appeal

1966 GOAL—\$73,420,000

ON BEHALF OF THE UNITED ISRAEL APPEAL—THE JOINT DISTRIBUTION COMMITTEE—THE NEW YORK ASSOCIATION FOR NEW AMERICANS

1290 AVENUE OF THE AMERICAS, N. Y., N. Y. 10019 • PLAZA 7-1500 • CABLE ADDRESS: UJAPPEAL, NEW YORK

## TO ALL EXECUTIVE DIRECTORS

26 January, 1966

**General Chairman**  
MAX M. FISHER

**National Chairman**  
**Representing Agencies**  
ISADORE BRESLAU, UJA  
JACK D. WEILER, JDC

**National Chairmen**  
ALBERT B. ADELMAN  
MELVIN DUBINSKY  
ISRAEL B. FINK  
EDWARD GINSBERG  
DAVID LOWENTHAL  
JOSEPH D. SHANE  
PHILIP ZINMAN

**National Women's Division**  
**Chairman**  
MRS. JACK KARP

**Young Leadership Cabinet**  
**Chairman**  
LEONARD D. BELL

**Executive Vice-Chairman**  
HERBERT A. FRIEDMAN

**Assistant Executive Vice-Chairman**  
IRVING BERNSTEIN

**National Field Director**  
EDWARD R. VAJDA

**Honorary Chairman**  
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**Honorary National Chairmen**  
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ADOLPH KIESLER  
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**Honorary Special Fund Chairmen**  
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SAMUEL RUBIN  
ROBERT W. SCHIFF

**National Co-Treasurers**  
ABRAHAM GOODMAN  
JOSEPH I. LUBIN

**Secretary**  
GOTTLIEB HAMMER  
CHARLES H. JORDAN

I thought you would like to have the very exciting results of the first meetings held in the 1966 campaign. There is a developing pattern which, if continued, will result in more money being raised this year than in 1965.

It would be wonderful if the forward momentum of the successful 1965 campaign could be carried still further in 1966. I know you will do everything possible to capitalize on the positive campaign climate which seems to be prevailing in our communities.

The results of these first meetings are as follows:

<u>Community</u>	<u>1966</u>	<u>1965</u>	<u>Percentage of Increase</u>
Baltimore	1,193,000	1,072,000	11.3
Boston	1,503,000	1,259,000	19.4
Buffalo	225,550	207,595	8.6
Cleveland	2,135,000	-	-- largest amount ever achieved at opening meeting
Dallas	520,090	390,000	33.3
Detroit	2,480,000	2,145,000	15.6
Hartford	227,200	197,200	15.2
Hollywood, Fla.	146,000	124,000	17.7
Houston	456,953	376,526	21.4
Indianapolis	306,000	236,000	29.7
Miami	501,220	393,125	27.5
Philadelphia	1,250,000	1,041,666	20.0
San Francisco	710,000	677,000	4.9
Worcester	162,500	148,430	9.5

With kind regards,

Sincerely,



Herbert A. Friedman

HAF:bga

MAP

# United Jewish Appeal

1966 GOAL—\$73,420,000

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TO ALL EXECUTIVE DIRECTORS

15 February, 1966

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*Representing Agencies*  
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JACK D. WELLER, IDC

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ABRAHAM GOODMAN  
JOSEPH I. LUBIN

*Executives*  
GOTTLIEB HAMMER  
CHARLES H. JORDAN

Cabinet in formation

AMERICAN JEWISH  
ARCHIVES

The results of early 1966 campaign meetings continued to be most heartening. Because I believe you will find them as encouraging as we do, I am listing below comparative figures for amounts raised in 31 representative communities since I last wrote you on January 26.

<u>Community</u>	<u>1966</u>	<u>1965</u>	<u>Percentage of Increase</u>
Baltimore	1,263,000	1,167,000	8.2
Boston	1,503,000	1,259,540	19.3
Detroit	2,600,000	2,225,000	16.9
Los Angeles	705,450	610,450	15.6
Miami	601,759	465,319	29.3
Newark	641,300	496,817	29.1
Philadelphia	1,469,946	1,284,000	14.5
Pittsburgh	632,537	541,283	16.9
St. Louis	338,707	307,652	10.1
San Francisco	710,000	677,000	4.9
Washington	300,450	224,000	34.1
Akron	65,250	60,700	7.5
Birmingham	48,721	45,350	7.4
Buffalo	325,585	297,853	9.3
Columbus	244,910	244,720	9.0
Dallas	520,090	390,000	33.3
Hartford	269,000	237,500	13.3
Hollywood	146,000	124,000	17.7
Houston	456,953	376,526	21.4
Indianapolis	319,595	230,449	38.7
Long Beach	91,800	65,200	40.8

<u>Community</u>	<u>1966</u>	<u>1965</u>	<u>Percentage of Increase</u>
Lynn	166,000	154,000	7.8
Nashville	83,985	70,585	19.0
New Orleans	135,000	109,000	23.9
Norfolk	155,596	118,486	31.3
Oakland	64,500	41,750	54.5
Paterson	118,793	103,501	14.8
Phoenix	100,436	81,637	23.0
Richmond	28,000	25,200	11.1
Tulsa	341,000	267,000	27.7
Worcester	162,500	148,430	9.5

