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Speakers Division. Staff seminar. 1957-1958.

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UNITED JEWISH APPEAL, INC.

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

MEMORANDUM

Date December 2, 1957

To Mr. Melvin S. Goldstein

From Stanley Gottheimer *JB*

Subject Arden House Arrangements.

The "contact" for Arden House is Walter Smith of Columbia University. His telephone number is UNIVERSITY 5-4000 Extension 2532.

It was recommended, and the heavy advance bookings seemed to confirm this, that reservations for weekends be made a year to a year-and-a-half in advance-- particularly for the very popular months of May and September. In fact a year-and-a-half would seem to be best for these two months. Mr. Smith told me that Arden House already was completely booked up for the months of May and September in 1958. The only time open at all for these periods would be for two days beginning with dinner on Sunday night, September 28 and ending on the afternoon of Tuesday, September 30.

Arden House operates on the American plan. The rates, where there is a group of 40 or more, are \$14.50 per person in double rooms, and \$16.50 for the few (five) single rooms they have. The least number of people it would accommodate is 25, and where there are less than 40 people, the rates are \$17.- a day per person in double rooms and \$19.50 for single rooms. In lieu of tipping, there is a 10% service charge in all cases.

The only week^d they still have open for 1958 is that of Saturday and Sunday, December 13 and 14.

SG:SS

MEMORANDUM

MSG

Date

December 3, 1957

To Mr. Herbert A. Friedman

From Melvin S. Goldstein

Subject ARDEN HOUSE

Reservations for weekends have to be made a year to a year and a half in advance. The only weekend still open for 1958 is Saturday and Sunday, December 13 and 14 (1) undoubtedly the weekend of our conference. The only time open at all between the end of May and the end of September in 1958 is the two days beginning with dinner on Sunday night, September 28th and ending on the afternoon of Tuesday, September 30th.

Arden House operates on the American plan. Where there is a group of 40 or more the rates are \$14.50 per person in a double room and \$16.50 for the few (5) single rooms. Arden House will not take fewer than 25 in a group and when there are less than 40 the rates are \$17.00 double room and \$19.50 single room.

