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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
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Folder
9

Western Leadership Conference [Palm Springs, Calif.]. 1959-
1960.

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

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5th
ANNUAL
WESTERN
LEADERSHIP
CONFERENCE

RIVIERA HOTEL
PALM SPRINGS, CALIFORNIA

FEBRUARY 19-21

Cover compliments of El Al Israel Airlines

PROGRAM

DR. MAX W. BAY, *Chairman*
LOS ANGELES

BENJAMIN H. SWIG, *Co-Chairman*
SAN FRANCISCO



Friday, February 19

- 5:00 P.M. REGISTRATION Lobby
- 7:00 P.M. SABBATH EVENING SERVICES Lobby Banquet Room
Conducted by CANTOR EDWARD KRAWLL
Temple Emanuel, Beverly Hills
- 8:00 P.M. DINNER MEETING — OPENING SESSION Mediterranean Room
JEFF CHANDLER — Hollywood
RABBI HERBERT A. FRIEDMAN — New York City
Executive Vice-Chairman, United Jewish Appeal

Saturday, February 20

- 7:30 A.M. to 9:30 A.M. BREAKFAST Riviera Dining Room
- 9:30 A.M. SABBATH MORNING SERVICES Lobby Banquet Room
Conducted by CANTOR EDWARD KRAWLL
- 10:30 A.M. JDC GLOBAL REVIEW Mediterranean Room
CHARLES H. JORDAN — Geneva, Switzerland
Director-General, Joint Distribution Committee
- 12:30 P.M. LUNCHEON — WOMEN'S DIVISION SEMINAR Riviera Dining Room
RS. AVRAHAM HARMAN
- 12:30 P.M. LUNCHEON — CAMPAIGN DYNAMICS Mediterranean Room
DEWEY D. STONE — Brockton, Massachusetts
National Chairman, United Jewish Appeal
- 6:15 P.M. HAVDALAH SERVICE Poolside Patio
Conducted by CANTOR EDWARD KRAWLL
- 7:00 P.M. DINNER MEETING — REPORT ON ISRAEL Mediterranean Room
MORRIS BERINSTEIN — Syracuse, New York
General Chairman, United Jewish Appeal
HIS EXCELLENCY AVRAHAM HARMAN
Israel's Ambassador to the United States

Sunday, February 21

- 7:30 A.M. to 9:30 A.M. BREAKFAST Riviera Dining Room
- 9:15 A.M. FILM PREVIEW Mediterranean Room
- 10:00 A.M. CAMPAIGN PUBLICITY Mediterranean Room
JACOB H. KARP — Los Angeles
Vice-President, Paramount Pictures Corporation
DAVID A. LIPTON — Los Angeles
Vice-President, Universal-International Pictures, Inc.
- 12 Noon LUNCHEON Riviera Dining Room
-
-

PROGRAM MEETING AT PALM SPRINGS, CALIF.

Friday, Feb. 19:

7.00 p.m. Services -- Cantor Edward Krawll
Temple Emanuel of Beverly Hills

8.00 p.m. Opening Session -- Jeff Chandler of Hollywood (5 minutes)
Campaign Report -- Rabbi Herbert A. Friedman

Saturday, Feb. 20:

9.00 a.m. Services -- Cantor Edward Krawll

10.30 a.m. JDC Global Review -- Charles H. Jordan
~~Herbert A. Friedman~~ M.A. Leavitt

12.30 p.m. Women's Division Luncheon -- Mrs. Avraham Harman

12.30 p.m. Men's luncheon Session
Campaign Dynamics -- Dewey Stone and Panel

7.00 p.m. Dinner Meeting
Report on Israel -- ~~William Rosenwald~~ Bernstein
Avraham Harman

Sunday, Feb. 21:

10.00 a.m.: Publicity Seminar -- Herbert A. Friedman
David Lipton, Vice-President Universal
Jacob Karp, Vice-President Paramount

1/19/'60
(dictated to fc over 'phone by IB)

Film - put in JDC Shamsi
Key or }
Dack }

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

REC	
MAR 27 1959	
NOTED BY	REFER TO
DATE	DATE
	SS SMA
ANSWERED	

MEMORANDUM

Date March 25, 1959

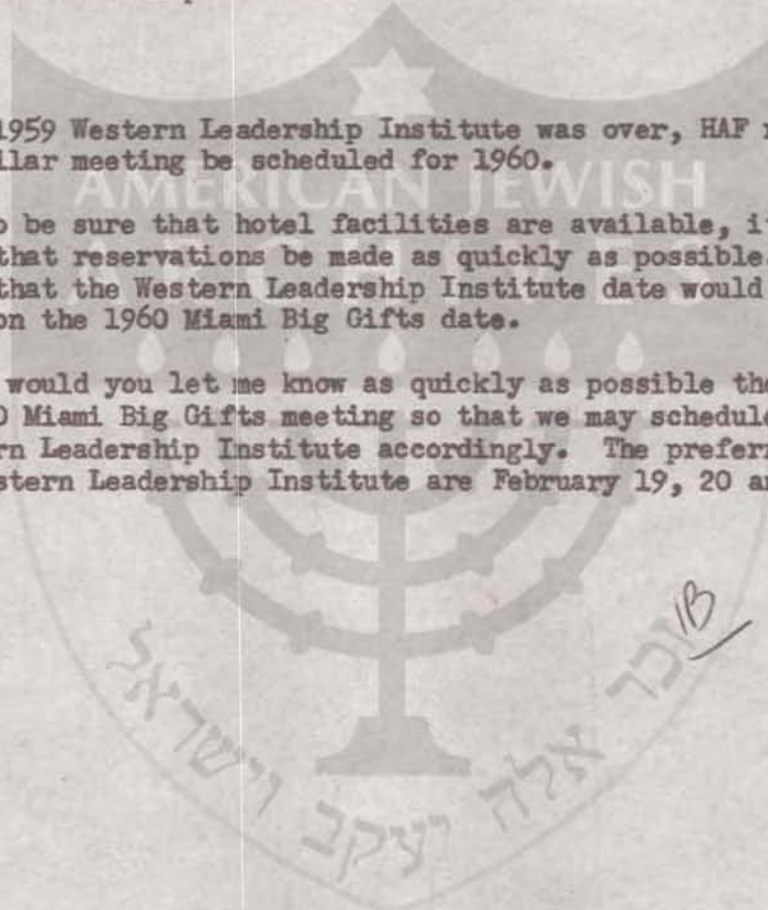
To Mr. Sholem Sontup
From Irving Bernstein
Subject 1960 Western Leadership Institute

cc - MSG
HAF

After the 1959 Western Leadership Institute was over, HAF requested that a similar meeting be scheduled for 1960.

In order to be sure that hotel facilities are available, it is essential that reservations be made as quickly as possible. HAF indicated that the Western Leadership Institute date would be dependent on the 1960 Miami Big Gifts date.

Therefore, would you let me know as quickly as possible the date of the 1960 Miami Big Gifts meeting so that we may schedule the 1960 Western Leadership Institute accordingly. The preferred dates for the Western Leadership Institute are February 19, 20 and 21.



