



THE JACOB RADER MARCUS CENTER OF THE
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
8

Western Leadership Institute. [San Bernardino, Calif.]. 1958-1959.

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

SUGGESTED PROGRAM

Friday, Feb. 20:

5.30 p.m. Services (Conservative style -- singing
important - very short sermon -
Personnel: probably no Torah reading -- or
Rabbi and perhaps Torah condensation with no
Cantor aliyot.)

Friday, Feb. 20:

Evening, Supper: candles, wine, songs -- a chairman to give
outline of all sessions to come --
Personnel: forekaste, bird's eye view of what topics
Chairman will be embraced -- perhaps mimeo and
(probably national distribute a session-by-session outline,
person, L.A. so whole program can be seen in perspec-
person can give tive, in advance.
greetings, intro- In his remarks, chairman also sets tone
duce national for importance of conference, hopes for
people. It's development of this into big west coast
our conf., we meeting ala N.Y., etc.
want to take it
over early)

Friday, Feb. 20:

Night -- First Session

Personnel:
Chairman
2 Speakers

1. Israel Today -- Political and
Military Situation
2. Israel Today -- Immigrant Absorption
(including Malben)

Questions and Discussion

Saturday, Feb. 21:

9.30 a.m. Minyan Services for those desirous

11.00 a.m. -- Second Session

Personnel:
Chairman
2 Speakers

1. Global Review of JDC Operations
2. Resettlement of Refugees in
countries other than
Israel -- NYANA
UHS

Lunch: Songs -- no speeches

Saturday, Feb. 21:

3.00 p.m. -- Third Session

- Personnel: Separate workshops, along functional lines
- | | |
|--|---|
| 1. Leave L.A. mtg.
to their own
professional
staff. | 1. Los Angeles Group |
| 2. We take over
other 2 work-
shops with our
people, lay and
professional. | 2. All other men delegates |
| | 3. Women's section -- for special
problems of W.D. |

Leave free time for corridor work, personal solicitation,
meeting community delegations who have special problems, etc.

Saturday, Feb. 21:

Dinner Show Rumanian film

Saturday, Feb. 21:

Evening -- Fourth Session

- Personnel: 1. Special Report on Rumania
- Chairman
- 1 Speaker 2. Gift Announcements
3. Discussion -- HOW TO RAISE MORE MONEY

Sunday, Feb. 22:

9.30 a.m. -- Fifth Session

Campaign Problems

- Personnel:
flexible,
assign various
topics to lay
leaders
1. PCB - explain UJA position
 2. Leadership community tours to
Israel
 3. Tout the speakers list avail-
able for March, April, May
 4. Any problems the delegates
wish to raise
 5. Closing Statement

PERSONNEL AVAILABLE:

Yigal Alon
Israel Consul in Los Angeles ?
HAF
Morris Berinstein
Dewey Stone
Press for Sam Rubin? What role for him?
Anyone from JDC? Eddie hasn't been in several years
Ben Swig is planning to attend, according to someone.
Leon Uris

SUGGESTED WESTERN LEADERSHIP INSTITUTE, FEBRUARY 20-22, 1959
ARROWHEAD SPRINGS HOTEL
SAN BERNARDINO, CALIF.
(per December 30, 1958)

Friday, February 20th, 7 p.m.

Services with Rabbi and Cantor
(probably Rabbi Shulweiss). Five
minute sermon -- no Torah reading and
no aliyot. Singing very important.

7:45 p.m.

Dinner with Cantor singing B'rocha.
Max Firestein, as Chairman, to greet
the guests and give a birdseye view of
what the program is for the next two
days. He will set the tone of the
Conference and will speak for about
fifteen minutes.

During dinner slides are to be shown
through two projectors.

9:30 p.m.

First Session
(Room should not be the dining room and
the room must be set up in classroom
style)

Israel today -- political and military
situation Yigal Allon

Questions and discussion

Saturday, February 21st, 9:30 a.m.

Minyon services for those who wish
(Rabbi Shulweiss)

11 a.m.

Second Session
Global Review of JDC operation, resettlement
of refugees in countries other than Israel
and work performed through other organizations
such as OIRT. Edward M. M. Warburg or
Moses A. Leavitt or
~~Charles Stone~~

1:15 p.m.

Lunch -- Songs no speeches

3 p. m.

Third Session
(Separate workshops along functional lines)

1- Los Angeles Group (This meeting is to be
arranged by the Los Angeles professional
staff but the UJA is to arrange to have
Mr. Stone or another lay leader cover the
meeting.)

2- All other delegates (Morris Berinstein will
open this meeting and will call on the
representatives of various cities to report
on the status of the campaigns and the plans

for the campaigns in their cities.)

- 3- Women's section to deal with special problems of the Women's Divisions. (It is understood that Sarah Goodman will be on the West Coast so that Mrs. Goodman will head this session.)

7 p.m.

Dinner
Show Roumanian film

9 p.m.

Fourth Session

- 1- Special report on Roumania and Israel today including immigrant absorption. Herbert A. Friedman
- 2- Gift announcements
- 3- Discussion -- How to raise more money

Sunday, February 22nd, 9:30 a.m.

Fifth Session
(Campaign problems)

- 1- Morris BerinStein to open with strong statement on pre-campaign budgeting; explaining the UJA position.
- 2- Mr. Warburg to speak on the responsibility of American Jewry to the United Jewish Appeal and to the campaigns.
- 3- Leadership tours to Israel
- 4- Campaign speakers who will be coming from from abroad.
- 5- Other problems

Conf.

WESTERN LEADERSHIP INSTITUTE

Arrowhead Springs Hotel
San Bernardino, California

February 20-22, 1959

Max Firestein - Conference Chairman

PROGRAM

Friday, February 20

5:00 p.m.	Registration	Lobby
7:00 p.m.	Services Conducted by Cantor Edward Krawll Temple Emanuel, Beverly Hills	Theatre
8:00 p.m.	Dinner Meeting Report on Israel General Yigal Allon - Israel Morris Berinstein - Syracuse, N.Y. General Chairman, UJA	Candlelight & Garden Room

Saturday, February 21

7:30 a.m.- 9:00 a.m.	Breakfast	Candlelight Room
9:30 a.m.	Sabbath Services Conducted by Cantor Edward Krawll	Theatre
10:30 a.m.	JDC Overseas Program ① Edward M. M. Warburg - New York City Honorary Chairman, UJA ② Moses A. Leavitt - New York City Executive Vice-Chairman, JDC	Auditorium
12:30 p.m.	Luncheon - Men	Candlelight Room
	Luncheon - Women Mrs. Jack A. Goodman - Indianapolis, Ind. National Women's Division Chairman, UJA	Garden Room
2:30 p.m.	Campaign Workshops Los Angeles National Consultant - Dewey D. Stone Brockton, Mass.	Auditorium
	Region National Consultant - Morris Berinstein Syracuse, N. Y.	Theatre

Saturday, February 21 (cont'd)

7:00 p.m.	Dinner Meeting Special Report on Rumania Rabbi Herbert A. Friedman - New York City Executive Vice-Chairman, UJA	Candlelight & Garden Rooms
-----------	---	-------------------------------

1) *Yegil alm*
2) *MWB*

Sunday, February 22

7:30 a.m. - 9:00 a.m.	Breakfast	Candlelight Room
-----------------------	-----------	------------------