15-18

MSG

1258

Rosh Hashanah	15 Sept
Y.K.	24 Sept.
Sukkot	29 Sept

MSG:js

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

MEMORANDUM

Date

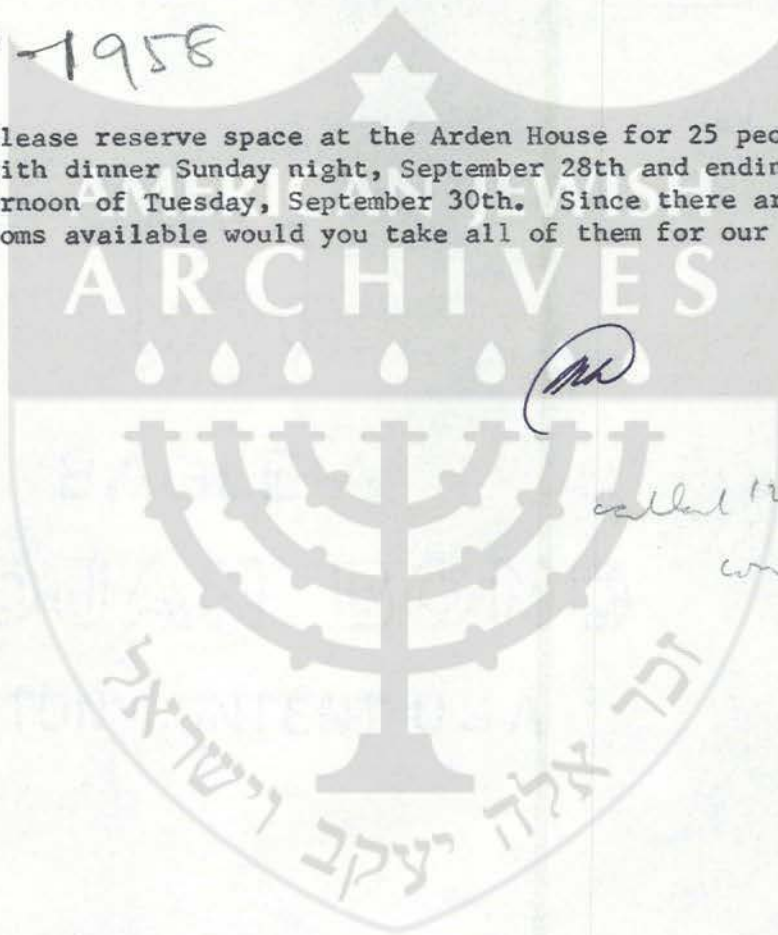
December 5, 1957

To Mr. Stanley Gottheimer

From Melvin S. Goldstein

Subject ARDEN HOUSE *1958*

Would you please reserve space at the Arden House for 25 people beginning with dinner Sunday night, September 28th and ending on the afternoon of Tuesday, September 30th. Since there are 5 single rooms available would you take all of them for our use.



called 12/1
confirming letter

MSG:js

cc: I. Jacobs

Miss S/
to for Dec 20

MEMORANDUM

Date December 6, 1957

To Mr. Melvin S. Goldstein

From Stanley Gottheimer JB

Subject Arden House

I made the initial reservation over the telephone today with Walter Smith, and he asked to have the arrangements confirmed as in the attached letter. Following up the letter, we will be hearing from the manager of Arden House in Harriman, N.Y. who will seek additional details about the meeting. I was told that since there will only be 25 people in our group, they will also have to accept a reservation from any other small group that may want it for this period. I was also told though that the place is so big and there are so many meetings rooms, they they can guarantee the groups will not get in each other's way.

There are certain financial penalties for cancelling reservations at Arden House. They are described in the attached brochure and you may want to note them.

enc.

SG:SS

December 6, 1957

Mr. Walter D. Smith
Graduate School of Business
Columbia University
New York 27, N.Y.

Dear Mr. Smith:

This is to confirm the arrangement made with you by Mr. Gottheimer of our staff to have space reserved at Arden House for 25 people who will participate in the seminar sponsored by the United Jewish Appeal. The reservation is to begin with dinner on Sunday night, September 28th, 1958 and conclude on the afternoon of Tuesday, September 30th. I understand that the five single rooms which you have will all be available for our use.

Sincerely,

Melvin S. Goldstein.

MSG:GSS

Rev. #22
1/30

January 19, 1958

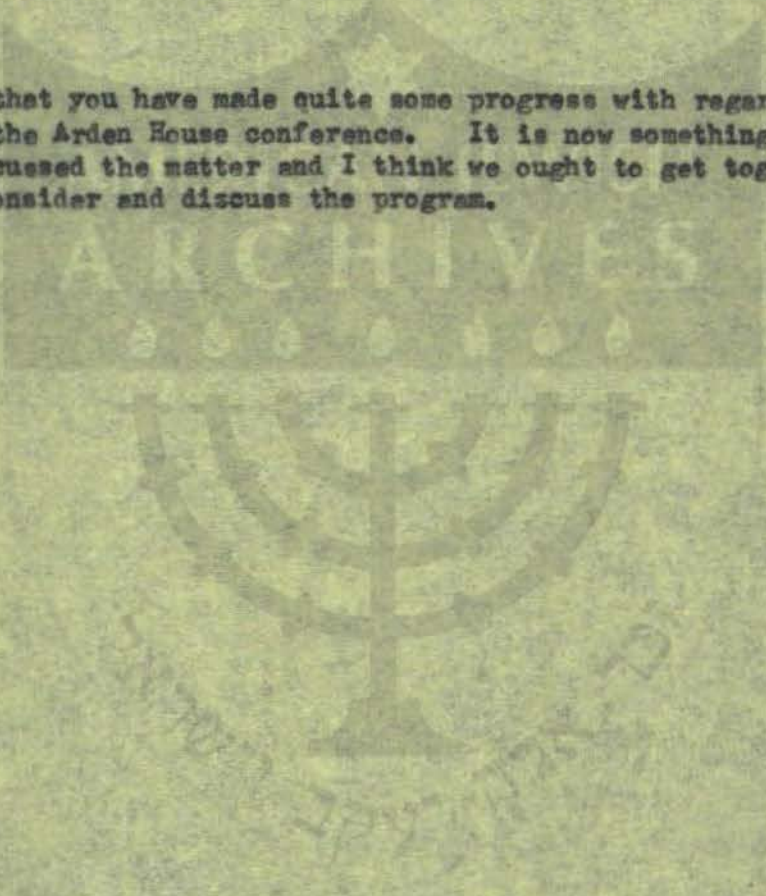
Abraham S. Hyman

Melvin S. Goldstein

Arden House

You told me that you have made quite some progress with regard to a possible program for the Arden House conference. It is now something over a month since we discussed the matter and I think we ought to get together this week to review, consider and discuss the program.

