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**AMERICAN JEWISH ARCHIVES**

**MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.**

Series H: United Jewish Appeal, 1945-1995.

Subseries 3: Conferences and Committees, 1947-1978.

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Box  
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Folder  
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Middle Atlantic Leadership Institute [Hershey, Pa.]. 1960-1961.

For more information on this collection, please see the finding aid on the  
American Jewish Archives website.

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Conferences 1961  
(incoming) files  
Lawrence  
6/15  
9/15

June 6, 1960

Mr. Meyer S. Mintz  
United Jewish Appeal  
302 Jones Law Bldg.  
Pittsburgh 19, Pa.

Dear Meyer:

This is in reference to your letter of May 31st addressed to Herbert Friedman regarding Governor David Lawrence.

I do think that inviting him to a National conference would be a very good idea. We are, therefore, thinking of having him attend our National Annual Conference in December. We would also definitely want him for the conference to be held in Hershey, Pennsylvania in March.

We are going to take the matter up with our committee and we will then extend the formal invitation.

Best regards.

Sincerely yours,

Melvin S. Goldstein

MSG:mmm



Eastern States  
Conf.  
Hershey, Pa.

August 17, 1960

Mr. F. Gordon Borowsky  
George K. Garrett Co., Inc.  
Torresdale Ave. at Tolbut Street  
Philadelphia 36, Pennsylvania

Dear Gordon:

I am away on vacation right now so I haven't had any report on your progress. I do hope that you are coming along very well.

I know you will be very happy to learn that we are going to have Abba Eban address the Eastern States Conference in Hershey, Pennsylvania. He is coming for this meeting and for several other UJA functions.

We are also going to have General Dayan for the UJA next year. I will write you more about this later.

With kindest personal regards,

Sincerely yours,

Melvin S. Goldstein

MSG:ma



Sent to: Samuel H. Daroff  
Joseph Meyerhoff  
Isadore Breslau  
Nehemiah Cohen  
Jerold Hoffberger  
Abe Kay  
David Lowenthal  
Elkan Myers  
Sol Satinsky  
Morris Senderowitz  
Joseph Shulman  
Michael Stavitsky  
Jack Stern  
Harry Sylk  
Philip Zirman  
Myer Feinstein

Conf -  
Hershey

November 7, 1960

Dear .....

A little while ago I informed you of the series of regional conferences the UJA was planning for 1961. These regional conferences will follow the successful pattern established at our Midwest Institute in Highland Park last year and in Palm Springs for the West Coast region. The purpose, of course, is to bring to these regions the UJA story and campaign line for 1961, to prime advance gifts and, perhaps most important, to stimulate and prepare for the fundraising meetings to be held in surrounding communities immediately following our regional conferences.

On March 17, 18 and 19, 1960, the Middle Atlantic States Institute will be held at the Hotel Hershey in Hershey, Pa. Gordon Borowsky is the General Chairman for this conference, and Mr. Abba Eban, now Minister of Education in the Government of Israel, will be the main speaker.

I know that the date for this conference may appear to be a long way off. All of us here, however, consider it so important in the chain of campaign events scheduled for 1961, that I should like to urge you now to make arrangements to attend. The fact is that in order to insure the success of the Middle Atlantic States Institute we simply must have the active participation and support of the officers and cabinet members in the area. I would, therefore, appreciate it very much if you would let me know as soon as you can that you will definitely attend the Hershey meeting.

With kindest personal regards,

Sincerely yours,

Melvin S. Goldstein  
Administrative Vice-Chairman

MSG/fo  
cc mp



To Visitors to Israel / Helped by UJA  
on Hershey Conference

March 6, 1961

Dear Friend:

The regional conferences and institutes run by the United Jewish Appeal during the past few years in various parts of the country for leaders of the areas have been most successful in terms of enthusiasm engendered and impact on community campaigns. Several such meetings already held this year have met with great enthusiasm, and the next one scheduled is the UJA Middle Atlantic Leadership Institute to be held during the week-end March 17th through March 19th at the Hotel Hershey in Hershey, Pa.

It really would be particularly meaningful to have leaders with your kind of experience and understanding attend this Institute. In view of the observations you were able to make in personally surveying Israel's needs and accomplishments, your participation surely would be a most vital asset.

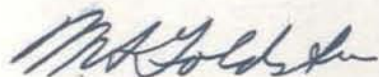
The program will include, among others, Joseph Meyerhoff, newly elected UJA General Chairman; Moses A. Leavitt, Executive Vice-Chairman of the Joint Distribution Committee; and Herbert A. Friedman, UJA Executive Vice-Chairman. The Institute will be divided into sessions in which there will be full opportunity for discussion on the needs and problems overseas.

This certainly will be a most inspiring and informative occasion, and it can be expected to be importantly influential on local campaigns in your area. In addition, it will provide the chance, which I know you will find welcome, to become acquainted with leaders from other communities in your region of the country.

I do hope you can attend. To let us know that you will, please fill out and mail the card which is enclosed for your convenience.

