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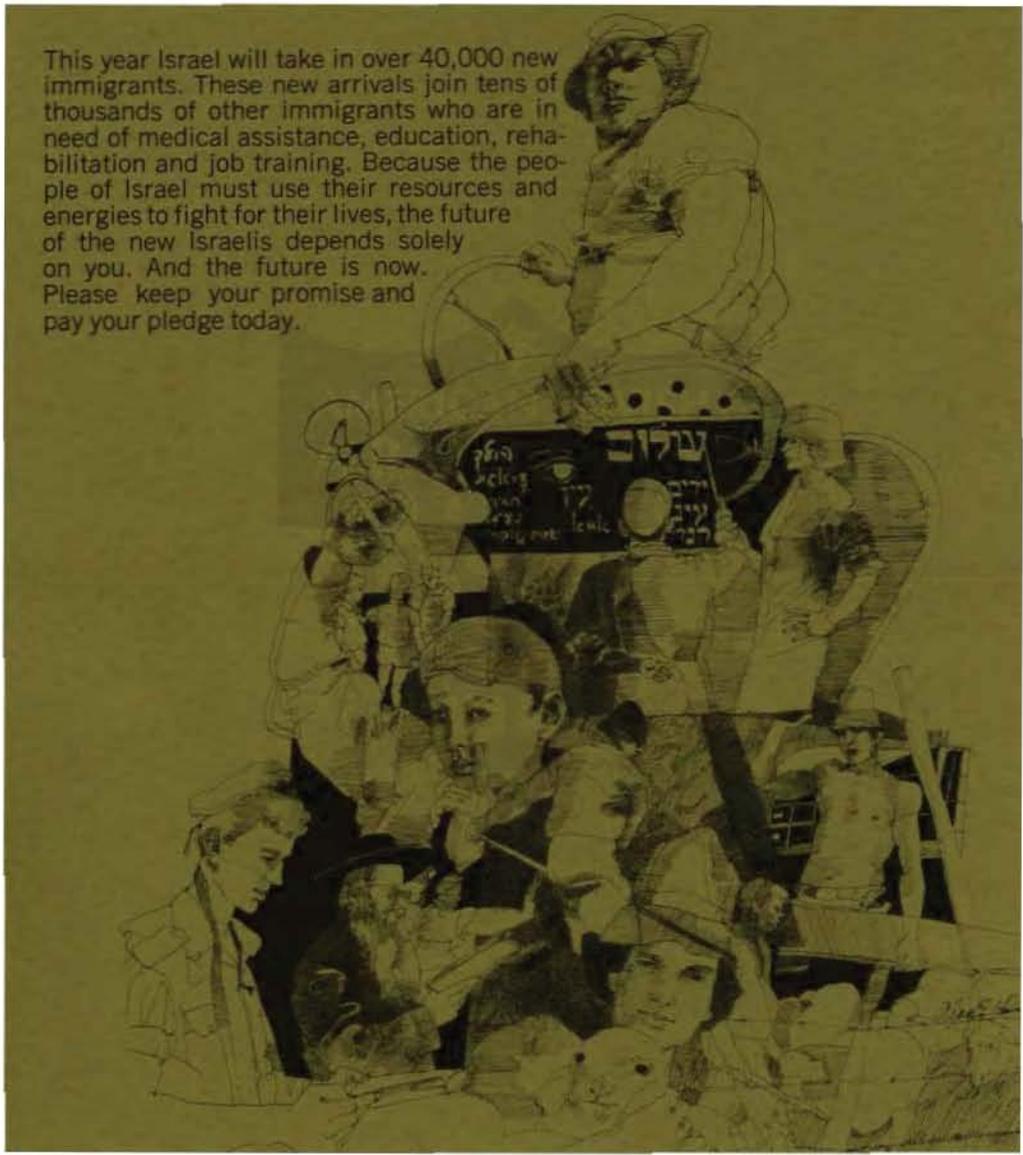
National Women's Division of the United Jewish Appeal. 1969-1971.

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



**You've given the promise of help
to the people of Israel.
Now is the time to keep it.**

This year Israel will take in over 40,000 new immigrants. These new arrivals join tens of thousands of other immigrants who are in need of medical assistance, education, rehabilitation and job training. Because the people of Israel must use their resources and energies to fight for their lives, the future of the new Israelis depends solely on you. And the future is now. Please keep your promise and pay your pledge today.



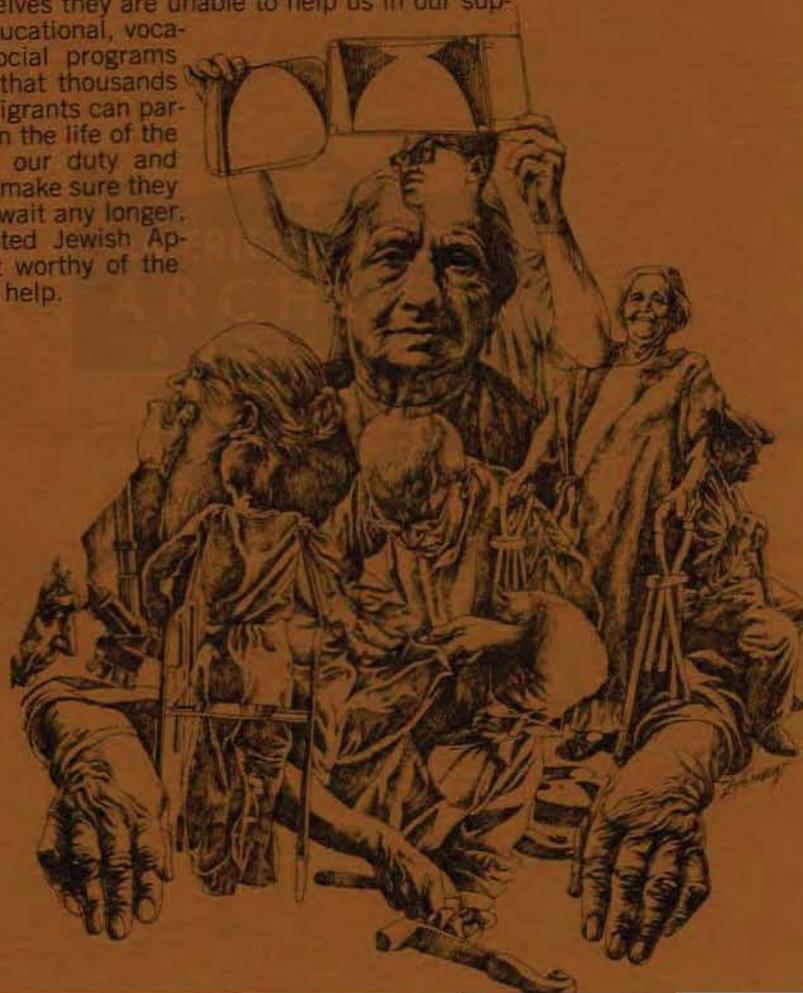


All they have is hope. All they need is help.



Someone in Israel is waiting for you.

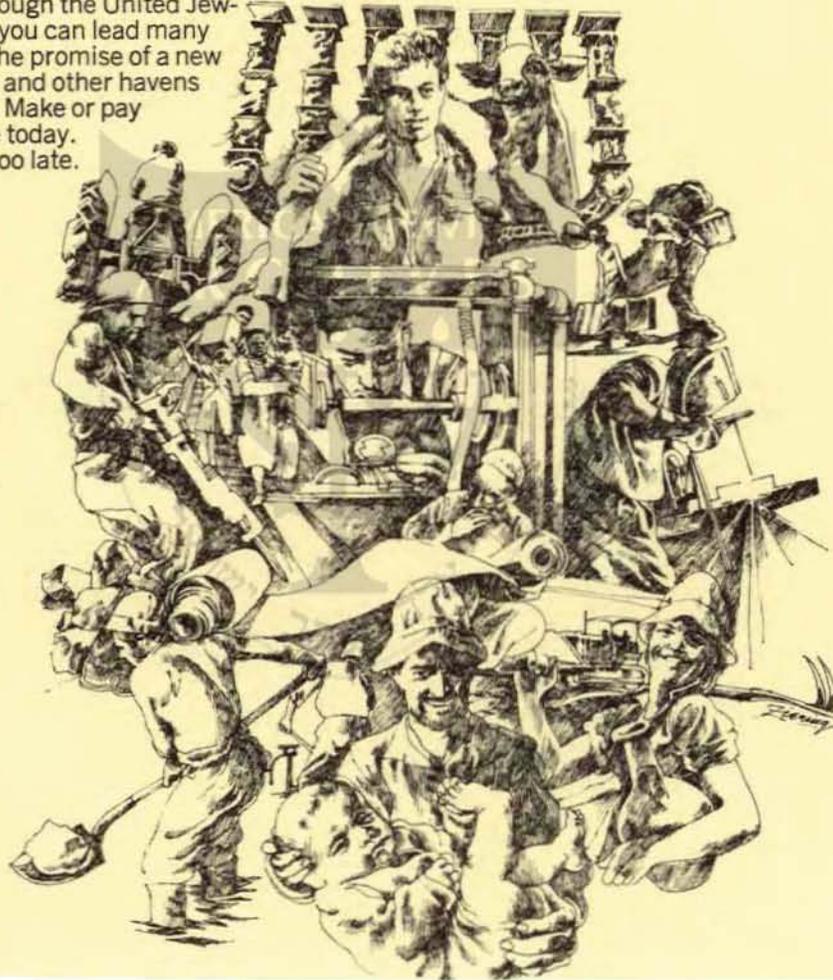
They waited for their chance to come to Israel. You helped bring them. Through the United Jewish Appeal, you helped provide them with clothing, shelter and medical care. But now the people of Israel must spend so much to defend themselves they are unable to help us in our support of the educational, vocational and social programs necessary so that thousands of recent immigrants can participate fully in the life of the country. It is our duty and ours alone, to make sure they don't have to wait any longer. Help the United Jewish Appeal by a gift worthy of the people it will help.





**Some people need help
only because they are Jewish.**

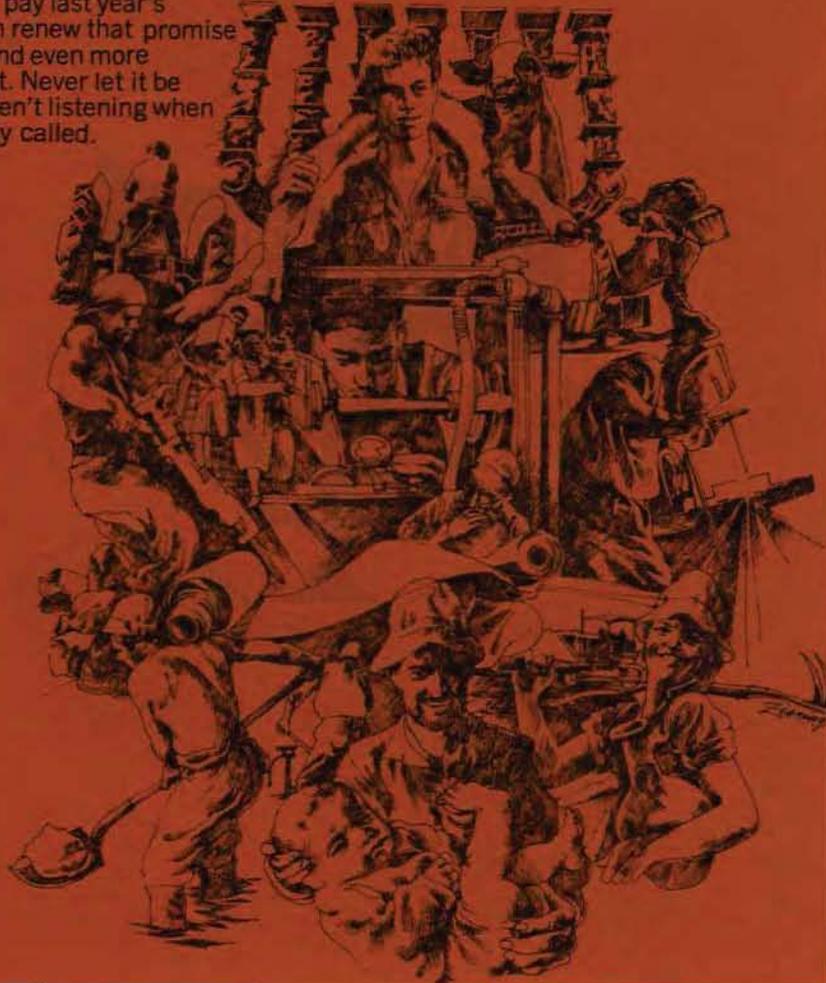
The plight of thousands of Jewish men, women and children is desperate. Because they are Jewish, they are the victims of hatred and oppression. Some are homeless refugees. Others, not "lucky" enough to be homeless, go to sleep every night wondering if tomorrow they will be hanged in a public square. Through the United Jewish Appeal, you can lead many of them to the promise of a new life in Israel and other havens of freedom. Make or pay your pledge today. Before it's too late.





**Paying last year's pledge
won't solve today's problems.**

Last year you answered the people of Israel's call for help with your generous pledge. But now their needs are more critical. Because, despite the war on the borders and terror in the cities, 40,000 more homeless immigrants are expected this year. They are all counting on your promise to help. Keep yesterday's promise and pay last year's pledge. Then renew that promise with a new and even more generous gift. Never let it be said you weren't listening when responsibility called.





NATIONAL WOMEN'S DIVISION

1290 AVENUE OF THE AMERICAS, NEW YORK, N. Y. 10019 - TELEPHONE (212) PLAZA 7-1500

UNITED JEWISH APPEAL

January, 1970

TO: Local Women's Division Chairmen
Executive Directors and Women's Division Executives

FROM: Anne Kelemen, Director

RE: REGIONAL CHARTS - 1970

During the past year the National Women's Division has instituted a Regional Decentralization Plan which is now operative. The attached charts will show you the states covered by the 7 Regions and enable you to find where your community fits in. We have listed 7 Regions:

1. New Jersey and Central Atlantic
2. New York
3. New England
4. South-Southwest
5. Central States (East)
6. Central States (West)
7. West Coast

Each Region is headed by one Vice-Chairman or two Co-Vice-Chairmen. All Board Members residing within one Region constitute the Regional Board, headed by the Vice-Chairmen. During the year you will be contacted by your Vice-Chairman and Members of the Regional Board.

You will be invited to participate in Regional meetings and institutes of the National Women's Division of the UJA -- a vital part of the new decentralization plan. These take place in each Region of the country and are convened by Regional Vice-Chairmen. Vice-Chairmen and National Board Members will also initiate informal get togethers in their areas for educative pre-campaign purposes. Such meetings inspire increased fund raising and we refer to them as "Area Cluster Meetings." One of the goals for 1970 is to have as many such Area Cluster Meetings as possible.

We have every hope that this decentralized structure will help improve communications and enable us to serve your community in accordance with your individual needs.

AK;mlg
(7 attachments)

(1) NEW JERSEY AND CENTRAL ATLANTIC REGION

States

Assistant Campaign Director

Delaware
District of Columbia
Maryland
New Jersey
Pennsylvania
Tri-State Area*
Virginia
West Virginia

Emanuel J. Wideroff
Herman Rosen
Emanuel J. Wideroff
Emanuel J. Wideroff
Emanuel J. Wideroff
Louis H. Singer
Samuel Sablosky
Louis H. Singer

Vice-Chairman

Mrs. Samuel A. Feld (Peggy) Wyncote, Pa. (Philadelphia)

Board Members

Mrs. LeRoy S. Cohen (Jane) Baltimore, Md.
Mrs. Maurice Davis (Leona) Pittsburgh, Pa.
Mrs. Myer Feinstein (Rosalie) Philadelphia, Pa.
Mrs. Milton Gordon (Natalie) Haddonfield, N.J. (Camden)
Mrs. Morris Reisen (Libby) Maplewood, N. J. (Newark)
Mrs. Harold N. Rosenberg (Frances) Englewood, N. J.
Mrs. M. Milton Singer (Sara) Atlantic City, N. J.
Mrs. Leonard R. Strelitz (Joyce) Virginia Beach, Va. (Norfolk)

Advisory Board

Mrs. Jacob Blaustein (Hilda) Pikesville, Md. (Baltimore)
Mrs. Joseph Cherner (Ruth) Washington, D. C.
Mrs. William Diamonstein (Lil) Hampton, Va.
Mrs. Raymond Kramer (Selma) Paterson, N. J.
Mrs. Morris Senderowitz (Lena) Allentown, Pa.

Past National Chairman

Mrs. S. Alexander Brailove (Mathilda) Elizabeth, N. J.

*Tri-State Area -- is area surrounding Pittsburgh
(parts of Pennsylvania, Ohio, Kentucky, Maryland,
all of West Virginia)

(2) NEW YORK REGION

States

Assistant Campaign Director

New York
Parts of Connecticut up to
Hartford, including the
following cities:

Robert Herman
Robert Herman

Bridgeport
Danbury
Milford
New Haven
Norwalk
Stamford
Westport

Vice-Chairman

Mrs. Francis J. Bloustein (Jean) Riverdale, N.Y. (New York City)

Board Members

Mrs. Hanon Berger (Anne) Rochester, N. Y.
Mrs. Elliot S. Brand (Bernice) New Haven, Conn.
Mrs. Elmer Rogers (Berenice) New York, N. Y.
Mrs. Simon Rosenstock (Alice) Albany, N. Y.
Mrs. Charles H. Schlang (Shirley) Menands, N. Y. (Albany)
Mrs. Jerome Udell (Sophie) New York, N. Y.
Mrs. J. Milton Zeckhauser (Amy) Buffalo, N. Y.

Advisory Board

Mrs. A. Louis Oresman (Gertrude) New York, N. Y.
Mrs. Burt J. Siris (Elaine) Rye, N. Y. (New York City)

Past National Chairman

Mrs. Hal Horne (Lea) New York, N. Y.

(3) NEW ENGLAND REGION

States

Connecticut *
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

Assistant Campaign Director

Robert Herman
Robert Herman
Robert Herman
Robert Herman
Robert Herman
Robert Herman

Vice-Chairman

Mrs. Merrill Hassenfeld (Sylvia) Providence, R. I.

Board Members

Mrs. Eugene J. Ribakoff (Corky) Worcester, Mass.
Mrs. David A. Rose (Ruth) Newton Center, Mass. (Boston)

Advisory Board

Mrs. Carl Spector (Dorothy) Brookline, Mass. (Boston)

Past National Chairman

Mrs. Albert Pilavin (Selma) Providence, R. I.

* All of Connecticut with the exception of those communities now contained in
(2) NEW YORK REGION -- Bridgeport, Danbury, Milford, New Haven, Norwalk,
Stamford, Westport.

(4) SOUTH-SOUTHWEST REGION

<u>States</u>	<u>Assistant Campaign Director</u>
Alabama	Eugene Pollock
Arkansas	Albert Eller
Florida	Eugene Pollock
Georgia	Eugene Pollock
Kansas (Wichita only) *	Albert Eller
Louisiana	Albert Eller
Mississippi	Eugene Pollock
North Carolina	Samuel Sablosky
Oklahoma	Albert Eller
Puerto Rico	Eugene Pollock
South Carolina	Samuel Sablosky
Tennessee	Eugene Pollock
Texas **	Albert Eller
Virgin Islands	Eugene Pollock

Co-Vice-Chairmen

Mrs. Marvin C. Goldstein (Rita)	Atlanta, Ga.
Mrs. Morton Silberman (Val)	Miami, Fla.

Board Members

Mrs. Gerald Berenson (Joan)	New Orleans, La.
Mrs. Robert D. Eisenstein (Anne)	Nashville, Tenn.
Mrs. Betty A. Goldstein (Betty)	Birmingham, Ala.
Mrs. Theodore Gore (Roslyn)	Wichita, Kan.
Mrs. Mitchell S. Magid (Madeline)	Nashville, Tenn.
Mrs. Hershel Rich (Hilda)	Houston, Texas
Mrs. Howard Trinz (Shirley)	Miami, Fla.

Advisory Board

Mrs. Joseph Cohen (Rosalie)	New Orleans, La.
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Past National Chairman

* All of Kansas with the exception of Wichita is contained in (6) CENTRAL STATES (WEST) REGION.

** All of Texas with the exception of El Paso which is contained in (7) WEST COAST REGION.

(5) CENTRAL STATES (EAST) REGION

<u>States</u>	<u>Assistant Campaign Director</u>
Indiana	Edward N. Rubin
Kentucky *	Edward N. Rubin
Michigan	Edward N. Rubin
Ohio *	Edward N. Rubin

Co-Vice-Chairmen

Mrs. Raymond Kahn (Pauline)	Columbus, Ohio
Mrs. M. Edwin Weiner (Sue)	Cleveland, Ohio

Board Members

Mrs. Charles B. Cohn (Evelyn)	Cleveland, Ohio
Mrs. Louis E. Ehrenfeld (Alice)	Cincinnati, Ohio
Mrs. Curtis Ehrlich (Inge)	Louisville, Ky.
Mrs. I. Jerome Hauser (Diane)	Detroit, Mich.
Mrs. Leonard L. Narens (Harriet)	Canton, Ohio
Mrs. Michael Pelavin (Natalie)	Flint, Mich.