10:00 a.m.	Campaign Publicity Jacob H. Karp - Los Angeles Vice-Pres., Paramount Pictures David A. Lipton - Los Angeles Vice-Pres., Universal-International Studios	Theatre
------------	---	---------

12:00 noon	Luncheon	Candlelight Room
------------	----------	------------------



WESTERN LEADERSHIP INSTITUTE

Arrowhead Springs Hotel
San Bernardino, California

February 20-22, 1959

A G E N D A

Friday, February 20 - 8 p.m. - DINNER MEETING

1. Conference Chairman Max Firestein introduces Cantor Edward Krawll of Temple Emanuel of Beverly Hills to conduct traditional Sabbath eve service preceding the meal.
2. Cantor Krawll conducts Sabbath eve service.
3. Dinner.
4. After dessert, Cantor Krawll leads audience in singing Z'MIROT and then says grace to close the meal.
5. Max Firestein introduces head table, makes opening remarks, and then introduces Benjamin Swig as Chairman of the meeting.
6. Benjamin Swig introduces General Yigal Allon of Israel.
7. General Yigal Allon speaks.
8. Benjamin Swig introduces Morris Berinstein, UJA General Chairman.
9. Morris Berinstein speaks.
10. Benjamin Swig turns meeting back to Max Firestein.
11. Max Firestein announces Saturday's program and adjourns meeting.

WESTERN LEADERSHIP INSTITUTE

Arrowhead Springs Hotel
San Bernardino, California

February 20-22, 1959

A G E N D A

Saturday, February 21 - 10:30 a.m. - JDC GLOBAL REVIEW

1. Conference Chairman Max Firestein opens meeting and introduces the Chairman of the session, Mr. Joseph Shane.
2. Joseph Shane introduces Mr. Moses A. Leavitt.
3. Moses A. Leavitt speaks.
4. Joseph Shane introduces Mr. Edward M. M. Warburg.
5. Edward M. M. Warburg speaks.
6. Joseph Shane calls for discussion.
7. At close of discussion, Joseph Shane turns session back to Max Firestein.
8. Max Firestein announces Sunday's program and adjourns meeting.

WESTERN LEADERSHIP INSTITUTE

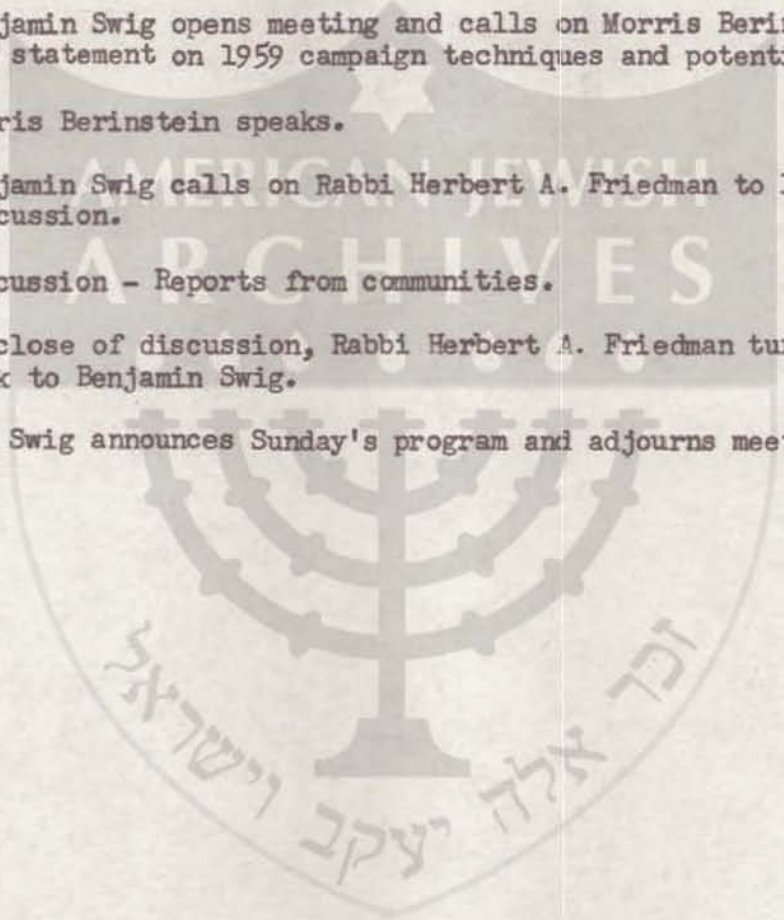
Arrowhead Springs Hotel
San Bernardino, California

February 20-22, 1959

A G E N D A

Saturday, February 21 - 2:30 p.m. - REGIONAL WORKSHOP

1. Benjamin Swig opens meeting and calls on Morris Berinstein for statement on 1959 campaign techniques and potential.
2. Morris Berinstein speaks.
3. Benjamin Swig calls on Rabbi Herbert A. Friedman to lead discussion.
4. Discussion - Reports from communities.
5. At close of discussion, Rabbi Herbert A. Friedman turns meeting back to Benjamin Swig.
6. Ben Swig announces Sunday's program and adjourns meeting.



A G E N D A

LOS ANGELES MEETING

Arrowhead Springs Conference

Saturday, February 21, 1959 - 2:00 p.m.

Dr. Max Wm. Bay, presiding

1. Dr. Max Bay explains format of meeting. We will have presentations from representatives of agencies in the local and national field that receive money from the United Jewish Welfare Fund. They will present brief statements regarding their present programs and their needs. We will then follow the presentations with discussions on how we can raise more money in Los Angeles in 1959. For this section of our program, we will hear from various panelists who represent the operating sections of the campaign such as Trades, Special Gifts, Women, Areas, etc. To open the meeting, we will call upon Steve Broidy, President of the Jewish Welfare Federation, for a five-minute presentation on some of Federations's problems and program.
2. Steve Broidy (5 minutes). (Steve Broidy indicates that in addition to his own presentation, there will be special additional information given to the group by a representative of Cedars of Lebanon Hospital and the Jewish Centers Association.)
3. Dr. Bay calls on Lawrence Irell, President of the Jewish Centers Association, for a five-minute presentation on the program and problems of the Jewish Centers Association.
4. Dr. Bay introduces Raymond Lee, trustee of Cedars of Lebanon Hospital, for a presentation on the program and problems of Cedars of Lebanon Hospital.
5. Dr. Bay introduces Cyrus Levinthal, President of the Bureau of Jewish Education, who speaks on the program and problems of the Bureau.
6. Dr. Bay calls on Judge David Coleman, former President of the Los Angeles Jewish Community Council, for a presentation on the program and problems of defense agencies.
7. Dr. Bay introduces Ike Greenberg, President of the Los Angeles Jewish Community Council and former UJWF Campaign Chairman, to lead the second half of the discussion on how to raise more money to meet the totality of the needs.
8. Ike Greenberg calls on -
 - a. Robert Rosenson
 - b. Sylvia Weisz
 - c. Jacob Stuchen
 - d. Leonard Sperry
 - e. Joseph Mitchell
9. Discussion.
10. Adjournment.



ARROW HEAD
CONFERENCE

①

Friday 5:30 - services

Personnel: rabbi + cantor

(conservative style - singing important - very short sermon - probably no Torah reading - or perhaps Torah condensation with no aliyot.)