With very kind regards.

Sincerely yours,



Melvin S. Goldstein

msg:gss  
Enc.



March 20, 1961

UNITED JEWISH APPEAL MIDDLE ATLANTIC LEADERSHIP INSTITUTE  
Hotel Hershey, Hershey, Pennsylvania  
March 17, 18, 19, 1961

ATTENDANCE

DELAWARE

WILMINGTON

Mrs. E. M. Budner  
Mr. & Mrs. Frank Chaiken  
Mr. & Mrs. Herbert L. Cobin  
Mr. & Mrs. Philip Cohen  
Mr. & Mrs. Ernst Danneman  
Mr. & Mrs. Sam Eisenstat  
Mr. & Mrs. Maurice Goldstein  
Judge & Mrs. Daniel L. Herrmann  
Mrs. Max Keil  
Mrs. Charles Lipstein  
Harold B. Nappan, Ex. Dir.  
Mr. & Mrs. Bernard Raphaelson  
Mr. & Mrs. Benjamin Stolper  
Mr. & Mrs. David Weiner  
Julius Wolson  
Mr. & Mrs. James Zallea  
Mr. & Mrs. Sol Zallea  
Mr. & Mrs. Harry David Zutz

WASHINGTON, D. C.

Meyer H. Brissman, Ex. Dir.  
Mr. & Mrs. Hymen Goldman

MARYLAND

BALTIMORE

Dr. & Mrs. Hyman L. Granoff  
Joseph Meyerhoff  
Mr. & Mrs. Joseph W. Spector

NEW JERSEY

ATLANTIC CITY

Mrs. Jack Soble  
Irving Spivack, Ex. Dir.  
Julius Waldman

CAMDEN

Mr. & Mrs. Abraham Z. Cutler  
Mr. & Mrs. Bernard Dubin, Ex. Dir.  
Mr. & Mrs. Arthur Goldman  
Mr. & Mrs. Harry Goldstein  
Mr. & Mrs. Morris Liebman  
Mr. & Mrs. Carl T. Mitnick  
Herman Odlen  
Max Odlen  
Mr. & Mrs. Harold D. Sarshik  
Mr. & Mrs. Sidney Sussman  
Mr. & Mrs. Philip Zimman

DOVER

Mr. & Mrs. Philip Harris  
Mr. & Mrs. Morris Resnick

ELIZABETH

Dr. & Mrs. A. Leon Ackerman  
Mrs. S. A. Brailove

NEWARK

Mr. & Mrs. Martin Jelin  
Mr. & Mrs. David Pogash  
Mr. & Mrs. Alan Sagner

PALISADES PARK

Mr. & Mrs. Benjamin Levy

NEW JERSEY - continued

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Dr. & Mrs. Irving E. Ehrenfeld  
Joseph Ehrenfeld  
Max Grossman, Ex. Dir.  
William N. Gurtman  
Daniel Rachles  
J. B. Saltzman  
William Zacharawitz

PERTH AMBOY

Dr. & Mrs. Jack E. Shangold

PLAINFIELD

Mr. & Mrs. Kusiel Gordon  
Mac R. Tarnoff

VINELAND

Mr. & Mrs. Ben Leuchter  
Mr. & Mrs. Nathaniel Wernicoff

OHIO

STEUBENVILLE

Mr. & Mrs. Arthur W. Fried  
S. Sidney Kaufman

PENNSYLVANIA

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Mr. & Mrs. Louis Epstein  
Mr. & Mrs. George Feldman, Ex. Dir.  
Mr. & Mrs. Morris Garfinkel  
Arnold Goldstein  
Mr. & Mrs. Jack I. Greenblat  
Mr. & Mrs. I. Cyrus Gurman  
Mr. & Mrs. Bernard Kobrovsky  
Mrs. Joseph Leonard  
Oscar Levenson  
Mr. & Mrs. Morton Levy  
Mr. & Mrs. S. Perlis  
Mrs. Joseph Rosenberg  
Mr. & Mrs. Morris Senderowitz

BUTLER

Mr. & Mrs. Saul J. Bernstein

CHAMBERSBURG

Mr. & Mrs. Morris Contract  
Mr. & Mrs. Milton Silver  
Mr. & Mrs. Samuel Tobey  
Mr. & Mrs. John Wormser

COATESVILLE

Mr. & Mrs. William Chertok  
Mr. & Mrs. Milton Margoles  
Mr. & Mrs. Leonard Riebman  
Mr. & Mrs. Samuel Chertok



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- Mr. & Mrs. Jack Sher, Ex. Dir.

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- Mr. & Mrs. Herbert Berger
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- Henry H. Brenner
- Joseph F. Brenner
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- Judge & Mrs. Samuel A. Weiss

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Mr. & Mrs. I. D. Fink, Minneapolis, Minn.  
Herbert A. Friedman  
Mrs. Alan Gordon, Newport News, Va.  
Harry Herbert, New York City  
Moses A. Leavitt