Advisory Board

Mrs. John C. Hopp (Bernice)	Detroit, Mich.
Mrs. Irvin S. Rosenbaum (Fanny Rose)	Louisville, Ky.
Mrs. Henry Wineman (Gertrude)	Detroit, Mich.

Past National Chairmen

Mrs. Jack A. Goodman (Sarah)	Indianapolis, Ind.
Mrs. Harry L. Jones (Jennie)	Detroit, Mich.

* All of Kentucky and Ohio with the exception of those communities contained in the Tri-State Area surrounding Pittsburgh (1) NEW JERSEY AND CENTRAL ATLANTIC REGION.

(6) CENTRAL STATES (WEST) REGION

<u>States</u>	<u>Assistant Campaign Director</u>
Illinois	Alfred Ellis
Iowa	Alfred Ellis
Kansas	Alfred Ellis
Minnesota	Alfred Ellis
Missouri	Alfred Ellis
Nebraska	Alfred Ellis
North Dakota	Alfred Ellis
South Dakota	Alfred Ellis
Wisconsin	Alfred Ellis

Co-Vice-Chairmen

Mrs. Albert B. Adelman (Edie) Milwaukee, Wisc.
Mrs. Charles T. Cohen (Esther) Milwaukee, Wisc.

Board Members

Mrs. Maurice Fantus (Ilene) Highland Park, Ill. (Chicago)
Mrs. Marion E. Newman (Annette) St. Paul, Minn.
Mrs. Harold Shlensky (Mildred) Chicago, Ill.
Mrs. Edward A. Smith (Beth) Kansas City, Mo.
Mrs. Norman S. Tepper (Paula) Chicago, Ill.

Advisory Board

Past National Chairmen

Mrs. Israel D. Fink (Paulette) Minneapolis, Minn.
Mrs. Henry Newman (Midge) Kansas City, Mo.

(7) WEST COAST REGION

States

Assistant Campaign Director

Alaska	Alvin H. Gilens
Arizona	Alvin H. Gilens
California	Alvin H. Gilens
Colorado	Alvin H. Gilens
Hawaii	Alvin H. Gilens
Idaho	Alvin H. Gilens
New Mexico	Alvin H. Gilens
Montana	Alvin H. Gilens
Nevada	Alvin H. Gilens
Oregon	Alvin H. Gilens
Texas (El Paso only) *	Alvin H. Gilens
Utah	Alvin H. Gilens
Washington	Alvin H. Gilens
Wyoming	Alvin H. Gilens

Vice-Chairman

Mrs. Joseph A. Mitchell (Beverly) Beverly Hills, Calif (Los Angeles)

Board Members

Mrs. David A. Block (Gladys)	La Mesa, Calif. (San Diego)
Mrs. Frank Cooper (Sylvia)	Encino, Calif. (Los Angeles)
Mrs. Sydney H. Grossman (Adeline)	Denver, Colo.
Mrs. Charles Kaplan (Lillian)	Seattle, Wash.
Miss Belle Latchman (Belle)	Phoenix, Ariz.
Mrs. A. Victor Rosenfeld (Betty)	Portland, Ore.
Mrs. Alfred Sporer (Ruth)	San Jose, Calif.
Mrs. Richard Swig (Roselyn)	San Francisco, Calif.
Mrs. Lawrence J. Weinberg (Barbi)	Beverly Hills, Calif. (Los Angeles)

Advisory Board

Mrs. Max W. Bay (Fay) Beverly Hills, Calif. (Los Angeles)

Past National Chairman

Mrs. Jack Karp (Myrtle) Beverly Hills, Calif. (Los Angeles)

* All of Texas with the exception of El Paso is contained in (4) SOUTH-SOUTHWEST REGION.

Commitment. At home and in Israel.

Dear Chairman:

As the National Women's Division begins its 25th Anniversary, I call upon you to alert your community to an even greater sense of commitment towards Israel and Jews in need throughout the world.

Today, more than ever before, it is vitally important for all of us to understand the facts which underlie the continuing emergency and which must form the basis of our 1970 campaign. It is equally important for us to communicate these facts to the Jewish women of America.

This Chairman's Notebook is but one of several important tools which have been created to help you mount the most effective campaign for 1970:

The new Regional Plan provides a decentralized structure in which women from different communities can more readily share both ideas and experiences.

The overwhelming success of Operation Israel—For Women Only Missions, which were launched last year, is clear proof that experiencing Israel together results in a deepened sense of commitment that is impossible to duplicate in any other way. I urge you to participate and to urge others to go on these missions.

1970 is the year we must raise more in the Regular and Emergency Fund campaigns than we did in 1967. We can do it with your leadership.

Best wishes and good luck.

Fannie Schaenen

Mrs. Bernard Schaenen
National Chairman

December 1969

Planning

Resources

National needs

Local needs

AMERICAN JEWISH

Training and educating workers

Involvement of women's organizations

Rating

Fund raising techniques

Organizing a function

Raising "plus" dollars

The cleanup



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Decide your giving categories. Appoint a chairman for each.

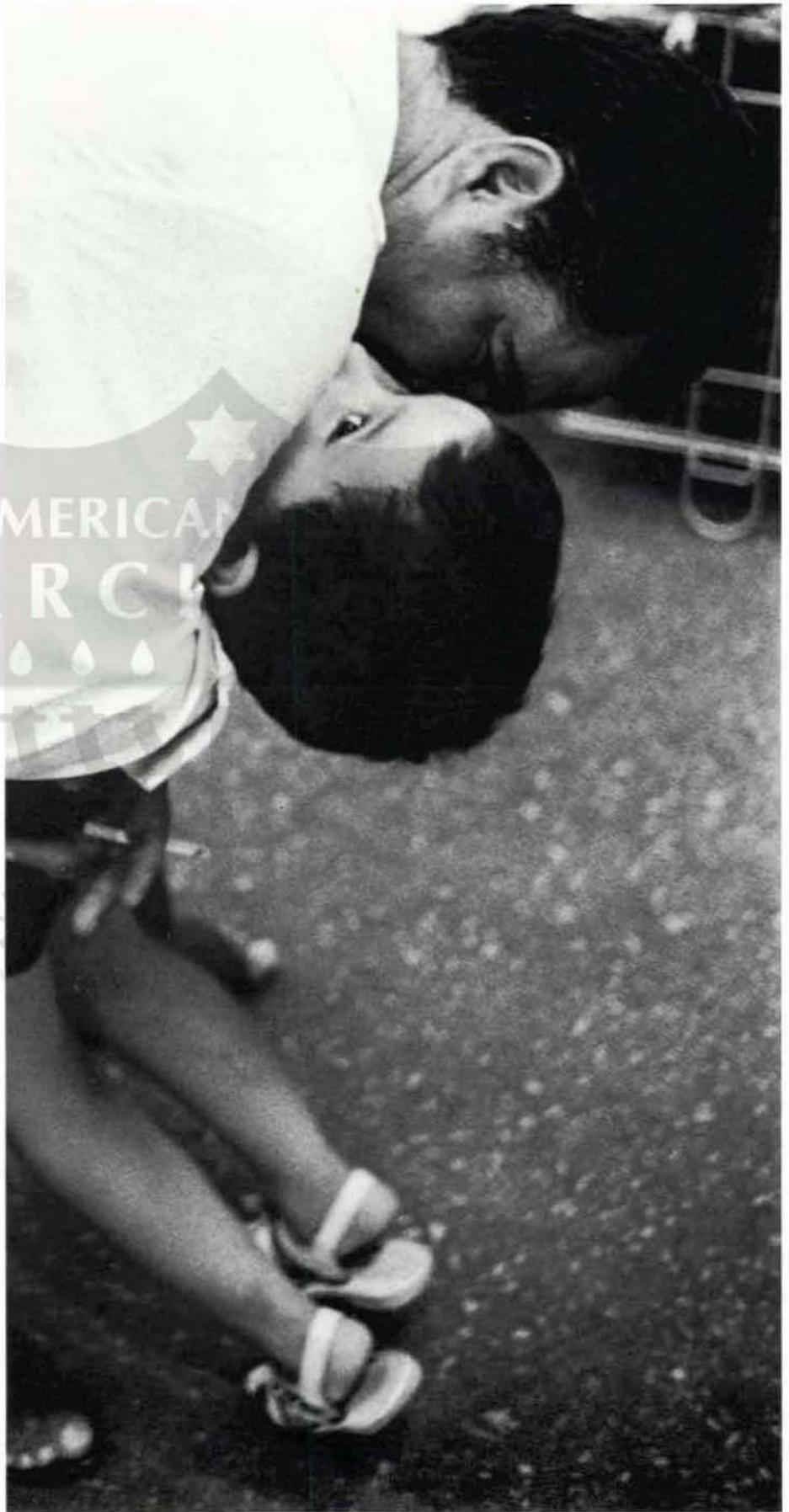
Have each chairman select her own co-chairman, staff and workers.

Choose women who are good hostesses, good telephone campaigners, efficient office workers and willing helpers.

Because of the needs in 1970, plan dramatic increases over last year's totals.

AMERICAN JEWISH
ARCHIVES





AMERICAN
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Assume that every woman is a potential giver.

Comb the community for newcomers or those not previously contacted.

Use the membership lists of all community organizations including centers, synagogues and country clubs.

Check new apartment buildings and social columns for new names.

Review the men's contributor list for the corresponding women's cards.

Resources 2







In the community there are social services for which we are responsible.

Old people in institutions require adequate care.

People with emotional and family problems must be helped.

Child placement agencies must be staffed to run smoothly.

And there are many other needs...

Local needs 4

AMERICAN JEWISH
ARCHIVES



זכר אלהי יעקב ויישורא



The best worker is one who is committed to her cause and her work. She must know her material thoroughly and be highly motivated.

Hold indoctrination meetings and stress the importance of the individual worker.

Your workers must be persuaded to make their own increased two-line pledge before going out.

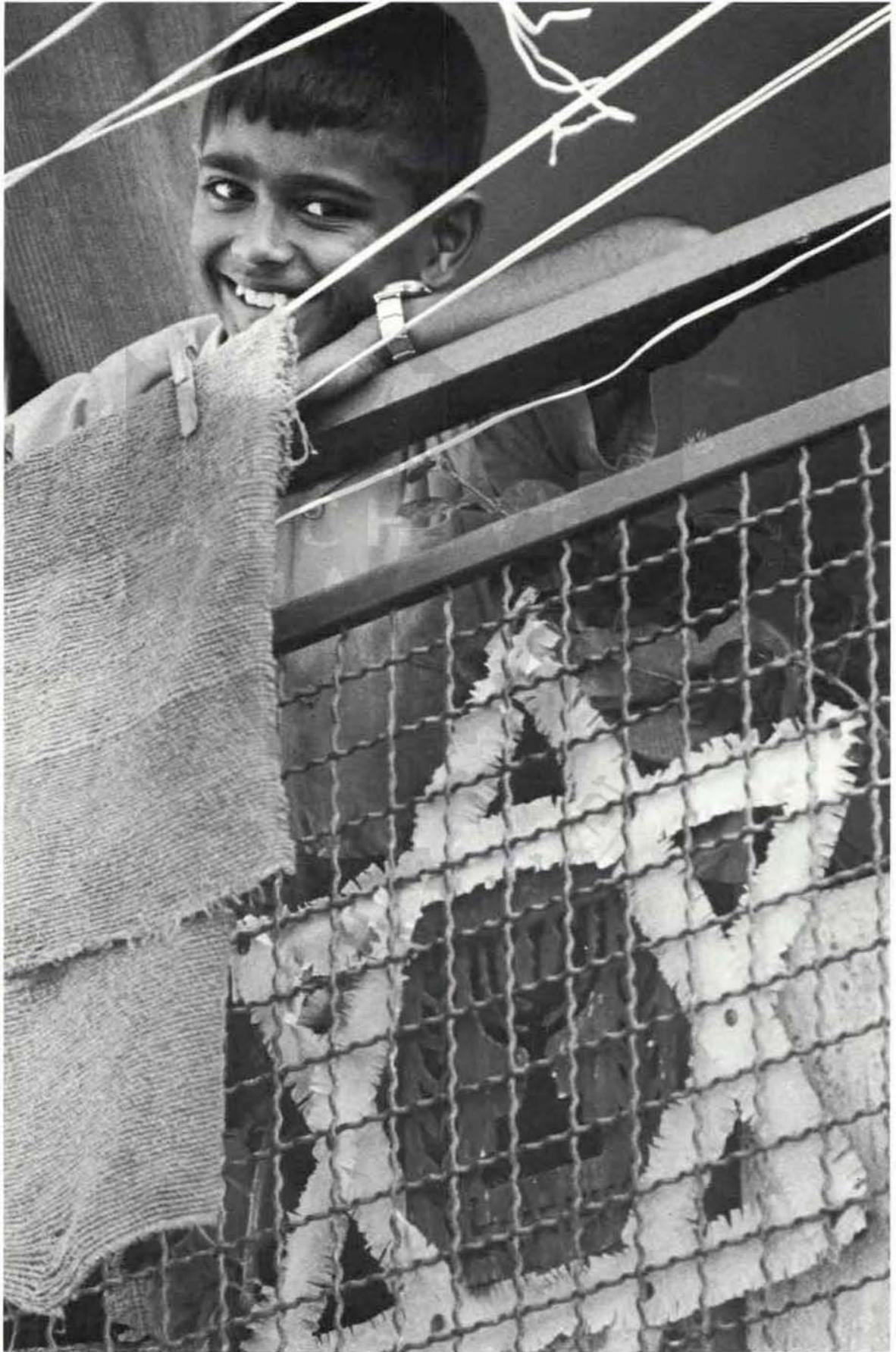
Prospects cannot be expected to do as workers say, but as they do. Workers need to be familiar with all campaign literature and should keep up with new information. The more times and the more places you tell your story, the stronger it will be.

Use newspapers, radio, TV if possible, posters and bulletins.

Repetition strengthens your campaign.

A woman who is committed to the campaign will bring this spirit to her family and her husband's pledge will be increased.

Don't overload a worker. Eight to ten prospects should be enough to begin with.





Rating is matching the giver's ability to contribute with her actual contribution.

Set up a rating committee to determine what each prospect's increased gift should be.

Upgrade each prospect's gift in both the Regular and the Emergency Fund categories.

Prepare pledge cards and include last year's pledge.

Be sure to match the right worker with the right contributor.



Rating 7

● The best way to start a campaign is with pre-solicitation. Before a prospect will upgrade her gift, she must first understand the emergency.

Upgrade all of last year's minimums.

Create an informal atmosphere with meetings in homes where casual questioning can take place.

Use the card-calling technique at every function.

Use two pledge cards for each prospect with last year's Regular and Emergency contributions and blanks for this year's two-line gifts on each.

● A careful record of each pledge should be kept so that the total can be announced when the card-calling is completed.

The Telethon or Phonogift should be used in larger communities for gifts of \$25 and under.

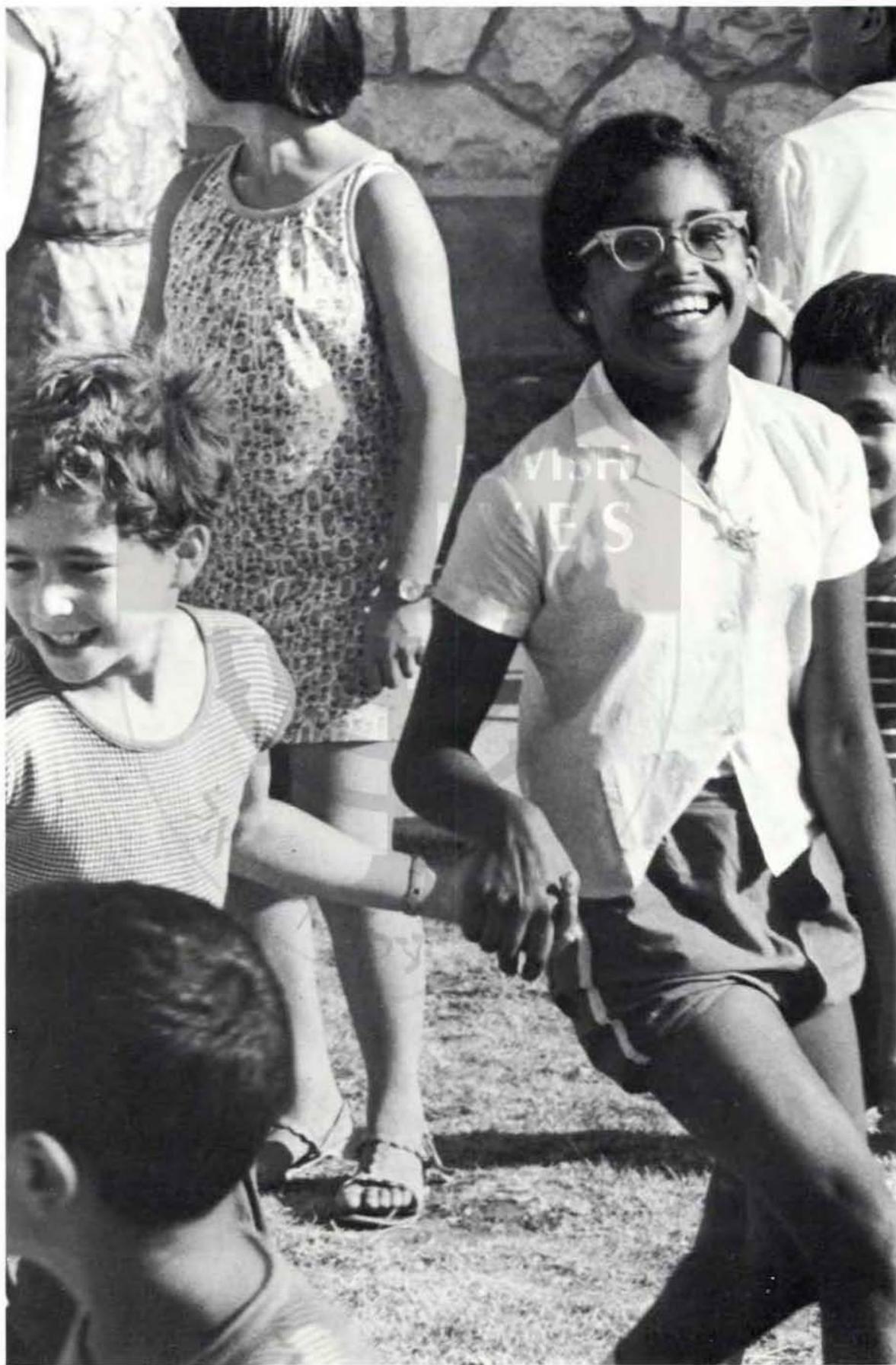
Obtain headquarters and a battery of telephones arranged with the telephone company. Sundays, mornings and evenings are the best time to call.

Be certain of workers' involvement and ability by having orientation meetings beforehand.

Give pep talks before and during the Telethon.

● Maintain an up-to-the-minute tote board so results can be seen.





