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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.

Box
36

Folder
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South-Southwest Leadership Institute [Biloxi, Miss.]. 1960-1961.

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

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**First Annual
South - Southwest
Leadership Institute**



**Buena Vista Beach Hotel
Biloxi, Mississippi**



January 13-15, 1961

Cover compliments of El Al Israel Airlines

PROGRAM

Chairman: Paul Kapelow, New Orleans

Friday, January 13

6:00 P.M.—**SABBATH SERVICES** Sun Room

Conducted by Rabbi Sidney I. Goldstein,
Congregation Beth Israel, Meridian, Miss.

7:00 P.M.—**DINNER MEETING AND OPENING SESSION**

Hurricane Room

PRESIDING: Paul Kapelow, New Orleans
SINGING OF HATIKVAH AND THE NATIONAL
ANTHEM
ADDRESS OF WELCOME: Zondel Katz, Gulfport
PRESENTATION BY: Rabbi Herbert A. Friedman,
New York, Executive Vice Chairman,
United Jewish Appeal

Saturday, January 14

8:00 A.M.—**SABBATH SERVICES** Sun Room

Conducted by Rabbi Sidney I. Goldstein

9:00 A.M.—**BREAKFAST MEETING** Hurricane Room

PRESIDING: I. L. Kunian, Chattanooga
JOINT DISTRIBUTION COMMITTEE GLOBAL
REVIEW
By Moses A. Leavitt, New York City
Executive Vice Chairman, Joint Distribution
Committee

THE JEWISH AGENCY FOR ISRAEL

By Melvin Dubinsky, St. Louis
Chairman, United Jewish Appeal National
Campaign Cabinet

REPORT: 7th ANNUAL UNITED JEWISH APPEAL
STUDY MISSION

By Bernard Barnett, Louisville

12:15 P.M.—**LUNCHEON MEETING** Lotus Room

PRESIDING: Melvin Dubinsky
PRESENTATION BY: Mrs. Israel D. Fink, Minne-
apolis, Chairman, United Jewish Appeal Nation-
al Women's Division

1:30 P.M.—**SEMINARS**

"SECURING THE MAXIMUM GIFT IN 1961"

1) IN THE LARGE AND MEDIUM COMMUNITIES
Hurricane Room D

PRESIDING: Meyer L. Balsler, Atlanta

PRESENTATION: James L. Permutt, Birmingham

2) IN THE SMALL COMMUNITIES

Sun Room

PRESIDING: Harry Diamond, Moorhead

PRESENTATION: Nathan Kaplan, Alexandria

3) WOMEN'S DIVISION

The Deck,
(Atop the Hotel)

PRESIDING: Mrs. Joseph Cohen, New Orleans
Vice Chairman, UJA National Women's Division

(Note: Fashion Show, courtesy John Bell, Importer
Crown Colony Clothes will take place at 4:00 P.M.)

7:00 P.M.—**CONFERENCE BANQUET** Hurricane Room

PRESIDING: Morris I. Jaffe, Dallas
SINGING OF THE HATIKVAH AND THE
NATIONAL ANTHEM

PRESENTATIONS BY:

Edward M. M. Warburg, New York City
Honorary Chairman, United Jewish Appeal
Chairman, Joint Distribution Committee
Major General Haim Laskov
Chief of Staff (Ret.), Army of Israel

10:00 P.M.—**DANCING UNDER THE STARS** The Deck
Slade Brothers Orchestra

Sunday, January 15

9:00 A.M.—**BREAKFAST AND CONCLUDING MEETING**
Hurricane Room

PRESIDING: Paul Kapelow

UJA FILM: "Memo to Eichmann"

REPORT OF RESOLUTIONS COMMITTEE

CLOSING ADDRESS: Rabbi Herbert A. Friedman

Chairman

Paul Kapelow, New Orleans

Vice-Chairmen

Philip Belz, Memphis
Sam J. Heiman, Miami
Label A. Katz, New Orleans
I. L. Kunian, Chattanooga
Benjamin J. Massell, Atlanta
James L. Permutt, Birmingham
Bernard Schaenen, Dallas
Milton I. Taubman, Tulsa

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George H. Altbach, Biloxi
Meyer L. Balsler, Atlanta
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Dr. Irving Brown, Tyler
Ben Cone, Greensboro
Meyer Davidson, Meridian
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Edgar M. Felson, Jacksonville
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M. B. Kahn, Columbia
Nathan Kaplan, Alexandria
Zondel Katz, Gulfport
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Avner Lewis, Orlando
Julius Livingston, Tulsa
Seymour Marcus, Birmingham
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Morris Marks, Augusta
Henry Maslansky, New Orleans
Bernard D. Mintz, New Orleans
Mayer Mitchell, Mobile
James Muslow, Shreveport
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Fred Peariman, Asheville
Moses Richter, Charlotte
Maurice Sanditen, Tulsa
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Paul L. Stewart, Charlotte
Sol B. Weiner, Houston
Milton Weinstein, Atlanta