IB:gc

~~cc: HAF - IJ~~

NOTE FOR WOMEN'S DIVISION FILE

March 31, 1959

Mr. Friedman met with Mrs. Sarah Goodman on March 30th and discussed the following:

- 1- Mrs. Goodman will continue as Chairman of the Women's Division in 1960. Other names that came up as possibilities for the Chairmanship are Mrs. Blaustein, Mrs. Hoppe and Mrs. Myrtle Karp.
- 2- Mrs. Goodman said that she would like to have a full scale women's division meeting at the Arrowhead Conference next year. She had in mind inviting the women's division leaders from the western area to attend the Arrowhead Conference. Mr. Friedman indicated his agreement. Later, when I discussed this matter with Mr. Friedman, I pointed out that if we press for the attendance of women's division leaders at the Arrowhead Conference we will be forced to reduce the number of men who are invited because in 1959 the Arrowhead Hotel was absolutely full and no more rooms would be available for additional women. On the other hand, I said that there were a large number of women present at Arrowhead -- mostly with their husbands -- and I thought that many of these women were active in their own women's divisions and that therefore all that should be necessary is a women's division session to run all day including a discussion session. Mr. Friedman agreed that we handle the matter in this way.
- 3- Mrs. Goodman suggested that women be placed on the National Campaign Cabinet. Mr. Friedman informed her that this would not be practical.
- 4- Mrs. Goodman wishes to have a women's division mission visit Israel again in 1959. Mr. Friedman said that it would have to be done in September so that the women's division can be out of Israel before the men get to Israel on or about October 15th. Mrs. Goodman agreed to this.

MSG:rum

April 2, 1959

Mr. Irving Bernstein

Melvin S. Goldstein

1960 Western Leadership Institute

This is in reference to your memorandum of March 25th, 1959, regarding the above mentioned subject.

We have decided that the Western Leadership Institute in 1960 be held the weekend of February 19th, 20th and 21st. The reason for this, for your information, is that our Miami meeting will almost certainly be held on February 7th and we may hold a small leadership institute in the mid-west the weekend of February 13th and 14th.

Sarah Goodman was in the office on Monday and urged that women's division leaders in your area be invited to a special women's division meeting to be held in conjunction with the Arrowhead meeting in 1960. I made the point that if you were to mount a campaign to bring women's division leaders to the Arrowhead meeting you would have to reduce the number of men who could attend the meeting because, as I recall it, you would have a space problem. It would mean that we might well lose some of our men who are leaders because we wouldn't have room for them. I said that I thought we had a pretty good turnout of women at the Arrowhead meeting last February and that many of these women -- the wives of our leaders -- are active in their own women's divisions and it seemed to me, therefore, that rather than mount a drive to invite women's division leaders to a meeting in connection with the Arrowhead Institute we should set up a full scale women's division session (morning, luncheon and afternoon) at Arrowhead for all the women who happen to be there.

The suggestion was then made that perhaps the Los Angeles members of the National Women's Division Board could invite the Women's division leaders in your area to meet in Los Angeles on February 18th for a separate women's division conference. This would then not interfere with our space problems at Arrowhead and, on the other hand, might even bring us some of our men leaders who would accompany their wives who are important in their communities and who were being invited to the women's division conference in Los Angeles. I said that I had no objection to this and that it might work out pretty well but that, of course, is something that would have to be taken up with you. When you get around to it I would like to have your views.

MSG:mm

cc:SS

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

MEMORANDUM

Date April 6, 1959

To Mr. Melvin S. Goldstein
From Irving Bernstein
Subject 1960 Western Leadership Institute

RI	APR 9 1959
NOTED	DATE
MSS/mm 4/10	MSS
ANSWERED	

cc - WDS
SS
HOB

As a result of your memorandum this subject dated April 2, I have confirmed February 19, 20 and 21 as the dates for our 1960 Western Leadership Institute with both the Arrowhead Springs Hotel and the Los Angeles Welfare Fund.

In reply to the questions raised in your memorandum regarding Women's Division scheduling at the Conference, I would prefer to continue the same pattern followed at our recent meeting, as I believe it was productive in terms of the women present and most helpful in terms of attracting top male contributors and leaders to the Institute. There were many such leaders who were present for the weekend both from Los Angeles and the area only at their wives insistence.

If we attempt to hold a separate Women's Division meeting on the day prior to the Arrowhead meeting in Los Angeles itself, we will detract from the importance of the Arrowhead meeting and lose potential attendees. Further, a meeting in Los Angeles proper will draw people to Los Angeles who will then want to commute to Arrowhead.

However, we can improve the quality of both the WD leadership present and the programming of the WD session or sessions. In 1959, we held a series of meetings in the area for Sara Goodman, which had a limiting influence on regional Women's Division attendance. Further, we permitted the Los Angeles WD to control the programming of the Women's Division session.

In 1960, therefore, I would suggest that we maintain a better control over the Women's Division programming, and that it be held at Arrowhead in conjunction with the rest of the Conference. Secondly, if we try to be as selective with the women as we were with the men, we can bring a quality group together in addition to the wives of top leadership, which need not adversely affect our space limitations.

IB:bt1

cc: SS

April 10, 1959

Mr. Irving Bernstein

Mr. Martin S. Goldstein

1960 Western Leadership Institute

I have your memorandum of April 6th regarding the above mentioned subject and the participation of women.

I have passed your views on to Judith Stang and I have suggested to her that she now deal direct with you on this matter. I have told her, in this connection, that final decisions regarding invitations to be sent to women leaders and all other matters in connection with the Western Leadership Institute are to be made by you after consultation by her.

MSG:mm
cc:SS

Conferences
Western Leadership Institute

April 11, 1959

Mrs. Judith Stang

Melvin S. Goldstein

1960 Western Leadership Institute

The 1960 Western Leadership Institute will be held at the Arrowhead Springs Hotel on February 19th, 20th and 21st.

With regard to the participation of the Women's Division, Irving Bernstein tells me that he would prefer to continue the same pattern followed at our 1959 meeting because he believes it was productive in terms of the women present and most helpful in terms of attracting top male contributors and leaders to the Institute. He says that if an attempt is made to hold a separate Women's Division meeting on the day prior to the Arrowhead meeting, in Los Angeles itself, this will detract from the importance of the Arrowhead meeting and lose potential attendees. Further, he notes that a meeting in Los Angeles proper will draw people to Los Angeles who will then want to commute to Arrowhead.

He feels, however, that the quality of both the Women's Division leadership present and the program of the Women's Division session or sessions at the Western Leadership Institute at Arrowhead Springs can be improved. He notes, for example, that this year the UJA held a series of meetings in the area for Sarah Goodman which had a limiting influence on regional women's division attendance. Further, the UJA permitted the Los Angeles Women's Division to control the programming of the Women's Division session. In 1960, he suggests that the UJA maintain a better control of the Women's Division planning and that it be held at Arrowhead in conjunction with the rest of the conference. He feels in this connection, however, that it will be necessary to be as selective with the women as the UJA was with the men so that only a top quality group will attend. If we are careful with regard to the invitations that are issued and limit the invitations only to top quality people he feels that this need not adversely affect out space limitations at Arrowhead.

I would suggest, therefore, that you keep in touch with Irving Bernstein regarding the project and work out a program with him, along the lines indicated above, bearing in mind, of course, that because of space limitations as well as other reasons, final decisions with regard to invitations should be left to him after consultation with you.