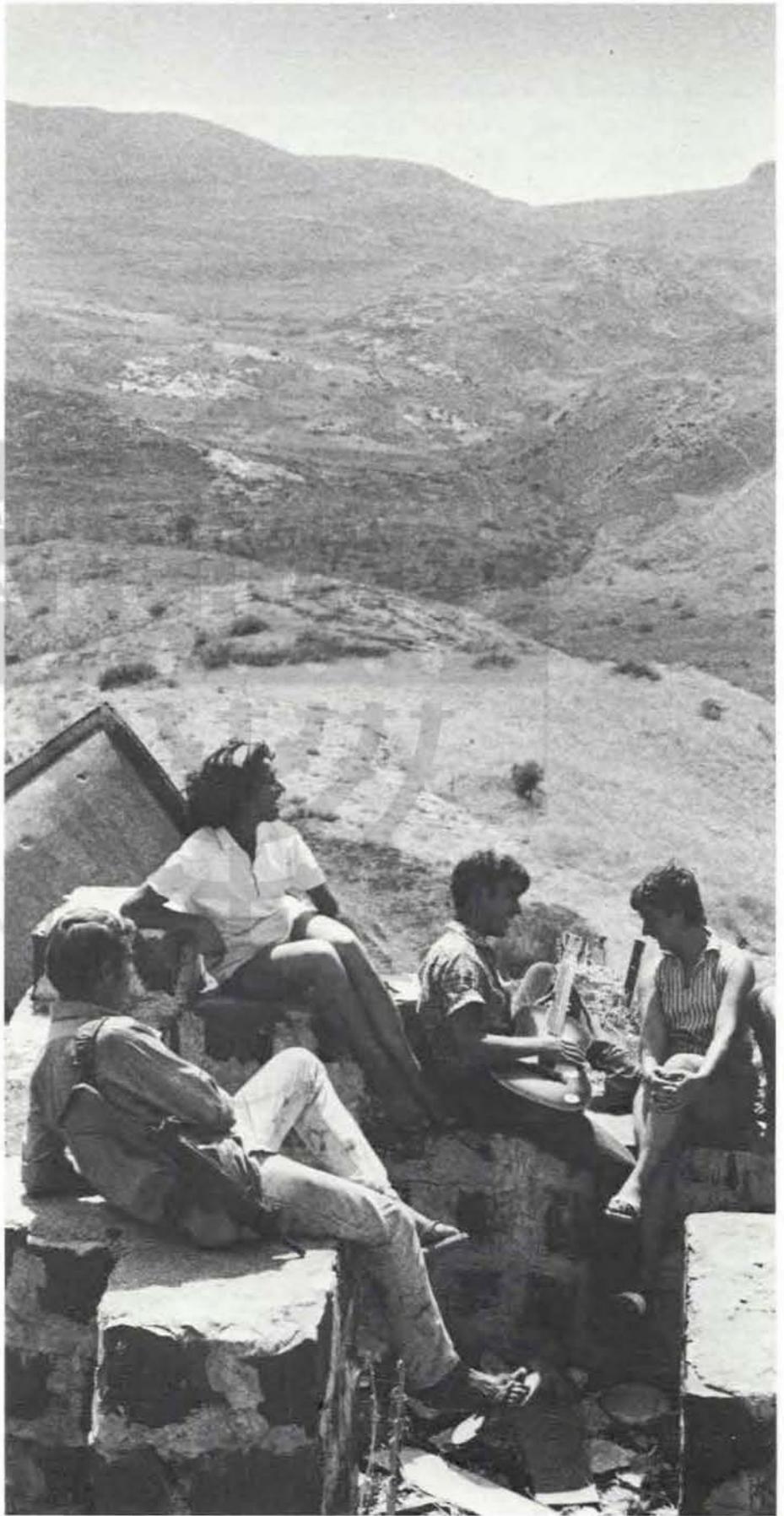
This is the basic concept behind the Women's Division.

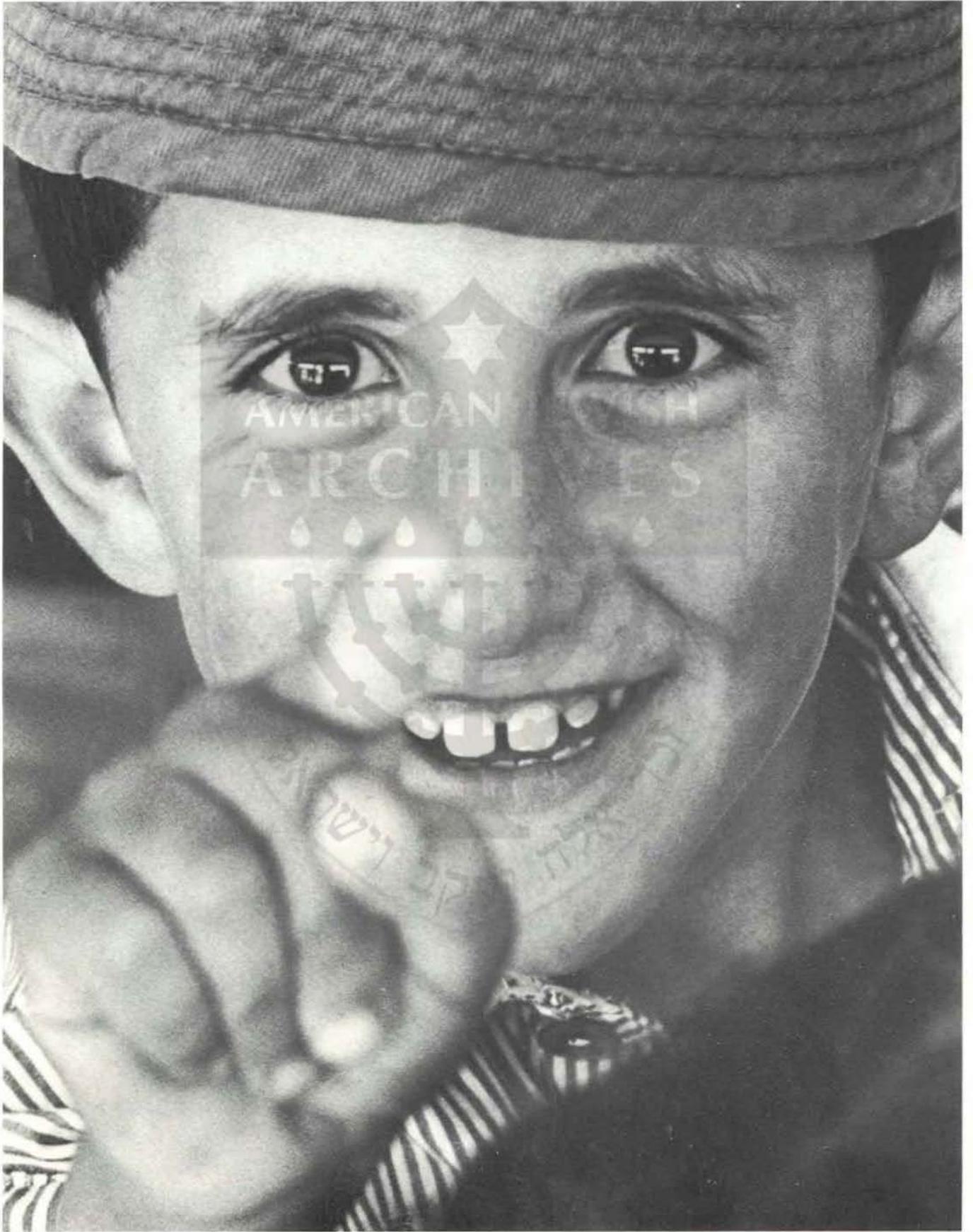
Emphasize that the "plus" gift is a woman's gift over and above her husband's contribution.

This "plus" gift should come from her own personal budget. It attests to her own commitment and to the recognition that she has great importance in the campaign.

Remind all your workers that the Women's Division raised over a quarter billion in "plus" dollars over the past 25 years.





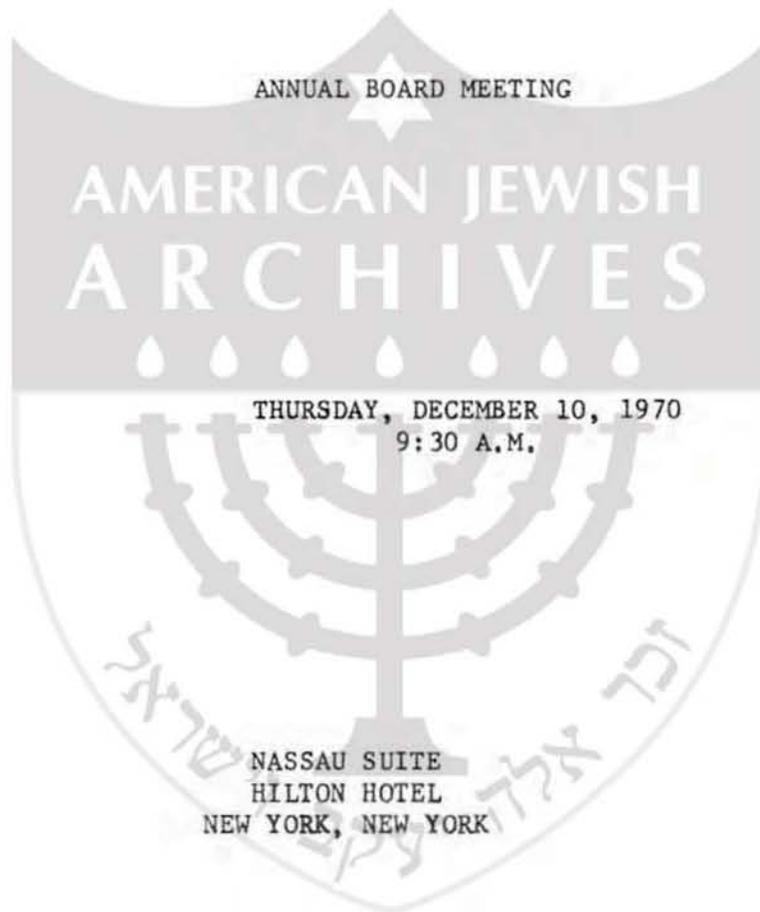




*National
Women's
Division*

NATIONAL WOMEN'S DIVISION

UNITED JEWISH APPEAL



ANNUAL BOARD MEETING

AMERICAN JEWISH
ARCHIVES

THURSDAY, DECEMBER 10, 1970
9:30 A.M.

NASSAU SUITE
HILTON HOTEL
NEW YORK, NEW YORK

The National Board Meeting of the Women's Division of the United Jewish Appeal was held in the Nassau Suite of the New York Hilton Hotel on December 10, 1970 at 9:30 A.M. Mrs. Bernard Schaenen, of Dallas presided at the Meeting.

ATTENDANCE

CHAIRMAN

Mrs. Bernard Schaenen

EXECUTIVE COMMITTEE

Past National Chairmen

Mrs. S. Alexander Brailove

Mrs. Israel D. Fink

Mrs. Jack A. Goodman

Mrs. Hal Horne

Mrs. Harry L. Jones

VICE CHAIRMAN -

CO-VICE CHAIRMEN

Mrs. Albert Adelman

Mrs. Frances Bloutstein

Mrs. Samuel A. Feld

Mrs. Marvin C. Goldstein

Mrs. Merrill Hassenfeld

Mrs. Raymond Kahn

Mrs. Jerome Meier

Mrs. Leonard L. Narens

Mrs. Harold Shlensky

Mrs. Morton Silberman

ADVISORY BOARD

Mrs. Irving Ehrenfeld

Mrs. Robert D. Eisenstein

Mrs. A. Louis Oresman

Mrs. Morris Senderowitz

Mrs. Burt J. Siris

Mrs. Carl Spector

BOARD MEMBERS AT LARGE

Mrs. Hanon Berger

Mrs. Elliot S. Brand

Miss Marilyn Brown

Mrs. Norman Calmers

Mrs. Charles B. Cohn

Mrs. Sandra Epstein

Mrs. Maurice Fantus

Mrs. Betty Goldstein

Mrs. Milton Gordon

Mrs. I. Jerome Hauser

Mrs. Seymour J. Kaplan

Mrs. Lawrence Mitnick

Mrs. Marion E. Newman

Mrs. Michael Pelavin

Mrs. Morris Reisen

Mrs. Eugene J. Ribakoff

Mrs. Hershel M. Rich

Mrs. Elmer Rogers

Mrs. David A. Rose

Mrs. Harold Rosenberg

Mrs. Charles Saphir

Mrs. Leonard R. Strelitz

Mrs. Mike Sumberg

Mrs. Gordon R. Tobin

Mrs. Howard Trinz

Mrs. Morris Werthan II

Mrs. Leon Wiener

Mrs. Morley Zipursky

GUEST:

Mrs. Beatrice Finkelstein

STAFF:

Mr. Ken Ben Ari - Public Relations

Mrs. Avis Shulman - Assistant Director

Mrs. Eve Weiss - Director

After a pleasant breakfast and some socializing, the meeting was called to order at 9:30 A.M. by Mrs. Bernard Schaenen, Chairman of the National Women's Division of the United Jewish Appeal.

THE CHAIRMAN (Mrs. Bernard Schaenen):

Good morning.

I want to take this opportunity to welcome all the old and new Board Members. Our family grows larger each year, and I think, as our responsibilities grow, our family is just going to have to get bigger.

I would like each of you to rise as we come to you. Starting at the end of the table, stand up, and please, loudly and clearly enunciate your name, your city, your state, and old or new Board Member.

Before that, would all of the new Board Members please rise as one, so that we can really see all of you at one time and realize the impact that you are going to make on us, and we hope that we are going to make on you.

(New Members rise.)

(Applause.)

Now I would like to acknowledge our guest Bea Finkelstein, who certainly is no stranger to us, those of us who have been involved.

Bea, please rise.

(Applause.)

On my right, Avis Shulman, Assistant Director of the Women's Division of the United Jewish Appeal, and I will extend the accolades to her later, but I just wanted you to meet her officially.

You will hear from Mrs. Weiss later, so I will introduce her later.

I would like to say a few words about the past 12 months. You know, just as each of us, at the beginning of a new year, likes to review the past and think about our accomplishments, so I, as your National Chairman, feel that you should know what you have accomplished because I am just here "kvelling" from the spirit, the enthusiasm, and the results of your doings.

You have seen the report about Women on the Move. We have made it one of our very exciting pieces of information that goes out to each Board Member. Now, being a Board Member of the United Jewish Appeal Women's Division does not just mean you have been appointed to an honorary society, because being a Member of the National Board of United Jewish Appeal becomes a way of life. You will soon find it out, and it will be one of the greatest experiences that you will have.

I think that the more you become involved, the more creativity that you give to the job, the more gratifying and rewarding this experience will be for you.

And so I say to you, Take this job seriously. In the year 1971, which is approaching, and the year for which we are planning, this will be the most important job you will have, and I hope that as you assume your responsibilities, you will go at it with this kind of dedication and commitment for which the United Jewish Appeal Women's Division is known. God bless you all.

In reviewing the 12 months with our Board Members, -- I think that we have really set the Women's Division in motion to produce the kinds of monies that we are going to need this year. Never before have we been so well mobilized; never before have we involved as many women in the history of the Women's Division.

It was a natural thing to have evolved because the past leadership prepared us well for this, and as the times have demanded greater things from us, physically and monetarily, we have had to meet these crying needs.

And so, this year we are set up, and we are going to go into detail in the afternoon session, on how we are best going to utilize all of this machinery. And so I think the thing that highlighted the past 12 months was the implementation of the regional plan of decentralization and creation of the State Committees.

We were very grateful this year also for having had the cooperation of Bea Finkelstein in helping our Directors plan for the combined seminars of the CJF and the United Jewish Appeal, Women's Division. There was one in New England, and one in San Francisco.

I think that all those present realized that this cooperative venture could do us nothing but good.

Avis Shulman had her part in this and worked very diligently, and I do want to say to Avis publicly, so that all of you Board Members, new and old, will recognize that we are most grateful to her for the services which she rendered

during a very difficult period. Publicly, thank you again, Avis.

(Applause.)

And now I come to what I think has been one of the greatest tools that we have been able to produce for fund-raising as well as for education. It is Missions to Israel -- Operation Israel. You will hear a detailed report and a spirited presentation this afternoon, so I shall not go into detail, but I can tell you that, from just comparative totals, as a result of our big Study Mission in October, we went from \$151,860 in 1969 to \$255,660 in 1970, a 68.4 per cent increase.

I honestly say, I do not -- I know that we could have gotten these kinds of increases without women having seen, having felt, having been in Israel.

And many who are in this room, I think -- at least quite a few -- were on a mission in 1967 to Iran. It was a sub-mission to our regular mission, and I recall, at the time, it was a very exciting experience for all of us.

Many of us were heartbroken when we saw some of the conditions that still existed in 1967, a most eventful year. When we visited the Mehalleh, in Teheran, we were sick. We were so overwhelmed with concern to think that our people were still living under these kinds of conditions.

Well, I want to tell you that it was a revelation to me, personally, having had the privilege of returning on the sub-mission this year, to see the Joint Distribution Committee, one of our beneficiaries, and a very important beneficiary -- and I sing its accolades all the time because I think this is one of the great, great organizations in the world -- had been able to accomplish in three years -- it was most heartwarming to me personally. I can hardly wait to have the opportunity to tell you that wherever you go, never fail to emphasize the work of the JDC because it takes care of Jewish people in Europe and North Africa, wherever they are before they get to Israel, and accomplishes one of the great humanitarian activities of our era.

I can't begin to tell you what this mission, this past Study Mission to Israel, meant to the Women's Division and, of course, in reflection, to me. It was one of the greatest experiences that I have had during my term of office.

56 women, who were represented at our fund-raising caucus, who were the same women that I mentioned before, the women who saw and who felt and who responded, came, and for

the first time I saw that women really wanted to get up, wanted to be heard, wanted to declare themselves right then and there, and there really was a joy in giving that I had not witnessed before. And I think this is one of the great, great remembrances that I shall have always in my memoirs as National Chairman because I think -- you can speak to those who were present, when you have a chance, and they will agree -- even to them, seeing this kind of participation was a great experience.

Israel, of course -- what shall I tell you? No matter how many times you go, no matter how many times you are with these marvelous people, our people, you cannot help but be affected by their courage, their spirit, their magnificence, and I don't think that I must belabor this point because each of you who has been there certainly feels the same as I do.

You are going to hear about their needs from Herb Friedman. I don't want to take away from the impact of his remarks because he is great.

I do say this, that I would just like to casually mention that at this meeting when Miriam Eshkol spoke to us -- and I must say she was magnificent and set a beautiful atmosphere for the fund-raising caucus -- she said, "You know, you refer to us as heroes and heroines in Israel. We really aren't. We are just doing a job. We are just trying to survive."

And I think this is it. We must understand it. We must make everyone that we come into contact with understand it. These people are just trying to survive.

As you know, I picked up some good fund-raising material there, and it was used in Kansas City, too, at some of the seminars when people started complaining about the stock market and the economics, et cetera, and fearing that we might just have great difficulty this year.

Someone said, "You know, the stock market has always gone up and down, and the economic picture has always gone up and down, but if Israel goes down, we may have to wait another 2,000 years before it can come up again."

And I think this should be the motivating force behind everything we do today in our deliberations. I feel that this is going to be a great year. It is going to be a great year because all of us realize the seriousness of the situation that faces us.

I am going to ask Eve Weiss, now, our new Executive Director, who has been with us only a short while -- the end of August is when Eve came to us. I must say that I and Irving Bernstein interviewed about 14 people, and out of the 14, Eve stood out, and I think there is a reason for it.

She came to us with a very good, very sound background. She is a lawyer. She came also as Regional Director of American Jewish Congress. She is a very happy mother of three children; a very loyal and devoted wife.

This was Eve's first experience in Israel with me on this mission, and I want you to know that she saw it with the eyes of a young, excited, thrilled human being, a Jewess, for the first time visiting this great land of Israel.

She is going to do a job for us, and I am sure you understand we are going to have to be patient because working for the United Jewish Appeal is unlike any other job. She has already found that out.

It is with great pleasure that I introduce to you now our new Executive Director, Eve Weiss.

(Applause.)

MRS. EVE WEISS:

Good morning. It is marvelous to be here.

You know, having a legal background, I often start with a quotation from a judge, and while I perhaps, won't quote one, at least I will sort of paraphrase one.

Judge Felix Frankfurter always said that the business of the United States was not really business; it was civilization.

And so I think, in the same way, that the business of the United Jewish Appeal is not really money; it is people.

Every cause needs people, and when you have people on your side, showing interest in your cause and confidence in your cause and giving themselves to your cause, I think that the financial support naturally flows from that. So, the business of UJA, again, I say, is really people.

And while the prime role of women is usually that of wives, of mothers, I think that her influence pervades all of Jewish life, and that is really what the Women's Division of UJA is all about.

I am glad that now I can really say that I am a part of it. Fannie has been absolutely marvelous to me since I have come, and she has been very patient with me. She has been a fount not only of information but of inspiration as well. In fact, I think that everybody I have come to, everybody that I have turned to for advice, has been most generous and most kind. Jennie Jones gave me a sense of the organization; Mathilda Brailove really gave me a sense of Israel in the short time that I have known her; and Paulette Fink and others have given me a feeling of the strength and continuity of the Women's Division.

As Fannie said -- before, she commented about Avis -- I think I have been most fortunate, in the few months, to have had an entire staff that really has been so devoted to the cause of the Jewish people that they are willing to do anything that will advance it, and they have helped me personally.

Of course, Avis has almost singlehandedly implemented the entire concept of the State Committees; and even though she has been terribly busy, she found time to give me the most interesting statistics, which I will give you now.

As of December 1st, 28 states have formed State Committees; 13 of them have had Regional or State Conferences. And when she counted up, she came in to me and said, "You know, it is absolutely unimaginable that over 300 women from about 166 different communities throughout the country have participated in these meetings. It is really very impressive."

And While I won't go into the specific highlights of the various meetings, because I think that you will get those during the course of the program, there were many positive results from these meetings. Many communities met for the first time, and they really got a sense of belonging to the National Women's Division of UJA.

Also, by establishing State Committees, new sources for leadership were found, and new locales in which to develop Women's Division activities.

The caravan idea, which was done in the West, which the Executive Committee discussed last night, where teams of women traveled into sometimes reluctant communities either to help them form women's divisions or to help them upgrade categories, has proved most effective in many states.