AMERICAN JEWISH ARCHIVES

ACKNOWLEDGEMENTS

The Officers and Committee of the United Jewish Appeal's South-Southwest Leadership Institute acknowledge with gratitude the participation of Rabbi Harold A. Friedman of Mobile, Rabbi Leo Bergman of New Orleans, Rabbi Charles Mantinbond of Hattiesburg, Mr. Oakley West and Mr. A. L. Deloria, organists. Mary Williams, Soloist.

אל על
EL AL

El Al means "onward and upward" in Hebrew... or, freely translated, "to the skies!"

UJA SOUTH-SOUTHWEST LEADERSHIP INSTITUTE
BUENA VISTA BEACH HOTEL
BILOXI, MISSISSIPPI
JANUARY 13, 14, 15, 1961

MSG
Felpel

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TEL AVIV

General Haim Laskov

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Melvin S. Goldstein
Irving Jacobs
Martin Peppercorn
Peter B. Colwin
Ernest Michel
Mrs. Margin Stang
Harry Goldstein

Ira Chaback
Jack Friedlander
Martin Gelb
David Taub
Sholem Weiner
Cal Weisenfeld
William Ullman

Note: Dr. Bernard Kaplan registered but community unknown.

UNITED JEWISH APPEAL, INC.
165 WEST 46th STREET
NEW YORK 36, N. Y.

MEMORANDUM

File
Biloxi
Haim
Laskov
(a)

Date January 6, 1961

To Melvin S. Goldstein

From Benjamin Hanft

Subject Fill-In Release (First Advance Story) on Biloxi Conference

Attached please find a sample of the "fill-in" release announcing the holding of the South-Southwest Leadership Institute in Biloxi, featuring, of course, the appearance of Major General Haim Laskov.

The release is to be sent to approximately 125 newspapers in the area - Anglo-Jewish included. As you can see by the attached sample (for the newspapers in the State of Georgia), we are stressing state representation on the conference committee.

We should like to get this release out immediately for publication in area newspapers on Monday, January 9th.

A follow-up, to be sent out on Monday, January 9th, for publication in the area, Wednesday/Thursday, January 11th-12th, is also attached for approval.

BH:MU

BH

*This is the one I cleared
with you over the phone
Sat. morning.*

FROM: Benjamin Hanft
UNITED JEWISH APPEAL
165 WEST 46TH STREET
NEW YORK 36, NEW YORK
Telephone: PLAZA 7-1500

FOR RELEASE ON RECEIPT

MAJOR GENERAL HAIM LASKOV, FORMER CHIEF OF STAFF, ARMY OF ISRAEL, TO SPEAK AT UJA'S SOUTH-SOUTHWEST REGIONAL CONFERENCE AT BILOXI, JANUARY 13-15TH

Jewish Leaders from 11 States, Meeting to Launch Community Drives in Support of United Jewish Appeal's 1961 Campaign to Raise Record Sum of \$72,740,000 for Overseas Aid, Will Also Hear Edward M.M. Warburg, Rabbi Herbert A. Friedman, Moses Leavitt and Melvin Dubinsky.

GEORGIA JEWISH LEADERS HOLD HIGH CONFERENCE POSTS

Major General Haim Laskov, who just retired as Chief of Staff of the Israel Army, will head an impressive array of internationally renowned Jewish leaders who will participate as speakers at the United Jewish Appeal's first combined conference of southern and southwestern states, which will be held at the Buena Vista Beach Hotel in Biloxi, Mississippi, January 13th to 15th, it was announced by Philip M. Klutznick, National UJA Chairman.

The conference, which will be attended by the Jewish leadership of 166 major Jewish communities from Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North and South Carolina, Tennessee and Texas, is under the Chairmanship of Paul Kapelow of New Orleans, UJA National Campaign Cabinet member and former president of the Jewish Welfare Fund of New Orleans.

Other speakers are Edward M.M. Warburg of New York, Honorary Chairman of the United Jewish Appeal and Chairman of the American Jewish Joint Distribution Committee; Moses A. Leavitt of New York, Executive Vice Chairman of the American Jewish Joint Distribution Committee; Rabbi Herbert A. Friedman of New York, Executive Vice Chairman of the United Jewish Appeal and Melvin Dubinsky of St. Louis, Chairman of the UJA's National Campaign Cabinet, the executive body of national Jewish leaders which plans and guides the organization's national fundraising effort.