MSG/fe
cc: HAF



MIS S.S. 2/10

January 29, 1958

Mr. Abraham S. Hyman

Melvin S. Goldstein

ARDEN HOUSE

If we don't set up a meeting soon with Mr. Friedman regarding the program for Arden House it will have to be put over to March. This is a reminder about the program.

MSG:js

Program received.

P
2/10

FC/fo
↑

February 7, 1958

Mr. Herbert A. Friedman

Abraham S. Hyman

Suggested Program for Arden House Conference

The purpose of the conference is to project into the forthcoming decade and to see what is likely to happen during that period which will have a bearing on the UJA program. In essence, what we will try to do is to determine the role of the UJA in 1970. The conference in question starts with dinner, Sunday evening, September 28th and concludes with lunch, Tuesday, September 30th.

We should make an attempt to secure the best men available to discuss the various problems. An opportunity should be extended to the persons attending the conference (the heads of the several departments and assistants) to ask questions of the discussants and, at the conclusion of the conference, to engage in a full-dress discussion on what has been formally presented by the discussants. To bring the discussion into focus, a summation should be presented at the conclusion of formal presentations and discussions.

In my judgment, while the conference should be meaty, it should not be devoid of inspirational content. Moreover, there should be an opportunity to relax a bit and to enjoy the Arden House surroundings during the course of the conference.

With the foregoing in view, I recommend the following program:

I. Sunday Dinner, September 28th: An inspirational talk by Warburg or Dr. Joseph Schwartz outlining what the policy and aims were of the UJA, the extent to which it has achieved its objectives, on what the UJA should train its sights, and the role of the UJA when emergencies no longer exist.

II. Monday morning, September 29th: Symposium: "Lessons to be learned from first 19 years of UJA history." To handle this, I would recommend that we invite two Welfare Fund Executive Directors (perhaps Sobeloff and Goldsmith) and Philip Bernstein, Executive Director of the CJFF. Inter alia these people would discuss the basic factors which affect campaigns, including:

- a. Type of world events which influence giving;
- b. To what extent has the desire to help build Israel, independent of any emergency (military, migration) been a factor in the campaigns;
- c. Business conditions as a factor;

- d. To what extent do contributions represent sacrifice giving;
- e. Tax deduction advantages as a factor;
- f. Correlation between size of gifts and background of giver, other than financial capacity (country of origin, distance removed from European tradition, family tradition, religious affiliation, etc.);
- g. Other factors which influence giving (prestige, competition, pressure, etc.);
- h. Size of community as a factor;
- i. Analysis of cities where campaigns were successful and conclusions to be drawn from this analysis.

III. Monday afternoon: Factors in the United States that will influence the UJA campaign. (Speakers?)

a. Shift of wealth and its effect on UJA campaign

1. to people who are further removed from their European origin,
2. to women,
3. to more than one member of the family of founder of estate.

b. Shift of population (1957-1970) and its effect on UJA campaign

1. to what extent will the Jews be concentrated in urban areas,
2. to what extent will they be concentrated in suburban areas,
3. to what extent will there be a shift from the small communities to the large centers and the reverse.

c. Local needs The institutional facilities of the American Jewish communities are rapidly expanding, for which capital expenditures are essential. These expenditures inevitably cut into the share allocated to the UJA. How will this picture look in 1970? Will the saturation point have been reached at that stage or will the American Jewish community still be in the midst of an expanding building program for local institutions (synagogues, centers, hospitals, schools, old age homes, etc.)? Also, with the growth of communities normal social services expand as well. What will the local needs picture look like in 1970?

IV. Monday evening: Factors involving Israel and their effect on the UJA campaign.

a. Immigration to Israel -- Analysis of emigration opportunities of Jews living in countries which are likely reservoirs for further migration to Israel and the extent to which advantage will be taken of these opportunities.

