



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
10

Western Leadership Conference [Palm Springs, Calif.]. 1960-
1961.

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

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6th
ANNUAL
WESTERN
LEADERSHIP
CONFERENCE

AMERICAN JEWISH
ARCHIVES



RIVIERA HOTEL

PALM SPRINGS, CALIFORNIA



FEBRUARY 24-26

Cover compliments of El Al Israel Airlines

Program

J. M. STUCHEN, *Chairman*
LOS ANGELES

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



Friday, February 24

- 5:00 P.M. REGISTRATION Lobby
- 7:00 P.M. SABBATH EVENING SERVICES Monaco Room
 Conducted by Rabbi Joseph Hurwitz
 Temple Isaiah, Palm Springs
- 8:00 P.M. DINNER MEETING—OPENING SESSION Mediterranean Room
 SAL MINEO—Hollywood *San San*
 RABBI HERBERT A. FRIEDMAN — New York City
 Executive Vice-Chairman, United Jewish Appeal

Saturday, February 25

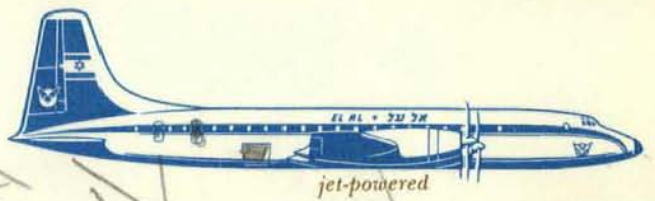
- 7:30-9:30 A.M. BREAKFAST Riviera Dining Room
- 9:30 A.M. SABBATH MORNING SERVICES Monaco Room
 Conducted by Rabbi Joseph Hurwitz
Prof. Peter, Chairman
- 10:00 A.M. FILM PREVIEW — "NIGHT AND F" Mediterranean Room
- 10:30 A.M. JDC GLOBAL REVIEW Mediterranean Room
 SAMUEL HABER — Geneva, Switzerland
 Asst. European Director, Joint Distribution Committee
- 12:30 P.M. LUNCHEON — WOMEN'S DIVISION Riviera Dining Room
 MRS. I. D. FINK — Minneapolis, Minn.
 National Women's Division Chairman, UJA
- 12:30 P.M. LUNCHEON — MEN Mediterranean Room
 CAMPAIGN WORKSHOPS
 DEWEY D. STONE — Brockton, Mass.
 Chairman, Jewish Agency for Israel, Inc.
- 7:00 P.M. DINNER MEETING — REPORT ON ISRAEL Mediterranean Room
 JOSEPH MEYERHOFF — Baltimore, Md.
 General Chairman, United Jewish Appeal
 HON. ABBA EBAN — Jerusalem, Israel
 Minister of Culture and Education

Sunday, February 26

- 7:30-9:30 A.M. BREAKFAST Riviera Dining Room
- 10:30 A.M. COMMUNITY SEMINARS Riviera Dining Room
 Monaco Room
- 12:30 P.M. LUNCHEON Riviera Dining Room

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אלה עיל
EL AL

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

Discussion with Irving Bernstein



re: Palm Springs Program in event Eban doesn't come:

Friday P.M.

Dewey Stone + *W*

Paulette Fink + *W* *9/15-1. 2008*

*tell the about this
3 of 2 10/11*

Sal Mineo *with the boy*

Saturday A.M.:

Film and Haber + *whole boy*

Saturday Lunch:

No speech

2 - 4 p.m.:

Five separate groups --

Paulette Fink with women

Swig, Stone, Meyerhoff and Friedman -- each with a group

5 p.m.:

Denver Cocktail Party, plus possibly others

Night:

Meyerhoff
Carmel
Friedman

Sunday A.M.:

Reports from Discussion groups on Saturday afternoon.

Question and Answer Period - *HAF*

Los Angeles has separate meeting of its own.

Forget to tell Bernstein that Senator Lehman out in Palm Spring and we should make effort to get him to drop in Saturday night.

2/16/'61
HAF/fc

cc: MSG

Rabbi Joseph Horowitz is to be invited to conduct the Sabbath services in Palm Springs in 1961. He said he would like very much to do so and would then return to his own congregation later to conduct services for his own congregation there so that the Palm Springs people need not come to our conference which is something we certainly don't want.