The leaders attending the South-Southwest Conference will devote their efforts to completing plans for a powerful 1961 campaign kickoff in all the communities in this area in support of the United Jewish Appeal's national campaign goal of \$72,740,000 - some \$10,000,000 more than the amount raised last year - to continue to provide vital services for 600,000 Jews in 27 countries overseas, including Israel and the United States.

(more)

The principal beneficiary agencies of these funds are the United Israel Appeal, which provides for the resettlement and economic absorption of Jewish immigrants in Israel; the American Jewish Joint Distribution Committee, which provides welfare and other aid to needy Jews in 26 countries overseas, including Israel, where it conducts a special program on behalf of ill, aged and handicapped immigrants, and the New York Association for New Americans, which assists immigrants entering this country.

GEORGIA Jewish leaders who are aiding in the planning and programming of this conference are Benjamin J. Massell, Atlanta, a conference vice chairman, and the following members of the Steering Committee: Meyer L. Balsler, Abe Goldstein and Milton Weinstein - all of Atlanta; and Morris Marks of Augusta.

General Laskov, whose parents brought him to pre-state Israel in 1924 when a child of six, began his military service in his early teens when he joined the Haganah, the defense force created by the Jewish settlers in Palestine to protect them from lawless Arab attacks.

During World War II, he served with the British Army in Palestine, Belgium and Holland, ^{and} saw infantry action with the Jewish Brigade in Italy, concluding his British Army career in 1946 as a Major and Company Commander.

After World War II, General Laskov became the Director of Military Training for Haganah. At the start of Israel's 1948 War of Independence, he organized an officers' training school and was the commander of its first graduating class.

As a battalion commander, he took part in "Operation Nahshon" which broke the siege of Jerusalem and opened a corridor to that ancient city. He also saw combat in the bitter battle of Latrun and commanded a brigade in the successful battles of Western Galilee and Nazareth. Following the establishment of the Jewish State, General Laskov was appointed Chief of the Training Command of the Israel Army. In August of 1951, he became head of Israel's Air Force and held that key post for two years.

After two years of study at St. Anthony's at Oxford, he was recalled to active service and appointed Deputy Chief of Staff and later was named Commander of the Armored Corps.

When hostilities broke out in the Sinai Peninsula in late 1956, General Laskov commanded the northern attacking force of armor which broke through at Rafah and captured El Arish.

One year later he was appointed Chief of Staff, replacing General Moshe Dayan, now Israel's Minister of Agriculture.

#

cc: Leon Brachman
Jacob Feldman
Label Katz
Ben Massell
Martin Nadelman
James Permutt
Milton Taubman

Conf -
Biloxi

November 7, 1960

Mr. Benjamin Massell
The Massell Companies
40 Pryor St., S. W.
Atlanta 3, Georgia

Dear Mr. Massell:

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 January 13, 14 and 15, 1961, the South Southwest Conference will be held at the Buena Vista Hotel in Biloxi, Mississippi. Paul Kapelow is the General Chairman for this conference, and General Moshe Dayan, now Minister of Agriculture 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 South Southwest Conference, we simply must have 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 Biloxi meeting.

With kindest personal regards.

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG:cs
cc MP

November 4, 1960

Mr. Paul Kapelow
Shelby Construction Co., Inc.
136 S. Derbigy St.
New Orleans, La.

Dear Paul:

I just want you to know what a great pleasure it was to be with you and Hester on the Study Mission. The success of the Mission is due in no small part to the role that you played and I want you to know that I greatly appreciate your assistance.

I'm going into the Biloxi program. Eddie Warburg is due back here toward the beginning of next week and I will then speak with him and urge him to come down. I appreciate the importance of having him present as, indeed, all of us here do. I'll do everything possible to persuade him to come.

Best regards.

Sincerely yours,

Melvin S. Goldstein

MSG:mm

South-Southwest
Conf.
Biloxi

August 17, 1960

Mr. Paul Kapelow
Shelby Construction Co., Inc.
136 S. Derbigny Street
New Orleans, Louisiana

Dear Paul:

I am just sending you this note to inform you that General Dayan is coming to the United States in the middle of January to speak at a number of UJA meetings and he will definitely attend and address the South-Southwest Conference in Biloxi. I really think this is great and will go a long way to develop this conference.

With kindest personal regards,

Sincerely yours,

Melvin S. Goldstein

NSG:um