Discussant: Dr. Maurice Perlzweig, Political Director, World Jewish Congress

b. Israel's economic outlook by 1970 -

Assuming:

1. Peace is achieved by a given date before 1970,
2. Peace is not achieved by a given date before 1970,
3. Immigration to Israel continues at a given pace,
4. Immigration to Israel does not continue at a given pace,

Discussant: Meir Sherman

c. Assuming that emergencies of all kinds involving Israel related to immigration and/or defense are ended by 1970, will the American Jewish community continue to give massively to the UJA to help in the further development of Israel as a focal center of Jewish life. In this connection, a discussion of the measure of identification of the American Jewish community with Israel is indicated.

Discussant: Dr. Salo Baron

V. Tuesday morning, September 30th: Discussion

VI. Tuesday noon: Lunch, at which Mr. Friedman would summarize basic conclusions that had emerged from the conference.



March 20, 1958

Mr. Abraham S. Hyman

cc: Rabbi Herbert A. Friedman
Mr. Melvin S. Goldstein

Raphael Levy

Arden House Conference

I have gone over your memo of February 24 on the Arden House conference. It seems to me that one topic missing from the discussions to be held there is the following:

"Presenting the Israel Story in the Years Ahead."

By this I mean that I think we should examine -- or reexamine -- what it is we are saying about Israel, plus what we are not saying about Israel. And from this examination we should seek to draw a program for "What we ought to be saying about Israel."

I think we have come pretty much to the end of the era of "emergency" presentations. We always have talked about making our appeal along the more solid lines of "the long-term haul." Yet, in each campaign we tend to drop this for an emergency approach.

I feel, too, that in some respects we are way behind what is actually going on in Israel, and that there are many fresh points that we can bring to our story.

Tied up with what we should say is the question of "How should we say it?" What should we do in our speakers' program? How are we going to educate leadership? What can we do out of campaign? What should be the role of our various missions? What new publicity devices should we adopt? How do we use our field staff to tell the new story? How do we get Israel to help us by coordinating what it wants to say with what we want to say? What is it that Israel does want to say?

In this session we could use such men as Arish Nesher (who is very much concerned with these problems of interpreting Israel), Yaacov Herzog, Abe Harman, etc.

As I see it this program should be the final session of the conference -- the interpretation and summation of all we have had up to this session. We could have the participation of intelligent lay leadership to comment, and pass on their observations. Remember, I am not talking about a publicity program in the narrowest sense. As I look at the UJA, it is -- in its entirety -- a propaganda body, spreading a message on many levels and through many media: Field, Speakers, Women's Division, the Front Office, Trade and Industry. What I propose is a session which reexamines what we should be bringing to the American Jewish Community over the next few years and how can all of us improve our ability to bring this point of view to bear.

RL/mdo

5715

NOTE FOR ARDEN HOUSE FILE

Dictated by M. S. Goldstein

MAY 5, 1958

I spoke with Walter D. Smith at Columbia University on May 1st regarding our reservations for September 28th. I asked Mr. Smith whether we couldn't have another date in September or in October and Mr. Smith said that there was nothing available whatsoever.

The reason I called Mr. Smith was that Phil Bernstein who was invited to address the conference wasn't at all certain that he could do so in view of the fact that it was Succoth.

In accordance with instructions of Mr. Friedman, Mr. Hyman will try to find some other place for a meeting for the night of September 20th and September 21st, ending after lunch on September 22nd.

MSG:js

HAF file -
Conferences - Felfel
Arden House

MEMORANDUM

Date May 14, 1958

To Mr. Herbert A. Friedman
From Abraham S. Hyman
Subject Selection of place for Seminar

There are three possible places to hold the Seminar: Rutgers, West Point and Vassar.

Rutgers had to be eliminated because in order to qualify, the institution holding the Seminar has to be either sponsored by an organization on the campus or be in some way connected with the educational activities at the University.