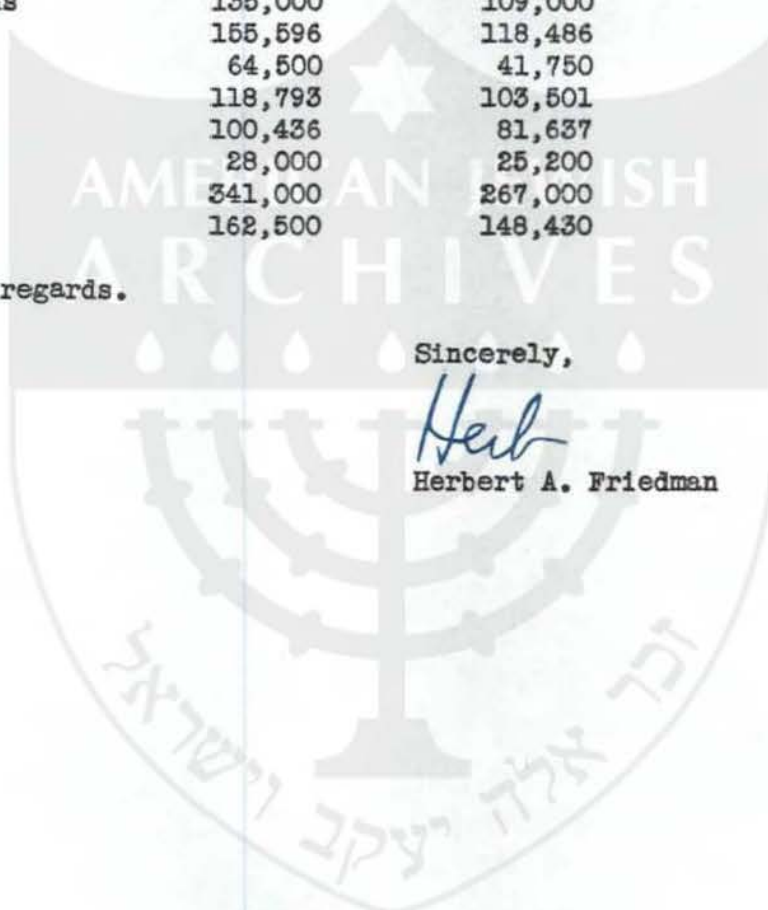
With kind regards.

Sincerely,



Herbert A. Friedman

HAF:bjm





UNITED JEWISH APPEAL, INC.  
1290 Avenue of the Americas  
New York, New York 10019

MEMORANDUM

March 4, 1966

To: Community Executives

Re: Notes on February 18, 1966 Meeting of UJA Conference Consultative Committee

The Committee of Executive and Campaign Directors, which had been appointed jointly by the CJFWF and UJA to help plan the December 1966 UJA Conferences, met at the UJA office in New York on Friday, ~~December~~ <sup>FEBRUARY</sup> 18th. The following were present:

William Avrunin	Detroit, Mich.	Albert A. Hutler	Chicago, Ill.
Irving Bernstein	UJA	Aaron Levine	Boston, Mass.
Philip Bernstein	CJFWF	Ben Mandelkorn	Columbus, Ohio
Meyer H. Brissman	Washington, D. C.	Martin Peppercorn	UJA
James Bronner	Pittsburgh, Pa.	Dan Rosenberg	CJFWF
Melvin Cohen	Worcester, Mass.	Arthur Rosichan	Miami, Fla.
Peter B. Colwin	UJA	Isadore Sollod	Baltimore, Md.
Irving Dickman	JDC	Gerald Soroker	Pittsburgh, Pa.
Herbert A. Friedman	New York, N. Y.	Abe Sudran	Newark, N.J.
Bernard Gottlieb	Hartford, Conn.	Edward R. Vajda	UJA
Robert Hiller	Baltimore, Md.	Joseph Winston	Cleveland, Ohio
Donald Hurwitz	Philadelphia, Pa.		

Additions to Committee Herbert Friedman, who presided at the meeting, welcomed everyone present and particularly thanked everyone for taking time from currently heavy campaign schedules to attend. He pointed out it was necessary to call the first Committee meeting at this early date in order to have sufficient time and flexibility for implementing proposals. It was agreed that the Planning Committee should be expanded to include executives from small communities. A number of executives from such communities had written to make this suggestion, and the point was considered very well taken.

STUDY MISSION Mr. Friedman opened the meeting with a discussion of 1966 Study Mission planning since the Mission is an essential part of the \$10,000 and over fund raising process. He pointed out that the 1965 Mission produced 96 gifts or approximately 10% of all \$10,000 and over gifts in the country. He indicated that the 1966 schedule (attached) is being projected at an earlier date than previously in order to bring the participants back so they might have time to work in their own and other communities to help solicit other gifts prior to the December Inaugural. This is particularly important in 1966 as the attractiveness of the CJFWF General Assembly in Los Angeles may draw many leaders and professionals away from their communities longer than usual. There was general agreement that communities should try to influence selected \$10,000 and over contributors to participate in this Mission. It was also suggested and agreed that representatives of separate community missions participate in the UJA sub-Missions if their schedules permit them to do so.



The UJA would want particularly to encourage a large group to go to Iran because the situation of Iranian Jewry is growing in significance and should be known to more people. For this reason it will be the longest of the sub-Missions, running from October 3rd to October 9th, with the Mission members in the group traveling directly to Israel at its conclusion instead of taking part in the sessions in Geneva. There will be stopovers in Tehran and Isfahan as well as a tour of Shiraz, and there is an excellent possibility of an audience with the Shah.

While the situation in Morocco is of equal significance, for reasons of political sensitivity the sub-Mission will have to be limited to no more than 20. There will be visits to Marrakesh, Casablanca, and Rabat or Fez, with no more than 10 or 12 people visiting each city at one time.

Mr. Friedman reported he was in Germany in December and the leaders of the German-Jewish community indicated to him at that time that they would strongly welcome a visit from representatives of the American-Jewish community. There are about 30,000 Jews now in West Germany and 160 in East Germany. The German program would include both sides of the wall in Berlin as well as a commemorative visit to Bergen-Belsen and also Bonn where there would be meetings with the Israel and American Ambassadors and officials of the West German Government.

The Polish sub-Mission would encompass Warsaw, Lodz -- including a visit to the new Jewish old age institution, and Cracow as well as Auschwitz for an appropriate commemorative ceremony. France, of course, remains important because of the situation of the large number of North African Jews who have settled in that country, and Vienna and Naples continue to be significant embarkation points.

Inaugural Meeting and December Annual Conference An analysis of the gifts produced at the 1965 Inaugural meeting led to unanimous agreement that scheduling it at an unprecedentedly early date in conjunction with the December Annual Conference was valuable for community campaigns. Of the 162 \$10,000 and over gift announcements made at the Inaugural dinner, 118 were increases, 33 were unchanged from the year before and only 11 were decreases. Moreover, 4 of those who decreased their gifts subsequently went up as did 8 of those who at first had pledged the same as for 1965. Therefore, it was decided that the Inaugural should be similarly scheduled at the end of this year.

Dates and Sites The Inaugural Meeting is presently scheduled at the Waldorf-Astoria for December 8, 1966. The Annual Conference will again take place at the New York Hilton Hotel December 9 - 11. It was suggested that it might be an unusual attraction if the Inaugural meeting could be held aboard the S.S. France or the S.S. Shalom rather than at the Waldorf-Astoria. The French Line vessel was considered especially appropriate because of its glamor and the long-standing special relation between France and Israel. The UJA ascertained from the French Line that the France will not be in New York next December and that the dining facilities on the Shalom were too small. The final consensus was that the UJA should explore this question further to see if it is possible to provide a unique setting for this event.