MSG:mm

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

MEMORANDUM

RECEIVED	
JUL 22 1959	
NOTES	REFER TO
DATE	55
	1755
	1755
ANSWERED	

Date July 20, 1959

To Mr. Sholem Sontup
From Irving Bernstein
Subject 1960 Western Leadership Institute

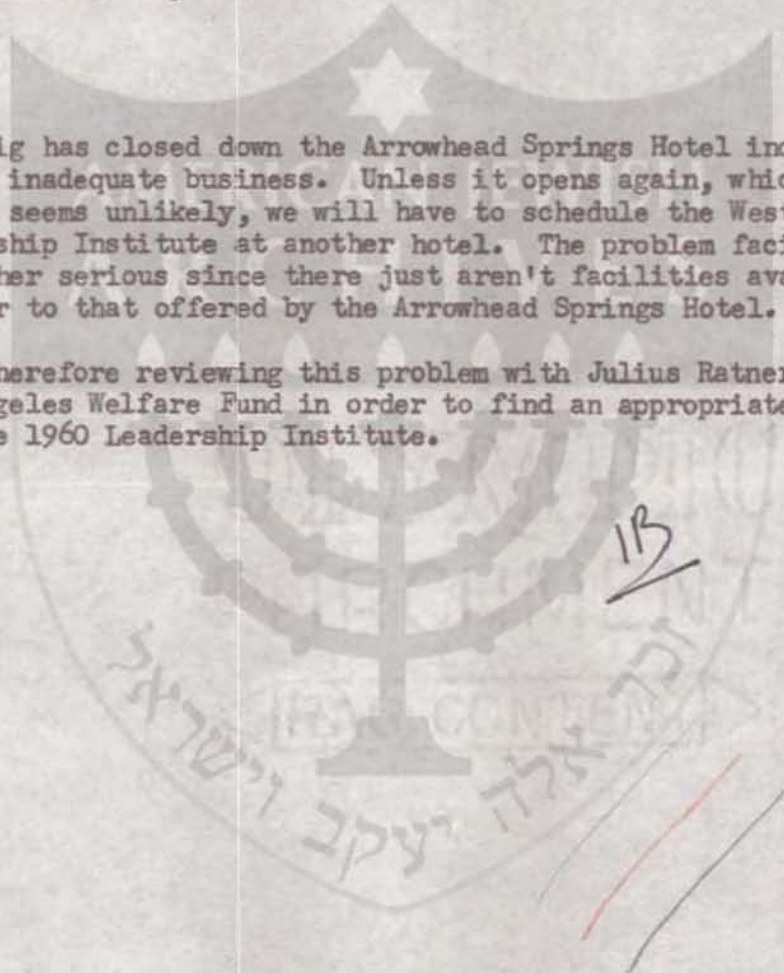
cc - GH

Ben Swig has closed down the Arrowhead Springs Hotel indefinitely due to inadequate business. Unless it opens again, which at this moment seems unlikely, we will have to schedule the Western Leadership Institute at another hotel. The problem facing us is rather serious since there just aren't facilities available similar to that offered by the Arrowhead Springs Hotel.

I am therefore reviewing this problem with Julius Ratner of the Los Angeles Welfare Fund in order to find an appropriate place for the 1960 Leadership Institute.

IB:gc

cc: HAF



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

MEMORANDUM

Date July 22, 1959

To Mr. Sholem Sontup
From Irving Bernstein
Subject 1960 Western Leadership Institute

JUL 24 1959	
DATE	***** TO
	HDB
	SS
	HDB
ANSWERED	

CTP

The 1960 Western Leadership Institute will be held in Palm Springs, California, on February 19, 20 and 21, at the Riviera Hotel, which is now being completed.

The Riviera will be the first hotel in Palm Springs built specifically with convention facilities. Los Angeles Campaign Director Julius Ratner and I met with the hotel representatives today and reserved 200 of the hotel's 250 rooms for our weekend conference.

The closing of the Arrowhead Springs Hotel, therefore, may have been to our advantage, since a conference in Palm Springs offers us a number of advantages not available to us heretofore.

IB

IB:gc

cc: HAF - IJ - AF - HDB

XXX

cc:MP

Conf.
West Coast
Feb 1960

United Jewish Appeal, 165 W. 46 St.

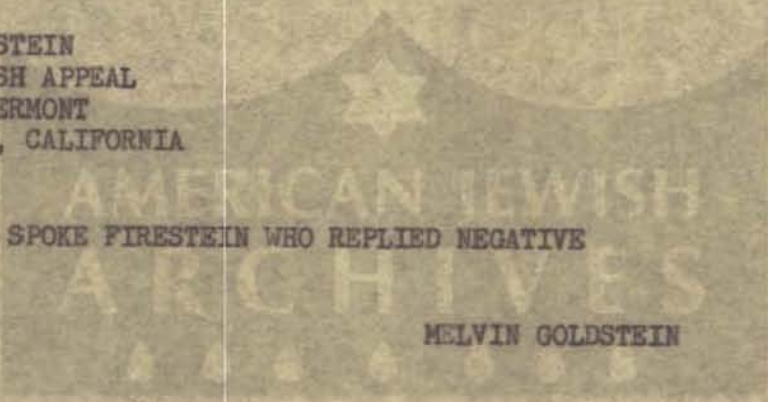
OCTOBER 20, 1959

IRVING BERNSTEIN
UNITED JEWISH APPEAL
590 NORTH VERMONT
LOS ANGELES, CALIFORNIA

DEWEY STONE SPOKE FIRESTEIN WHO REPLIED NEGATIVE

MELVIN GOLDSTEIN

MSG:hs



October 21, 1959

Mr. Martin Peppercorn

Melvin S. Goldstein

Palm Springs Conference
Mid-West Conference

Mrs. Sarah Goodman said today that she is very interested in having a proper Women's Division session at the above mentioned conferences. She was told that we have not yet set the program but that we will take it into consideration.

I do think that a Women's Division session should be set at each of these meetings and I would appreciate it if you would bear this in mind in connection with the programming.

MSG:mm

*Book this
for the
Haber left*

December 4, 1959

Mr. Martin Peppercorn

Irving Bernstein

Western Leadership Conference
Riviera Hotel, Palm Springs, California -
February 19, 20 and 21, 1960

The assignment of leadership to the West Coast Conference which you gave me today presents several serious problems which must be resolved if we are to accomplish our purposes. If we are unable to fit our leadership resources to our needs, then we must know in time so that we can plan accordingly.

1. Charles Jordan

The JDC session at the conference is one of our most important meetings and will be attended by over 300 men and women. Jordan is no doubt effective at parlor meetings, but we, including area professional and lay leadership, know from past experience that he does not move a large audience.

In previous memoranda, RMW, Moe Leavitt or Sam Haber were requested for this session. Haber particularly is the ideal choice since he can be scheduled into the Big Gifts meetings which follow the conference. We did not ask for Jordan since we were aware of his limitations. I therefore strongly urge this assignment be reconsidered. In the interim, please do not confirm Jordan.

2. Dewey Stone

Stone must attend the conference and the February 22 Los Angeles Big Gifts meeting with HAF, as we are facing serious cuts in the Special Fund from our largest contributors, and Stone is the only one of our top lay leadership with the potential to affect these gifts. Unless he is present, we will not materially change the course of the Los Angeles campaign.

yes

Further, the scheduling of the Denver Initial Gifts meeting in February is also dependent upon Stone's acceptance.

yes

3. Avraham Harman

As you know, we are still waiting for word of Harman's acceptance of the February 22 Los Angeles Big Gifts meeting. If he does not accept, we will have both the public relations problem of justifying his refusal, and the additional problem of finding a suitable replacement. Harman fits the need perfectly, as he provides both the draw for attendees and the cover for the

yes

Book this
leave L.A. midnight
jet non-stop to Washington 7 25
jet non-stop to N.Y. 7 00
AA #78
AA #10
.....2

December 4, 1959

priming efforts of Stone and HAF. The Tucson meeting cannot be used as an excuse, for the Tucson meeting does not conflict with the February 22 meeting in any way.