Friday eve supper - candles, R wine, songs - a chairman to give outline of all sessions to come - foretaste, bird's eye view of what topics will be embraced - perhaps

Personnel: chairman

(probably national person. L.A. person can give greetings, introduce national people.

It's our conference, we want to take it over early.)

mince and distribute a session-by-session outline, so whole program can be seen in perspective, in advance.

In his remarks, chairman also sets tone for importance of conference, hopes for development of this into big west coast meeting ala N.Y., etc.

Friday ~~sat~~ night - First Session

Personnel:

Chairman
2 speakers

- 1.) Israel Today - Political + Military Situation
- 2.) Israel Today - Immigrant Absorption (including Malben)

Questions + Discussion



②

Saturday morning 9.30 - minyan services for those desirous

Saturday morning 11.00 - Second Session

Personnel:

chairman
2 speakers

1. Global Review of JDC Operations
2. Resettlement of Refugees in Countries Other Than Israel - NYANA UHS

Saturday Lunch - songs, no speeches

Saturday afternoon 3.00 - Third Session

Separate workshops along functional lines

Personnel:

1. Leave L.A. meeting to their own professional staff.
2. We take over other 2 workshops with our people, lay + professional.

1. Los Angeles group
2. All other men delegates
3. Womens section - for special problems of W.O.

leave free time for corridor work, personal solicitation, meeting community delegations who have special problems, etc.



③

Sat. dinner - show Rumanian film

Sat. evening - Fourth Session

Personnel:
chairman
1 speaker

1. Special Report on Rumania
2. Gift announcements
3. Discussion - How TO RAISE MORE MONEY

Sunday morning 9.30 Fifth Session

Personnel:
flexible,
assign various
topics to key
leaders.

Campaign Problems

1. PCB - explain USA position
2. Leadership ^{community} focus to Israel
3. Point the speakers list available for branch office work
4. Any problems the delegates wish to raise
5. Closing Statement



④

Personnel Available

Yigal Alon

Israel Consul in Los Angeles ?

HAF

Morris Beusden

Dewey Stone

Press for Sam Rubin ? What role for him ?

Anyone from JDC ? Eddie hasn't been in several years

Ben Surq is planning to attend, according to someone.

Leon Weis

UNITED JEWISH APPEAL, INC.

165 WEST 46th STREET
NEW YORK 36, N. Y.

John L. Goetz

MEMORANDUM

RECEIVED	
JUL 17 1958	
NOTED BY	REF.
DATE	
	SS
	EAT
	HAF
ANSWERED	

Date July 15, 1958

4 full Jack Kautz

To Mr. Sholem Sontup

From Irving Bernstein

Subject 1959 West Coast Leadership Meeting

*cc: HB-K
MISG
LORV
AHT
HDS
SAA
GH*

During my last visit to New York, HAF requested that consideration be given to holding the 1959 West Coast leadership meeting at a place other than the Brandeis Institute during the weekend of February 20-22.

Although the 1958 meeting was productive, there was an expression by both area and Los Angeles leadership that a change of place and atmosphere might be in order for 1959. Further, we ran into a great deal of difficulty in getting top leadership who had previously visited Brandeis to return again for the 1958 meeting, as many indicated a preference for more comfortable facilities and a different program of activity.

As a result, Jack Rich and I met with Executive Director Julius Bisno and Assistant Director Julius Ratner, who agreed that a change would benefit the Los Angeles campaign. Contacts were then made with key leaders in the community in order to avoid repercussions from Brandeis supporters. The following, including key Brandeis leaders, agreed with the change in planning: Joe Shane, Joe Mitchell, Julius Fligelman, Ike Greenberg and Steve Broidy.

Following these contacts, Julius Ratner and I met with Dr. Shlomo Bardin, Director of the Brandeis Camp, in order to be certain that there would be no misunderstanding for changing the location of the leadership meeting. Although reluctant to lose the institute for 1959, Dr. Bardin accepted the reasoning behind the change and indicated his full cooperation.

Following the above meetings and contacts, Ratner and I visited the Arrowhead Springs Hotel just outside of San Bernardino, California, approximately 60 miles from Los Angeles (a little less than an hour and a half from Los Angeles on the freeway). The hotel, which is owned by Ben Swig, has more than adequate facilities for a leadership meeting, and we made tentative arrangements for the UJA leadership meeting for the weekend of February 20. The Los Angeles Big Gifts meeting, as heretofore, will be held on February 23, the Monday following the leadership institute.

In order that we may be able to confirm arrangements with the hotel and all local and regional planning, it would be appreciated if you could advise if this meets with HAF approval.

IB:gc

cc: HAF

I.B.

cc: FC ~~MSG~~ MSG S.Sontup

~~CC: Sholem Sontup~~

tray
91

August 11, 1958

Mr. Irving Bernstein

Melvin S. Goldstein

1959 West Coast Leadership Institute

This is in reference to your memorandum of July 15, 1958 addressed to Mr. Sholem Sontup regarding the above mentioned subject.

Please be advised that we have discussed the matter here and have decided to accept your recommendation that the 1959 West Coast Leadership Institute be held at the Arrowhead Springs Hotel. Would you, therefore, now proceed with the necessary steps for the implementation of this decision. In this connection, of course, would you be good enough to let me have as soon as practicable an outline of the program planned for the Arrowhead Springs Hotel meeting so that we can discuss it here and advise you of any changes that should be made or take steps at this end to implement the program.

Following the procedure outlined in connection with the 1958 Institute, I think it would be a good idea if you would keep me posted on plans made at your end for attendance and then, perhaps, there are several things we can do from this end to assist in getting maximum attendance at the Institute.

MSG:ls



File - HAF
West Coast Leadership
Institute -
1959

cc: PG MSG

August 11, 1958

Mr. Jack Weiler
711 Third Avenue
New York 17, N. Y.

Dear Jack,

As I am sure you know, for the past two or three years we have been holding a West Coast Leadership Institute at the Brandeis Camp outside of Los Angeles. This camp, as you probably know, is run by Dr. Shlomo Hardin. We have had in attendance about 75 or 80 leaders from the Western states and the meetings always were very productive. The Los Angeles Big Gifts meeting was held right after our Institute so that we had a chance at the Brandeis Camp to prize a number of important gifts and this was, of course, all to the good.

It is now felt, however, that a change of place and atmosphere might be in order for 1959. The matter was discussed with the key Brandeis people like Joe Shane, Joe Mitchell, Julius Fligelman, Ike Greenberg and Steve Brody and it was agreed that we would probably succeed in getting a better attendance from the top leadership of the area if we were to change the place of the meeting.

Our office in Los Angeles has been looking into the matter very carefully and it is felt that the Arrowhead Springs Hotel has the best possible facilities for the type of meeting we want to run and tentative arrangements have been made for the weekend of February 20th. I understand that you and Ben Swig own the Arrowhead Springs Hotel which is why I want to post you on this development. I would call you about it except that I am away right now and will probably not be back before the end of the month. Meanwhile, however, if you have any ideas at all on the subject you can certainly tell Irving Jacobs who is at the office and we would follow your advice.

Best regards.