Conference Programs It was proposed that the Saturday night Banquet should be developed as an American Jewish community tribute to Mrs. Golda Meir. It was alternatively proposed that she be utilized for the Thursday Inaugural dinner where she might have greater impact on contributors. Other special guests and speakers considered for the meetings included Vice-President Hubert H. Humphrey, U.S. Ambassador to the U.N. Arthur Goldberg, Baron Edmond de Rothschild of France, Sir Isaac Wolfson of Great Britain, and U.S. Supreme Court Justice Abe Fortas. After considerable and vigorous discussion, it was agreed that the most productive arrangements might be:

Inaugural Meeting (Thursday night dinner) -- Mrs. Meir, as principal guest and speaker, together with Baron de Rothschild or Ambassador Goldberg. It was urged that the number of speakers be limited in order to assure sufficient time for thorough and dignified card-calling. For the dance program that is included in the late evening after the dinner, it was proposed that entertainment be offered, in the person of Barbra Streisand or someone similar.

Annual Conference (Saturday night banquet) -- Vice President Humphrey to deliver main address, with Jewish Agency Chairman Louis Pincus as an additional featured speaker. Mrs. Meir to receive a special award from the UJA and to respond to the tribute of the assembled delegates from communities throughout the country. JDC to be appropriately represented.

Annual Conference (Friday morning and afternoon) -- Discussion largely centered around the Friday program. It was strongly urged that the JDC business session should not be part of the Conference programming because it was neither interesting nor helpful to the assembled delegates. It was also strongly urged that efforts be made to permit delegate participation through the means of smaller workshops similar to the sessions scheduled on Saturday. The following suggested program therefore evolved: The day's program, customarily devoted to a thorough review of the needs of the UJA constituent agencies, should begin with presentations by Louis Broido, Chairman of the JDC and by Dewey Stone, Chairman of the Jewish Agency, Inc. This would be a one hour plenary session. There would then be separate workshops appealing to individual interests on various topics such as "Immigration", "Jews in Communist Countries", "Malben", "Iran", "ORT", etc. Professional personnel of the various agencies, together with qualified lay leaders would lead these workshops in which maximum participation by delegates could be achieved. Lunch might be served in each separate workshop, so that no time would be lost. The various workshops should then be brought together at approximately 3:00 p.m. for statement of conclusions and a summarizing address by Herbert Friedman which would tie together the UJA needs, services and budget underlying the 1967 UJA campaign.

The UJA will try to implement all of these proposals to the fullest extent possible and results will be reported at the next meeting of the Committee which will be called in the spring. Time did not permit all matters to be covered at this first meeting. There are important problems that remain to be considered, such as the manner of seating; the card-calling procedure for the Inaugural dinner; the question of the Thursday afternoon luncheon which last year had an unwritten floor of \$40,000 as the criterion for invitation; and many other items.



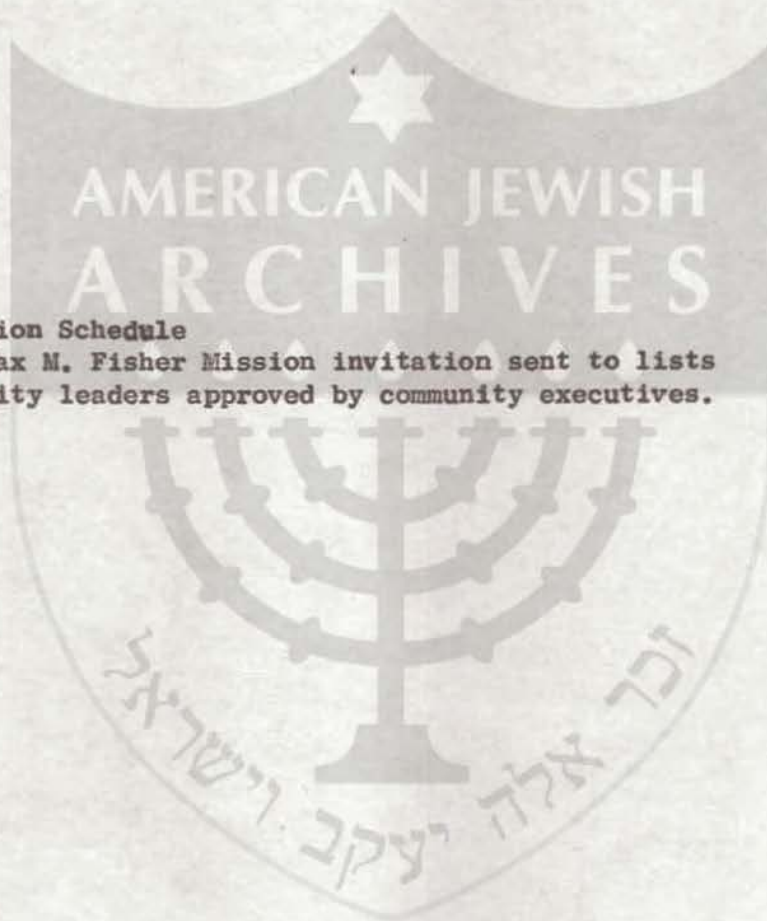
Conference Programs Cont'd

These will constitute the agenda for the next meeting. In the meantime, all comments and suggestions will be welcomed.

IB:ga  
Atts.

Attachments

- (1) 1966 Mission Schedule
- (2) Copy of Max M. Fisher Mission invitation sent to lists of community leaders approved by community executives.





FOR YOUR INFORMATION

18 March 1966



AMERICAN JEWISH

Several members of the UJA Annual Conference Consultative Committee have suggested that our future meetings be held, when feasible, in conjunction with other meetings.

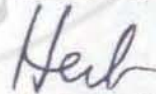
After consulting with Dan Rosenberg and Maurice Bernstein of CJFWF, we thought the best possibility for doing so would be at the National Conference of Jewish Communal Service, at its Annual Conference, May 14 - 18, at the Sheraton-Park Hotel in Washington, D. C.

We have accordingly cleared the Conference calendar and are scheduling our session as a luncheon for Monday, May 16, from 12:00 - 3:30 P.M.