4. In addition to the above, we are still completely up in the air as to the speakers and lay leadership for the area Big Gifts meetings scheduled immediately following the conference.

I hope we will be able to confirm this schedule when I see you at our staff meetings next week, for it is essential that we firm up all these dates with the Executive Directors and campaign chairmen concerned. Since we are projecting early campaigns, we must give the communities sufficient time for proper planning.

AMERICAN JEWIS ¹¹³
ARCHIVES



IB:go

cc: HAF - SS - AF - HDB

Conferences -
Western Leadership Conf.

December 9, 1959

Mr. Irving Bernstein

Melvin S. Goldstein

Western Leadership Conference and Related Meetings

This is in reference to your memorandum of December 4th regarding the above mentioned subject.

1. You've got Charles Jordan. He will almost certainly come to California in connection with the Palm Springs Conference and you can start putting him into Long Beach, San Diego and other places like that. Be sure that Ben Swig or a competent find-raiser accompanies him.
2. You've got Dewey Stone. He will definitely attend the Palm Springs Conference, the meeting in Los Angeles February 22nd, the meeting in Oakland on February 23rd and the meeting in Denver on February 24th.
3. You've got William Rosenwald -- almost definitely. He'll be booked for the Palm Springs Conference and for the meeting in San Francisco on February 22nd.
4. You've got Abe Harman for the Palm Springs Conference and for the Los Angeles Big Gifts Meeting on February 22nd.
5. You've got Herbert Friedman for the Palm Springs Conference, the San Francisco meeting on February 22nd, Seattle, Portland and whatever else you have that week.

Now what else do you want?

MSG:mm

~~West Coast~~ West Coast
Conf

Feb. 2

January 26, 1960

Irving Bernstein

Melvin S. Goldstein

Palm Springs Conference

I wonder if you would let me know how you think your attendance for the Palm Springs conference is shaping up and what, if anything, you want us to do about it from here.

There are some letters we can write to some people. I am in touch with a number of people in the western states who have visited Israel at one time or another and perhaps we can urge them to come to Palm Springs.

Let me have your thinking on this.

MSG/fo

Cof Palm Springs

✓✓

January 28, 1960

Mr. Irving Bernstein
United Jewish Appeal
590 North Vermont Avenue
Los Angeles 4, California

Dear Irving,

I just want to keep you posted about the Palm Springs meeting and I think you'd better have this information now even though nothing is definitely decided.

The JDC feels very strongly that it ought to play more of a role at the conference than is indicated by the mere presence of Charlie Jordan. Mr. Warburg, therefore, has asked that Moe Leavitt go to Palm Springs as well and that some kind of a JDC session be set up.

Actually this was rather successful at the Arrowhead conference last year when Moe Leavitt and Edward Warburg attended and it might be a good thing for the Palm Springs affair too.

This is just preliminary and I will, of course, keep you posted.

Best regards,

Sincerely yours,

Melvin S. Goldstein

NSG:mm

cc:AF

Conf. Palm Springs

2/2

January 28, 1960

Mr. Herbert A. Friedman

Melvin S. Goldstein

Palm Springs

Irving Dickman called me today and said that just before Moe Leavitt left he had asked him to call me to say that Mr. Warburg wants him to attend the Palm Springs Conference and, together with Charles Jordan, have something of a JDC session there. I told him I would go into it.

MSG:mm

MEMORANDUM

Date January 28, 1960

To Mr. Herbert A. Friedman

From Melvin S. Goldstein

Subject Palm Springs

Irving Dickman called me today and said that just before Moe Leavitt left he had asked him to call me to say that Mr. Warburg wants him to attend the Palm Springs Conference and, together with Charlie Jordan, have something of a JDC session there. I told him I would go into it.

MSG:mm

Mr

I don't think we need Dickman out there.
Eddie wants the JDC aspect of the program
built up. And I agree. But let's use
their film, plus Charlie, and I will also
chip in my 2¢ on the JDC story.

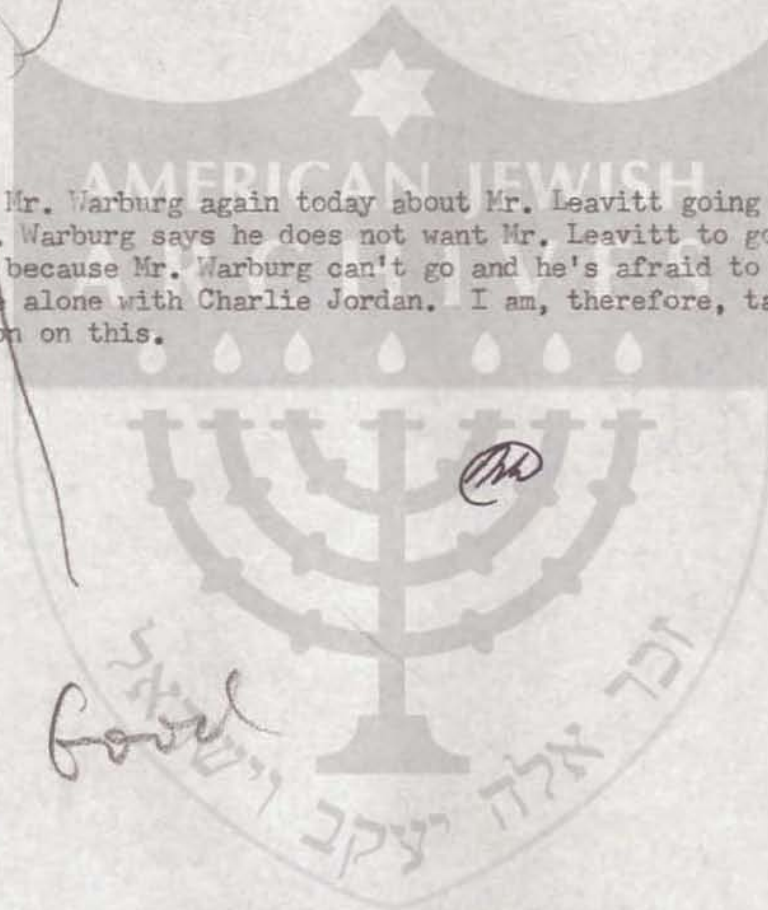
Fellab

MEMORANDUM

Date January 29, 1960

To Mr. Herbert A. Friedman
From Melvin S. Goldstein
Subject Palm Springs

I spoke with Mr. Warburg again today about Mr. Leavitt going to Palm Springs. Mr. Warburg says he does not want Mr. Leavitt to go to Palm Springs because Mr. Warburg can't go and he's afraid to have Leavitt there alone with Charlie Jordan. I am, therefore, taking no further action on this.



Good

MA

MSG:mm

AMERICAN JEWISH APPEAL, INC.
THE BOND

UNITED JEWISH APPEAL, INC.