Sincerely,

Melvin S. Goldstein

MSG:ls

HAF file - Conferences
West Coast
Leadership
on the

cc: S. Sontup

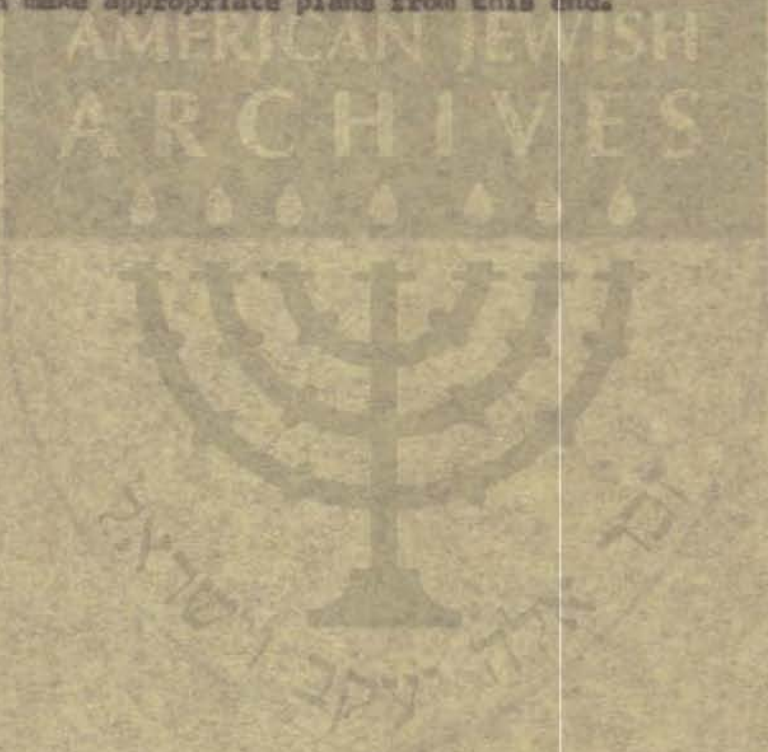
September 5, 1958

9/11

- Mr. Irving Bernstein
- Melvin S. Goldstein

This is in reference to a memorandum of August 11, 1958 regarding the 1959 West Coast Leadership Institute. I would appreciate it very much if you could let me know what steps have been taken in regard to this Institute so that we can make appropriate plans from this end.

HSG:ls



HAF files
Conference

CO: S. Sontag
West Coast Leadership
on file 10/13

October 1, 1958

- Mr. Irving Bernstein
- Melvin S. Goldstein
- 1959 West Coast Leadership Institute

This is in reference to my memoranda of August 11th and September 5th regarding the above mentioned subject. Please check on this and let me know what steps you have taken so far with regard to setting up this Institute so that our plans at this end may dovetail.

MSG:ls

MEMORANDUM

Date October 28, 1958

To Mr. Melvin S. Goldstein

From Irving Bernstein

Subject Western Leadership Institute, February 20-22,
Arrowhead Springs Hotel, San Bernardino, California

RECEIVED	
OCT 30 1958	
NOTED BY	REFER TO
DATE	DATE
	MSB SS HDB
ANSWERED	

U-55

I have delayed replying to your memoranda this subject since our planning for the Western Leadership Institute is still inchoate.

Tentatively, I am projecting Joe Shane and Ben Swig, who are our West Coast Regional Co-Chairman, to be Co-Chairmen of the Leadership Institute, as they have been these past two years. In discussing Los Angeles participation with Assistant Director Julius Ratner, we have projected Joe Mitchell for the chairmanship of the Los Angeles delegation.

The response both in Los Angeles and in the area to date has been very good, but of course no one will make any definite reservations in view of the time lag from this point to the date of the conference.

The program, too, is at a rudimentary stage and will probably be so until after our National Conference. The following, however, would seem to be the probable format of the Institute:

Friday, February 20

5:30 p.m. - Services.

Although there is a Temple in San Bernardino, it would be preferable to hold the services at the Arrowhead Springs Hotel in order to keep our visitors together. In all probability, it will mean bringing in a Rabbi from the region or Los Angeles to conduct a short service. There is a strong feeling locally not to involve Dr. Bardin and the Brandeis Camp in the weekend. Further, I do not believe that Dr. Bardin would want to be involved in the weekend. The transfer of the Institute from the Camp has been made amicably, and it would be wise to leave matters as is.

7 p.m. - Dinner Meeting.

It is important to have someone at this session from Israel or Europe to make the session sufficiently inviting for people to come Friday instead of waiting until Saturday morning.

October 28, 1958

Saturday, February 21

- 8:30 a.m. - Breakfast - Professional session with HAF.
- 8:30 a.m. - Breakfast - Committee - Regional Chairmen.
- 8:30 a.m. - Breakfast - Los Angeles Leadership.

It may not be possible to hold all the above meetings. However, it is important to hold as many as possible, because again this will ensure people coming in Friday rather than waiting until Saturday afternoon. Further, the above meetings can be put to excellent use.

- 9:45 a.m. - Services and Seminar - Open.
- 12:30 - AMERICAN JEWISH LUNCH - ARCHIVES
- 2:30 p.m. - Seminar - HAF.
- 6:00 p.m. - Dinner - Resolutions Committee.
- 6:00 p.m. - Dinner.
- 8:30 p.m. - Seminar - Open.

Sunday, February 22

- 8:30 a.m. - Breakfast Meetings - Regional Chairmen.
- 8:30 a.m. - Breakfast Meetings - Los Angeles Officers.
- 10:30 a.m. - Regional Seminar - Open.
- 10:30 a.m. - Los Angeles Seminar - Open.
- 12 noon - Farewell Lunch.

It is important that we try to formalize the program as early as possible, for I should like to circulate it at least three weeks before the date of the conference, as the program itself can be made sufficiently attractive to serve as an effective medium for stimulating attendance.

(Handwritten initials)

IB:gc

cc: SS

HAF files - on file
Conf... 12/24

November 21, 1958

Mr. Irving Bernstein

Mr. Melvin S. Goldstein

Western Leadership Institute,
Arrowhead Springs Hotel

AMERICAN JEWISH ARCHIVES

This is in reference to your memorandum of October 28, 1958. This is something that we're going to have to discuss very carefully and when you come in for the staff conferences we will make it a point to set up an appointment in order to review the entire matter carefully and make all of our necessary plans. I understand that the staff conferences will begin on December 26th and we'll probably meet during the week of the 29th even if it is necessary to pull you out of some of the meetings for several hours.

Best regards.

MSG:mm

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

HS/fb

MEMORANDUM

RECEIVED	
DEC 8 1958	
NOTED BY	REFER TO
DATE	DATE
5, 1958	SS
	MJB
	HDB
ANSWERED	

Date December 5, 1958

To Mr. Sholem Sontup

From Irving Bernstein

Subject Western Leadership Institute, Arrowhead Springs Hotel,
San Bernardino, California, February 20-22

cc SS
WD

The response to date to our projected Western Leadership Institute indicates that many men will be attending the conference together with their wives. As you know, 1959 will be the first year that the Institute is not a stag affair.

In many instances, the women who will be attending will be WD leaders in their communities. Los Angeles in particular is planning to bring at least 25 of its top WD leaders, who may or may not come with their husbands.

We are therefore projecting a separate WD session or sessions during the weekend. In this regard, Los Angeles is urging that one of our National WD leaders outside of this area be involved in the conference to cover these sessions.