The place at West Point where our Seminar might be held is the Thayer Hotel. I visited the place and was shown all the accommodations by Joseph E. Kosakowski, manager (telephone: Highland Falls 6-4731). Thayer Hotel is a government owned hotel operated for the benefit of guests visiting West Point. Basically, except for the beautiful surroundings at West Point, there is no difference between holding the conference in this hotel and holding one at the Waldorf Astoria or any other hotel in New York City. While we are meeting and perhaps while we are eating, we will enjoy privacy, but it does not have the atmosphere of being off by yourself. The rates are about \$12 per person per day. The sleeping accommodations are good. Most of us will have to be in twin-bed rooms. If we made the reservations now, we can get ample accommodations for our group for September 8, 9 and 10. It takes from 1½ to 1½ hours to drive up to West Point. There are no direct trains to West Point. The only way to get to West Point by train is to go to Beacon and from there ferry across to a point 9 miles from West Point. From there, I imagine there must be cab or bus service to Hotel Thayer.

From West Point, I went to Vassar where I talked to Mrs. Astor Linberg, manager of the Alumnae House. She showed me around the place and confirmed that the place was available for September 8, 9 and 10. This place can accommodate about 43 people. This would include 12 people who will have to be put up on the 3rd floor in what is called single cubicles. They will have to share a central bath and toilet facilities. Price of the rooms range from \$3.50 for single cubicles, \$4.50 for single rooms with connecting bath, \$6.60 for singles with shared baths, \$8.80 for single with private bath, \$9.90 for doubles with shared bath and \$11.00 for doubles with private bath. This is for room alone. Meals, which would run about \$5.50 per day, are extra. All in all, the cost of holding the conference at the Alumnae House is certainly as cheap as any of the two places (Thayer Hotel or Arden House). The obvious advantage of Alumnae House is that we have vitrually the entire place to ourselves. There is a fine academic atmosphere about Alumnae House, which has an excellent meeting room with ample lounging facilities and a small but beautiful dining room. There is no bar in the Alumnae House, but they

May 14, 1958

have a liquor license and we could have drinks which would, of course, be extra. It takes about two hours to drive up to Vassar, and in addition, we can get there by New York Central. We could leave New York at 4:40 p.m., get there by 6:25 p.m. and be ready to have dinner about 7:30 p.m.

All in all, considering the nature of our Seminar, I think there is practically no choice between the Thayer Hotel and the Alumnae House. From the standpoint of surroundings, privacy, etc., the latter is by far preferable.

I have to call Mrs. Linberg today to make a final reservation.

Attached are photos of the Thayer Hotel and the Alumnae House.