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

File

MEMORANDUM

Date February 3, 1960

RECEIVED	
FEB 5 - 1960	
NOTED BY	REFER TO
	<i>MSS</i>
	<i>(D)</i>
ANSWERED	

To Mr. Melvin S. Goldstein

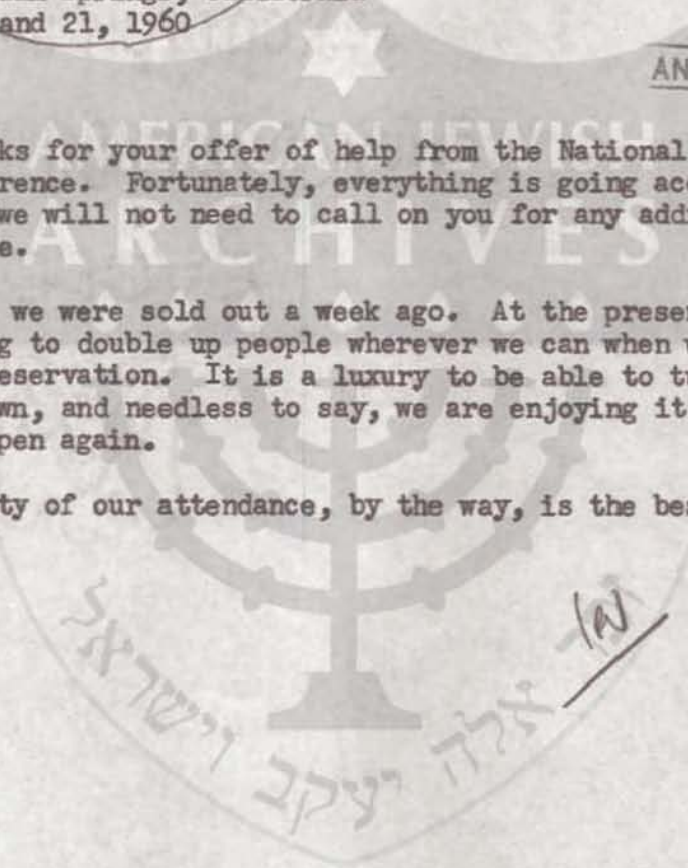
From Irving Bernstein

Subject Western Leadership Conference,
Riviera Hotel, Palm Springs, California -
February 19, 20 and 21, 1960

Many thanks for your offer of help from the National Office for our conference. Fortunately, everything is going according to plan and we will not need to call on you for any additional assistance.

Actually, we were sold out a week ago. At the present time, we are trying to double up people wherever we can when we get a quality reservation. It is a luxury to be able to turn reservations down, and needless to say, we are enjoying it for it may never happen again.

The quality of our attendance, by the way, is the best we have ever had.



IB:gc

February 23, 1960

Mr. Steve Brody
Allied Artist Pictures Corp.
4376 Sunset Drive
Los Angeles 27, Calif.

Dear Steve,

I just want you to know what a great pleasure it was to be with you this past weekend in Palm Springs. The conference was certainly an excellent one and I know that its success was due in large part to what you put into it.

I have been giving additional thought to our short conversation with regard to the special fund and have been reviewing some of the figures. There does not seem to be any doubt that more money is raised in campaigns where they run a special fund on a separate card or a separate line basis than in communities where no special fund campaign is run. At the beginning of this campaign there was a good deal of feeling in our organization that we should try to get away from a special fund in 1960, but when we went over the figures we found that we would have to lose anywhere from 5 to 10 million dollars, or even more, if we dropped the special fund. Our leadership came to the conclusion that an organization such as the UJA with a primary responsibility for fundraising has no right to give up this kind of money. I think myself that the time will come when the two funds will merge, as they already have in some cities, but meanwhile there is no doubt that the special fund raises a lot of extra money for us. And if ever there should be some great emergency among our people then, as I mentioned to you, I am sure that the American Jews will answer with or without any kind of a special fund.

I want to tell you about the National UJA Study Mission being planned for this year, in the hope that you will be able to join. We plan this year to meet in Rome on October 15th where we can get together with the JDC country directors and go into the details of the JDC operations. We will also meet a group of immigrants, probably from Poland en route to Israel. Perhaps we will even be able to go down to Naples to be present at the embarkation. We will visit some of the most important Jewish institutions and points of Jewish historic significance in and around Rome, and on October 19th, very likely, we will go to Israel where we will remain until October 31st. The detailed program is yet to be worked out but I did want you to have this information so that you can at least note it on your calendar and have it before you.

Once again I want to express my thanks and appreciation for your kind cooperation and your leadership.

Sincerely yours,

Melvin S. Goldstein, Admin. Vice-Chairman

MSG/fc

February 23, 1960

Mrs. Ben K. Miller
4827 E. 17th Avenue
Denver, Colorado

Dear Mrs. Miller:

I do want to tell you what a great pleasure it was to meet you at the UJA conference this past weekend and to have the added pleasure of having dinner with you. Needless to say, your name has long been known to me and I was happy to have had this opportunity to meet you personally.

I do hope that you will be able to visit Israel together with Mr. Miller in the summer of 1961. I trust that by that time Mr. Miller will want to go so much that he will overcome his dislike of airplanes and ships, which I can certainly understand. At such time as you decide to go abroad please let me know, for I will be pleased to help you in any way I can.

May I also take this opportunity to congratulate you on the forthcoming engagement of your son.

With kindest personal regards.

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/fc

February 23, 1960

Mr. Irving Kane
The Hospital Specialty Co.
1991 East 66th Street
Cleveland 3, Ohio

Dear Irving,

I just want to tell you what a great pleasure it was to see you at the conference in Palm Springs this past weekend.

The overwhelming opinion, with which I am sure you will agree, is that the conference was very successful. There were a large number of leaders present and it was heartening to note the degree of their participation in all the sessions.

With kindest personal regards to both you and Mrs. Kane, I am

Sincerely,

Malvin S. Goldstein
Administrative Vice-Chairman

MSG/fc

February 23, 1960

Mr. Morris Stein
Colorado Mattress Manufacturing Co.
2363 Larimer Street
Denver, Colorado

Dear Mr. Stein:

It was a very great pleasure to have an opportunity to meet you at the Denver cocktail party in Palm Springs this past weekend, after having heard so much about you. I am sure you will agree with me that the conference was a very good one this year and we certainly plan to repeat it again next year. We must, however, as in all such matters, be careful that it does not grow too much so that we can maintain the intimate character that is so necessary in meetings of this kind.

I was very much interested to learn that you are thinking of making a visit to Israel some time soon. As Martin Peppercorn mentioned to you, it would be grand if you could join the Study Mission, together with your brother-in-law Morris Nierenberg. I know you can't come to any decision right now, but I would like you to have the dates before you. We will be a group of about 100 top leaders from the United States and we will meet in Rome on October 15th where we can get together with the JDC country directors and go into the details of the JDC operations. We will also meet a group of immigrants, probably from Poland en route to Israel. Perhaps we will even be able to go down to Naples to be present at the embarkation. We will visit some of the most important Jewish institutions and points of Jewish historic significance in and around Rome, and on October 19th, very likely, we will go to Israel where we will remain until October 31st. The detailed program is yet to be worked out but I did want you to have this information so that you can at least note it on your calendar and have it before you.

With kindest personal regards.

Sincerely,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/fe

February 23, 1960

Mr. Morris Nierenberg, Sr.
Colorado Mattress Manufacturing Co.
2363 Larimer Street
Denver, Colorado

Dear Mr. Nierenberg:

It was a very great pleasure to meet you this past weekend in Palm Springs. I hope that you enjoyed the conference as much as so many people indicated to me they did. It was certainly successful and we plan to repeat it next year but, of course, we are going to take steps to make sure that it does not grow too great in size!