The State Committees have generally stressed education, and I think that then involvement has followed.

The implementation of the Decentralization Plan led to the reorganization, or organization, of about 65 communities, and it is marvelous to report that we are now working in 256 communities throughout the United States.

I think that it has enabled us to provide much broader coverage for a much larger area of the country, even in areas in which there were no Federated communities.

Decentralization has also brought about much greater participation from the Board Members, and I think that if you will look in your kits later, you will find an article entitled "Women on the Move." I read it through and counted it up. There were 58 women on our Board that traveled through the country during the course of the year, speaking or participating, along with 30 other community leaders. It is a very impressive record.

There are lots of other things in that kit. You will see that we have some new stationery and new informals and other information on statistics, and so forth. I hope that you will go through it in your leisure, and if you want any of the material, you will call upon us. We are here to help.

The regional structure in the decentralization has really made the Women's Division a more viable organization. It has provided strength for the future when we really need that strength to raise the huge sums of money which we must in order to help Israel survive.

In compiling the statistics which you also have in your kits -- so I won't go over them all -- I noted that we had over 20 per cent increase in the amount of money raised since 1969. We then raised about \$21,500,000, and we have gone to almost \$26,000,000. Those figures still stagger me. I did note at the end that even these figures weren't final. I think they are very exciting!!

I would be remiss, I think -- Fannie touched briefly on it, but I think I should also touch briefly on my first participation, or experience, in UJA. That was participation in the Joint Institutes, one in Worcester and one in San Francisco. They were really learning experiences for me, but I think that for the women they were a very meaningful involvement, not only in Federation but in UJA as well. Even those women who had just been involved in Federation before got a larger picture.

I don't know what your overall views are toward it, but I look upon it as an educational institute to be continued, and I hope that we will have at least two more in 1971. I haven't gotten together with Bea to decide upon the times, but I really hope that they will continue.

There are overlaps, of course, between UJA and Federation. We should capitalize on them. So, I hope that will happen in 1971.

And now, I really couldn't continue this report without saying a little bit about what was absolutely the most wondrous experience of my entire life. I was privileged to participate in the big Study Mission that went over in October, and of course, in addition to that, in addition to that magic, it was my first trip to Israel -- so need I say more?

I am only going to touch on one experience that I had there. Others were more spectacular, perhaps, but the poignancy of this one will always remain with me.

That is, that early one morning we went to Lod Airport, and we witnessed three planeloads of immigrants coming in. They came from Rumania, from India, from Tunisia, Morocco and Odessa. And one experience -- and Fannie stood with our little group -- was a couple who came in from Odessa, a shoemaker and his wife, who was a dressmaker, and he spoke in Russian, and we had our guides translate it, but he also spoke some Yiddish and Fannie spoke to him as well.

Among other things, we asked him, "was there any brutality involved," and he said "No, it was only psychological; they didn't hit you," And he said, "for Jews, it was very hard to make a living, even with my wife working. You know, they made me into a thief."

And of course, we all said, "What do you mean?"

And he said, "Well, every time I made a pair of shoes, I scrimped on the leather until finally," he said, "I had enough to make a pair of shoes that I could sell privately; and this was really the only way that I could live. But I am home now. It won't happen again."

Then there was an Indian, a young, tiny, Indian lady, in a sari, carrying a minute little girl, and her husband stood alongside of her and herded about four other small children together; and at that moment I was so acutely conscious of the enormity of our moral responsibilities, for it was through

UJA that these people came to Israel, and I feel that it is our responsibility to see that their life there is really worthwhile.

So, later in the program, when you hear a report and a pitch about Operation Israel, I hope you will take it very seriously, and you will come with us -- if you have seen it before, I think you have to see it again -- because you have to feel it.

And now for a change of pace -- I have a strong feeling that as Board Members of the National Board of the Women's Division you are resource people to the people in your communities.

I have read past minutes, and perhaps I shouldn't be so presumptuous; perhaps I should assume that you already know everything, but if you do, you are going to have to put up with me for the next few minutes.

I think that you should be knowledgeable on every aspect of UJA, and I feel that so often people are in their own little bailiwick, and they sort of don't have the larger picture, and I will just take a few minutes, to apprise you of some of the projects that are emanating from the National Office.

To begin with, the Israel Education Fund:

The major aim of the Israel Education Fund was really to meet the critical shortage of high schools in Israel -- as well as libraries and community centers -- particularly in development towns.

However, with the extreme emergency now, contributions to that fund have been deferred with the exception of the New York City Women's Division of UJA which has as its special project, the building of 25-30 pre-kindergartens.

When campaign restrictions are lifted later in the year, full operation of the fund will be resumed, and needed educational facilities will once more be the prime target of the Israel Education Fund.

I hope to apprise you of that day as soon as it comes, so that women will be able to participate fully in that facet of UJA activities.

A second program that is of great interest is the

Rabbinical Advisory Council, which was formed a few years ago in UJA with 30 rabbis, ten from each movement of Judaism.

It really is seriously felt that rabbis are uniquely qualified to carry the cause of Israel into all kinds of milieu. They have access to some Jews that nobody else has access to. They have access to Christians and the Christian community that is often not reached, certainly not by UJA.

This year they are holding an annual meeting in January, quite apart from the Conference. It will be held on the campus of Brandeis University and will be in the form of a seminar on the Near East. It will have professors from Harvard, from MIT, from Brandeis, from Columbia, all participating, and the major theme will be Arab-Jewish relationships.

By the way, it is interesting that as an outgrowth of this Rabbinical Council five communities endorsed a plan called "The 100 Per Cent Plan" -- St. Louis, Kansas City, Cleveland, Essex County, and Washington, D.C. There, the Boards of Rabbis met and agreed that a contribution to UJA -- there was no amount named, but that some contribution to UJA be part of the necessary responsibility for membership in a congregation; and that is a wholly new and very exciting concept.

Then, of course, one of the most exciting programs in UJA is the Young Leadership Program, which was founded in 1963.

This program has as its main goal the training of young Jewish men -- that is the one thing I found wrong with it; I think women should have been included! Anyway, young Jewish men between the ages of 25 and 40, who have evinced any interest in Jewishness, are being trained so that they may assume leadership positions in the Jewish community on local, national, and international levels.

An important part of the Young Leadership Program is the education of about 13,000 young men around the country about the operation of UJA and its constituent agencies in about 30 countries around the world. This educational process includes retreats; it includes missions to Israel; meetings with international leaders, and such. It is guided by a cabinet of 210 young men who, through outstanding work in their individual local communities -- usually through their Federations -- have really proven their leadership abilities.

Another -- every program is so exciting that I run out

of adjectives, but another very exciting program is the Youth, or the University Program. It is headed by a six-student coordinating committee. I don't know what I should say about it because the mommy of one of the boys is here -- Corky Ribakoff, her son is one of the six young men, as is Sue Weiner's son.

In fact, three of the boys have taken a year off from college to work full time at this program. It is responsible for developing new campus leadership, for disseminating information on the campuses that hopefully will combat Arab propaganda, for raising funds among students, and generally for advancing the Jewish cause.

The Committee is recruiting students for student missions to Israel among its leadership on campuses, and it is now working in close to 100 campuses throughout the country, which is very thrilling news.

The UJA hopes that these student fact-finding missions to Israel will play a crucial role in helping students to gain a first-hand knowledge, understanding and insight into the problems facing the people of Israel and also will familiarize them with the UJA programs which are dedicated to the solving of those problems.

I could go on, but I will mention only one last and really unique program, and I thought it had a funny kind of name, "Paper Millionaires." It is a research project to discover Jewish people who are worth, on paper, at least \$1,000,000 and to develop a personal and financial profile on these people and then solicit them appropriately after proper research has been done, so that we have a total mobilization of potential.

And I can give you a very recent example. I don't know if Mildred Shlensky knows about it, but it happened in Chicago last week. A young tycoon, who had given a \$2,000 contribution for years to UJA, was properly researched and apparently properly solicited and committed himself for \$100,000 and said that he might even go up to a quarter of a million. So, you can see, we really can do things.

Again, I could go on, but I won't. I simply wanted to give you an overview of the kind of things that National UJA is doing.

This organization is not only viable, but it is vital. The role it performs is that of a partner with the Jewish people in their struggle for survival, and you, the women of the organization, have a very important role to play as well.

I really feel that the time for mere philanthropy has passed. What we want now are participating partners with Israel so that her future, and of course ours, will be assured.

Thank you.

(Applause.)

THE CHAIRMAN: Thank you very much, Eve.

I think you know what I mean when I say that we have someone that I know will lead us and direct us with the proper attitude, particularly since she has been to Israel. I look forward to a year of fruitful results.

You are well on the way, Eve. Thank you very much.

We still have a few minutes before our guest speaker arrives. I am going to take the opportunity to quote or rather read an excerpt from one of the great masterminds, one of the great orators of Israel. We have the privilege of hearing him many times in the United States because actually, without Louis Pincus, the Executive Chairman of the Jewish Agency, without his coming here each year to really inform us and give us the critical facts, we could not be well informed.

He gave one of the outstanding speeches of his career this year, and I think it points up something that, as a preliminary remark, I would like to say.

You know, when the UJA decided upon a slogan this year, "Survival Means Sacrifice," it sort of shook many of us because we remember a few years ago, when the recommendation was made by our Executive Directors to Israel that we use the term "Survival" as our slogan, they bristled up and said, "By all means, No. We know we are going to survive. We don't want that kind of a slogan."

Well, I want you to know that to hear Louis Pincus, this year, say, "Yes, this year we have to say 'Survival,' because it means just that," and I think to hear this from an Israeli -- the Israelis were always so proud and never, never wanted to even think in terms of surviving. Well, this year they are because, since the Russian penetration, it has changed everything.

And I just wanted to read you some of the excerpts that relate to your responsibilities and my responsibilities, the responsibilities of the Jews of the free world, because we all

know that Israel takes care of its own defense costs, which are crippling its economy; but in strengthening its armies, its air force, it cannot forget its people. It is humanity that you and I are concerned with.

And if you will allow me, I will quote for just a moment. Louis Pincus says, "They all speak of the abysmal forgetfulness of humanity to understand what tyranny means, that freedom is indivisible, that if you go and give in to tyranny, if you try to appease, humanity is lost."

He says, "Shirer says, in dealing with France and France's lamentable, contemptible collapse, that "An Army can rarely be stronger than the country it serves. An Army cannot be stronger than the people it serves, and our preparedness means the people, not only the soldiers."

You saw the soldiers. They are fine young men all over the world, in all armies, but I doubt if there is a single army of young people in the world in which the soldier knows so clearly and so committedly that he is fighting for a just survival of his people, of the Jewish people, than the Israeli soldier; but he cannot be stronger than the people whom he seeks to protect.

And I think this is what our responsibility is all about, caring for these people, these people who have been denied the basic necessities for year after year, the people who were promised four and five years ago that, "You will have new housing, you will have new hospitals, you will have new schools." These people are still crying today.

Compounding this situation, you have a constant influx of new immigrants, month in and month out, and you will hear time and time again that this year, again, we are expecting between 40 and 50 thousand new immigrants, and they impress upon us the fact that every immigrant that comes to us from Russia or Rumania costs three and four times as much as the normal immigration because the countries behind the Iron Curtain make you pay a tremendous price for a life of a Jew.

You are going to hear a great deal about the Russian immigration during the Conference, so I will not stress that too much. You will be reading about it. But every Russian immigrant that comes in must be given special absorption privileges, and what cost \$500 a person three years ago, in an absorption center, just as in our country, the prices have become terribly inflated, and you can add several hundred dollars per head on each person.

And this person is integrated into the community in a different way. We must keep them comfortable and psychologically happy because these people have been afraid to speak.

And so I can't tell you the impact that was made upon us by Louis Pincus when he said, "If you fail to raise the kind of money that we ask of you this year, these same people will be in terrible, terrible straits. People cannot live this way for great periods of time. Something happens to them. We've got to see that they can at least live on the bare minimum, on the borderline."

Do you know that 20 per cent of Israel's people live beneath the poverty line?

It is hard to believe, isn't it?

On an average of \$100 a month per family.

I could go on, and I will not, but I just had to highlight some of these things that you will have to think about when you are faced with decisions.

I do want to acknowledge a few of our Board Members who came in late before we continue the program.

(Board Members introduced.)

THE CHAIRMAN: Elaine Siris, who was on the sub-mission to Rumania, is going to give us a few highlights of that trip before Herb Friedman arrives.

I don't think I need introduce Elaine to you; she is Co-Chairman of the General Campaign in New York.

Elaine Siris.

Mrs. Siris then reported briefly on sub-mission to Rumania.

THE CHAIRMAN: Thank you, Elaine, for that very spirited and very lovely injection here.

Now, ladies, for the highlight of our meeting. I am not going to go into detailed introductions because by now Herb Friedman, to me, is an Israeli because he spends as much time in Israel as he does here. In Israel they don't like long introductions. I will just give you the dynamic, the creative, Executive Chairman of the UJA, Rabbi Herbert Friedman.

RABBI HERBERT A. FRIEDMAN:

Good morning. I am going to start talking to you now about politics and international relations and war and Dayan and Nixon, and that changes the tone for Elaine was just speaking to you about the human qualities involved.

And yet you know that I have come to you every single year, and I have said to you that in my judgment, I don't treat you any differently than men. It is not that you have to talk to the Women's Board with a lot of tears. No. I have talked to you every year in a very hardboiled, practical way about the political and military problems that face us, and I would like, with your permission, to continue that practice now.

No, I am entering the possibility of an era of peace talks. I use the word "possibility"; there is no guarantee yet, none at all.

The Americans want peace talks; the Israelis want peace talks -- not because they are weak, not because they are afraid, and not because they are unable or unwilling to fight, but because every day that there is a cease-fire, and almost nobody is being killed -- not "nobody," but almost nobody -- that is the greatest, most precious attribute of all. That is the greatest asset of all, to have another day go by with nobody killed.

So, that is the motivation which takes the Israelis into a willingness to make peace talks, even though they keep compromising all the time. Two months ago they said, "No peace talks unless you pull the missiles back." Egypt has not pulled the missiles back; Russia hasn't forced Egypt to pull the missiles back; America hasn't forced Russia to force Egypt and won't. The missiles are not going to be pulled back. That is all there is to that.

And yet, then Israel makes another compromise and says, "O.K., never mind what I said two months ago; we will face reality. The missiles are looking down our throats. O.K., never mind; we will be willing to talk peace, if it is genuine peace talk."

So, America wants peace talks; Israel says she is willing to go into peace talks. The Arabs say, "If peace talks are not in progress by February 5th, we won't extend the cease-fire." That is their way of saying they are willing to enter into peace talks. They won't say it. They come at it the negative way. "If there are no peace talks by February 5th, we will start shooting again," which is their way of saying, "O.K., let's see."

This is all skirmishing right now, on the 10th of December. Nobody has got any agenda of what the peace talks are supposed to consist of, what items. Nobody is talking "when," nobody is talking "where," nobody is talking "under whose auspices."

Jarring says, "If you want me, I will come back from Moscow," but nobody calls him. So, nothing is settled; just the air is full of talk of peace talks.

I consider that terribly vague. When something is vague, it is not likely to come to pass.

So, that is why I use the word, there is a "possibility" that we will be in some kind of peace talk negotiation between now and February 5th. That is 55 days from now.

That is better than it was six months ago; it is certainly better than it was a year ago. I don't think it is very far along the path, but let us assume that within the next 55 days before February 5th, we do find a formula, and we are sitting around a square table or round table or a long table in somebody's back yard in Geneva or in somebody's front yard in Belgrade, in Yugoslavia, or who knows what kind of intermediary will be worked out, here or maybe in Washington, I don't know -- or maybe in Moscow. Let us assume there is talking by February 5th.

If that is so, I think it is a good bet that shooting will not resume on February 5th.

By the way, let me enter a caveat right away. You must understand something. We do not have a legal, technical cease-fire at the moment. We don't. It expired on the 5th of November. It has not been renewed. All that happened is, on the 6th of November, nobody shot. The day before yesterday we shot; some Egyptians tried to cross the Canal.

But what we have now is a de facto situation, which we call as good as a de jure situation because nobody is being killed every day. We still call it a cease-fire, but it really isn't a cease-fire. They could let loose with artillery tomorrow morning and say they are within the law; and they are.

I have given you all the warnings and all the "ifs" and "buts." We may be in talks by February 5th, and if we are, we may have a possibility that shooting, if it doesn't break out between now and then, will not break out on February 6th.

Where, then, will this go?

If we are in talks, and if the talks go really in the direction of getting down to the substantial issues of peace -- which is really only one question to the Arab countries: "Are you willing to recognize Israel? Because if you are willing to recognize Israel, then, we can make borders, and we can agree on where those borders should be, which means we will decide where to withdraw. If you want to recognize us, we will withdraw to agreed upon borders. If you don't want to recognize us, we will sit where we are."

So, if the peace talks start and go anywhere, they have to go to the substantive issues. There is only one, Recognition! If recognition is agreed upon, then borders can be agreed upon; then the question of refugees; then financial compensation for property can be agreed upon; then economic union can be agreed upon; then demilitarization can be agreed upon; then everything can be agreed upon.

I do not see anywhere any signs in the Arab World that they are willing to go to the jugular vein of this issue, namely, recognition of Israel. I don't see any slightest sign of it.

It is the chicken and the egg. Peace talks will get started. Egyptians will say, "You withdraw from Sinai." Israelis will say, "We will withdraw from Sinai to where? Where will you recognize the border of a recognized Israel?"

"Oh, well, we will not recognize Israel. We will not sign a peace treaty with you, but we think you should withdraw to the line of Beersheba."

Israel will say, "Why should we withdraw to a line if that doesn't then become the border of a recognized state with which you will sign a peace treaty?"

So, Egypt will say, "Well, we don't want to sign a peace treaty. It is hard for us. We have been fighting you for 25 years. We have our problem of saving face, you know."

Mr. Sadat will say, "If I sign a peace treaty, I will get shot tomorrow morning. Let us not really talk about signing peace treaties, but you withdraw, and we will keep a buffer zone between us. We won't put any of our troops in the Sinai, we will keep it empty, but we will have to put our troops a little bit on the east bank of the Canal because we do want to open the Canal because our Russian friends would like the Canal open; so we have to hold both sides of the Canal. We need about a couple of kilometers."

There is a law in life, and you ladies know it very well. You know it by the way you handle your children. Rage is in direct proportion to the degree of frustration.

The more frustration goes on, after February 5th, then March 5th, then April 5th, May 5th, and June 5th, and you are not getting anywhere, you are not getting to the substantive issue, frustration sets in. You have talked now two months and three months and, well, on June 5th shooting will start. It will explode much more violently than it ever did before because it will be an expression of the degree of frustration with this whole issue. That is what I am afraid of.

If we enter into the peace talks, the peace talks can either lead to genuine peace -- and I don't see that because I don't see any willingness on their part to accept the basic fact of our existence -- or then, if not, peace talks are going to lead to war in direct relation to how frustrated everyone will be.

That's the way I see it, and I think that we all ought to plan to be sure to visit Israel along about Pesach or Shevuoth because somewhere along about April, May, or June is the point at which this will come to a boil again.

I don't know, the degree of tolerance may be longer than that; it may not come until the summer, but that is when we enter the next very dangerous, very critical period.

So, I have given you my prognosis of a few months ahead, peace moves and war moves.

No. 2, in the meantime, purchases of equipment continue here in the United States. That isn't disturbed or altered by the peace talks or the war moves. No, that goes on. That is a steady, now agreed upon fact, with a specific shopping list of equipment which the United States Government has agreed to sell to the Israel Government. The technical boys of the Israel Ministry of Defense negotiate with the Pentagon and talk about how many M-60 tanks and how many M-48 tanks, and these professional boys have a very fine common language, very fine professional understanding, very high degree of professional respect on the part of the Pentagon for the Israeli competence, and so that is going on.

So many Phantoms, so many Sky Hawks, so many helicopters, so many Shrikes, electronic missiles, armored personnel carriers -- Let me put it in one sentence which

I think is the simplest way: the arsenal of the United States has been opened for Israeli purchases. That is a statement of historic fact which has never occurred in the 22 years of the existence of the State of Israel.

The arsenal of the United States is open, and the purchases of these various items of equipment is continuing at an accelerated pace. Deliveries continue by boat and by air as we talk, week after week, month after month.

An effort is also being made by the United States Government to provide Israel with some financial help, so let us understand that.

The President of the United States, who approves the shipment of all arms outside of the United States but who has no financial power to give Israel any loans, has asked the Congress -- the President has asked the Congress to pass a bill loaning Israel \$500,000,000. Let us understand it clearly; it is a loan.

The President asked Congress over a month ago to do this. Congress has still not acted on it. I do not think this session of Congress will act on it. This session of Congress will adjourn shortly before Christmas, in another couple of weeks. They now have a rail strike on their hands; they now have a million other things on their hands, and I think there will be no action by this session of Congress.