I would appreciate your reviewing this matter so that we can plan accordingly.

IB.

IB:gc

cc: HAF - JCS

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

RECEIVED
DEC 22 1958
MEMORANDUM

NOTED BY	REFERRED TO
DATE	Date
	December 17, 1958
ANSWERED	

MSG
MSB

Filfil
Conferences,
Arrowhead

To Mr. Melvin S. Goldstein

From Irving Bernstein

Subject Western Leadership Institute, February 20-22, 1959,
Arrowhead Springs Hotel, San Bernardino, California

cc - HB
WAS
EH
(SHA
AF

As per your request, following is the tentative agenda for the Western Leadership Institute as arranged at the meeting held with HAF and the Los Angeles delegation during the National Conference.

Friday, February 20

5:30 p.m.

- Welcoming session.

We plan to have coffee and cake available for incoming delegates. During this period, Max Firestein, Conference Chairman, will welcome delegates and explain the program to them.

7 p.m.

- Friday evening services.

We plan to ask Rabbi Max Nussbaum of Temple Israel, Hollywood, to conduct these services. If he does not accept the invitation, I have in mind asking either Rabbi Julius Nodel of Portland or Rabbi Harold Schulweis of Oakland to accept responsibility of this phase of the program.

8 p.m.

- Dinner Meeting.

Yigal Allon is projected as the speaker for this opening session.

Saturday, February 21

9:30 a.m.

- Sabbath Services.

We are not planning a full service Saturday morning, but rather a minyen just for those who wish to attend. The only other alternatives are not to hold any service at all, or to suggest that those who wish to attend can go to the San Bernardino Temple, which is ten minutes from the hotel.

10:30 a.m.

- Professional Session with HAF.

10:30 a.m.

- Women's Division Session.

10:30 a.m.

- Los Angeles Leadership Session.

12:30

- Luncheon.

AMERICAN JEWISH
ARCHIVES

December 17, 1958

Saturday, February 21 - cont'd

- 2:30 p.m. - Regional Seminar.
- 2:30 p.m. - Los Angeles Seminar.
- 2:30 p.m. - Women's Division Seminar.

- 6 p.m. - Dinner Meeting.

Sunday, February 22

- 8:30 a.m. - Breakfast Meeting, Regional Chairmen.
- 8:30 a.m. - Breakfast Meeting, Los Angeles Leadership.
- 10 a.m. - Closing Seminar.

The major change between this tentative program and the one I sent to you on October 28 is the inclusion of a separate Women's Division session. This came as a result of the direct request of Los Angeles WD leadership, as 25 or more Los Angeles Women's Division leaders are planning to attend, irrespective of their husbands. We will also probably have Women's Division leaders from the region.

This program does not include the scheduling of personnel for the sessions, other than Yigal Allon, since we still do not know the full complement of UJA leadership who will attend. At present, we are planning on Allon, HAF, Morris Berinstein, Dewey Stone and a national WD leader.

IB:gc

cc: HAF - SS



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

FC
How file!
Pink

MEMORANDUM

RECEIVED	
DEC 22 1958	
NOTED BY DATE	REFER TO DATE
	<i>SS</i> <i>MSG</i> <i>HDB</i>
ANSWERED	

cc-64

Date December 19, 1958

To Mr. Sholem Sontup

From Irving Bernstein

Subject West Coast Leadership Institute
Arrowhead Springs Hotel
San Bernardino, California
February 20-22, 1959

At the meeting which took place at the National Conference between the Los Angeles delegation and HAF, there was some discussion regarding the attendance of Sam Rubin at the Leadership Institute and the subsequent Big Gifts meetings in Los Angeles. HAF indicated that an effort would be made to get Rubin to attend, in view of the fact that the Los Angeles delegation was extremely interested in his presence, since he represents a new face and influence.

Since their return to Los Angeles, there has been a good deal of discussion regarding Sam Rubin and his possible attendance in Los Angeles for the Big Gifts meetings. Therefore, it would be appreciated if it could be determined whether Rubin will be present, so that we can plan accordingly.

IB:bt1

cc: HAF - HDB

IB

OLYMPIAN
PARCHMENT

NOTE FOR THE FILE ON THE LAKE ARROWHEAD MEETING...


December 24, 1958

At a discussion with regard to the Arrowhead meeting, held ^{on} December 22nd, it was felt that the following people must be asked to attend the conference which is now scheduled for February 21st, 22nd and 23rd:

Morris W. Berinstein
Dewey D. Stone
Benjamin Swig
Herbert A. Friedman
Yigal Alon
The Israel Consul in Los Angeles

Consideration is to be given to inviting the following:

Edward M.M. Warburg
Samuel Rubin
Leon Uris -- (It is understood from Arthur Fishzohn that
Mr. Uris is booked for other dates during the
course of the conference).


dictated by Melvin S. Goldstein

MSG:ls
12/24/58

MR. FREEDMAN

MEMORANDUM

RECEIVED	
DEC 24 1958	
NOTED BY DATE	REFER TO DATE
	<i>MSG HDB</i>
ANSWERED	

Date December 22, 1958

To Mr. Sholem Sontup

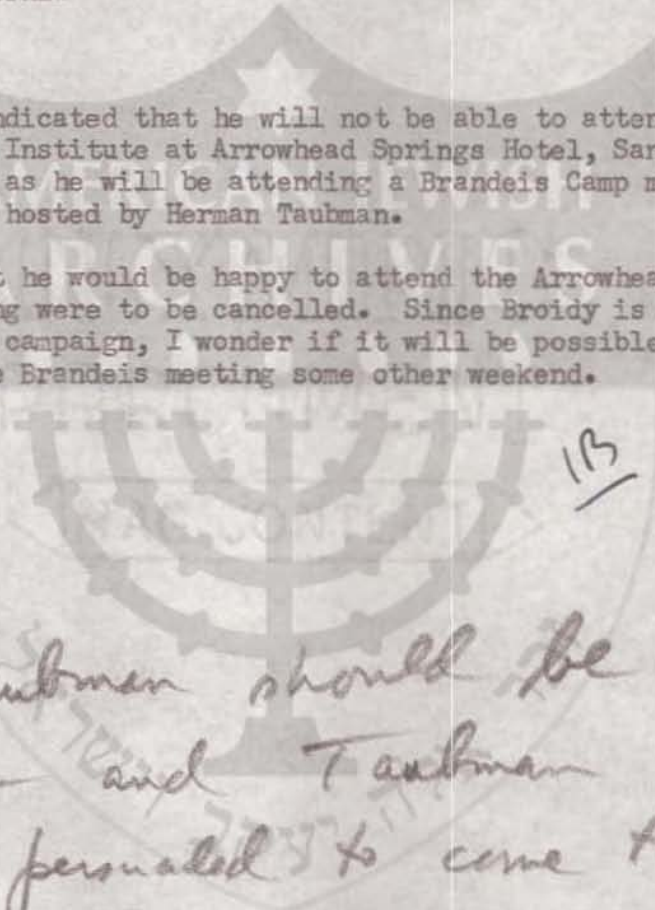
From Irving Bernstein

Subject Los Angeles, California

cc-GH

Steve Broidy has indicated that he will not be able to attend the Western Leadership Institute at Arrowhead Springs Hotel, San Bernardino, February 20 to 22, as he will be attending a Brandeis Camp meeting in Tulsa that weekend hosted by Herman Taubman.