I do hope that you, perhaps together with your brother-in-law Morris Stein, will be able to join the UJA Study Mission to Europe and Israel this year. This mission really does provide one with an unusual opportunity to see the things in which you are so interested and to meet the top people wherever you go. I think you ought to have the dates even though I appreciate you can't come to any definite decision right now. We will be a group of about 100 top leaders from the United States and we will meet in Rome on October 15th where we can get together with the JDC country directors and go into the details of the JDC operations. We will also meet a group of immigrants, probably from Poland en route to Israel. Perhaps we will even be able to go down to Naples to be present at the embarkation. We will visit some of the most important Jewish institutions and points of Jewish historic significance in and around Rome, and on October 19th, very likely, we will go to Israel where we will remain until October 31st. The detailed program is yet to be worked out but I did want you to have this information so that you can at least note it on your calendar and have it before you.

With kindest personal regards.

Sincerely,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/lc

February 24, 1960

Mr. Leonard M. Sperry
2090 Mandeville Canyon Road
West Los Angeles 49, California

Dear Mr. Sperry:

I just want to tell you what a great pleasure it was to see you and Mrs. Sperry this past weekend. It was really most heartening to have you both at this meeting because it indicates so clearly your continuing interest in this work which is so very important.

The Conference was a great success, I am sure you will agree, from every point of view. The only problem now will be to keep it to manageable size because these things sometimes have a habit of growing out of all proportion and then we lose the intimate character we are attempting to develop for this type of regional meeting. But with a great crowd present it all went off well and everybody with whom I spoke was pleased.

I hope that when you next come to New York you will drop in at the office. Give me a ring and come up for lunch.

With kindest personal regards to you and Mrs. Sperry, I am

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSO:mm

February 24, 1960

Mr. Sam Clar
Sam Clar Machinery Co.
495 3rd Street
Oakland 7, California

Dear Sam,

It was a great pleasure to be with you this past weekend in Palm Springs. It was certainly an excellent conference and I am glad that you and some of the others from Oakland were able to come down. I'm sure you will agree with me that meetings like this can be very helpful to Oakland; the only trouble is that too few of your people come to them. We will simply have to do something about coming to Oakland.

Your ideas on how to get the campaign into proper gear in Oakland are certainly sound, and knowing Art Mintzer as I do, I am sure that he will help you. I also want you to know that if there is anything that we at the UJA can do, you need only call on us.

With kindest personal regards,

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG:mm

February 24, 1960

Mr. William Goldberg
Goldberg Bros. Manufacturing Co.
1745 Wazee Street
Denver, Colorado

Dear Mr. Goldberg:

I just want to tell you what a great pleasure it was to see you and Mrs. Goldberg at the conference in Palm Springs this past weekend. I know you will agree with me that it was a good conference and we are certainly planning to run another one next year. It serves that very useful purpose of getting the community campaigns started on a proper basis.

I do hope that I will have a chance to see you again soon.

With kindest personal regards.

Sincerely,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/fc

February 24, 1960

Mr. Henry H. Kaufmann
Hemphill Noyes & Co.
1079 North Campbell Avenue
Tucson, Arizona

Dear Mr. Kaufmann:

I just want to tell you that it was a great pleasure to see you at the conference in Palm Springs this past weekend, all the more so because Harold Alpert told me that you had not been well.

I am sure you will agree with me that the conference was a very successful one and we will certainly run it again next year. It serves the very useful purpose of getting a number of campaigns started on a proper basis and this was accomplished in connection with many communities.

I do hope that I will have an opportunity to see you again some time soon, and with kindest personal regards, I am

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/fc

February 24, 1960

Mrs. Jacob H. Karp
606 N. Foothill Road
Beverly Hills, California

Dear Mrs. Karp:

I just want to tell you that it was a great pleasure to see you again at the conference in Palm Springs this past weekend. I understand from Irving Bernstein that the Women's Division session was excellent and I want to thank you for all that you did to make it a success.

We will certainly run the conference again next year and I know that we can depend on you to cooperate as you have always done.

With kindest personal regards,

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/fc

February 24, 1960

Mr. Sylvan J. Lisberger
3570 Washington Street
San Francisco, Calif.

Dear Mr. Lisberger:

I just want to tell you what a great pleasure it was to meet you again at the conference in Palm Springs this past weekend. I was so glad to learn from you that you thought the conference a success; just about everybody feels that way. Next year, however, we are certainly going to try to keep the conference from growing in size so that we can maintain the intimate character that is so important at conferences of this kind.

The conference served the purpose of helping a number of campaigns in the West to start off on a proper basis. A Big Gifts meeting in Los Angeles held Monday night was most successful and a lot more money was raised over and above last year's figure. And I learned this morning that the meeting held in San Francisco last night was also successful.

I do hope that the next time you come to New York you will give me a ring and perhaps you will be able to come up to have lunch with us again.

Kindest regards.

Sincerely,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/fo

February 24, 1960

Dr. Abraham B. Sirbu
2320 Sutter Street, Suite 101
San Francisco, Calif.

Dear Dr. Sirbu:

I just want to tell you that it was a great pleasure to meet you at the conference in Palm Springs this past weekend.

Since my return I have had a chance to study the reports of what was accomplished at the conference and I am glad to be able to confirm what we felt when we talked about the matter, that the conference was really most successful and served as a basis for getting a number of campaigns off to a good start. We will certainly run the conference again next year and, as I know you agree, we will try to keep it from growing in size so that the intimate character so important at meetings of this kind can be maintained.

I received a telegram this morning on the results of the meeting in San Francisco last night and I was so pleased to note that more money was raised at this meeting. I know that this was due in large measure to your wonderful efforts.

I don't know if you ever get to New York, but if you do, please give me a ring and perhaps you can come up to the office and have lunch with us.

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/fo

February 24, 1960

Mr. Charles Goldberg
Barnett Co.
3800 Wynkoop Street
Denver 5, Colorado

Dear Charlie,

I just want to tell you that it was really a great pleasure to see you again at the conference in Palm Springs this past weekend. And it was also most heartening to see you operate. I think that what you did at this conference to help get the Denver campaign off and to set the leadership for it was really an inspiration.

We are certainly going to run the conference again next year and we are going to try to keep it from growing any larger. It has many uses and everybody said it was well worth attending.

I don't know whether you come to New York once in a while, but the next time you do please give me a ring and if you will come up to lunch you can get together with the boys.

Kindest personal regards.

Sincerely,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG/ro

February 24, 1960

Mr. Sol Esfeld
American Discount Corp.
205 Smith Tower Bldg.
Seattle 4, Washington

Dear Mr. Esfeld:

I just want to tell you that it was a great pleasure to meet you at the regional conference this past weekend in Palm Springs. It was certainly an excellent conference and I am sure it went a long way in helping a number of campaigns off to a proper start. That conference certainly serves a very useful purpose in that connection as well as in pointing up to a large number of people what must be accomplished in the campaigns.

Herb Friedman told me that you might be able to join the Study Mission this year. I certainly hope so. The Mission this year will meet in Rome on October 15th and will spend some time with the JDC Country Directors who will brief us on the JDC programs. We will also have an opportunity to meet a group of immigrants -- probably from Poland -- en route to Israel and may even be able to go down to Naples to see them embark. We are trying to arrange this. We plan to go on to Israel on October 19th and remain there until October 31st.

With kindest personal regards,

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG:rm

P.S. I do hope that your wife's foot is
much better

February 24, 1960

Mr. Jacob M. Stuchen
9855 W. Pico Blvd.
Los Angeles 35, California

Dear Mr. Stuchen:

I want you to know that it was a great pleasure to be with you this weekend and I enjoyed very much having dinner with you at the club Sunday night.