MSG:mm
2/29/60

OLYMPIC
PARCHEMENT
TRANSCENT

NOTES FOR PALM SPRINGS CONFERENCE FILE -- 1961

1. Make sure that the questions that are planted on the floor are written by our own people and not by the Los Angeles community.
 2. Don't let the UJFWF of Los Angeles play such an important role in the conference. They bring too many people in and give the entire conference the aura of being under their auspices rather than under UJA auspices. We should do everything possible to make this a "UJA" conference. We understand that we have to bring Los Angeles into it but we shouldn't let them take over as much as they do although, as a practical matter, Irving Bernstein actually runs everything and does everything.
 3. Some of our leaders must be brought out to Palm Springs at the very least a week in advance of the conference and work on setting up small meetings from communities at which fundraising can take place, formally or informally. There's no doubt that those communities out west are right for this and look forward to it. They think that being invited to a cocktail party is an honor and they know that they are going to be asked for money. It's easy.
 4. **Publicity:**
We are not getting the kind of publicity we want. It's our own fault because we don't do anything about it. Be sure to send a good publicity man out a week or two weeks in advance of the conference so that he can handle publicity not only locally (who cares about the publicity in the Palm Springs desert sun?) but in Los Angeles and, more important, in every one of the communities represented by leaders who were at the conference. There should be individual stories going back to every one of these communities on their people who were at the conference.
 5. Be more careful with regard to the introductions of our speakers. Herbert Friedman, for example, is not a guest speaker at a UJA conference and cut out this nonsense about being a chaplain with the 9th Army Corp or whatever it is. He's getting too old for that.
 6. Work up a conference department to take over the running of the conference and jazz up the decorations.
 7. Next year the Palm Springs Conference will be run the fourth weekend in February.
-

2/15

February 7, 1961

Mr. Martin Peppercorn

Melvin S. Goldstein

1961 Western Regional Conference

The last agenda (tentative) we received from Mr. Bernstein was dated October 12, 1960. I imagine there have been a lot of changes since then. I think it would be a good idea to follow up with Mr. Bernstein and to have him send us his latest tentative agenda together with the names of the people to appear on the program.

MSG:smm

February 9, 1961

Mr. Irving Bernstein

Melvin S. Goldstein

Joseph Meyerhoff -- Palm Springs Conference

As you know, Mr. Meyerhoff will attend the Palm Springs Conference.

I know it is hardly necessary to call this to your attention but I just want to make sure that you take advantage of every possible opportunity to provide Mr. Meyerhoff with publicity regarding his participation, as General Chairman, in the Palm Springs Conference.

MSG:mm

February 19, 1968

Martin Peppersorn

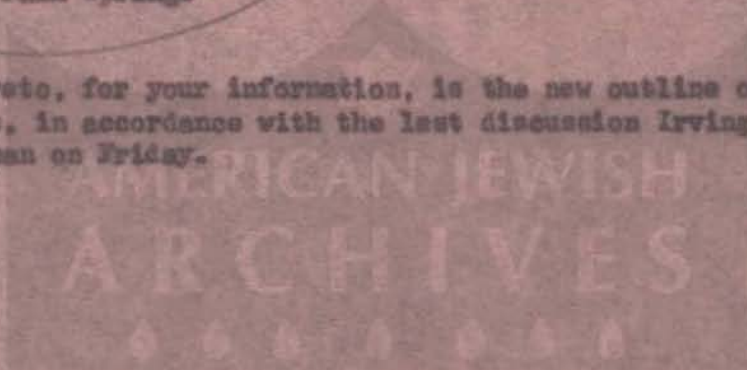
Malvin S. Goldstein

Program for Palm Springs

Attached hereto, for your information, is the new outline of the program for Palm Springs, in accordance with the last discussion Irving Bernstein had with Rabbi Friedman on Friday.

MSB/fo

Encl:



MAR 25 1960

~~HAF~~
~~MSG~~

HJ/fab

March 23, 1960

Mr. Sholem Sontag

Irving Bernstein

1961 Western Leadership Institute -
Riviera Hotel, Palm Springs, California

I have just been able to confirm the Riviera Hotel for our 1961 Western Leadership Institute. As requested by HAF, the dates will be February 26, 27 and 28.

Since the conference will be running at the height of the season, the Riviera Hotel was unwilling to give us more than 75 rooms. However, with the help of IJ, the hotel agreed to a guarantee of 150 rooms.

We still have not come to an agreement on the price for the weekend. The hotel is seeking a considerable increase over the package price we had for this year's conference. This matter will probably not be resolved for several months, and it may be necessary to bring in Los Angeles leadership in order to arrive at a mutually satisfactory price.

IB:gc

cc: HAF - IJ - MP - AP

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

MEMORANDUM

RECEIVED	
SEP 15 1960	
NOTED BY DATE	REFER TO DATE
	MSG [Signature]
ANSWERED	

Date September 13, 1960

To Mr. Melvin S. Goldstein
From Irving Bernstein
Subject Palm Springs Conference

WSS
MP
IJ
AF
Field
9/15

Although I am sure we agree on the basic concept of our Regional Meeting, there seems to be some small difference concerning the best way to realize our aims.

I have re-read Bisno's letter of September 8 several times, and I don't see the problem in the fourth paragraph of his letter relating to the West Coast Meeting.

You apparently asked Julius for his recommendations for the utilization of Eban. Julius obviously pointed out the most important meeting in the West, mainly the Conference.

Isn't it healthy and positive to have Bisno and others like him feel responsible for the success of the Conference? I have tried to make everybody out here feel they have a stake in the meeting, since this meeting is the springboard to their campaigns.

If this is wrong, I wish we can get together in the near future, so that we might discuss this at some length. It really isn't possible to resolve anything via the mail or correspondence.

lav

IB:eb