Broidy advised that he would be happy to attend the Arrowhead meeting if the Tulsa meeting were to be cancelled. Since Broidy is a key person in the Los Angeles campaign, I wonder if it will be possible to ask Taubman to hold the Brandeis meeting some other weekend.



13

MSG

Yes - Taubman should be asked to postpone - and Taubman himself should be persuaded to come to Arrowhead, since he couldn't attend the national conference in N.Y. I'll write a letter.

Why did Bardin schedule the meeting in Tulsa exactly that weekend?

IB:gc

cc: HAF - ASH - EBC - HDB

*Subtle sabotage because we aren't using the camp?
Should Broyer intervene?*

*file
file
file*

MEMORANDUM

RECEIVED	
DEC 24 1958	
NOTED BY DATE	REFER T
22, 1958	<i>MSG SS HOB WD</i>
ANSWERED	

Date December 22, 1958

To Mr. Melvin S. Goldstein
From Irving Bernstein
Subject Western Leadership Institute, Arrowhead Springs Hotel,
San Bernardino, California, February 20-22

cc-AF

The following represents the thinking of Max Firestein and other Los Angeles leaders regarding the programming of our Western Leadership Institute at Arrowhead Springs Hotel, San Bernardino, California, February 20 to 22.

I am summarizing their recommendations so that it will be available for our meeting in New York. Their recommendations are based on the same tentative agenda that I previously submitted to you.

Friday, February 20

They agree with the outline for Friday, but feel that the Rabbi to conduct the services should be from out of town, rather than Rabbi Max Nussbaum. Although they respect Rabbi Nussbaum, they do not believe that he can be controlled and that his services would be conducted independently of the program. Their recommendation is to invite Rabbi Harold Shulweiss of Oakland Saturday, February 21.

The tentative program for Friday is therefore as follows:

5:30 p.m. - Welcoming Session.

At this session, Max Firestein will welcome delegates and explain the agenda for the weekend. Coffee and cake will be served and delegates will be welcomed by a special hostess committee of Los Angeles Women's Division leadership.

7 to 8 p.m. - Friday Evening Services.

8:30 p.m. - Dinner Meeting.

Speaker - Brigadier-General Yigal Allon.

Saturday, February 21

Firestein feels strongly that services Saturday morning should be what he calls a "minimum minyan" conducted by the visiting Rabbi. He urges that we do not permit any of the delegates to leave the hotel for the San Bernardino Temple and that we do not attempt to conduct a regular Sabbath service.

(cont'd)

December 22, 1958

Saturday, February 21 - cont'd

The Saturday program therefore will be as follows:

- 9 a.m. - Sabbath Services.
- 10:30 a.m. - Professional Session.
- 10:30 a.m. - Women's Division Session.
- 12:30 - Oneg Shabbat Luncheon.

At this session, there is a strong recommendation from Firestein that JDC be involved for the same global type review that was conducted on the Study Mission and at the National Conference in New York. He urges that we invite either Moe Leavitt or Sam Haber.

- 3:30 p.m. - Los Angeles Meeting.
- 3:30 p.m. - Regional Meeting.
- 7:30 p.m. - Dinner Meeting.

Principal speakers - HAF and Morris Berinstein.

Sunday, February 22

Sunday presents a problem since Firestein insists that Sunday programming be natural. He feels that the session should be one which would flow naturally out of the previous days' sessions. He does not believe we should schedule anything if it has to be set up artificially. At the present time we have tentatively scheduled the following program:

- 8:30 a.m. - Breakfast Meetings (if considered necessary).
- 10 a.m. - Closing Seminar.
- 12:30 - Luncheon.

This final luncheon will not be for a group, but individually for those who wish to have lunch. Many people will leave prior to lunch due to transportation problems and for other personal reasons.

UJA National Delegation

Firestein feels that the essential UJA representatives at the Arrowhead meeting should be HAF, Morris Berinstein, Dewey Stone and Yigal Allon. In reference to my previous memorandum regarding Sam Rubin, Firestein does not feel as strongly

December 22, 1958

about Rubin. He indicates that Rubin would be an aid if he were present, but that he is not an essential to the planning and program of the meeting. All concerned, however, feel that Dewey Stone is a 'must', due to his relationship with and knowledge of Los Angeles leaders and their problems. Besides the above, all concerned also request that a Women's Division leader be present to conduct separate Women's Division sessions. In addition, as previously indicated, it is felt that a JDC representative should be included in the UJA delegation.



IB:gc

~~eer~~ SS

Camp
Arrowhead
on the
1/12

29 December, 1958

Mr. Herman P. Taubman
Buffalo Oil Co.
First National Building, 15th Floor
Tulsa 3, Oklahoma

Dear Herman,

As you may know, the UJA has been holding a Western Leadership Institute each year in February for the purpose of education and stimulation of community leaders in the western part of the U.S. This has come to be a most important meeting, ranking second only to the big National conference held each year in New York in December.

This year we are holding the Western Leadership Institute at the Arrowhead Springs Hotel on the weekend of February 20 to 22. We expect at least 50 people from Los Angeles and perhaps another hundred from the entire area. Incidentally, following the conference, Big Gifts fundraising meetings are held in Los Angeles, San Francisco, Portland, Seattle, San Diego, Oakland and many other places. Therefore, you can see how important the conference is from the point of view of stimulating the entire area.

One of the key men in Los Angeles, who has been coming to these conferences every year, is Steve Broidy of Los Angeles. When he was approached recently he said that he would be happy to attend but that he had promised you to attend a Brandeis Camp meeting in Tulsa that very same weekend.

Therefore, Herman, I have a favor to ask you. I wonder if you could arrange the Brandeis Camp meeting for some other weekend, not to interfere with the UJA conference. In addition to enabling Steve Broidy to come, I would also hope that you would be able to come to Arrowhead Springs yourself, especially since you could not attend the National Conference in New York a few weeks ago. You would be mighty helpful in giving a positive attitude to the delegates from all the western communities by your presence.

Would you let me hear from you as soon as possible? I know you will do everything in your power to assist the UJA.

Sincerely yours,

Herbert A. Friedman
Executive Vice-Chairman

HAF/EC

cc TB
PB C

15th December, 1959

Mr. Herman P. Taubman
Buffalo Oil Company
1500 First National Building
Tulsa 3, Oklahoma

Dear Herman:

You're wonderful. I have your letter of January 7th, and your willingness to change the date of the Brandeis Camp meeting in Tulsa could not be more heartening. I know how very much this meeting means to you and your family, and that makes me feel additionally grateful to you for being so considerate and understanding.

As you recognize, having Mr. Brody there certainly should add to the effectiveness of the Western Leadership Institute. In view of the tremendously increased needs that face us now as a result of the Romanian emigration, it has become of even greater importance for this UJA gathering to be fully successful. For this reason, too, I hope more than ever that you will find you can participate in the Institute.

Thank you so much for your immensely helpful cooperation -- and warmest regards.

Sincerely yours,

Herbert A. Friedman
Executive Vice-Chairman.

haf:ggg

in file 1/9

December 30, 1958

Mr. Sholem Sontag
Mr. Irving Bernstein

Melvin S. Goldstein

Attached hereto is an outline of the program for Arrowhead which we discussed today. Would Mr. Bernstein please be good enough to let me have a list of the people who should be contacted specially by Bernstein, Stone, Friedman, Warburg so that the best possible attendance can be obtained for the Arrowhead Springs meeting.