I do hope that you will be able to join the Study Mission this year and then continue your trip around the world as you wish. The Mission this year will meet in Rome on October 15th and will spend some time with the JDC Country Directors who will brief us on the JDC programs. We will also have an opportunity to meet a group of immigrants -- probably from Poland -- en route to Israel and may even be able to arrange to go down to Naples to see them embark. We are trying to arrange for the ship. We will also have some time to see some of the sights in and around Rome that are of particular interest to us. We will go on to Israel, probably on October 19th, and the Mission will end there on October 31st.

You or I mentioned the importance of stopping off in Teheran en route to India. Teheran is really a most interesting place and I want to urge you to be sure ~~to~~ stop there. We know a lot of people there and I will, of course, let them know about you just as soon as you tell me your plans. You also said you would start your trip in Europe some time in September and I want to repeat my suggestion that you be in a big city for the high holidays during that month. Incidentally, as soon as you know where you are going to be in Europe please let me know that too so I can get in touch with some of our people who might be helpful to you.

I thought that our Conference in Palm Springs went off very well indeed and everybody with whom I spoke said the same thing. This is due, in large part, to your wonderful cooperation.

I want to wish you every success in your good work and with kindest personal regards,

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

February 24, 1960

Mr. Max Firestein
Max Factor, Inc.
1655 N. McCadden Pl.
Hollywood 28, California

Dear Max,

I just want to tell you what a great pleasure it was to be with you this past weekend. I am only sorry that it isn't possible to see you more often because your obvious dedication to the UJA is really a source of inspiration.

The Conference was certainly a tremendous success. Now the problem is to keep it from growing to unmanageable proportions next year. But I am sure that this will be taken care of properly in the planning next year so it does not run away with us.

Incidentally, I know it is a long way off, but the Study Mission in 1960 will meet in Rome on October 15th where we will be able to spend some time with the JDC Country Directors. We will also meet a group of immigrants, probably from Poland, arriving in Rome en route to Israel and may even be able to go down to Naples to watch their embarkation. We're trying to arrange this. We plan to go on to Israel on October 19th and stay there until October 31st. If there is any chance at all of your making it, please note the dates on your calendar.

And I do want to thank you very much for having me to dinner at the club Sunday night. Your having that dinner was just the right touch and was a wonderful break between the Conference and getting back to the job here in New York. Your wife, as always, was charming; please remember me to her.

With kindest personal regards,

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

February 24, 1960

Mr. Harold H. Alpert
Western Realty & Insurance Co.
112 S. Central Avenue
Phoenix, Arizona

Dear Harold,

I just want to tell you how good it was to see you and spend some time with you this past weekend. Your dynamic way of getting things done and your willingness to undertake assignments and bring them to successful conclusions is not only grand but an inspiration. Remember Sacramento!

Incidentally, I want to make sure you have the dates for the Study Mission this year. We will meet in Rome on October 15th where we will have an opportunity to spend some time with the JDC Country Directors. We will also meet a group of immigrants, probably from Poland, arriving in Rome en route to Israel and may even be able to go down to Naples to watch their embarkation. We're trying to arrange this. We plan to go on to Israel on October 19th and stay there until October 31st. I know you're going to try to make it and I know that you are planning to have Dick Rich come with you. We certainly want him.

When you get to New York I hope you will come up to the office. All of us here will always be glad to see you.

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

HSG:mm

February 24, 1960

Mr. Benjamin H. Swig
Fairmont Hotel
Nob Hill
San Francisco 6, California

Dear Ben,

I just want to tell you what a great pleasure it was to see you this weekend. When I got to Palm Springs I was really sorry to learn that you hadn't been able to make it. It sure meant a great deal to the Conference when you arrived and I hope that the strain was not too great.

This was, I am sure you will agree, the most successful Conference the UJA has held in the western region. Our only problem now will be to keep it from growing too much because then it will become unmanageable and it will certainly lose the intimate character that is so important to a meeting of this kind. I suppose you know that the Los Angeles Big Gifts meeting on Monday night was most successful and was due in large part to the Palm Springs Conference.

I hope everything will go well with you and with kindest personal regards,
I am

Sincerely yours,

Melvin S. Goldstein
Administrative Vice-Chairman

MSG:mm

February 24, 1960

Mr. Edward Ginsberg
Gottfried, Ginsberg, Guren & Merritt
1114 Hippodrome Bldg.
Cleveland 14, Ohio

Dear Ed,

I have your letter of February 19th regarding Henry S. Gottfried and his wife and their daughter and son-in-law who are going to be in Israel -- in April yet! I cabled Israel for the reservations and if Vinitzky is able to turn them up this time it's really a miracle. I don't know how he is going to get them but I'm sure he'll do everything possible. The fact is that we're getting into a most difficult situation with regard to hotel reservations in April and May. It seems that just about everybody in the United States who is turned down by 18 travel agents comes to us and we have to try to work something out. We are fast approaching the end of the line. Just as soon as I hear from Jerusalem, however, I'll get in touch with you.

Yes, I was in Palm Springs for the weekend. This Western Leadership Conference of ours was really a tremendous thing. We had 750 people at the meeting Saturday night and turned about 100 people away. Actually, about 500 people came from the western states area to Palm Springs for this conference -- about 40% from Los Angeles and 60% from the rest of the area. We started on Friday night, held sessions all day Saturday, had the banquet Saturday night and sessions again Sunday morning and despite the beautiful weather, we had a marvelous turnout at all of the sessions and, of course, in addition to all this we were able to set up a number of intimate city meetings at which, in addition to drinking cocktails, we were able to get some practical things done and the gifts were excellent. The real result of all this is that we were able to start a number of campaigns off very early and the meeting that was held in Los Angeles on Monday night raised \$1,025,000. from the same people who last year gave about \$850,000.

To this meeting in Palm Springs you were not invited but "to these kind of meetings" you do get invited. Remember Miami? You were invited to Miami, we begged you to come to Miami and then you didn't show. That's why we asked you to go to Chicago. Anyway, we didn't forget about you and I spent days and days in Palm Springs thinking about you.

With best regards to you and Rosalie,

Sincerely yours,

Melvin S. Goldstein

copy to the
for enclosures
file 2/24



HOTEL • ATOP NOB HILL • SAN FRANCISCO

Re: San Diego, Cal.

February 26, 1960

RECEIVED

FEB 29 1960

CHAIRMAN OF THE BOARD

Mr. Melvin S. Goldstein
United Jewish Appeal
165 West 46 Street
New York 36, N. Y.

POSTED BY	RECEIVED	TO
	<i>H5/B</i>	DATE
	<i>H5/B</i>	
ANSWERED		

Dear Mel:

Thanks very much for your letter of February 24.

When I called Herb Friedman to tell him I was coming to Palm Springs I told him I had permission from everybody (with the exception of the doctor and my family and friends) to attend after my attack of the flu and I made it. I think it was a very successful conference and I enjoyed participating in it.

I went from there to San Diego and I worked there for two days. We had a very successful meeting showing a net increase of 22%.