At a later date, I will write to you again to give you the meeting room to be set aside for us as well as any other information pertinent to our discussions that may develop.

Will you please let me know if you will join with us.

Cordially,



Herbert A. Friedman  
Executive Vice-Chairman

HAF:FMS



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## TO EXECUTIVE AND CAMPAIGN DIRECTORS IN 17 LARGE COMMUNITIES

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**National Chairman**  
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ABRAHAM GOODMAN  
JOSEPH I. LUBIN

**Secretaries**  
COTTLIER HAMMER  
CHARLES H. JORDAN

29 March, 1966

# AMERICAN JEWISH ARCHIVES

Attached are the results of a survey we made recently to ascertain the extent to which the public utility companies make contributions to the campaigns in the largest cities. These results indicate that six of the cities surveyed do get such contributions, eleven do not, and one is negotiating contributions for the first time.

I believe that this information will be of interest to you -- particularly, of course, if you are contemplating an approach to the utility companies in your city.

With best regards,

Sincerely,

*Herb*  
Herbert A. Friedman

HAF:cgg  
Enc.



CAMPAIGN CONTRIBUTIONS FROM PUBLIC UTILITY COMPANIES

<u>CITY</u>	<u>UTILITY</u>	<u>1965</u>	<u>1966</u>	<u>REMARKS</u>
Baltimore	Baltimore Gas & Electric Corp.	\$12,000	\$12,500	Have contributed for about 15 years.
	Chesapeake & Potomac Telephone Company (*in addition, a 33 1/3% discount (is allowed on all bills).	4,000*	Not in yet	Have contributed for about 15 years.
Cleveland	Cleveland Electric Illuminating Company	1,500	1,500	Annually for many years.
Miami	Florida Power & Light Company	4,000	5,000	Annually since mid 40s.
		<u>1964</u>	<u>1965.</u>	(1966-not in)
Milwaukee	Wisconsin Electric Power Co.	\$ 3,000	\$ 3,000	Annually for some years.
	Milwaukee Gas & Light Co.	1,000	1,000	Since 1959
Philadelphia	Philadelphia Electric Co.	3,500	3,900	First time in 1964
	Philadelphia Gas Works	1,000	1,000	Annually for some years.
	Bell Telephone	1,000	1,000	Annually for some years.
St. Louis	Union Electric Co.	2,600	2,500	Since mid 40s
	Laclede Gas Co.	1,500	1,500	Since mid 40s

The following communities do not receive contributions:

Boston	Minneapolis
Chicago	Newark
Cincinnati	Pittsburgh
Kansas City	San Francisco
Los Angeles	Washington
New York City	

Detroit is presently in negotiation for 1966 contributions.

HAF

May 2, 1966

SENT TO MEMBERS OF UJA ANNUAL CONFERENCE CONSULTATIVE  
COMMITTEE WHO WILL ATTEND LUNCHEON MEETING IN  
WASHINGTON, D. C. ON MAY 16, 1966



AMERICAN JEWISH  
ARCHIVES

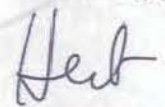
This is in further reference to the UJA National Conference  
Consultative Committee meeting about which I wrote you last month.

By way of reminder, our meeting will start with luncheon at noon  
and conclude by 3:30 P.M. It will take place on Monday, May 16,  
in the Assembly Room of the Sheraton-Park Hotel and Motor Inn,  
Washington, D. C. As you know, the National Conference of Jewish  
Communal Service is holding its annual session at this hotel  
between May 14 and May 18.

We expect a good turnout of the members of our Committee and we  
look forward to the Committee's developing an interesting and  
meaningful program for the UJA Annual Inaugural Meeting and  
Conference, scheduled for December 8 - 12 in New York City.

With kindest personal regards,

Cordially,



Herbert A. Friedman

HAF:fms

P.S. If you require a reservation at the Sheraton-Park  
Hotel, please fill out and mail promptly to the  
hotel the enclosed post card.



UNITED JEWISH APPEAL, INC.  
1290 Avenue of the Americas  
New York, New York 10019

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file  
CONFIDENTIAL

M E M O R A N D U M

To: Community Executives

Re: Notes on May 16, 1966 Luncheon Meeting of UJA Annual Conference  
Consultative Committee - Assembly Room of Sheraton-Park Hotel,  
Washington, D. C.

The Committee of Executives and Campaign Directors which had been jointly appointed by UJA and CJFWF to help plan the December 1966 National Inaugural and National Conference, held its second meeting for this purpose. The following were present:

William Avrunin	Detroit	Ben Mandelkorn	Columbus
Irving Bernstein	UJA	Samuel Melnick	Philadelphia
Meyer H. Brissman	Washington	Frank Newman	Indianapolis
James Bronner	Pittsburgh	Martin Peppercorn	UJA
Irving Dickman	JDC	James Rice	HIAS
Sol Drachler	Detroit	Benjamin Rosenberg	Boston
Milton Feinberg	Trenton	Dan Rosenberg	CJFWF
Arthur Fishzohn	UJA	Isadore Sollod	Baltimore
Herbert A. Friedman	UJA	Philip Soskis	NYANA
Robert Hiller	Baltimore	Ephraim Spivek	Norfolk
Donald Hurwitz	Philadelphia	Isadore Sobeloff	Los Angeles
Charles H. Jordan	JDC	Edward R. Vajda	UJA
Bernard Gottlieb	Hartford	Joseph Winston	Cleveland
Gottlieb Hammer	JAFI Inc.	Melvin Zaret	Milwaukee
Jack Kravitz	Dallas	Charles Zibbell	Los Angeles

Copies of a "Suggested Schedule of Meetings - UJA National Inaugural and National Conference for Period - December 8 - 11, 1966" were distributed to those present. (See copy attached.) Mr. Friedman, using these projected plans as a guide for discussion, opened the meeting with a discussion of the program for Thursday, December 8. He referred to the private luncheon meeting tendered by Mr. Max M. Fisher last year for \$40,000 and over contributors. The consensus of those present was that the luncheon should be repeated as it was an aid in bringing some of the larger contributors to N.Y. The \$40,000 and over contributors would be invited again and the names to be invited in each community would be carefully reviewed with community executives. It was urged that some fund-raising take place at the luncheon so that some gifts might be up-graded.