MSG:man

AMERICAN JEWISH
ARCHIVES



Conferences - Arrowhead

January 2, 1959

Mr. Herbert Friedman

Melvin S. Goldstein

- Arrowhead

In a conversation with Mr. Leavitt on December 31st he told me that Mr. Warburg had suggested that he accompany Mr. Warburg on the trip to Arrowhead in February. Mr. Leavitt said that he would, therefore, attend the meetings we are planning there.

We can now count on the presence of both Warburg and Leavitt and we will adjust the program accordingly.

MSG:ls

cc: Arthur Fishzohn
Irving Bernstein
Sholem Sontup

Conference -
Arrowhead
1/4

January 7, 1959

Mr. Arthur Fishzohn

Malvin S. Goldstein

- MR. WARBURG -- ARROWHEAD

Mr. Warburg and Mr. Leavitt will attend the conference at Lake Arrowhead.

Mr. Warburg indicated to me that he would like to go to Los Angeles on the Jet on February 19th and I would suggest that you make tentative reservations and follow through with his office with regard to the return trip.


MSG:ls

cc: Max Kern

HERMAN P. TAUBMAN

Conf
Answer

RECEIVED	
JAN 9 - 1959	
NOTED BY	REFER TO
DATE	DATE
January 7, 1959	<i>1/9</i>
	MS
	HS
	HOB
ANSWERED	HAF GCS

1/15
cc-1B
1/9 

Mr. Herbert A. Friedman
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

I have your letter of December 29 in regard to changing the date for the scheduled Brandeis Camp meeting in Tulsa to accommodate the United Jewish Appeal's Western Leadership Institute. The Brandeis Camp is very dear to me and my family because we long ago recognized its great importance to American Jewry in general, and Jewish Youth in particular. However, as you know, I have always held U. J. A. ahead of everything else, no matter how important any other institution or endeavor might be, particularly having in mind that a few days delay, or a few weeks if necessary, would not work a drastic hardship on Brandeis Camp plans. Therefore, as far as I am concerned you have my permission to include Mr. Steve Broidy in your plans, if it is satisfactory with him. I will discuss with him some later date about the future plans for the Brandeis meeting.

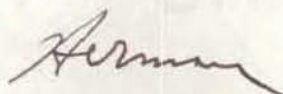
I had the pleasure of meeting Mr. Broidy last summer. He was gracious enough to come to my hotel to get acquainted with me and since I have had the pleasure of meeting him, he has underscored everything good I have heard about him for the past several years. Therefore, I realize the value of his presence at your meeting.

As to my being with you, it is considerably too far in advance for me to say definitely. There is one thing I have not as yet mastered, and that is control of my time and activities. Therefore, I must sort of live from hand to mouth and make my plans as conditions allow.

With best wishes for a successful meeting and with the New Year I hope and pray that our tasks will ease up somewhat, since it would be foolish to wish for complete alleviation of our problems.

With kindest personal regards, I am,

Sincerely,



Herman P. Taubman

cc: Mr. Steve Broidy
Dr. Shlomo Bardin
Mr. M. I. Taubman
Mr. Louis Taubman

Conf.
Arrowhead

January 9, 1959

Mr. Edward M. M. Warburg
Joint Distribution Committee
3 East 54th Street
New York 22, New York

Dear Mr. Warburg:

We have worked up a very rough and preliminary program for the Western Leadership Institute at the Arrowhead Springs Hotel for February 20th, 21st and 22nd. I am sending it to you just so you will know what we have in mind with regard to what we are trying to cover. We will have to make various assignments for the individual sessions but we have time to do that. I will, of course, keep you informed.

Regards.

Sincerely yours,

Melvin S. Goldstein

MSG:mm
encl.

Conf. - Arrowhead

January 9, 1959

Mr. Dewey D. Stone
53 Arlington Street
Brockton, Massachusetts

Dear Dewey,

We have worked up a very tentative schedule for the Western Leadership Institute at the Arrowhead Springs Hotel in San Bernardino for February 20th, 21st and 22nd.

This schedule is really very rough indeed but it does set out in a very general way some of the things we will try to cover. We must still work on the assignments for the various meetings and I will, of course, keep you informed.

Best regards,

Sincerely yours,

Melvin S. Goldstein

MSG:mas

Conf. Arrowhead

January 9, 1959

Mr. Moses A. Leavitt
Joint Distribution Committee
3 East 54th Street
New York 22, New York

Dear Mr.,

Enclosed is a copy of a very rough and tentative schedule for the Western Leadership Institute at the Arrowhead Springs Hotel for February 20th, 21st and 22nd. You will, I know, be interested in seeing this although I would ask you to keep in mind that there is still a good deal to be done with regard to the program. There are assignments to be made for the sessions and some other things have to be ironed out as well. I will, of course, keep you informed.

Best regards,

Sincerely yours,

Melvin S. Goldstein

MSG:mm
encl.

Cop. Arrowhead

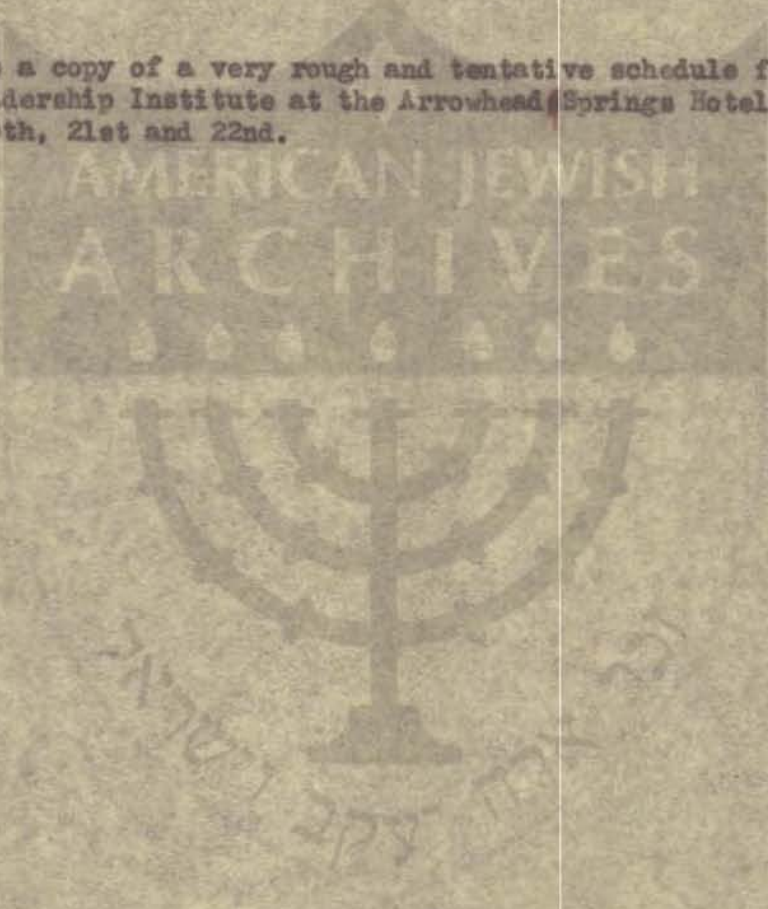
January 12, 1959

Mr. Morris W. Berinstein

Melvin S. Goldstein

Attached is a copy of a very rough and tentative schedule for the Western Leadership Institute at the Arrowhead Springs Hotel for February 20th, 21st and 22nd.