The next session of Congress commences after the 3rd of January, and it is on the table, so the Congress has to take it up. There are committees working, between the House and the Senate, on this thing. There appears to be no political opposition to it.

The Government of Israel now owes 2.8 billion dollars so what is another 500,000,000? When it owes 3.3 billion, if it is a long enough term, we can live with it, and it won't choke us.

Does that solve the problem of the purchases?

Do you know how much will be purchased?

Where do we get the other money from?

We are short one billion dollars, and that, ladies, that is the essence, in one sentence, of what the sweat is all about in the 1971 campaign.

That is what everybody is so worked up about -- the question -- where is the other billion dollars coming from? What is the "emergency" or "crisis," and that is why this huge goal is being asked for in 1971.

Let us make it perfectly clear. Israel is not in danger of extermination. Russia isn't going to bomb Tel Aviv.

If people say to you, "Why are you making the biggest effort in the history of the State of Israel or the Jewish people" -- my God, we never tried anything like this, not when Israel was established, not in the Six-Day War!

We are talking about twice as much money as we raised in the 1967 campaign, when everybody thought that was the limit.

The reason why this is being asked is not because there is some immediate dire danger that Israel will explode or be pushed into the sea. No; the reason is that for the first time in her entire existence, she has a chance to arm herself properly and defend herself properly, and the question is, Does she have the means to do so?

If nobody comes along and offers you the chance to buy anything, you don't have to worry about where you will find the money to pay for it. Suddenly somebody comes along and offers you a chance to buy something. Should you buy it? Of course you should buy it.

Do you have the money to buy it?

So, you borrow \$500,000,000 worth, and you go and try to get the rest. That is exactly what we are doing. That is the nature of the 1971 crisis. It is a crisis which comes from an opportunity we never had before. That is what it is all about.

It is not a crisis of Israel going to be destroyed at all. It is the converse; it is the crisis in which we have an opportunity to secure Israel for probably the next 10 to 15 years. Those aircraft have that life in them.

This equipment which is being contemplated can give Israel a good shield of defense for 10 to 15 years ahead. That is what it is all about.

The last point, and the most important one, I think, of all, is the point that Elaine was beginning with: If you borrow \$500,000,000 for this defense purpose, do you really need another billion dollars?

Well, you don't really, if you want to do certain things: You can cut down the immigration. This means, then, you can cut down the housing costs, which means you can cut down the schooling costs. Then you can cut down the health costs. I dare say you could find yourself a way of saving four or five hundred million dollars.

So, that brings up the other question: Do you want to do that?

And that question is argued very seriously; believe me, it is.

It is very interesting, if I were to tell you from what source the strongest arguments come against doing that.

The strongest arguments come from the Army, which says, "Oh, no, don't give us what we need to defend the country with by closing the gates of immigration. We don't want that responsibility on our heads. We will defend the country with stuff that is 20 years old. We will work with 20-year-old French airplanes; we will work with 25-year-old Patton tanks; we will work with 30-year-old British tanks; we will work with 20-year-old radar equipment; we will work with 30-year-old trucks. We would rather do that than have you put the monkey on our back that we are responsible for closing the doors to immigration. Without keeping the doors of the country open, there is no sense in fighting the fight." So the Army says, "Don't try to save the money, and then make us the responsible agent. Nothing doing."

It is very interesting psychology.

These boys say that they would rather run the risk of fighting with inferior stuff than close the door against one Jew from Rumania.

After you go through the whole thing in these terribly long, soul-searching discussions -- you come out with the conclusion which seems so pat, but it is not easy to arrive at, believe me. You come to the conclusion,

"We have to do both! We have to do both. We have to defend the country for the sake of taking in the immigrants, the process of which makes the defense meaningful. We don't want Sparta. We are not fighting just for the sake of fighting. We are fighting to make it possible to take in the people; that is the reason."

So, you go back around the circle and say, "O.K., if we could save four or five hundred million dollars by cutting down on the immigration, we would rather not."

So, you would rather not. So, you want to do both things. So you come out with this unbelievable, staggering request of 1971 -- because this is what it will cost to do both things.

On the immigration side, the bill is made up, and the Jewish Agency is working now with a \$600,000,000 budget, of which we have to try to provide 100 per cent. No more 60 per cent. You remember -- I don't know if anybody remembers speeches several years ago in which I used to say, "The Israelis are putting up two dollars for every one of ours." We were handling 33-1/3 per cent of the human needs bill. By the time of the Six-Day War we got up to the point where we were handling about 50 per cent of the bill. And in the years between '67 and '70, four years now, we have been creeping up and handling 60 per cent of the bill, 65 per cent of the bill.

Now you are being asked, in '71, for 100 per cent of the bill. It is just as simple as that.

So, if you say you want to do both things, if you do want to defend the country, and you do want to keep the doors of the country open, this is what it costs. We can't buy it for you cheaper.

And, therefore, with this analysis, looking at the months ahead of peace talks, which, pray God, would lead to peace, but no hard-headed man thinks so, and therefore can very well lead into war, which many hard-headed men think, during which the Israelis are preparing to defend the country by these purchases and during which they continue to keep the doors open and scoop up everybody under the sun -- Russians and Rumanians and Algerians and Tunisians coming from France and Iranians and Turks all coming in. You know, of course, that we are working on an estimate of 50,000 for next year. We are close enough. It could be plus or minus 10,000.

It can be 60, if Rumania really comes through in '71 as we thought she would in '70.

The nature of the crisis is a crisis of opportunity to create a strong defensive posture.

The last question that remains is, Why should we strain ourselves to this extent?

And I think that question requires really no oratory on my part or oratory on your part. I think here we are down to the bedrock question of identification. Are the audiences you are talking to willing to identify with the Jewish faith? If they are not, how can you get them to feel a deeper identification?

The amount of money that we will pour forth is in direct relation to the degree of our identification with the problem. If people feel intensely connected with the problem and they realize that they have to give two and three times as much as they gave last year, if they are financially capable, they do it. If they are not financially capable, they can't do it.

Don't berate anybody. You are asking for enormous amounts of money. It is not a kids' game. You explain carefully -- and I hope not as long as I took to explain it -- why you need it, and then you say, "Do you feel it? Is this your problem?" O.K. Then, if they have the means, they cannot get off with an excuse that they don't think it is urgent, they don't think it is important, they don't think so much is required. They have only two possible negative answers. "I don't feel it. I don't identify. I am not part of it." Or "I can't; I haven't got it."

We may be reaching that point with some people. Women's Division functions will be stretching to new levels, \$2,000 levels and \$5,000 levels, and there may be people who can't. And so, be kind, but be firm.

And there has to be an unprecedented amount of honesty in the game today. People have to be more honest than they have ever been before. If the person says to you, "I can't," you take her at her word. But then, she shouldn't lie to you; she should be honest.

This is the way I talk to men. I say to a prospect,

"You gave \$100,000 last year and we need a quarter of a million this year. Can you? And if you say you can't, you can't. I will believe you, and I won't hassle with you. But be careful; only lie to me once."

There has to be that kind of absolute honesty between people at a brand new level because we are asking for brand new kinds of money. Then, if the person is honest, and you have made your appeal as clearly and cogently as you know how, you will get the maximum response.

I believe most people are honest. I believe most people are committed. I believe the cases that you will run into where the woman says "I don't feel it to this extent," or where she will give you a dishonest answer that she can't afford it when she really can, I think those cases will be minimal.

And I think that you will raise, in the Women's Division, millions and millions more dollars in 1971, in conformity with the demands of the overall goal of \$500,000,000.

The \$500,000,000, as a gross overall total raised in the campaign in the United States, will provide for Israel about 410 or 415 million dollars. That is the amount that we undertook to try to raise, the balance, of course, being as you will understand, the share used in the local communities for the local and national needs.

The other Jews in the rest of the world have undertaken to raise \$200,000,000 for Israel. Let me say parenthetically, I wish I were as sure of our 400 as I am of their 200.

I think there is a renewed determination in England, which I think has had a poor campaign for several years -- and they know it. I think there is a renewed determination there.

I think there is a renewed determination in Canada and a renewed determination in France, and in Western Europe in general; and I think that within the possibilities of Latin American deflation they will do the best they can.

I have a good feeling about the \$200,000,000 possibilities around the rest of the world. I would like to feel secure about the \$400,000,000 possibility in the United States.

You can say, "O.K. Well, then, that is still only \$600,000,000. Where is the billion?"

The other \$400,000,000 is in the sale of the bonds. I have never worked harder in my life, me personally, trying to help sell bonds. I have already gone to Pittsburgh and to Detroit and am going next week to Minneapolis, to try to urge people to buy bonds, which is really loaning money; it isn't as good as giving money, but if you can't get one billion dollars worth of gifts and we have to borrow \$400,000,000 from the Jews of this country, then, we'll borrow it.

That is where the billion dollars will come from; and we will get through 1971. I am convinced we will.

Israel will buy a good deal of stuff, and will be a lot stronger six months from now than today.

And we will have a lot more immigrants six months from now than we have today, and we will be a lot prouder of ourselves through the depth of this identification which keeps getting deeper and deeper every day. This will make the American Jewish community a bigger and better community every day.

And we will keep saying more and more, "WE," "our faith, our country, our boys, our soldiers, our future," that "we" and "our" become used more and more as people talk about these problems. That is all to the good because that deepens the Jewish consciousness of the community in this country.

So, I shall continue to do my commuting with great confidence on both sides, and I will interpret you to them and interpret them to you, and I think that we are on the verge of a very great campaign; I really think so.

I think as usual, in a quiet, unheralded, unsung, and unapplauded way, you will bring in such a packet of money as to continue to carry your share of this load in a very, very honorable fashion. I think that is the best women's liberation thing you could do.

Does anybody have any questions?

QUESTION: How about the Russian generals in Egypt?

RABBI FRIEDMAN: They are there in a very tough position. They really are. They haven't got a clue as to whether Moscow is going to tell them to open war. If they do that, they will have a problem with the Egyptians because they are going to have to have control of their missile sites.

What has happened now is 20 of those missile sites have been closed off by order of the Russian generals, closed off to Egyptians. They don't want the Egyptians coming near this stuff because they don't know how to handle it. They will mess it up. And the Russian garrisons, 100 or 150 Russian soldiers in each missile site, are as much on guard against the Egyptians as against Israelis.

I don't envy them, these Russians. The capacity to do damage to us is enormous. We think there are something now over 10,000 Russians in Egypt and with a couple of dozen actual generals, to say nothing, then, of all the colonels, majors, captains, and the whole staff that go with it. You've got a couple of dozen generals there, so you have enough to mount an invasion.

And yet, their future is uncertain because the local population doesn't like them, is fearful of them, and they don't know which way their own government is going to turn. And it is boring there, and it is hot, and there are flies, and the toilets don't work very well. It is a backward country still.

I am not kidding. They keep to themselves by order. They don't have much entertainment. I am not pitying them, but I am describing the situation of life, which helps create tensions. You have a nervous Russian contingent there, and that isn't good for us either.

But they are there, and they are not going to move. They are only going to increase, not decrease.

QUESTION: What is the possibility of the United States entering into a lend-lease program with Israel?

RABBI FRIEDMAN: First of all, what is the possibility? I would say nil.

Secondly, you could have added a second part to the question -- Would it be very good? I don't think so. It doesn't really amount to much.

"Lend-lease" means what? The United States Government lends equipment to Israel.

If you think in World War II parallels, well, that lend-lease thing started where Roosevelt said to England, "I will lend you 50 old destroyers."

Nobody wants 50 old destroyers or their equivalent. What is needed are 50 brand new, most modern airplanes. That doesn't usually come in lend-lease. Lend-lease, as a concept, does not provide a strong deterrent defense for a country, no.

Lend-lease is a supplement, usually of stuff which is inferior.

To defend yourself, you either have to manufacture your own stuff or buy first-class stuff, one or the other.

QUESTION: You have made it abundantly clear, and for 20-plus years, to audiences and workers, I have always striven to make it abundantly clear -- can you state once more, very crystal-clearly, that UJA money is not for defense?

RABBI FRIEDMAN: O.K. I thought that was so obvious. Let us go through the routine again, so that you are all sure you understand it.

The \$400,000,000 which we will raise of UJA money this year in the United States, and the \$200,000,000 which they will raise in the other countries, that \$600,000,000 will go to Mr. Pincus of the Jewish Agency for his budget.

That money will not go to the Government of Israel. That's not the UJA's purpose in raising funds.

So, the Jewish Agency will take the \$600,000,000 it gets in dollars, and it will spend that money on taking in immigrants and housing and education and health, and all the things that are listed there, because that \$600,000,000 list of the human needs, social welfare needs, is printed. It is listed; it is public. That's what our money is for.

If Mr. Pincus has to build houses for new immigrants in Ashdot, he doesn't pay for those houses in dollars, does he?

He is getting dollars from the U.S. He takes the dollars, and he deposits them in the Bank of Israel. In the Bank of Israel he gets pounds for them. If we give him one million dollars, he gets three and a half million pounds. He deposits the dollars in the Bank of Israel and gets pounds for them. He spends the pounds; \$600,000,000 worth is just over two billion pounds. He will spend two billion pounds.

That is exactly how the transfer goes. This philanthropic money is not directed to the Government of Israel and therefore, is not used, in its first instance, for the purchase of equipment. It can't be, and it isn't.

If that isn't clear to everybody by now, please be sure to make it clear because that is a bedrock item.

I thought by now it is clear to everybody. If you think it isn't, just keep repeating it over and over again.

QUESTION: I have heard that South American Jewry is on the move to Israel. Is this true?

RABBI FRIEDMAN: I think that is an exaggeration. South American Jewry is almost one million persons. There are almost half a million Jews in Argentina alone.

The only place in which I know there is any serious trouble is in Chile, in Santiago. Santiago has about 35 or 40 thousand Jews, who are nervous about Allende, the new President, who is a Marxist, and these are middle-class Jews. They are afraid that they will be nationalized, and their property will be expropriated, which is probably going to be true, and they will probably wind up losing everything; and therefore, they are beginning to think of moving.

About 4,000 Jews have left Chile in the last half year or so. About 1,000 have gone to Israel, and 3,000 have gone across the border into Argentina.

And Chile is in a state of a little bit of ferment. This, of course, may be contagious, given the Latin American temperament in general.

But to say that the continent is on the move, no.

If you want my personal opinion, I don't understand why people wait this long before moving. That is another story. That tiny community of 45,000 Jews could certainly foresee what was going to happen, and I saw the Algerian Jews make a bad error in 1962. Now eight years later, they are trapped in France where there are very low living standards; the slums are brutal. Now, only now, they are beginning to transfer over in large numbers from France to Israel. So, why go through it twice? But whatever we explained to them in '62, that they should go straight to Israel, they didn't listen.

It is the same old business; it is what I call the Jewish syndrome of wanting to catch the last boat, not the next to the last. That is what they are in. That is pretty much the situation in Latin America.

QUESTION: Is Israel producing any arms at this time, manufacturing any arms?

RABBI FRIEDMAN: Yes, large quantities.

Israel is producing guns of all sizes and calibers up to heavy cannons. Israel is producing ammunition. Israel is producing electronic equipment. Israel is in the throes of developing an aircraft industry. She is in the throes

of developing a tank industry.

Yes, she produces a large amount of arms of her own.

You realize, of course, that she must import and pay dollars for steel, copper, brass, all the things you need to manufacture. She has none of the raw materials. So, she has to import these raw materials for dollars and then fabricate them in her factories into finished arms.

QUESTION: Isn't she exporting some of these small arms?

RABBI FRIEDMAN: You are quite right. She is even exporting small arms. The munitions industry in Israel this past year earned about \$50,000,000 in sales. Oranges earned about \$100,000,000. Tourism went over \$100,000,000. Tourism is now the No. 1 dollar-earner.

She exports mainly small arms, sub-machine guns.

And she exports electronic equipment, of which she is manufacturing now some of the best in the world.

QUESTION: Is the Congress of the United States so pro-Israel at this moment because of the confrontation between the Soviets -- this is the first place where the Soviet is being contained temporarily.

RABBI FRIEDMAN: You know that is the ideological reason. That is what moved Mr. Nixon, by the way. If you ask the question: "What moved Mr. Nixon to make his decision, at the end of July, to sell Israel equipment?"

It was that he came to understand that the Russians had to be confronted.

Congress, has a tendency, because Congressmen are political animals, to be very susceptible to what they feel is the mood of their constituents. The constant interpretation which the Jewish community makes to Senators and Congressmen always pays off.

You see, when Nixon, in July, came to the conclusion that he wanted to open the arsenal for Israel, he happened to have a very convenient letter at hand, signed by 72 Senators, and the 72 Senators had urged him to do this two months earlier, in May.

He could correctly say "The Senate is in favor of this."

QUESTION: May I ask one more question:

Is there any significance to the new Arab coalition?

RABBI FRIEDMAN: They keep trying to create a confederation.

Nasser tried it, and it didn't work. Egypt has an anachronistic name. It is called the UAR, United Arab Republic, but it is not united. Syria broke off three years ago.

So, now the new President is trying to get Syria back, and now he is trying to get Sudan and Libya. The natural tendency in the Arab world is to try to create a pan-Arab confederation.

If you think that Jews are individualistic and rebellious and can never get to be united, the Arabs have even more problems along these lines.

You have basically such deep diversifications inside the Arab World -- you have the monarchists, royalists, revolutionaries, the conservatives. You have countries like Syria and Iraq, utterly, absolutely wild, left wing, Marxist, and Saudi Arabia, being run by a feudal monarch, a king, who is close to an absolute ruler.

How do you get those two kinds of countries into the same union or confederation?

It is very hard. They have moderate socialist countries like Egypt and Tunisia and moderate monarchies like Jordan. They find it is hard to get together, but they keep trying all the time.

QUESTION: Is there any truth to the rumor that the Russians are going to put SAM II or SAM III sites in Syria?

RABBI FRIEDMAN: They are considering it. The Syrians have asked for it. The Russians are considering it.

Why are they considering it?

They are not sure how far they can trust the Syrians because the Syrians are wild.

That would be a bad knock for Israel on the other side, on the northeast frontier.

QUESTION: Do you feel there is any shift in the balance of power, that Israel can help to compensate for the missile build-up with new equipment?

RABBI FRIEDMAN: You are using two phrases, "balance of power," which is general, and "missile build-up," which is specific and technical.

Nothing can compensate for the missile build-up. Israel has lost freedom of the air for a space of 20 or 25 kilometers, whatever you conceive the range of those missiles to be.

When I say "lost freedom of the air," if Israel wants to send 50 airplanes up against the missiles, a large number might be shot down and some might get through, but that is suicide. By putting those missiles up, the Russians effectively pushed Israel back in the air, not on the ground. So that is the answer about missile build-up.

No, there is no clear and definite antidote against it.

About balance of power, that is another matter. What does balance of power consist of?

Balance of power, in Israeli terms, is 300 airplanes if they have 1200. In Israeli terms, ratios of three or four to one against her are acceptable. We call that a balance of power. It is not, really.

QUESTION: Your Point 1 was the possibility of entering an era of peace talks. Within that context, would you comment on the present position, or potential position, of the "Palestinians"?

RABBI FRIEDMAN: The position of the Palestinians in relation to peace talks -- they play a minor role in the thing. You know, "peace talks" means Egypt, and secondarily Jordan and Syria.

Lebanon is not terribly important. Even Iraq is not terribly important. Libya and Sudan will fall into place.

You can't have peace talks with the Palestinians. The Palestinians aren't a country, a nation, an entity, a political sovereignty.

If you are saying -- I don't know if this is what you mean -- Would it help us make peace with Egypt if we told the Palestinians they could have the west bank as an

independent country? Egypt couldn't care less.

As a matter of fact, the King of Jordan said, "If you are going to give them an independent country, I am going to fight them. I don't want an independent country there."

So, you see, this whole Palestinian thing is a red herring. It has nothing to do with the essence of making peace.

In the minds of the New Left students, they make a big to-do of it. They say, "Israel has got to be liberal. Palestinians are these wonderful guerrilla fighters. They are patriots. They want a country of their own."

But who are they? We are not sure who they are. Are they King Hussein's subjects? He says they are.

They don't like him. They had a civil war with him already a month and a half ago, didn't they?

So, what do we say to them? "Go fight your own fight. Why is it our fight?"

I think that the Israeli position would be that if the Arabs -- that is mainly Jordan because she is the one mainly involved -- as part of a total peace settlement, said, "Listen, take these 650,000 Arabs on the west bank, who call themselves 'Palestinians'; let them form an independent country of their own called 'Palestine'" -- and we make this a condition of signing peace. I think the Israeli position would be to accept.

That is a minor issue, those Palestinians. Those 650,000 people had a chance in 1947 and the beginning of '48 to be an independent state. That is what the UN gave them. Everybody forgets it by now. In 1947 the UN voted a partition plan -- between whom and whom?