The organization of the Inaugural fund-raising dinner for Thursday night was then reviewed. It was pointed out that the two rooms at the Waldorf which were utilized last December - the Sert Room for the Dinner and the Empire Room where the dancing took place, were not large enough to cope properly with the size of these affairs. Mr. Friedman informed the Committee members that negotiations were underway for the Grand Ballroom at the Waldorf. If successful, two-thirds of the Ballroom would be used for the dinner meeting and the other one-third for the bandstand and dancing, which would allow for much greater convenience and comfort.



In regard to the program for the Inaugural meeting, it was urged that the program be limited to two major speakers instead of three as was presented last year. Mr. Friedman projected the names of Edmond de Rothschild of France and Governor George Romney as the two speakers, subject to the consensus of the Committee members and the availability of both men. After some discussion, it was recommended that UJA invite Gov. Romney and Baron Rothschild and do everything possible to limit the speaking to these two men.

The question arose as to whether the minimum level of those to be invited should be increased from \$10,000 to \$15,000. It was agreed that the minimum level should remain at \$10,000.

It was brought out also that there were complaints about the length of time it took for card calling. Mr. Friedman pointed out that last year 167 cards were actually called. Some Committee members felt that last year's experience with four card callers, was too time consuming. It was generally agreed to use only two card callers this year who would stand together at the podium and alternate in the card calling process. It was suggested that the card callers be Max Fisher and Edward Ginsberg. In the event it would be necessary to have a card caller for the NYC group, it was suggested that Jack Weiler be added. It was agreed also that in due time before the Inaugural meeting, there would be a review of the manner and order of the card calling between UJA staff members and the executive directors of those communities that would have large representation at the meeting.

At the conclusion of the card calling, dancing is scheduled with music by Lester Lanin and his orchestra. It was suggested that the dancing be preceded by a half-hour of entertainment. In the matter of entertainers, the names of Jack Benny, Zero Mostel, Leonard Bernstein and Isaac Stern (in combination), Sammy Davis, Jr., were projected. Although there was no general consensus, Jack Benny was urged by some, since he himself is a \$10,000 contributor, while others favored Leonard Bernstein and Isaac Stern.

Friday, December 9 - Seminar Sessions - Mr. Friedman reviewed the five seminars which were projected at the previous meeting of this Committee - namely, Migration, Absorption, Education, Eastern Europe and the Moslem Countries. In brief reference to the seminars, there was some discussion regarding the inclusion of ORT and IEF during the session on Education. It was also suggested that seminar material should be prepared in advance. Mr. Friedman pointed out that there were some problems in connection with doing so but he agreed that a one page condensation could be done. Following some discussion, Messrs. Jordan and Hammer volunteered to help develop the material for the seminars and to help program the sessions.

Saturday - December 10 - 12:00 - 2:15 P.M. It was felt that last years Chairmen's Session, while good, was not properly programmed and as a result, it lacked the effectiveness which it might otherwise have had. Mr. Friedman stated that subjects for discussion at the Chairmen's meeting could be set forth along whatever lines the members of the Consultative Committee suggested. It was agreed that the subject matter at the Chairmen's meeting should be confined to the Chairmans' commitment to the campaign or what the Chairman must do to carry out his job as Chairman.



International Symposium - 2:30 P.M. Mr. Friedman indicated that the following international spokesmen were to be invited to participate in the International Symposium:

England	Sir Isaac Wolfson
Spain	Max Mazin
France	Edmond de Rothschild
Germany	To be selected by Central Council of Jewish Communities in Germany
Brazil	Moyses Kauffmann
Scandinavia	To be selected by a committee in Stockholm

It was suggested that the Standing Conference on European Jews be represented. Mr. Jordan reported that Max Mazin of Spain could speak for the Standing Conference. So far as the Chairman of the Symposium is concerned, Mr. Friedman indicated that it would be offered to Sir Isaac Wolfson.

Saturday Night Banquet - December 10 - Mr. Friedman gave a brief rundown of the program as contemplated. Mayor John V. Lindsay of New York would welcome the delegates. There would be an award to Mrs. Jack Karp for her completion of service as UJA National Women's Division Chairman. Vice-President Hubert H. Humphrey has already accepted and Prime Minister Levi Eshkol, who has been invited, may accept. Mr. Fisher will be seeing the Prime Minister in the latter part of June in Israel to press this invitation. Mr. Louis A. Pincus, Chairman of the Jewish Agency, has also been invited but he has questioned the advisability of being on this program if Mr. Eshkol is on it. The discussion from the floor as to the propriety of having Mr. Pincus on the program with the Prime Minister, if the latter accepts, was left to the UJA's Executive Committee's judgment depending upon the situation as it develops in the period ahead.

In the discussion that followed Mr. Friedman's program outline, it was suggested that community awards might be made to those chairmen whose communities raised more in '66 than '65. Mr. Friedman indicated that there might be 200 communities in this category this year and that accordingly it would not be feasible to do so. He suggested, and the group present agreed, that an honor roll might be printed of the 1966 and also 1967 Chairmen. It was suggested that an award be made, at the Saturday night banquet, to Mr. Edward M. M. Warburg for his quarter-century service to the JDC.

Mr. Friedman at this point discussed with the members of the Committee the matter of the JDC and UIA meetings that are being planned in connection with the UJA Conference. He stated that Mr. Louis Broido, the General Chairman of the JDC, has recommended that JDC hold its annual dinner on Wednesday night, December 7. Mr. Broido is fully cognizant of the risk involved in regard to attendance. However, he feels the dinner is important to JDC in terms of its image and the necessity to meet corporate requirements.

Insofar as UIA is concerned, it is going through a reorganization and contemplates setting up a Board meeting as a "Brunch", Sunday morning, December 11. These two agencies, JDC and UIA, will send out their own invitations. There was a great deal of questioning on the part of a number of Consultative Committee members as to the possible confusion that may result from the holding of these two sessions, particularly, the Dinner of the JDC.



It was felt that these sessions might hurt the UJA Conference attendance. In the case of the JDC Dinner, a problem might be presented as those who attend the JDC function on Wednesday night but do not fit into the category of Inaugural Dinner invitees, would be involved in no UJA activity until Friday.

Mr. Friedman reported that the invitation to the UJA Conference would be sent out in September. In connection with the preparation of this invitation, two questions were presented:

- a. Should it include the functions of Friday and Saturday only as the Thursday Inaugural meeting is normally not included?
- b. Should it include an additional page or insert on the two separate agencies?