MSG:mm



Conf. Arrowhead
outline 1/19

January 13, 1959

Mr. Irving Bernstein

Melvin S. Goldstein

Arrowhead Attendance

You were going to let me know whether there was anything we should do at this end with regard to building attendance for the Arrowhead Meeting. I do wish you would let me know about this and at the same time tell me where we stand regarding attendance for this Conference. As I mentioned to you this has to be an important Conference in terms of attendance particularly in view of the needs this year.

NSG:mm

Conf Arrowhead
Lis.
1/27

January 20, 1959

Mr. Irving Bernstein

Melvin S. Goldstein

Arrowhead Attendance

This is a reminder of my reminder of January 13th of the fact that you are to let me know:

- a. What we can do at this end to build attendance for Arrowhead
- b. Where we stand on attendance

I am attaching a letter addressed to you from Samuel Holcenberg re Seattle invitees for the Institute.

MSG:hs
Attach/

January 23, 1959

Mr. Philip W. Taxman
6529 North Central Avenue
Phoenix, Arizona

Dear Mr. Taxman:

I am writing to let you know how much I am counting on seeing you at the Western Leadership Institute of the UJA at the Arrowhead Springs Hotel in San Bernardino, California, on February 20th through February 22nd. Morris Berinstein, Dewey Stone and Herbert Friedman also will be participating in the Institute.

The terrible needs being created by the ever-increasing emigration of Jews from Romania make the planning to be done at the Institute this year particularly critical for the over-all success of the UJA campaign. I strongly hope you will write us to the effect you will be with us at the Institute. Your participation in it certainly would be most invaluable.

Sincerely yours,

Edward M.M. Warburg.

Same letter sent to:
Morris C. Rosenbaum, Tucson, Ariz.
Martin L. Gleich, San Diego, Calif.
Jacob Shemano, San Francisco, Calif.
Harry Mittleman, Portland, Ore.
Gilbert Schnitzer, " "
Sam J. Zidell, " "
Joseph Rosenblatt, Salt Lake City, Utah
Max H. Block, Seattle, Wash.
Norman Davis, " "
Alfred Shyman, " "

January 23, 1959

Mr. Murray Lehr
Claremont Hotel
Berkeley, California

Dear Murray:

To be brief and frank, let me tell you right off I am writing because we want and need so much your participation in the Western Leadership Institute of the UJA at the Arrowhead Springs Hotel in San Bernardino, California, on February 20th through February 22nd. The importance to the UJA campaign of the planning to be done at the Institute has been given tremendous added significance now by the awfully critical and swelling emigration of Jews from Romania. Morris Berinsteen, Edward Warburg, Dewey Stone and Herbert Friedmann all will be coming out to participate in it.

I hope very strongly indeed that you will let us know we can count on your presence at the Institute to help assure that it is the success it really must be.

Sincerely yours,

Albert A. Levin.

MEMORANDUM

Date February 2, 1959

To Mr. Melvin S. Goldstein

From Irving Bernstein

Subject Western Leadership Institute, Arrowhead Springs Hotel,
San Bernardino, California, February 20-22

The Arrowhead Springs Hotel has a limited number of suites. Some of them are in the hotel and others are in cottages within walking distance of the hotel. Unless I hear differently from you, I am planning the following arrangements for our National visitors:

General Yigal Allon - Single room.

Mrs. Jack Goodman - Single room.

Moses A. Leavitt and EMMW - Two singles, with connecting parlor.

HAF and MB - Two singles, with connecting parlor.

Dewey Stone - Single room, with connecting parlor.

Please let me know if any of the above are bringing their spouses with them.

IB:gc

ARCHIVES
PARCOURNENT
RAG CONTENT

[Handwritten signature]

February 9, 1959

Mr. Irving Bernstein

Melvin S. Goldstein

Western Leadership Institute,
Arrowhead Springs Hotel

I have your memorandum of February 2nd regarding rooms to be booked for people coming to the Arrowhead Springs Hotel.

I think that you have everything in order. Neither Friedman nor Bernstein ~~are~~ taking ~~their wives~~ with them. According to my information Dewey Stone is also coming alone. Should there be any change whatever I will, of course, get in touch with you.

MSG:mm

XXX

Conf - Arrowhead

United Jewish Appeal
165 W 46 St., N.Y. 36, N.Y.

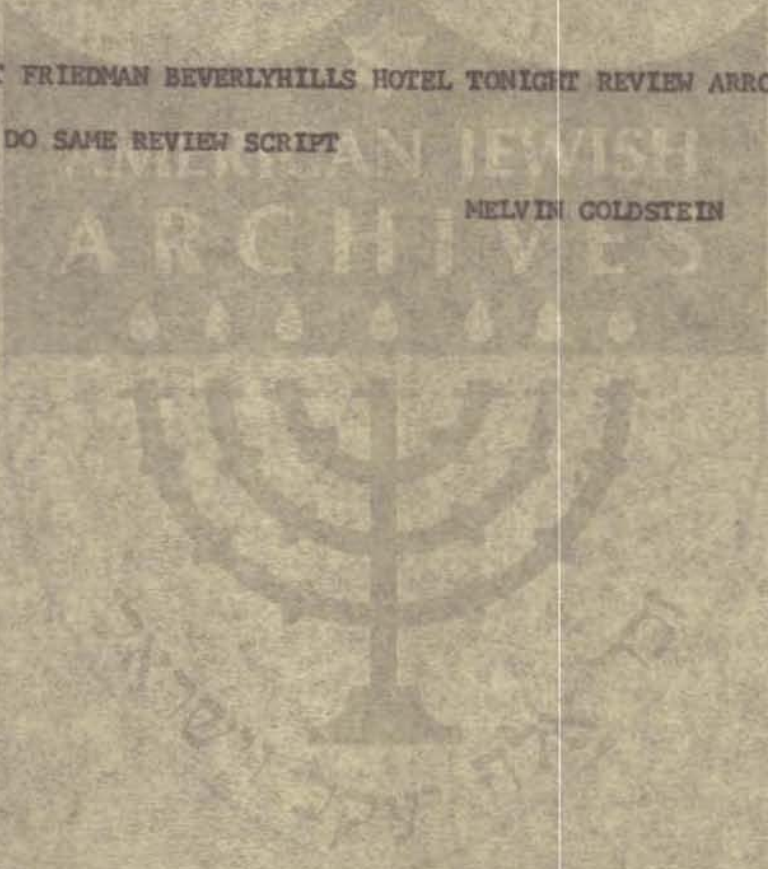
February 17, 1959

IRVING BERNSTEIN
UNITED JEWISH APPEAL
590 NORTH VERMONT
LOS ANGELES 4, CALIF.

PLEASE MEET FRIEDMAN BEVERLYHILLS HOTEL TONIGHT REVIEW ARROWHEAD PROGRAM.

HAVE KRESH DO SAME REVIEW SCRIPT

MELVIN GOLDSTEIN



MSG/fe