It gave the Jews a smaller territory than we have now, and it gave the Arabs a big piece and it said, "Each of you form your own state."

The Jews formed their independent state, called it Israel, and the Arabs could have formed theirs and called it Palestine, but the King of Jordan hopped across the river and swallowed up the portion that was supposed to be the independent Arab state.

What was Jordan before?

Remember, its name used to be Trans-Jordan. It was always on the other side, the east side of the river. How did it get to be on the west bank of the river?

It came across in the early months of 1948, and it grabbed up this unborn little Palestinian state. So it was aborted.

The Palestinians are not the issue. Nor is the solution of their desires the way to get at the peace. It is the tail and the dog situation. Get the big thing settled, and the issue of Palestinians on the west bank will get settled also.

They will reach the point, by the way, where they might say, "We might like to be connected with Israel, to avoid getting swallowed up."

You know what our problem may be a couple of years from now? Our problem may be, Do we want all these Arabs?

Dayan has made his position clear. Dayan has said, "Give me a smaller country with fewer Arabs."

So, what is he saying? "Take the west bank back."

But all this lies in the future. That is the minor problem, not the major problem.

QUESTION: You referred to the Russian and Rumanian emigration. Could you tell me the extent of that, its relationship to the emigration from the Arab countries, and what is its impact on the population balance of Israel today?

RABBI FRIEDMAN: Explain to me the last part. What do you mean "impact on the population balance"?

QUESTION: What percentage of the population of Israel stems from European backgrounds?

RABBI FRIEDMAN: The immigration now from Russia is running a couple of thousand a year, 2,000, 2,500, never spoken about, voluntary censorship on the part of the Israeli press in regard to this because it is a totally paradoxical situation that Russia should be at war with Israel to the extent she is, and yet allow even a couple of thousand Russian Jews to get out.

By the way, they do that as the result of the enormous pressure mounted. If anybody has any doubts about this business of the pressure of the Jewish campaign on Soviet Jewry, don't have any because it is effective. It works. It is important, and you have to keep it up.

The second question you asked was about Rumanians. We were anticipating, for 1970, as many as 16,000. We got about half that number. Again, we would hope that in '71 we could have 15,000 or 18,000 and we may get them. They may only give us half that number.

Again, we never speak about this. You know the methodology by which they come out, so we never outline it in public.

So, that was your two questions about how many Russians and Rumanians.

If we are getting 50,000 people coming to Israel next year, let us assume a figure of 10,000 Rumanians and 2,000 Russians and 8,000 Americans and Canadians, that is 20,000, and 5,000 South Americans is 25,000. Let us say half the immigration is what you would call European Jews, or Western Jews, and half the immigration is what you would call -- not Oriental, because that means Chinese -- Asian-African Jews, that is what I call it, because that is what it is, Asian-African.

The last part of your question is, "How does this stack up with the total population of the country?"

I think, probably, today, out of two and a half million Jews in Israel -- the majority which means more than 50 per cent by now are Asian-African.

QUESTION: Can you tell us, of the 25,000 Asian-Africans, just briefly capsulated, where are most of those coming from?

RABBI FRIEDMAN: Iran, Turkey, North Africa direct, North Africans from France, and bits and pieces; a few hundred from India, a few hundred from Kurdistan, Afghanistan, from places like Singapore -- bits and pieces around the world come to 2,000 or 2,500.

So you've got Iran now running four to five thousand; Turkey is running two to three thousand -- that is seven or eight -- I think North Africa itself is running about 5,000. There is 12 or 13. And I think France, North Africans from France, that is, runs seven or eight, which makes around 20, and bits and pieces are another two or three thousand.

QUESTION: None from Syria or Iraq?

RABBI FRIEDMAN: Not really.

QUESTION: Of those eight or ten thousand from the United States and Canada, have you any idea how many of them still retain their American citizenship and how many become Israeli citizens?

RABBI FRIEDMAN: Those are not contradictory things any longer after the ruling of the Supreme Court. You can retain your American citizenship and take out Israeli citizenship and keep both. They are dual citizenship. That is now possible after the Court ruling of 1957.

QUESTION: Most of them do that?

RABBI FRIEDMAN: I am sure most of them keep American passports.

QUESTION: Does this dual citizenship allow Army service in Israel?

RABBI FRIEDMAN: Yes, some of it; it is on that basis that the Supreme Court ruling was made. The case came up as to whether a boy serving in the Israeli Army should lose his American citizenship, and the answer was No.

QUESTION: Those four or five thousand that are coming from Iran, all those who apply, are they allowed to leave?

RABBI FRIEDMAN: Yes; there is free movement, no Governmental restrictions, no problems.

QUESTION: You began your remarks by talking about the current open arsenal policy between the United States and Israel, provided Israel can come up with the hard currency to buy this equipment.

I would like to ask you a many-part question:

First of all, how long can we reasonably expect this policy to continue?

RABBI FRIEDMAN: Let me interrupt and say, we don't have a clue. We don't know. We hope it will go into '72, if Mr. Nixon gets elected again in '72. We can't see further ahead than that.

Mr. Dayan tomorrow will speak to Mr. Nixon about a long range commitment from the United States Government.

QUESTION: The test flight of the jet that crashed recently, I would like to know how long it will be before the technical difficulties are worked out and before Israel can supply herself and not have to come begging for permission to buy from the United States.

RABBI FRIEDMAN: The Arava jet is not a jet. It is a propeller-driven aircraft. It is not a fighting aircraft. It has nothing to do with Israel's defensive capacity. It is a short take-off and landing, STOL, short take-off and landing. It needs 130 yards, a little more than the length of a football field, to land and take off from. It does not need a paved strip. It is a beautiful airplane. You can land it in your garden. You can land it behind troop lines. You carry passengers and supplies.

The aircraft, we hope, will have a beautiful economic future, being sold to African countries that don't have big airports and landing strips, and they will buy this thing, we hope, in quantity, and we hope to make a lot of money out of it.

A-r-a-v-a is its spelling. It refers to the deep canyon that goes from Sodom down to Elath. That is called "Arava."

That is the second part of the question.

QUESTION: The next part is, How long before she has a military aircraft that she may supply herself with, so she does not have to purchase from other countries?

RABBI FRIEDMAN: I think that is fairly far in the future. By that I mean many years.

She will shortly be flying a prototype of the French Mirage plane, which she is learning to manufacture and to assemble herself, but I think we are many years away from it yet.

I think, just as the first Arava crashed and the first two jet commanders crashed, when you try to build an airplane industry, you have bugs in the thing. It is years and years before these bugs are ironed out and before you are building a dependable instrument.

It is not like building an automobile, and Israel doesn't even have an automobile manufacturing plant of her own. She skipped that stage of industrial development. She assembles cars, where parts are shipped in. Chrysler ships in parts in big boxes, and Israel assembles the Chrysler; but she doesn't manufacture the parts herself.

She is manufacturing aircraft before manufacturing automobiles. Its industrial capacity is advanced for a brand new country, but still, we are years and years away from a good reliable finished product.

I have been at you now for an hour and 20 minutes, and that is a long time.

(Applause.)

THE CHAIRMAN: I think Herb Friedman gave us much information that is going to be of use. I think that as we heard him speak and talk about the tremendous needs of Israel -- we felt more committed than ever. As Jewesses in our communities, American Jewesses who want our communities strong and healthy, we can develop this sense of Jewish identity in our children and in our adults, and so we are going to raise a lot more money this year which is needed just to maintain the services of our home front.

Because of the inflationary prices, everything has gone up; and let us not forget that in the regular fund, the JDC also gets its budget.

I want to take this few moments before lunch -- I think we will all enjoy our lunch more if we can come to

grips with ourselves, if we can declare ourselves. Those of us who came knowing ahead of time that they were going to be asked to commit themselves today, those of you who did not come prepared -- I hope there aren't too many, but if there are, we must, as Rabbi Friedman said, be honest with one another. We can depend on you to really, really do the kind of soul-searching that is expected of us this year.

I cannot tell you the feeling that came over me in Shiraz, Iran, thousands and thousands of miles away, when I looked on the wall of a clinic and it said, "Thank you, United Jewish Appeal." It sort of made goose pimples break out all over me, as I am sure it would have done to you.

We must think of our responsibilities at home, overseas, and in Israel, when we make our commitments. This year is going to have to be different than any other year.

We are a privileged group in this room. We are very, very privileged to be able to have a hand in shaping the destiny of a people and future of our children and your children and our grandchildren. It is a great hour in the history of the women in the United States and in the world.

And with that, I ask you to voluntarily -- there is no pressure going to be used; I am not going to call cards. I think it is a much more dignified way to stand up on your feet, tell us what you are going to do this year.

Herb Friedman talked to us like men, and I think it is about time that we handled ourselves just as the men do and declare ourselves before we go out and ask anyone else to do their share.

And so I would love to hear from those of you who came to this meeting knowing what you were going to be asked to do.

At this point in the meeting, board members rose to make their pledges. Many made inspirational remarks while announcing their gifts.

Then the meeting was adjourned for lunch.

A F T E R N O O N S E S S I O N

1:45 P.M.

THE CHAIRMAN: Let us call the afternoon session to order.

We have little time to discuss much. Now we are discussing the meat of it all, how to plan for the 1971 campaign, and this is where we engender the spirit and enthusiasm and know-how and give you all the help we can. I hope it will provide you with knowledge and ideas to go back home and implement some of the things you will hear about.

What we have tried to do is use the ingredients that make up a successful campaign, and one of the key ingredients, one of the basic ingredients, is involvement. Once you have a woman involved, you've got her.

And it gives me great pleasure to turn this part of the meeting over to the great State of Florida, which is doing a very great job, particularly this year, in this area, and I am going to call on Val Silberman, the Co-Vice Chairman of the Southern Region. Val!

MRS. VAL SILBERMAN: We have arrived! Florida is on the map!

I used to say, "The South shall rise again," but it has and it is a great pleasure to be able to represent the South and Florida in what I consider a most exciting adventure in Jewish life.

The effort that we undertook was to deal with communities which were untried, uneducated and unwilling to move from their little nests.

We had an abortive attempt to bring women together last March, at a meeting in Miami, but we learned by our mistakes, and fortunately, we had no deaths in this little experiment that we tried.

But we learned. We learned that we relied on our field men to bring the troops in, which was wrong. We relied on invitations that were sent out over a man's signature, which was wrong. And we tried to have a meeting in conjunction with men, which was wrong.

The men were difficult to work with, though we did have some positive results. Avis and Shirley and I sort of had to change gears in midstream and redo our programs and our original concepts because of the problems. Although I don't think any of us are in favor of Women's Lib, we decided that it was the area in which we must function on our own.

We did have some positive results in bringing the few women who did come together, and for the first time we had communication with areas which didn't know we existed, and they started to call on us.

Of course, they called on us at one minute to midnight, when a function was taking place at midnight, and it was very difficult. We went, but we really couldn't do the job because we didn't have the proper foundations.

Then, after we evaluated this fiasco, we realized that we had to have some more intensive contact.

This past summer I took a marvelous vacation with my husband. We drove through Florida, and it was just delightful. I stayed in the motel room alone and called every community that we went to. My husband had business -- it was fortunate -- and I called everyone; Jewish women I knew in these communities, and talked to them about the possibilities of a women's campaign, of upgrading their women's campaign; of what they could do, and I told them where I was and told them to come visit, and we set up dates, and we just had a one to one kind of thing. Only, I wasn't soliciting; I was trying very hard to get them to understand the importance of a women's campaign, and their importance in the campaign.

I was trying to involve people who had a campaign at one time, and suddenly just went by the wayside. And it was research; it was a lot of research, but it was a job that had to be done. Fortunately, Shirley Trinz became the State Chairman and was on our National Board, and she, too, followed up with the necessary telephone calls and contacts that we had to do, and after that I really took a vacation which I needed. But our work led to our planning of our State Meeting.

And Shirley, in her clever way, sent out an invitation to "Dear V.I.V.," "Very Important Volunteer," "You have been chosen to attend a very important seminar," or whatever we called it, and we made them feel like they were hand-picked to come to something special, to become committed and involved.

Our State Committee was made up of women who had been involved in some way in a campaign. We consulted with their Executive Directors. Where there weren't any, we made our own decisions.

The meeting itself was most exciting. We had many

advantages. We had Avis Shulman there. Avis had just returned from Israel the day before and didn't unpack. She, of course, was extremely inspiring.

Then we had Shirley, who made them aware of the tools and discussed evaluating a campaign, and its gifts. We went through really elementary things.

Jim Young from the Council was there and brought information from the Council on the gifts from the communities, and we sat with these women and really discussed problems in depth.

In the evening we had discussion on missions, and Shirley showed her slides. Then we had a partnership dialogue between Shirley and myself, in which we discussed missions and why we went.

We sat up until two in the morning with individual communities and discussed their problems.

This was before the actual Work Shop. These women were absolutely amazed that they had the possibility of achievement within their grasp.

The following day we had the extra, added attraction of having Bobby Schrader, who is the incoming Chairman of the Young Leadership Cabinet, address us. There were 62 women present and they said, "I never had anyone speak to me this way."

It was amazing. We were amazed. Maybe we overestimated the involvement of these people, but it was interesting to see their reactions.

Then Jim Young did a group dynamics session and the most elementary things came out of this worker's training. We had to change in midstream once again because we overestimated the understanding of these people, and we had to go down to more elementary things.

Again I must say, and I am sure Shirley agrees with me, that we thank Avis for allowing us to reprogram, because we had all kinds of programs that we had to change. Rather than have a presentation by Avis, we switched because they really needed more work; and although we came away from this meeting

frustrated, we came away with a different kind of frustration. We came away with the frustration that we didn't have enough time; that there was much more work to be done; that we didn't have enough hours in the day; but we realized the positive thing was that we finally made contact.

Since this meeting, which took place at the end of October, we have already organized two new communities. We have reorganized other communities. People know we exist. They even know that we live in Florida, and that the National Office exists, which is very important. They didn't know it before.

Lines of communication have been opened and this is, I believe, the advantage of our Decentralization Plan.

This brings me to another Decentralization Plan and the second portion of our presentation, and that is the decentralization that took place in Miami. It took place last year, and it didn't move quickly. And I, as an observer -- because I am new to Miami -- could see this going on, and there wasn't that excitement, but there was a tenacity on the part of the women to continue and to work toward the decentralization that was so important.

Decentralization meant reach out; getting new people involved; getting young people involved; merger of the Young Matrons group with it. I was a member of it, so I won't say "the old ladies," but "the Parents Group." This merger of lines came together, and it worked into what I consider the most exciting involvement of all, and for this I am going to introduce two ladies who are on our National Board.

The first lady is Mrs. Mike Sumberg, our Vice President of Education of the Greater Miami Jewish Federation, and Shirley Trinz, Mrs. Howard Trinz, Vice President of Community Organization. Shirley and Joyce will make their presentations on Decentralization in Greater Miami.

Thank you.

(Applause.)

MRS. JOYCE SUMBERG: Thank you.

I feel it is presumptuous for me to talk to all of you today. I am a newcomer, but perhaps if I didn't have the chutzpa of a beginner I might never have embarked on what we embarked on this year in Miami.

The inspiration behind our Education Program this year was something said to us in Israel. When we were told that second in priority to defense were pre-kindergartens, we were rather surprised. Yet we know that they are not only fighting a war in Israel, but they are building a country.

And then we realized that we in Miami were not only trying to raise money for this year's campaign, but were trying to build a strong foundation so that we can be counted on for future years.

Val spoke of our decentralization. Well, we have three Area Boards now in Dade County. On each Area Board -- in Education, we have an Education Chairman, who brings news of current happenings to the Board, to keep them informed. We have a Speakers Bureau Chairman, that we will speak of later, a Co-fee Break Chairman, Operation Outreach Chairman, to educate the community and to keep them involved.

We had a five-pronged program.

Firstly, we had Operation Outreach. I know many of you have tried this. We welcome new people to our community. We present them with the very famous Blue Book, which Shirley is going to tell you about later, and we offer them something; we invite them to a coffee break. That was another part of our program. We kind of stole the idea, or borrowed it, from Milwaukee, Wisconsin.

Coffee breaks consisted of a morning meeting of education, where a hostess would invite ten to 15 of her friends, uninvolved, generally uninformed, or perhaps misinformed.

Our Speakers Bureau supplied a team of two speakers who would speak to the guests for a little while and then involve them in conversation. It was amazing how many misconceptions came out, and preconceived notions.

Our results were very exciting. We had about 50 coffee breaks from October to the present, involving about 500 new people. Many signed up for our workers' training, which Shirley will discuss later.

Just the day before yesterday, as a matter of fact, we had a coffee break -- two of them in North Dade at the same time. Seven young women signed up for your leader training at one and three people signed up at the other. This was just two days ago.

I know all these people will be givers. Many of

them came to our Community Education Day, which we will talk about later.

How did we get our coffee-breakers? We had speakers' training.

One day early in September we met with 45 women. We broke up the day in three sessions. On the morning of the first day we had a lecture on talk techniques and group dynamics. Afterward, assignments were made.

We copied your UJA speakers' kit which people were to take home, study, and prepare five minute speeches. These were people who had never spoken before.

The second time they came back, we broke up into groups of six to eight people, with two leaders in each room. Everyone had an opportunity to give her speech. Then the two leaders demonstrated a coffee break situation, and eventually everyone in these groups had a chance to participate.

Then we had lunch, and did an evaluation and a summary.

On the evaluation sheets we asked the question: "What was the greatest weakness that you felt in this program today?"

One of the answers delighted me. A woman said, "my knees." Yet she turned out to be a very good speaker.

We unleashed on the community 45 hands waiting to be called on, and not only have they been able to involve other people, but they have had a deeper commitment themselves.

I would like to talk about our Community Education Day, but before I do, I would like to ask Shirley to describe some of the history that led up to it.

MRS. SHIRLEY TRINZ: Thank you, Joyce.

Joyce had the hard job. She was reaching out to the uncommitted and the woman who was not a part of any real organizational structure. I had the easy part. My portfolio in Miami this year was Community Organization.

I only had to reach out to the hundreds of thousands of women who were already committed to their own organizations and try to have them understand why we consider our Federation the central address in Miami. We have been telling this to the women for many years. They have not been listening, or if they have been listening, they have not believed this.

We decided that the luncheons that we had been having, honoring the Presidents of various organizations, which we usually held in the fall, were reaching more and more people but were getting less and less results.

We have, in the Greater Miami area, 210 Presidents, representing 24 major organizations, including Sisterhoods. 210 women who are thoroughly convinced that what they are doing is the most important thing that anybody can do. This was my job, to talk with them, not at them, to have them be able to talk back to us, and we decided that the luncheon that we had been having was turning them off faster than you could possibly think. Our thought, therefore, this year was all that time and effort that we had put into this luncheon with these Presidents was bringing us very few results. It was costing us time and money that could better be used for a Community Education Day.

But I still had 210 Presidents to contend with. How was I going to reach them -- because obviously they represent thousands and thousands of women in our community who, because they are committed to something, can be involved in a larger total picture, if that picture is drawn clearly enough for them.

So, we decided to have what we call "Partnership in Dialogue," and we stressed the word "Partnership." We hoped to make them realize that together we can build a community and a world, but that separately we can only just build a little part of it.

We started out with an invitation that I think we stole; I am a very creative stealer. I look through all the information that comes in to our community, and I take it and use it as best I can.

This says, "There is a certain kind of woman who makes others' dreams come true." "Partnership in Dialogue" was at the bottom, and inside it says, "That woman is you."

This was sent to every President of every organization. Again, I repeat, 210.

Geographically, Miami is separated by a bay, Biscayne Bay. On one side is Miami Beach, and on the other side is Miami, and Miami runs north and south. We have a Miami Beach Area, a North Area, and a South Area. Women were invited to a luncheon in September in the area in which they lived, therefore, creating a community feeling, rather than

just a feeling of sitting in another luncheon in another home.

They came after they were each personally called by the woman in her area, who was working with me as the coordinator for community organizations.

These women were women who were very well known in that area and who had great influence on the Presidents. Over 120 Presidents were involved in our total picture.

Partnership in Dialogue went on beyond the invitation. We published a Blue Book, which lists every President of every organization.

In the beginning -- and I copied this from Boston -- it asks questions about Federation, about CJA, which is the name of our campaign, and about the IEF campaign. It asks and answers those questions in the beginning.

It listed all of the Board Members of our Women's Division. Of course, the first thing the women did was to look to find their own name, which was in it.

There is a blurb about every organization and what it has done. More importantly, their calendars were listed, and at the very back our Women's Division calendar was there. It showed the dates and places of the various campaigns that we had already set up.

We listed speaker services, movies, and things that the Federation in Miami could offer to these organizational Presidents.

We also devised a game that I stole from some other community -- I think Baltimore. They called it "Circle your Community," and we call it "Partnership Bingo."