There was considerable discussion but no final decision was reached on this matter.

Study Mission - Mr. Friedman made brief reference to the UJA Study Mission scheduled for next October. He indicated that 75 individuals (with wives the total is 140), whose gifts are in the \$10,000 and over bracket, have already registered for the Mission. He urged the communities to continue to stimulate participation on the Mission in view of its proven ability to obtain pace setting gifts.

He reported the following dates for the various Sub-Missions, and the program for Europe and Israel:

The Sub-Mission dates are:

Germany	-	Wednesday, September 28 to Wednesday, October 5
Poland	-	Wednesday, September 28 to Wednesday, October 5
Iran	-	Sunday, October 2 to Friday, October 7
Morocco	-	Saturday, October 1 to Wednesday, October 5

The dates for the Study Mission are:

Geneva	-	Wednesday, October 5 to Sunday, October 9
Israel	-	Sunday, October 9 to Friday, October 21.

It was indicated that the next meeting of the Consultative Committee would take place in the Fall.

IB:fs

Attachment:

1. Suggested Schedule of Meetings-  
UJA National Inaugural & National  
Conference for period -  
December 8-11, 1966



May 16, 1966

SUGGESTED SCHEDULE OF MEETINGS - UJA NATIONAL INAUGURAL AND NATIONAL CONFERENCE  
FOR PERIOD - December 8 - 11, 1966

DATE & TIME

SESSIONS

Thursday,  
12/8  
12:30 P.M.

MAX M. FISHER LUNCHEON  
For Overseas Visitors, Executive Comm., and  
\$40,000 and over contributors

6:30 P.M.

INAUGURAL MEETING (card calling - \$10,000 and over)  
Reception

7:30 P.M.

Dinner  
Speaker Possibilities  
Edmond de Rothschild  
Gov. George Romney

11:00 P.M.

Entertainment and Dancing  
Jack Benny  
or (to be requested)  
Zero Mostel  
and  
Lester Lanin Orchestra

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ANNUAL CONFERENCE

Friday,  
12/9

PLENARY SESSION

9:30 A.M.

Address: Louis Broido, Chairman,  
Joint Distribution Committee

Address: Dr. Dewey D. Stone, Chairman,  
Jewish Agency for Israel, Inc.

11:00 A.M.

SEMINARS

Five separate seminar sessions will be conducted  
between 11:00 A.M. and 3:00 P.M. Luncheon will  
be served in each room at 12:30 P.M.

The five seminars suggested are:

1. "Migration"
2. "Absorption"
3. "Eastern Europe"
4. "Moslem Countries"
5. "Education"

DATE & TIME

SESSIONS

Friday, cont'd

12/9

3:00 P.M.

UJA 1967 Campaign Story

Summation: Rabbi Herbert A. Friedman,  
UJA Exec. Vice-Chairman

4:30 P.M.

Receptions: Women's Division, Young Leadership,  
Hillel Oneg Shabat, and Community  
Priming Receptions.

Saturday,

12/10

12 noon to

2:15 P.M.

LUNCHEON SESSIONS

1. 1967 Community Campaign Chairmen
2. Young Leadership Cabinet Meeting
3. Hillel-Rabbinical Advisory Council-Luncheon Mtg.
4. UJA National Women's Division

2:30 P.M.

INTERNATIONAL SYMPOSIUM

(Suggested participants)

Chairman: Sir Isaac Wolfson, England  
Max Mazin, Spain  
Edmond de Rothschild, France  
To be selected Scandinavia  
Henry G. van Dam, Germany  
To be selected Brazil

6:30 P.M.

BANQUET SESSION

Presiding: Max M. Fisher,  
UJA General Chairman

Greetings: Mayor John V. Lindsay

Presentation of Awards - to

Mrs. Jack A. Karp  
Mr. Edward M. M. Warburg

Speakers:

Levi Eshkol, Prime Minister (being requested)  
Louis A. Pincus, Chairman, Jewish Agency  
Hubert H. Humphrey, Vice-President





# United Jewish Appeal

1966 GOAL—\$73,420,000

ON BEHALF OF THE UNITED ISRAEL APPEAL—THE JOINT DISTRIBUTION COMMITTEE—THE NEW YORK ASSOCIATION FOR NEW AMERICANS

1290 AVENUE OF THE AMERICAS, N. Y., N. Y. 10019 • PLAZA 7-1500 • CABLE ADDRESS: UJAPPEAL, NEW YORK

October 31, 1966

Mr. Herbert A. Friedman  
United Jewish Appeal  
1290 Avenue of the Americas  
New York, N. Y.

Dear Herb:

**AMERICAN JEWISH**

You will recall, I am sure, the meeting that Max Fisher and I held with you and your fellow executive and campaign directors last year at the General Assembly of the Council of Jewish Federations and Welfare Funds to discuss together our UJA Inaugural Meeting plans and matters related to the forthcoming campaign. We have been in touch with Philip Bernstein about holding a similar meeting at the General Assembly this year, and he has once again given his very helpful cooperation.

Therefore, I am writing to extend a cordial invitation to you to join Max and myself at a continental breakfast Saturday morning, November 19th from 8:00 A.M. to 9:30 A.M. in the Colonial Room of the Ambassador Hotel in Los Angeles. I do hope that you can arrange your schedule to be with us.

Looking forward to seeing you, and with kindest regards,

Sincerely,

Herbert A. Friedman

HAF:bga

**General Chairman**  
\*MAX M. FISHER

**National Chairman**  
**Representing Agencies**  
\*ISADORE BRESLAU, UJA  
\*JACK D. WELER, IDC

**National Chairman**  
\*ALBERT B. ADELMAN  
\*MELVIN DUBINSKY  
\*ISRAEL D. FINK  
\*EDWARD GINSBERG  
\*DAVID LOEWENTHAL  
\*JOSEPH D. SHANE  
\*PHILIP ZINMAN