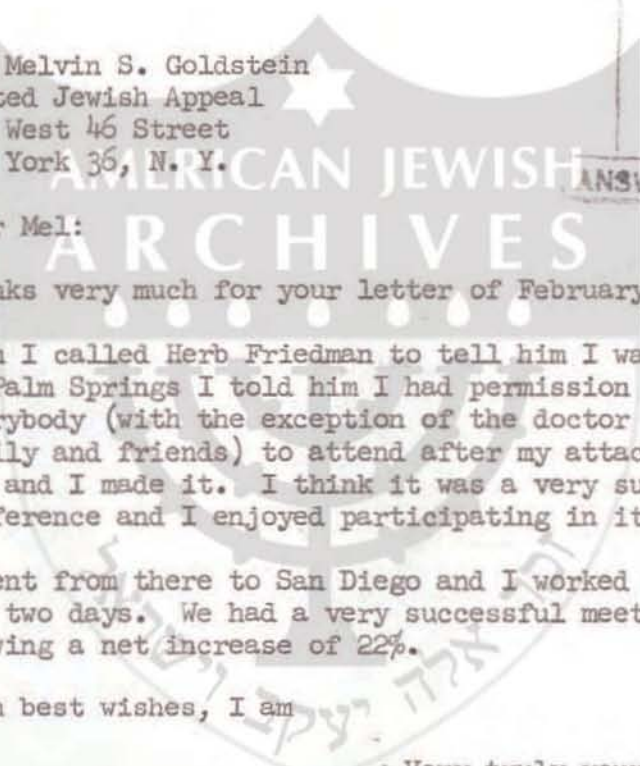
With best wishes, I am

Very truly yours,

Benj. H. Swig

BHS:c

cc-HDB
2/29 Mones
IB
HB
SS
MP
Field
AF



MAR 4 - 1960

M-56
Jde

March 2, 1960

Mr. Sholem Sontup

Irving Bernstein

Western Leadership Conference
Riviera Hotel, Palm Springs, California -
February 19, 20 and 21, 1960

Attendance

Total conference attendance was 764 from 48 communities in 18 States and British Columbia. This was the largest attendance we have ever had for any of our Western Regional meetings. The quality of the leadership present, however, was much more significant than their numbers. In most instances, delegates represented actual working and giving leadership of their respective communities.

Since we were limited by the Riviera Hotel's room capacity, we constantly had to cancel out less important reservations in order to accommodate key givers and workers. Due to the hotel's limitations, and our policy of "attendance by reservation only", we had to reject a good number of weekend reservations, as well as many who came to the door Saturday night for that dinner only.

We booked 403 people in 191 rooms of the Riviera Hotel, and an additional 108 in 60 rooms outside of the hotel, for a total of 511 in 251 rooms. The balance of our attendance came from neighboring communities, other hotels, and Los Angeles and area leaders with homes in Palm Springs, and Palm Springs year-round residents.

Program

Friday, February 19

5:00 p.m. - Registration.

7:00 p.m. - Services.

Conducted by Cantor Edward Krawll
of Mesple Emano-el, Beverly Hills.

Prior to the services, Mrs. Dasha Todd of Phoenix and Mrs. Morris Goldfine of El Centro participated in the Sabbath candle-lighting ceremony.

During services, we arranged for memorial prayers for our area leaders who died since our last conference.

Program - cont'd

Friday, February 19 - cont'd

- 8:00 p.m. - Opening Session.
Conference Chairman - Dr. Max W. Bay, Los Angeles
Speakers - Jeff Chandler, Hollywood
HAF

After a Kiddush service led by Cantor Krawll, Dr. Max W. Bay made a brief opening statement as to the purpose of the conference. Bay chaired the session since Ben Swig, our conference Co-Chairman, who was scheduled to do so, arrived late, due to illness.

Jeff Chandler then made an effective 15-minute address on his recent visit to Israel, which was well received. The meeting closed with a major address by HAF, who was at his best for this occasion.

Saturday, February 20

- 8:30 a.m. - Breakfast Meetings.

The leadership of the Women's Division luncheon session, and the Men's Campaign Technique luncheon session met separately to plan the agendas and participation for their respective programs.

- 9:30 a.m. - Sabbath Services.
Conducted by Cantor Edward Krawll.

During services, Torah readings were given by Max Firestein of Los Angeles, last year's conference Chairman and Los Angeles' largest contributor, and Adolph Kiesler of Denver, our oldest delegate and largest contributor of the conference.

- 10:30 a.m. - JDC Global Review.
Chairman - Max Firestein
Speaker - Charles Jordan

- 12:30 p.m. - Women's Division Session.
Chairman - Mrs. Jack H. Karp, Los Angeles
Panel: Mrs. Max W. Bay, Los Angeles
Mrs. Louis Hechtlinger, Long Beach
Mrs. Ben Miller, Denver
Mrs. Louis Wagnan, Los Angeles
Speaker - Mrs. Avraham Harman

- 12:30 p.m. - Campaign Dynamics Luncheon Session.
Chairman - Joseph D. Shans, Los Angeles
Panel: Victor Carter, Los Angeles
Sol Esfeld, Seattle
Charles Goldberg, Denver
Dr. Abraham Sirtu, San Francisco
J. M. Stuchan, Los Angeles
Speaker - Dewey D. Stone of Brockton, Mass.

Program - cont'd

Saturday, February 20 - cont'd

5 p.m. to 7 p.m. - During this time we were able to schedule most of our separate caucuses and fund-raising meetings for the various individual groups. The Palm Springs campaign held its Big Gifts meeting at this time. Denver, with HAF present, probably had the most successful of all the individual community fund-raising efforts.

6:15 p.m. - Hawdalah Service.
Conducted by Cantor Edward Krawll.
Readers: Phil Taxman, Phoenix
Mrs. Harry Wallerstein, Las Vegas
Oscar Katz, Bakersfield

7:00 p.m. - Dinner Meeting.
Chairman - Steve Brody, Los Angeles
Speakers - MB
Avraham Harman

Sunday, February 21

9:15 a.m. - Film Preview - "The Dock".
(Prior to publicity session)

"Mother for Shamsi"
(At close of publicity session)

10 a.m. - Campaign Publicity.
Chairman - Jack H. Karp, Los Angeles
Moderator - David Lipton, Los Angeles
Summariser - HAF
Panel: Robert Gamsey, Denver
Hank Greenspun, Las Vegas
Maurice Simon, Los Angeles
Eleanor Spector, Phoenix
Al Stein, San Francisco

Publicity

We were very fortunate in our publicity for the conference. We gave the responsibility for the Los Angeles newspapers to the Los Angeles Welfare Fund, and our office accepted responsibility for publicity in area and Palm Springs newspapers. As a result, we got front-page coverage in practically every Anglo-Jewish paper in the region. In Palm Springs itself, the Palm Springs Desert Sun gave us front-page stories and pictures every day of the week prior to the conference, plus a three-quarters page editorial the day of the conference. In addition, we had radio spots every day, plus an entire news program on the conference, including radio interviews of Consul General Yaakov Avnon and Dewey Stone, who was vacationing in Palm Springs.

March 2, 1960

Summary

It is difficult to capture on paper the mood and atmosphere of this conference. It was productive both in terms of stimulating leadership and producing peace-setting gifts in many of the communities. As previously indicated, however, the most important factor in making the conference successful was the quality of the leadership present. This was repeated over and over again by many of the key leaders at the Big Gifts meetings in their communities during the week following the conference.

Field Activity

The results of the conference would not have been possible if it had not been for the all-out team effort put into the preparation and planning by the staff of the West Coast Office and our area field staff. Above all, they deserve a note of commendation for their part in what has been generally recognized as our finest area meeting.

AMERICAN JEWISH
ARCHIVES



IR:gc

cc: NAF - ASH - IJ - MP - AP - RL - HDB - JCS - Ben Hanft