We devised a Bingo card and a questionnaire. As the women came in, they sat down. They were asked questions, and they were asked to circle the answer on their Bingo card. They were told, of course, that they couldn't cheat, and that there would be no winner. The winner was our community and the world.

Then, the best part of it -- because our goal was to get their participation, the answer was given at the end by asking the woman who was President of the organization, who answered that question, to please stand, name her organization, and give her own name.

We had, of course, our own Federation local agencies, overseas agencies, and national also included. We had Board people stand up and mention those things.

After that, we broke up into groups, and we discussed what they would like from us and what we could possibly do to help them and what they could to help us.

One of the things that came out of all three area conferences was a request for a news letter, a Women's Division news letter, to go out to all the Presidents, so that they could be better informed.

We created a newsletter which we call "Voice of Information for Enlightened Women, Your Community View." The second copy has just been sent out. It will be totally concerned with the campaign.

This issue of "View" was a very exciting one. I will let Joyce tell you about it.

MRS. SUMBERG: This is like musical chairs, but we felt this was the best format in which to present our program.

Before I go into the copy of "View", I remember, this morning, Eve Weiss saying to us that we were searching for new sources for leadership. I mentioned a little bit about our coffee breaks, and I want to say that it was on this intimate kind of a basis, of 10 to 15 women in a room that we do find sources, and the coffee breaks will be continued in the campaign. The only difference will be that we will raise money.

On the cover of this copy of "View," is a calendar with November 10th circled, and our logo, and Sander Vanocur's picture. The reason is that it was our Community Education Day, November 10th, which we called "Second Tuesday," after Sander Vanocur's program, "First Tuesday."

Second Tuesday was a total day. We had 800 people in attendance, men and women, (mostly women.)

I think that the cooperation of Shirley's organization women, the fact that we have assigned a public-relations person, one of our own Board Members, on each Board, to contact the media, get out publicity, allowed us to have 800 people, the kind of a figure that is unheard of in our town.

We started our day with assigning people as they came into a room. We had six rooms going.

As a room filled, a moderator, two resource people

welcomed approximately 150 people in that room, and we showed an 18-minute film. It was an original film presentation called "Images." Some of you saw it in Kansas City. We are very proud of it.

It started with a day in the life of a Miami Jewish family. It went on flashing from this family to happenings in our agencies, our local agencies, and the second part was Israel today as well as its history. We used some of Shirley's slides and some newsreels about Israel.

And then, at the end, it flashes back to this home.

We think it is a kind of universal film that can be used in any community.

As a matter of fact, when it was shown in Kansas City, there was so much enthusiasm that we decided we couldn't handle it in Miami, so we asked Bea if she would. She sent out a mailing to all communities. The cost was \$100 to own this film. We wish we had it here to show you, but we couldn't work it out.

It is a kind of open-end film and really should not be shown without a discussion; but when they purchase the movie they get the discussion guide.

In any event, after we showed this film, the moderator, resource people -- and by the way, Val and Shirley, of course, were very much involved in carrying through -- discussed the contents of the film with the audience, and it is kind of interesting how the discussion went. We went all the way from Soviet Jewry to the drug scene in Miami; but we kept trying to relate it to the work that our Federation does.

We then broke up for lunch, and listened to our speaker, Sander Vanocur,

I think about a third of the people present had never contributed or been involved with Federation before. I know they will be involved. They will surely give; I think many of them will work.

There was a kind of style. I think it set a standard in Miami. It was sophisticated.

It was a great day, and we don't walk down the street but what five people stop us and tell us about that day.

We tried a lot of experiments this year, and we were lucky; most of them worked. But one thing that really worked was something that Shirley is going to describe to you, and we were fortunate because we had some very special talent come to our town to help us with workers' training.

MRS. TRINZ: Our Presidents' dialogue, our coffee breaks, and our Second Tuesday, of course, were leading up to what we really are involved in, and that is the campaign.

Last week we had a Worker Training Week, eight sessions in four days. Bea Finkelstein was there. I don't have to tell you any more than that, except that the figures are astounding. Those people who attended raised their gifts from \$8,000 to \$31,000 in one week. We are on our way to the most successful campaign that Miami has ever had. The women have a \$1,000,000 goal. The Community has a \$10,000,000 goal. We are on our way because of some of the things that you heard so far.

(APPLAUSE.)

MRS. SILBERMAN: I just have to say that I am very proud to be a part of this, but we are indebted to all the things that came before, all the National Board Members who came, and Jennie recalls -- I am sure it is going through her mind -- those agonizing times in Miami and in Florida when it was just awful, and you felt like you were talking to no one.

We are indebted to all of you. We are indebted to some experiments that took place, like our initial Gift Day, where we broke up into caucuses, and the girls came from all over the country to speak to these caucuses. We got leaders out of them. We got people who began in small groups to learn their commitment. We got today's Campaign leadership out of it.

I want to thank you all for the opportunity of letting us make this presentation.

THE CHAIRMAN: Thank you very much, Val.

You can feel their enthusiasm because they are really involved. I am positive that Florida is going to do a tremendous job for us this year.

Now, you have heard me say, and I keep saying it over and over again, and I am going to keep saying it over and over again -- this is a dramatic year. You are all wonderful people. You are going to have to go back and set a dramatic atmosphere in your communities, your regions, states. And how do you do it?

How do you create that kind of a dramatic atmosphere?

One of the ways is by setting higher goals to get that point across. So we are going to ask some of the Board representation here, who come from communities who have set that kind of dramatic atmosphere already to tell you about it.

I am going to ask Anne Eisenstein of Nashville to come up.

MRS. ANNE EISENSTEIN: Libby is a new Board Member, a very involved Board Member, one of the great things that happens on Missions to Israel. This is where we found her -- Mrs. Morris Werthan.

LIBBY WERTHAN: Madeline called me a week or so ago and said she would be unable to attend the conference. She told me she had written a presentation and asked me to give it.

And I hemmed and hawed and sputtered, but there is no denying Madeline; so here I am, and here it is:

\$400,000,000 -- 1971's monumental price tag on precious Jewish life, as well as a staggering challenge to the integrity of the personal commitment of Free World Jewry.

The enormity of this sum of money is almost beyond comprehension, but if we care about Jewish life, then, we must simply translate this concern into absolute maximum giving, for no amount of passive good will can possibly fulfill our obligation.

In brief, we must sacrifice to survive.

The Women's Division in Nashville consistently produces successful campaigns, each successive effort appreciably better than the preceding one. A cohesive, responsible community climate, personal commitment in leadership, inovative planning, broad base of involvement, personal solicitation, all are positive segments of the success pattern.

In 1970 we again maintained our No. 1 national position in per capita gifts. We also doubled the figures of the 1966 campaign, which realized the total of \$144,000 from 850 women. That was indeed a milestone, a justifiably proud achievement. It takes courage, it requires determination, but Israel's desperate plight does not give us an alternative other than to double the 1970 total in a single campaign year.

Only in this way can our Women's Division meet their fair share responsibility of the one-and-a-half-million dollar

quota unanimously accepted by our community.

It certainly follows that this sort of campaign cannot be structured as an ordinary fund-raising venture. In establishing higher levels to meet higher goals, our Campaign Chairman and her Division Chairman have been meeting with individual prospects at least two and three times weekly since the end of June, thereby emphasizing that each prospect is a campaign within herself.

With their usual pairing of prospect and solicitor, dramatic results have occurred with women who heretofore have had mere token involvement, if any at all.

While not solicited for an actual specific amount, they were asked to commit themselves to their maximum level of giving. They also agreed to hostess individual parties, to which they will invite their immediate circle of friends to join with them in pace-setting gifts in their category. This created involvement.

In some instances, when women were already at their maximum level of giving, they were asked for their suggestions to be incorporated into the Division Plan. This, too, enhanced the feeling of involvement.

Emphasis has been focused on missions to Israel. 30 men and women will be part of a mission in January. Every participant will be used for fund-raising purposes upon their return. Their gifts will be used as leverage, and they will speak at parlor meetings.

Every member of the current Campaign Cabinet and all past Campaign Chairmen since 1960 were invited to attend the Tennessee State Committee Meeting held in Nashville this past September. It is worthy of note that participation was practically 100 per cent, and the enthusiasm was most infectious.

Every avenue of approach is calculated to enrich campaign results.

Perhaps one of the most meaningful and exciting meetings involved the Presidents and Vice-Presidents of our six women's organizations and the top leadership in Campaign. It was an outstanding, campaign-oriented gathering, planned and co-chaired by Anne Eisenstein.

The organization leaders, some for the first time, realized that Campaign is an umbrella, not a separate organization. They became aware not only of the importance of their organizations

in the total community but that leadership roles require leadership gifts to the National Jewish Welfare Fund, as examples for others to follow.

The Campaign Cabinet meets on a regular basis for progress reports and exchange of ideas. It is essential to the fabric of Campaign that the right hand knows what the left hand is doing.

Not surprisingly, this has created a climate of mutual respect and genuine affection among leadership, thereby establishing the kind of unit so necessary to produce the best results in a common cause.

All gift categories have been upgraded with the exception of our Pace-Setter Division, which was initiated in 1968 at the thousand-dollar level. This was an instant success, starting with a nucleus of 17 and reaching 37 this past year, with gifts totaling \$80,000.

In an evaluation of campaign results it was noted that the Pace-Setter Division accounted for 60 per cent of the campaign total. Further analysis indicated that in the Pace-Setter Division the six top gifts amounted to \$39,000, or approximately 50 per cent of this division's total.

Here, then, was our challenge, to drastically upgrade the 31 remaining gifts, as well as enlarging the categories of new prospects.

We began seriously considering a \$5,000 Pace-Setter level. However, in the face of persistent declining national economic climate, courage drained in like manner until the situation in Israel did not give us a choice.

Predicated on the premise that it is now or never, and that we must sacrifice to survive, we have initiated a vital gift minimum level of \$5,000 within our Pace-Setter Division.

We have a carefully selected list of 20 women, whose contributions cannot in any way jeopardize total campaign gifts. They are, for the most part, widows and women with known personal income of various sizes. From this group six prospects have been given priority designation in the hope that their gifts will encourage others to join them in appreciably greater personal commitment. While there will be personal

solicitation, parlor meetings are planned to culminate the efforts.

The Chairman of this Vital Gift Division has been in consultation with a tax expert, a CPA, a lawyer, and several account executives, to become more knowledgeable and familiar with tax incentives that produce tax relief, to encourage larger contributions.

Securities, including the corpus and profits, if any, real properties, short trusts, are instruments at our disposal.

At this moment we have obtained, with a minimum of effort, three gifts totaling \$15,000 that were \$7,300 last year. We are encouraged. We are enthusiastic; so much so as to urge those of you representing communities not yet committed to absolute maximum levels of giving to please lend your efforts in this direction.

We care about what you do in Albany, in Canton, Ohio, and Los Angeles, and Detroit, and Indianapolis, and Atlanta, in Minneapolis -- all the Free World. We care, for only together can we effectively determine the strength and the life of the House of Israel and the State of Israel.

(APPLAUSE.)

THE CHAIRMAN: That was beautiful.

Will you please extend our regrets to Madeline that she was not able to be with us, because I think this is what it is all about.

MISS MARILYN BROWN: I would like to thank Nashville for giving at least South Bend the kind of encouragement it needs because you are No. 1 and we are No. 2, so we try harder.

THE CHAIRMAN: That was great.

I am very proud now to hear from Hilda Rich, our Board Member from Houston. She has got quite a story to tell.

MRS. HILDA RICH: I really am thrilled to get to represent the State of Texas. I know you all really think Texans brag, and I am not going to brag. I am just going to tell it like it is, and you will have to decide for yourselves.

On the last day of September several past Chairmen

who each represented a different Texas community met to decide on the structure, aims, and purposes of the State organization, and to set goals to be accomplished this first year.

The composition of the State Board was to be limited to one or two past Chairmen of the larger and medium-sized Texas cities. By having veterel leaders we would be able to use the great amount of talent and commitment that exists without losing any time in training this year.

These leaders brought tremendous knowledge and information to the Committee. All of the members had been to Israel, two of them in the last two months, two more to go on the mission in January, together with our State Chairman of Missions and about seven other girls from Texas.

The purpose of the State organization is to be threefold: To provide the vehicle to allow organized communities to share with each other knowledge of past campaigns and plans for the current campaign; to organize Women's Divisions in medium and smaller communities where one does not exist; and to make the smaller community aware of the needs of Israel and to encourage them to participate in the activities of the organized community near them.

In order to accomplish our first objective, that is, a means of communication between all of the Texas cities -- and you know, we are kind of spread out -- we have a written newsletter. We have a State Chairman of Publicity who has assembled the information for this paper, in addition to handling the local newspaper releases.

Our newsletter is a very inexpensive means of disseminating information, knowledge, ideas, and inspiration.

All Chairmen have been asked to send their evaluation of past campaigns and to outline their plans for 1971. The members of the State Committee help their local Chairmen by securing information regarding other campaigns in the state and throughout the nation, and they act as a Speakers Bureau throughout the state.

Where one community has had tremendous success, we share and encourage others by letting them know about it. Let me tell you of one.

For the last five years Houston has had a Pace-Setter Division of \$500. Last year, because of the need, it was

decided that we would have a \$1,000 minimum Pace-Setter Division. It began with 25 women; it ended with 75 women who went from \$57,000 to \$140,000. We had one gift last year of \$5,000.

This year Houston has accepted a quota of almost three times the amount that we raised last year. It is an absolute necessity for us to have a \$5,000 Division. It took courage, and commitment, for last year we had our \$1,000 Division for the first time, and then we only had one giver who gave us \$5,000.

I am thrilled to tell you that last Tuesday we had our very first meeting and that ten women in the City of Houston pledged \$5,000 and ten more are considering it.

The story of Houston is being sent out to cities in Texas, so that other places will see the necessity, the absolute necessity of establishing new levels of giving that have never existed before.

Tuesday was really a record-making day in Texas, for another city, Dallas, Texas, also had a \$5,000 affair.

I must tell you that in September, at a State Meeting, we discussed the fact that we were going to have a \$5,000 Division, and Dallas decided that they also would, and they, too, have approximately ten women, ten new givers, at the \$5,000 level. They already had ten before they started, and they have many more prospects.

To accomplish the organization of the medium-sized community, we have divided the state into geographic sections and have assigned State Members to service these areas.

As of this meeting, we have gone into one community, Austin, Texas, the home of the nation's No. 1 football team, University of Texas. It is also our State capital. The Jewish population of Austin is about 1100. They do not have an Executive Director. There is a Federation President.

Our new Board Member, Sandy Wiener, and a State Committee Member from San Antonio went into Austin. They went into a very negative community, who assured them that there was no way of organizing their city. It was just impossible, they were told.

But Sandy persisted and asked if she might come and sit with them face to face; if she just might have lunch with them. Finally they agreed to allow her to come in.

After much discussion, and from such dedicated and committed people as Sandra Wiener and Yvette Alterman, from San Antonio, with the knowledge that a State organization existed, ready to help and stand behind them in whatever and any way we could assist them, there will be plus giving from the newly organized Women's Division of Austin, Texas, this year and, hopefully, for many years to come.

At this time, we have five other Texas communities that we will seek to organize in 1971. There is a calendar, and it will be scheduled out during the month of January.

In regard to the smaller communities, we are using various methods to try to involve these isolated communities. We are going through temples and synagogues wherever possible to try to reach these women.

As I said before, we are encouraging the larger communities to invite them, and in keeping with this, we are sending our newsletter to the smaller communities so they will be aware of the activities of the larger communities.

We feel that although our State organization is less than 60 days old, it has proven the need and value of a State organization. This is, of course, just our beginning. Much is to be accomplished together by reaching out across our vast state and linking hands. We will form a solid chain to meet whatever presents itself to us. We will try together to reach higher levels and together to ease the task by caring together and sharing together.

(APPLAUSE.)

THE CHAIRMAN: Isn't that great?

You see why we can anticipate doing wonderful things this year. Our set up and the spirit that these gals have, are going to make this a tremendous year.

And of course, now we come to one of the real tools because it is a proven tool, missions, Operation Israel.

Would you come forward, Bernice, as National Chairman of Missions, to tell them about the mission in January, and promoting missions in general.

MRS. BERNICE BRAND: Promoting successful Operation Israel missions really promotes greater involvement and higher community goals, so we have, in one tool, an opportunity to achieve a great deal.

As Fannie said, this is a dramatic year, and Operation Israel is a dramatic experience.

Right now I am going to give you some statistics:

We now have 68 paid reservations, representing 17 states. Out of the 17 states, we have Washington and Arizona, both outstanding, and I think Carol Tobin is to be congratulated -- we have 16 out of Washington and 13 out of Arizona. This is really tremendous. And following very closely is Ilene Fantus from Chicago, with nine.

From our Board -- and I think, Fannie, we are about 100, or rather 90 -- we have nine women going on Operation Israel. That is not good enough. It is nowhere near good enough. We are missing the greatest opportunity we possibly could have if we don't take advantage of the Women's Mission.

We can't sell it if we don't go. We can't improve our communities and our regions if we don't go, and we must reinforce our own commitment by going.

Ladies, it is not too late. Please join us. We are leaving, as you know, on January 20th, to return on February 3rd.

I have had some questions about the itinerary.

We start off from New York, on to Vienna. We have three days in Vienna, covering the transmigrants at Schoenau. We spend time at Mathausen, the Death Camp, and for a very important reason. We come to Israel with more than we ever came before after this kind of an experience.

In Israel we hope to have five days in Tel Aviv, five days in Jerusalem, and overnight in Tiberias. We will be seeing the most extraordinary and the most wonderful things. We will see things that you have no other way of getting to, plus, if it is a first for you, you will have an opportunity for all the wonderful sightseeing you will want to do because that is all covered.

But some of the extraordinary things -- we will get to an Air Force base. If all is quiet and goes well, we will go to the front. We will have a visit to the Women's Army base. We will visit Neve Hadassah Center and have lunch with the children and, hopefully, a concert.

We will spend a day in depth in the Beit Shean Valley. We will go to absorption centers, see schools, kindergartens,

and the general problems of a city in Israel.

We have planned a day's trip to Masada and Caesarea, and of course, a visit to the Wall.

We will really have an extraordinary time.

Last year we had the pleasure of being able to visit with Mrs. Meir, and I hope we are going to be able to repeat that this year. We were also received by President Zalman Shazar. We are given the most beautiful, royal treatment.

Please, not only should you think about going yourself, but please go back and stir up as much excitement as you possibly can. Whatever I can do to help you in your community, I will be more than happy to do, whether it is to make a phone call, to come to see you, to do whatever is necessary to encourage more participation in Operation Israel.

Thank you.

Are there any questions? I will be glad to answer them.

(APPLAUSE.)

QUESTION: How much is it?

MRS. BRAND: \$995 complete, covering everything.

THE CHAIRMAN: I will tell you, ladies, it is important that Board Members come along. I can't tell you what it means. It lends status to the Mission. It will help you in every way possible.

COMMENT: In Columbus we have been running missions every week of men and women. They are solicited. They hold their caucuses as soon as they come back. They are involved in the local campaign. It has been extremely successful. Going to Israel is the key. Remember, you are missing an experience which you can only have when you go with women only. So please come with us!

COMMENT: I am from Ohio, and I made 13 calls to the City Chairman for the Women's Mission, and I have written down on almost every one of them that most of them, ten couples are going from one city on January 10th. There must be another mission going in May. Some of the cities are having their own mission, and they are going. This was the whole story, all the way down the line.

What I am saying is there should have been some clearance, some way, because of this problem. The minute you talk to these people, they say they are going with their husbands.

Another comment I got was that some of the people thought that it was too expensive for a two-week trip. I am not talking for myself; I am talking for the people that I spoke to, and I made 13 telephone calls to get their reaction and to see if I could come and see. They told me, "Don't even waste your time. We have couples going now, and we have couples going in May. We have gone on our own City Mission."

One community has 22 going on Couples.

THE CHAIRMAN: That is the way it is.

We are going to do the best we possibly can, and I encourage you in behalf of Bernice.

MRS. BRAND: I would like very much to have your reactions as far as the experiences you have had in attempting to promote missions. I would like to know what the problems have been for you in selling it because only by knowing these things can we evaluate for next year.

So that if you have any specific problems in selling Missions, we should know about it, whether it is time, whether it is price, whether it is the two-week trip versus a short trip. These things are very important for us to know, so that I would appreciate hearing from all of you as to your experience in promoting it.

QUESTION: May I suggest, it would be helpful, in Georgia, for instance, if you would contact the Chairman of our Mission for the State of Georgia, and perhaps other states may feel it would help them.

MRS. BRAND: I spoke to Kippy last week.

QUESTION: We are doing it locally, but I think it would help coming from National, too.

MRS. BRAND: I have been in touch with Kippy, but I will get in touch with her next week.

MRS. TOBIN: I would like to add one further plea to what Bernice has said.