**National Women's Division Chairman**  
\*MRS. JACK KARP

**Young Leadership Cabinet Chairman**  
\*LEONARD D. BELL

**Executive Vice-Chairman**  
\*HERBERT A. FRIEDMAN

**Assistant Executive Vice-Chairman**  
IRVING BERNSTEIN

**National Field Director**  
EDWARD R. VAIDA

**Cabinet Members**  
\*ROBERT B. ARNOW  
\*BERNARD H. BARNETT  
FRANK BECKERMAN  
PHILIP BELZ  
\*CHARLES J. BENSLEY  
\*HENRY C. BERNSTEIN  
SAM BLANK  
IRVING BRUM  
\*ABRAHAM BORMAN  
\*H. BOYAR  
\*BRAND  
\*BRODO  
\*M. CARTER  
NEHEMIAH M. COHEN  
NATHAN CRAMER  
ROBERT A. ESBYMANSON  
SOL ESSENBERG  
SOL ESFELD  
ALLAN FARBBER  
\*JACOB FELDMAN  
HEKMAN FINEBERG  
MAX FIRESTEIN  
LEOPOLD V. FREUDBERG  
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SAMUEL F. GINGOLD  
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NOLAN GLAZER  
CHARLES GOLDBERG  
LEONARD GOLDFINE  
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IRAM GOLDSMITH  
DAVID I. GOLGVENSKY  
ARTHUR N. GOODMAN  
MRS. JACK A. GOODMAN  
IRVING GREEN  
\*BERNARD B. GROSSMAN  
KEUBEN B. GRYZMISH  
SHELDON H. GUREN  
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FEROLD C. HOFFRENGER  
KEYV K. KAISERMAN  
DAVID KANE  
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PAUL KAPELOW  
JOSEPH M. KATZ  
\*LAURENCE A. KATZ  
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ANTON L. KOFFMAN  
\*MORDEKAI KRAVIS  
\*ROD LASER  
\*J. LEVIN  
\*LESTER S. LEVY  
JOSEPH M. LINSKY  
DAVID M. LITWIN  
PHILIP W. LOWEN  
BEN D. MARCUS  
JOSEPH MEGWELL  
SAMUEL H. MILLER  
\*JOSEPH N. MITCHELL  
MARTIN NADIELMAN  
NORMAN C. NORR  
IRVING S. NORR  
ALEXANDER J. OPPENHEIMER  
MAX OROVITZ  
JOSEPH OTTENSTEIN  
JULIUS PARIS  
\*ALBERT PARKER  
JAMES L. PERMITT  
SIDNEY R. RABR  
LEONARD RATNER  
SAMUEL ROTBERG  
\*ALAN SAGNER  
MAURICE H. SALTZMAN  
SOL SATINSKY  
\*LAWRENCE SCHACHT  
HERBERT B. SCHIFF  
HAROLD J. SCHNITZER  
JOSEPH J. SCHWARTZ  
M. PETER SCHWITZER  
MORRIS SENDROWITZ, JR.  
GEORGE SHAPIRO  
DAVID SILBERT  
ROGER P. SONNBERG  
RUDOLF C. SONNBERG  
DAVID STEINE  
LOUIS D. STERN  
\*PHILLIP STOLLMAN  
S. SIDNEY STONEMAN  
LEONARD R. STREITZ  
BERNARD STRIEN  
JOSEPH TALAMO  
EARL J. THANIN  
MARVIN L. WARNER  
MELTON WEINSTEIN  
AARON WEISS  
CHARLES H. YALEM  
SOL ZALLEA  
\*PAUL ZICKERMAN

\*Member, Executive Committee

**Honorary Chairman**  
\*MORRIS W. BERUNSTEIN  
\*JOSEPH MEYERHOFF  
\*WILLIAM ROSENWALD  
\*DEWEY D. STONE  
\*HOWARD M. M. WARBURG

**Honorary National Chairman**  
\*SAMUEL H. DAROFF  
JOSEPH HOLTZMAN  
ADOLPH KIESLER  
\*ALBERT A. LEVIN  
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BENJAMIN H. SWIG

**Honorary Special Fund Chairman**  
\*JOSEPH M. MAZER  
SAMUEL RUBIN  
ROBERT W. SCHIFF

**National Co-Treasurers**  
ABRAHAM GOODMAN  
JOSEPH I. LUBIN

**Secretaries**  
\*GOTTLIEB HAMMER  
\*CHARLES R. JORDAN

FACT SHEET ON 12TH UJA STUDY MISSION

OCTOBER, 1966

COMPOSITION

UJA Officers and National Campaign Cabinet, contributors of \$10,000 and over, 1967 Community Campaign Chairmen.

DATES

Sub-Missions -- September 29th - October 5th  
Geneva -- October 5th - October 9th  
Mission flight from Geneva to Tel Aviv -- Sunday, October 9th  
Israel -- October 9th - October 21st

SUB-MISSIONS

From Thursday, September 29th to Wednesday, October 5th there will be relatively large sub-Missions to Germany, Poland, Iran and Morocco as well as smaller group visits to Paris, Rome, Naples and Vienna.

GENEVA

The full Mission will convene in Geneva on Wednesday, October 5th and, until Sunday, October 9th, will engage in sessions with officers and representatives of the JDC dealing with its operations all over the world.

ISRAEL

From Sunday, October 9th to Friday, October 21st the Mission will make a comprehensive survey of Israel and meet with the heads of government and the Jewish Agency. The Mission will conclude with the Prime Minister's dinner on Thursday, October 20th.



8 March, 1967

TO SELECTED EXEC. DIRECTORS & OTHER CMTY. PROFESSIONALS



AMERICAN JEWISH  
ARCHIVES

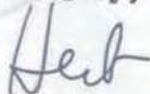
Phil Bernstein has advised me you will be coming to New York for the Board meeting of the Council of Jewish Federations and Welfare Funds during the weekend of March 18th. I am writing now to invite you to a luncheon meeting in the UJA office at 12:30 p.m. on Friday, March 17th, for a preliminary discussion about the planning of our Conference next December.

You will recall the consultative meetings in 1966 of representative executive and campaign directors like yourself which helped make last December's Conference so effective. We want to proceed in the same way this year to assure a similarly successful national meeting.

Please let me know that you will attend. I am looking forward to seeing you.

With best regards,

Sincerely,



Herbert A. Friedman

HAF:bg

UNITED JEWISH APPEAL, INC.  
1290 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK 10019

M E M O R A N D U M

CONFIDENTIAL

April 15, 1968

To: Community Executives

Re: Notes on March 22, 1968 Meeting of UJA Annual Conference Consultative Committee -- UJA Board Room, New York, N. Y.

The Committee of Executive and Campaign Directors, set up jointly by the UJA and CJFWF to plan the UJA December National Inaugural and Annual Conferences, held its first 1968 meeting on March 22. The following were present:

Sidney S. Abzug	Buffalo	Dr. Clifford Josephson	Cincinnati
Irving Bernstein	UJA	Ben Mandelkorn	Columbus
Philip Bernstein	CJFWF	Martin Peppercorn	UJA
Meyer H. Brissman	Washington	Sidney Posen	St. Louis
Melvin Cohen	Worcester	James P. Rice	Chicago
Bernard Dubin	Camden	Dan S. Rosenberg	CJFWF
Herbert A. Friedman	UJA	Gerald S. Soroker	Pittsburgh
Maurice Finkelstein	Binghamton	Abe L. Sudran	Essex County
Max C. Gettinger	Atlanta	James Young	CJFWF
Irving L. Geisser	Flint	Melvin S. Zaret	Milwaukee
Robert I. Hiller	Baltimore		

OVERSEAS SITUATION Mr. Friedman opened the meeting by reading Telex communication items covering the March 21 limited Israeli military operation conducted against Arab terrorist bases in Jordan. It was agreed during the discussion that the American Jewish community must be constantly informed about the hostile acts of Arab terrorists and their great danger to Israel's security.

1968 CAMPAIGN Based on preliminary data, Mr. Friedman estimated that \$90,000,000 to \$95,000,000 would be raised nationally through the Emergency Fund campaign, and \$25,000,000 from New York City. He commented that, considering the practical aspects of fund-raising, the campaign was going well.

The comparative figures for the 1967 Emergency Fund were \$130,000,000 raised nationally and \$45,000,000 from New York City.

It was pointed out during the discussion that this year the concern of national Jewish organizations on behalf of the Emergency Fund has been less evident than in the 1967 emergency drive. Thus, Mr. Friedman emphasized, the federations and welfare funds are the primary source of strength in the American Jewish community and, under these circumstances, their strength must be exerted with utmost efficiency.



Mr. Friedman pointed out that efforts are being made in a number of communities -- as well as by the national UJA -- to improve 1968 contributions considered inadequate. Mr. Friedman urged continuing "recall" operations of various kinds, including visits and meetings, to assure maximum gifts to both the Emergency and the regular campaign. He added that the utilization of newspaper and TV advertising, as well as direct mail operations, is still very desirable, especially in creating a feeling of urgency in the communities and to make a particular impact on unpledged large contributors.

NEWSPAPER MISSION In order to keep communities well informed about the actual situation overseas, a newspaper mission, under UJA auspices, had been arranged during the last few days which would spend the period April 3-15 in Israel. Newspapers in ten major cities had already submitted the names of reporters to be included, and Mr. Friedman suggested to the executive directors that they might wish to try to make similar arrangements with newspapers in their own cities.

AUDIO-VISUAL PRESENTATIONS Mr. Friedman advised that the UJA had been able to arrange the video-taping of recent events in Israel, with the utilization of new battery-operated equipment. He said the tapes would be made available to the communities, and should be a useful instrument in the campaign.

UJA NATIONAL INAUGURAL DINNER The 1968 UJA Inaugural Dinner is planned for December 12 at the Hilton Hotel. Mr. Friedman asked the executive directors to make one major decision at this meeting in regard to the dinner -- whether it should be limited to \$25,000 and over contributors rather than to those giving \$10,000 and over as in the past. He pointed out that the number of \$10,000 and over gifts (total: i.e., regular and emergency combined) tripled in 1967 as compared to 1966. As a result, the attendance at the Inaugural Dinner last December grew to over 700, depriving it of much of its value as a prestige event. The size of the attendance interfered with fund-raising, since only a limited number of givers could be approached personally regarding their contributions before the meeting, and many gifts could not even be called at the Dinner. Mr. Friedman said that the number of \$25,000 and over gifts nationally as of the end of 1967 were as follows:

	\$ 25,000 - \$ 50,000	--	523
	50,000 - 100,000	--	217
	100,000 - 250,000	--	111
	250,000 - and over	--	25
<b>TOTAL</b>			<u>881</u>

In addition, there are 357 such gifts for New York City, making a grand total of 1238 gifts in the category of \$25,000 and over. During the general discussion, consideration was given to the following:

The invitation to the \$10,000 and over function was helpful in getting many \$5,000 to \$9,000 contributors to increase their gifts to \$10,000.

A \$25,000 and over function should be similarly utilized to persuade contributors of between \$20,000 and \$25,000 to raise their contributions.



UJA NATIONAL INAUGURAL DINNER (Cont'd)

It was unanimously agreed that invitations to the 1968 Inaugural Dinner should be limited to \$25,000 and over contributors, and that another national fund-raising function for \$10,000 and over contributors should be scheduled some time in January. The working arrangement between the UJA and the New York Federation of Jewish Philanthropies requires the Federation's approval of a January UJA fund-raising meeting in New York City. For this and other reasons, it was considered advisable to hold the proposed \$10,000 and over function in another city, possibly Chicago or Washington.

UJA NATIONAL ANNUAL CONFERENCE The Conference will be held December 13-15 at the Hilton. Mr. Friedman requested suggestions for the two main speakers for the Conference banquet, Saturday night, December 14. He noted that traditionally these have been an outstanding Israeli and a leading American political figure. It was explained that Prime Minister Levi Eshkol for reasons of protocol could not come to the United States again in December, and the discussion centered around the names of Foreign Minister Abba Eban and Defense Minister Moshe Dayan. The consensus was that General Dayan should be invited -- his health, hopefully, permitting -- since he remained a most attractive figure for the American Jewish community. Mr. Friedman said he would explore the possibility of his coming while in Israel at the beginning of April for the Economic Conference. As an alternative to an American political figure as a speaker at the banquet, the names of various personalities in the fields of business and in entertainment were discussed. After a thorough exchange of views, the following names were indicated for further evaluation:

Business -- Henry Ford II, David Rockefeller, Robert McNamara

Government -- Illinois Senator Charles H. Percy, New York Senator Jacob K. Javits, U.S. Defense Secretary Clark Clifford, Oregon Senator Mark Hatfield, Ambassador Arthur J. Goldberg (who would only be available if no longer representing the U.S. at the U.N.)

Entertainment -- Kirk Douglas, Paul Newman

Mr. Friedman stated that another meeting of the Consultative Committee would be arranged in a month or so, for a more detailed consideration of the Conference programs.