I have had no difficulty selling the Mission. I have a problem now that I think -- one of the greatest selling points has been being able to come to groups of women and tell them, "There will be 130 dedicated, dynamic leaders from all over the country on this Mission," and I can only add to what Bernice has said, please, go home and find these women and make it 130 women on this Mission.

MRS. BRAND: The great seller is if you say, "I am going; come with me," and that is your most successful approach.

THE CHAIRMAN: Marilyn Brown, South Bend.

MISS BROWN: I think maybe this is a thought for future years. My experience has been, in working with the Executive Directors around my region, that there is not the greatest cooperation.

Each city should be so contained that an executive or, in a big city, a woman executive should be pushing this. We are doing it for community benefit, but for some reason they don't see it that way.

If I can't get into a community because they don't invite me in -- that is true of Bernice or any of us sitting here -- I have a feeling that from a professional to professional basis it has to be worked out.

THE CHAIRMAN: Thank you very much, Marilyn.

Now we will go to the last part of the program.

We will go to strengthening the implementation of our Decentralization Plan through our State structures.

We've got three fine authorities to start the discussions for us. I will ask Pauline Kahn first because you come from the smallest community.

MRS. PAULINE KAHN: I will try to get down more to the mechanics of it because I think, particularly for the new Board members, they should understand what a State Committee means and how we design it and how it is implemented.

We are seven regions. We are now taking those regions and breaking them down into State Committees only because we find that, as Vice-Chairmen of Regions -- those of us who are National Vice-Chairmen -- the regions are just too large to handle.

You cannot get women to come to a meeting when a great distance is involved and a lot of time, say a day and a half or two days, is involved.

As a result, the Executive Committee decided, in June, we were going to have to break down even further into what we call State Committees.

A lot of what I have here has been said indirectly through some of your other reports; but I want the new Board Members, particularly, to understand that each and every one of you are on this Board for a reason. You are committed to doing a job for the National UJA. In setting up State Committees we now are involved in further decentralization.

We began in Ohio. My region is Ohio, Michigan, and Kentucky, and we began in Ohio with an initial, what we called, State Board Meeting, which encompassed the Board Members within Ohio.

We had a planning meeting with Mr. Feldman and Avis Shulman, who was Assistant Executive Director, and at that time I arbitrarily appointed a State Chairman, who happened to be Harriet Narens. It wasn't very democratic, but I felt we had to make decisions quickly and we had to structure ourselves quickly.

As Operation Israel Chairman we appointed Evelyn Cohn, a Board Member, and as State Secretary, Mrs. Norman Kyman, who is from Cleveland, Ohio.

We then analyzed our local communities in regard to whether they were organized; were they committed; were they working; what type of leadership did they have; and we started listing names.

These names were then divided between the State Chairman and the Operation Israel Chairman, with the understanding that each woman would make her own personal telephone calls, introducing, explaining, and inviting the specific women to serve as a member of our State Committee.

We then decided on a time slot and place for the State Meeting for Ohio, and then the work began.

The State Chairman called, the Operation Israel Chairman called, and when these calls were made, the acceptances were followed up by personal letters from the State Chairman and the Operation Israel Chairman. After that letter of acceptance with some explanation was sent out, an invitation for the State Meeting was mailed out, with an R.S.V.P. to the State Chairman.

There are many mechanics that are involved in the planning for a meeting, and I am not going to bore you with them. It goes without saying an agenda had to be planned, which we did at that initial meeting in June.

Our agenda was planned on three levels. It was planned with the basics of a Chairman introducing these women to why they had been invited and welcoming them.

I assumed the responsibility -- and I think this is a terribly important point that we have bypassed for a long time. We think we are so sophisticated that we bypass the very obvious things.

These women that attended this meeting did not actually understand what National UJA Women's Division means. They have no concept of what the Regional Women's Division means. They had no conception of what the State position on a women's committee means.

And so, in my presentation I attempted to break this down, and I almost appalled to realize that these women did not fully realize how you became a National Board Member, who guides and governs the National Women's Division, what comprises a National Women's Division, the very basics. They truly did not understand that.

We had an inspirational message in Ohio from Avis Shulman. In Michigan, at the Michigan State Meeting, Jennie Jones was our inspirational speaker, and we had tremendous response to these inspirational messages regarding the overseas picture and its needs.

By the way, in breaking down the national picture, the women did not even understand the separation between the Council of Jewish Federations and Welfare Funds and the UJA. They did not understand until it was spelled out for them in great detail.

They met Mr. Feldman the day of the State meeting. He spoke to them. When he addressed *them* he advised them how he could help them. Our Operation Israel State Chairman spoke, gave a terrific pitch, and we had a good response.

And then we had what we called our dialogue or question-and-answer period, and I think the most gratifying thing to me and to the State Chairmen -- Natalie Pelavin is State Chairman of Michigan; I mentioned Harriet Narens of Ohio -- I think the most gratifying thing to us was that when our sessions were finished, the women were loathe to leave. They stayed and asked questions and asked for help. The most mundane things, like

publicity releases, public-relations blurbs, the National Executive Director -- they asked things that we took for granted that they truly did not understand were at their disposal.

After the State Meetings were held, minutes and letters followed with lists of all the women who attended those meetings, as well as the complete structure of the State Board Members and the Operation Israel Chairman. All those names, addresses, telephone numbers, State Board Members, et cetera, National Executive Directors, all of this information was included with the minutes and the follow-up "Thank You" letter.

In Ohio and Michigan we discussed a future Work Shop Seminar, possibly as was done in New England and on the Coast. The women are eagerly looking forward to this, and we are hoping to implement it.

What is more important to me, and to the State Board Members who have been so deeply involved, we know we are developing future leadership for the National Board. We are developing commitment within their own communities, within the state, and on the national level. This is what State Committees truly are accomplishing.

These are new ties for National. For the first time we had in Ohio 14 communities that were represented at our State Meeting. Some of these small communities have had no commitment and no understanding and no tie to the national picture.

We have activated some new small communities who are now involved in women's campaigns.

We have the same reaction in Michigan, and so we are now beginning to crawl. We have a long way to go, and we know it.

And so, the main point that I hope I leave with you women here today, whatever your region, whatever your state, when you are called upon to serve, please accept. You have accepted a National Board position with responsibility. Please do the same within your region and your state.

Thank you very much.

(APPLAUSE.)

THE CHAIRMAN: Thank you very much.

Ilene Fantus.

MRS. ILENE FANTUS: In forming the Illinois State Committee, one thing I have learned is that women are alive, well, and Jewish in small communities all over the state.

Not only do women exist, but oftentimes they put us big city ladies to shame. Women in small communities have a need to identify with something Jewish more so than do their cliff-dwelling counterparts who are able to assume anonymity in the shuffle of the big city.

Illinois is filled with Jewish ladies all doing their own thing in their own area, whether it be Hadassah, Sisterhood, PTA, or local Community Chest. And they are all extremely regimented and structured in their organizational work.

But the one thing that these women want and need is the recognition that the national picture has not overlooked them.

Where to begin, what to do, who to call, what are the goals to be achieved?

These questions are asked over and over again before any State Committee can take shape.

Fortunately for me, Illinois has a marvelous field man, Richard Lipschutz, who was a tremendous aid, giving me names, and when traveling to communities, talking to the women and telling them of the new committee and the important venture that we were looking forward to and what would be their roles.

As has been said before, personal calls are very important. They were made to each woman, asking them for their help, their ideas, and what the National UJA Women's Division could do for their own community.

My list grew and it grew, until now we have at least one representative from 39 different communities, covering the entire state.

Many areas have campaigns; some as women, but most as couples. They are almost always afraid of the phrase "women's gift." Many hedged and said No to me at first, but after explaining that no pressure on campaigning would be put to them, that what we wanted was to educate their communities, they agreed to try this out.

And to me, "education" and "personal conversation" have become the passwords for our State Committee.

All small towns want the knowledge and ideas that they feel large cities and a National Board can offer them, but offered in a way that is both personal and palatable to them. This is where, at least for me, the training I had in Chicago, in working with our suburban areas, came into use.

In reality, all suburbs of large cities become nothing more than small communities, cities, or towns that mirror the make-up of any State Committee. The women, the problems, the goals are all the same, and what really is needed is to raise the sights, levels, and the commitments of all women, be it large city or small town.

This can only be done through education.

A large city program can offer courage and daring to a community in trying the unknown. A large city carries ideas and experiences just not available in a small town; and once this courage and experience takes shape, a spark can be ignited.

After many phone calls and discussions, it was decided that all initial meetings must be held in central areas, areas close to where the women lived. They wanted us, the National Board, to come to them on their own home grounds.

It is important to have several areas represented at one meeting, in order to have a discussion take place.

Let me describe the one meeting that we have had so far, in Decatur, Illinois, in November.

Mildred Shlensky, Regional Co-Chairman, went into Decatur, which is part of the Central Federation, which is comprised of five communities. Three areas were represented at this meeting, one of whom was not even part of this group, Danville, which has about 100 Jewish families. They had been asked to participate in the Central Illinois Federation for many years, but had always declined, to this point.

Two young girls arrived to look us over, after having carefully stated to me, over and over again, that there could never be a campaign, especially a women's campaign, in Danville. You have heard all the reasons before for not being active; but they cared, and so they came.

And as they listened to the other areas talk, they were very vocal, and when we left, they had already begun to formulate their own plans to turn Danville upside down, beginning with their women; but that wasn't where they were going to end. They were going to get to the men. They had no doubt that they could do it.

These women talked from ten-thirty until three o'clock. With mouths full at lunch they kept right on talking. They cared deeply about their Jewish heritage and survival, and they knew they must do a better job in getting to their people.

As I said before, "Education" was to be our key phrase for the campaign, but these women knew, and they told us in no uncertain terms what education meant to them. It meant larger gifts, more people caring, more people giving. It meant, in reality, a better way of campaigning.

This comment did not come from Mildred and myself but from those women present, and we were really delighted. That was the idea.

These bright, articulate women really knew the score and opened the front doors of their towns and their hearts to us. All they asked was our help, and with the National Women's Division now taking a personal interest in them, they knew they would be able to accomplish what had to be done in '71.

At the meeting we all shared ideas, and the giving and taking was exciting.

For the first time their communities considered working together as a joint project, something that is exciting to see when you are working with small areas. You should see them want to go together. They wanted to have pen pals for their children so that Israel could live within their own homes.

They wanted to have an Israeli woman speaker come there and live in for a day so that the women would have the time to come and go at their own convenience, to meet with her and really find out the true facts, and they wanted to have this woman go from area to area.

They wanted to use a soup kitchen, which at first had been done in Atlanta and then which I had copied for our North Suburban Area in Chicago. They wanted to use this as their joint venture. It will be a kick-off for all these community campaigns.

They want worker training sessions; they want group dynamics -- in other words, all of the tools that large cities use but scaled down. Best of all, they want us, National UJA.

Much has been said about what has been done with letters written and how you follow up on a meeting. My report is the same. We did all these things.

It is very important to follow your women through, to get to them, to let them know that it is just not a meeting but that you care for them.

We have three other meetings planned, and hopefully, in the spring, before our campaigns begin, we will have one combined meeting where all 39 areas will be represented.

The National Women's Division of the UJA means a great deal to these women who are leaders in their own communities. It lets them know we care about them, and we all share a common bond.

Truly, this must be the year when we involve the uninvolved and enchant the disenchanted, allow women in small communities to do more than cut, past, and color.

This is the most important year, and Jew must touch Jew in heart, in feeling, and in caring; and it really doesn't matter if you are from a large city or a rural area. We are Jews, linked together, and we must all be unified, just so that Judaism will survive.

(APPLAUSE.)

THE CHAIRMAN: Thank you very much.

And now, from Jean Bloustein, Vice-Chairman of the New York area.

MRS. JEAN BLOUSTEIN: May I, at the outset, give a plug for Operation Israel. I have just returned, and all I can tell you is that it is not only important as a first trip for many people who will come back committed, but it is just equally as important when you are tired, and your nerves are jaded, and you need a little sense of renewal and reassurance and reaffirmation.

There is nothing like a trip to Israel, and especially Operatinn Israel under UJA auspices.

I must tell you that you have heard today how important pre-kindergartens are, and as a nursery and kindergarten supervisor -- that is what I do in my spare time, -- we sold, and I was instrumental in selling six pre-kindergartens to a gentleman on our Operation Israel trip who came prepared to give. He gave \$20,000 last year. He was almost prepared to double it, and then ended up giving \$250,000.

I visited many pre-kindergartens with him, pointing out the value to the future of Israel. That alone would have made that trip successful, believe me, but there were many women, friends of mine, whom I have known and worked with in New York, and on the Advisory Board and such, who came prepared to give 1,000 or 500, who not only doubled but tripled.

So, all I can say is, if you can go, please do so. There is just no other prescription like it in the whole wide world.

And now, to get back to New York -- I have wandered afield.

I must say, at the outset, that last year, for New York State, we had tried an area cluster meeting, which was, I would say, mildly successful. Invitations had been sent to all the Chairmen of all the communities and cities throughout the state, and actually, it ended up being a Buffalo and Niagara Falls cluster meeting.

I was terribly disappointed; but this year Avis and I started conferring for -- I guess in June, I believe, and we started talking about it, and we met with Bob Herman who is Regional Director of New York State.

Most of my Board Members were out of town. It was during the summer. I was home; so I got together an invitation and sent the letter out to every chairman and Co-Chairman of every community throughout the state asking them to submit to me potential workers, leaders, and those people they would like to reactivate.

I got streams of names, and I personally wrote invitations to every one.

In the meantime, we had explored the names of various people that we thought would be very good material for State Chairman, Co-Chairman, Operation Israel Chairman, and via the phone, ended up talking to each Chairman of practically every city listed under New York.

The date was set for October 19th, but my first letter

went out August 18th. I was bound and determined to have that date saved and to have some kind of attendance.

Fortunately, we had 51 attending, including Eve Weiss, and three of our field directors, and Bob Herman, and 14 cities were represented. That was a good start.

We had our Chairmen and our State setup all taken care of. I presented the current needs and the challenges for the year of '71 and how important it was for us to do a really bang-up job; and I had just finished spending two days at the JDC Conference and had heard Golda Meir and Abba Eban a few days before, so I came up well fortified.

And Bob Herman presented the need for doubling and tripling and raising our goals and our sights, as well as developing new Women's Divisions.

We had a young girl -- and I think you will hear from her on Saturday, Molly Liebman, who chaired Rockland County, in which there was no Women's Division as of last year. I went out and spoke to them, and really, there was great leadership. Somehow or other I was lucky enough to spot the faces that were eager and enthusiastic, and I must tell you, Molly had just returned from an Operation Israel trip, and she was a natural. She did a fantastic job in forming a new Women's Division.

And so, at the State Meeting, I asked her to report on her background, and I believe you will be given this treat on Saturday, I think she is repeating it.

We also had a representative from Poughkeepsie speak on how to upgrade and reevaluate a community that was already established, and she, too, did a fine job.

We broke for lunch, and the afternoon was devoted to buzz sessions with the field representatives hopefully to set up liaison for the new areas that were to be expanded and developed.

I must tell you that I left shortly after this meeting for my trip and have just returned ten days ago. I was in touch with my State Chairman, who will be here on Saturday as well, and she reports to me that there are three new areas, new cities, communities, where Women's Divisions will be organized and that there will be a great deal of expansion in many other areas.

Fortunately, her husband is a Circuit Judge, and she travels with him, and so she is going into all the areas, very easily and very readily and Amy Zeckhauser, who was her Co-Chairman, representing the western part of New

York State, is traveling with her husband, who is likewise doing a similar task for UJA, for the Men's Division.

Molly Liebman is our Operation Israel Chairman, and we will get after her, Bernice, I promise you, and see what we can do about getting upstate representation on the Operation Israel trip.

I must tell you that I think we are on the way in New York State. I am not completely happy, but, then, I think that is good and healthy when you are not happy. It means it presents a greater challenge and that I shall work harder and our State Committee will work harder. Thank you.

(APPLAUSE.)

THE CHAIRMAN: Thank you very much.

I am so excited, and I hope you are just half as excited as I am. I think we are on the right track. We are going to do the greatest job we have ever done because, as I said before, we are all set up to do it, and from the leadership that you have heard here today, I know that we are well on the way.

Now, I see on the program it says "Questions and Answers." Please, now is the time to speak up. I will give you five minutes because I promised several of the ladies here that we were going to try to be as close to the schedule as possible.

Mathilda?

MRS. BRAILOVE: I don't have a question.

Actually, you see, I am in a very fortunate position of arriving in a community after all the things you have been talking about have been done, and I want to thank you publicly for what has been happening in the country.

I mean, to go into the State of Connecticut, Stamford, Westport, and to discover, in a very small meeting, that women, because of what has been happening, have upgraded their own giving, and you raise, at a small parlor meeting, more than the whole community raised last year. A community like Springfield is having a \$1,000 minimum.

I want to reaffirm what Mrs. Fantus said because I think she has the essence of the meaning of the Women's Division. I don't think that most of us understand the kind of service we are rendering to the women of this country who need this very positive identification with Jewish life. They are growing up a little frightened, a little unsure, and then they find this beautiful Women's Division, with the most marvelous leadership in the country, willing to come in and help.

Mrs. Fantus, what you said is what I have been feeling. It is the young women of 22 and 27 and 30, who have come out to hear, to learn; they said, "We've got to be part of something Jewish, very strongly Jewish, in the country."

This is what Women's Division means now, I think, as we go into this campaign, just as the needs and the crises and everything else we feel are different from everything else that went before, we also must go into this campaign as if we are doing the first campaign we have ever done for the United Jewish Appeal.

Thank you very much.

(APPLAUSE.)

THE CHAIRMAN: Thank you, Mathilda.

Before I officially close the meeting, I do want to make a few announcements.

First of all, I think you, as Board Members should know we are not having any Regional Conferences this year. If you recall, last year we had three simultaneous ones, one in Atlanta, one in St. Louis, and one in Los Angeles. The United Jewish Appeal is dispensing with Regional Conferences because we have so much to do with the Missions and getting into communities that we have decided to dispense with it.

This puts a bigger onus on you. You've got to take the place of the Regional Conferences in educating and enthusing and keeping people enthused and aware, and all those things that you already know about, but you are the ones to do it; don't wait for anyone else.

Now it is my great pleasure, as it always is, to call on a woman who is the inspiration of the Women's Division. She has inspired each one of us. She truly connotes the dedicated woman, the woman who cares, and I tell you that every time I go

to Israel everyone asks -- "How is that wonderful Sarah Goodman?"

Everywhere I go, no one forgets Sarah.

In Iran, wherever the sub-missions meet, "How is Sarah Goodman?"

And so, what shall I tell you, you are going to have the privilege now of hearing our lovely, devoted, beautiful Sarah Goodman, the grand dame of the Woman's Division, give us our benediction, and God Bless all of you.

(APPLAUSE.)

MRS. SARAH GOODMAN: As they say, it is enough already.

It has been suggested to me by Fannie that I ask you to rise in a moment of silence for precious memories of the many who have fallen in this year.

I think of those men and women and children who died for the privilege of being a Jew. I think of our immediate families who have had losses, and I also think of Jacob Blaustein, whose wife, Hilda, has been a devoted member of this organization since its very inception.

(Moment of silence.)

Heavenly Father, we are grateful to you that you have brought us to this day, a day of self-searching, of self-examination, and of resolve, a resolve to keep on working at the task that you have set before us, until its fruition.

I ask You that You give to the leaders of this organization length of years, strength, courage, and patience, and that You bring in our lifetime the dawning of a true peace that will cover all the earth, and then every man shall sit beneath his fig tree and his vine and will not be afraid any more.

I close with a passage from the 126th Psalm:

"When the Lord returned our people to Zion, we were like dreamers.

"Then our mouth filled with laughter, and our tongue with singing."

Amen.

THE CHAIRMAN: The meeting is adjourned.



*National
Women's
Division*

January 25, 1971

TO: National Women's Division Board

FROM: Eve Weiss, Director

I know that you will receive this note while I am in Israel with the Women's Mission -- aren't you jealous? -- Well, next time come with us!

It was good meeting with you at the Conference, even though time did not permit us to really visit.

The task of recording the minutes at the Board Meeting was monumental but the editing was even more difficult because practically all of the reports and comments were not only exciting but important informationally. However, I have enclosed the finished product. I hope you will find the time to read it and offer us a critical analysis. There are many things we can do together to improve our next National Board Meeting and I welcome an exchange of ideas. It's only in this manner that we can make responsible and meaningful progress.

Thought you might enjoy the picture of the Board which was taken at the meeting.

I have also enclosed a few informational pieces which are of interest.

Shalom!

EW:mlg

Enclosures: Board Meeting Minutes
Board Picture
Amer. Jewish JDC Year-End Report to the National Council
Reprint from NY Times Mag. "Anti-Zionism"