ASH:gb

cc: MSG, SS, IJ

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

MEMORANDUM

Date May 20, 1958

To Mr. Melvin S. Goldstein

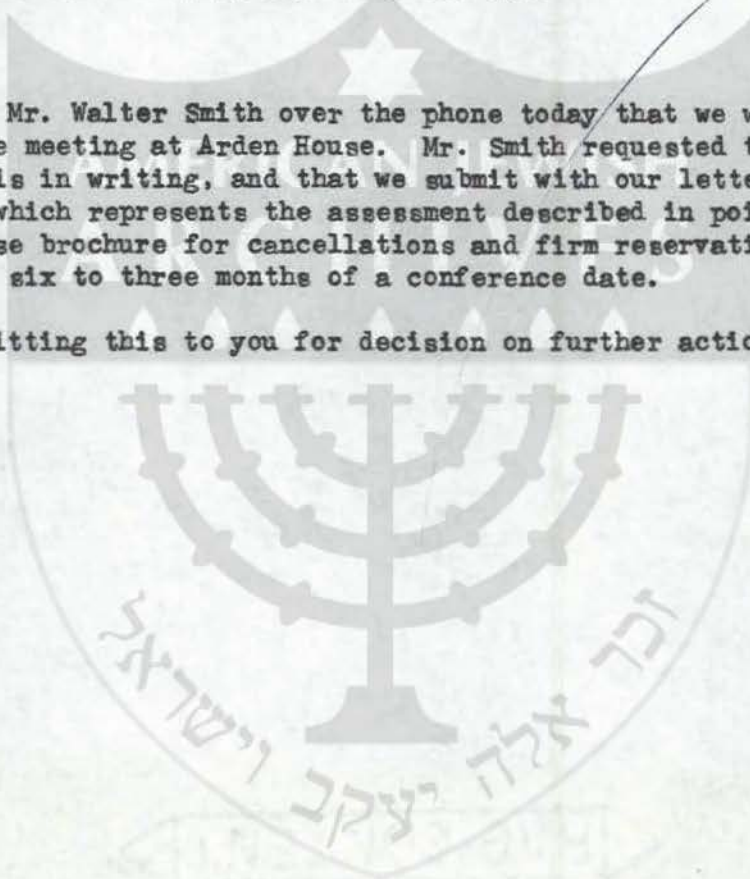
From Stanley Gottheimer JP

Subject Conferences--Arden House, September 28, 1958

I advised Mr. Walter Smith over the phone today that we would have to cancel the meeting at Arden House. Mr. Smith requested that we advise him of this in writing, and that we submit with our letter the sum of \$150.00, which represents the assessment described in point 2 of the Arden House brochure for cancellations and firm reservations during a period of six to three months of a conference date.

I am submitting this to you for decision on further action.

SG:RS



May 21, 1958

Mr. Irving Jacobs

Melvin S. Goldstein

Cancellation of Conference at Arden House

Please note the attached copy of a letter I have written to Walter Smith in connection with the cancellation of the UJA meeting at Arden House. You will note in it that we will be receiving a bill from the Manager of Arden House for \$150.- representing the assessment for a cancellation of this sort during a period of six to three months of a conference date. I understand our check, when it is called for, should be made out to "Arden House."

MSG:GSS
Enc.

cc: FC SG LJ Ref

May 21, 1958

Mr. Walter D. Smith
Graduate School of Business
Columbia University
New York 27, N.Y.

Dear Mr. Smith:

This is to confirm the notification Mr. Gottheimer gave you over the telephone yesterday that the United Jewish Appeal will have to cancel the meeting it had arranged at Arden House beginning with dinner on Sunday night, September 28th, and ending on the afternoon of Tuesday, September 30th. I note that, as described in your brochure, there is an assessment due Arden House of \$150.- for a cancellation such as this for a period of six to three months for a conference date.

It is my understanding you will convey the information about this cancellation to Mr. John A. Plotczyk, Manager of Arden House in Harriman, N.Y., and that subsequently Mr. Plotczyk will bill us for the assessment.

Sincerely,

Melvin S. Goldstein.

MDG:GSS

Columbia University
in the City of New York
NEW YORK 27, N. Y.
GRADUATE SCHOOL OF BUSINESS

SG
↑

Ende
Arden
House
file

May 23, 1958

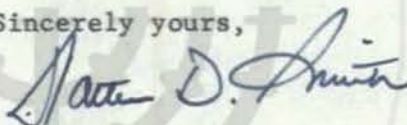
Dear Mr. Goldstein:

We are very sorry to learn that you have found it necessary to cancel your Arden House conference scheduled for September 28 - 30, 1958.

The cancellation fee as outlined in our brochure is \$150. Mr. John A. Plotczyk, the manager of Arden House will bill you your assessment in due course.

We hope that we may have the pleasure of having you at Arden House at some future date.

Sincerely yours,



Walter D. Smith

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

WDS:sc

cc: Mr. John A. Plotczyk

August 1, 1958

Mr. Ray Levy

Melvin S. Goldstein

UJA Staff Seminar

This is to inform you that there will be no discussion at the UJA Seminar in September of the subject "Can and should the UJA perform the educational task of bringing Israel to American Jewry."

I will be in touch with you during August regarding the possibility of your presenting a paper relating to publicity plans and problems for the 1959 campaign.

ARCHIVES



MSG:gb

M E M O R A N D U M

August 1, 1958

TO:

FROM: Melvin S. Goldstein

RE: UJA Seminar

This is to inform you that it has been decided to cancel the UJA staff seminar that was to have been held at Vassar on September 8-9 and 10, and to replace it with a seminar to be held in New York City on September 9 and 10. You will be informed of the exact time and place in due course.

This is also to inform you that Items 2 and 4, mentioned in Mr. Hyman's memorandum of June 4, will not be discussed at this seminar. They will be replaced by other items and a new program will be distributed to you soon.

M. S. Goldstein

MSG:gb

MEMORANDUM

File Staff Seminar

August 11, 1958

TO:
FROM: Melvin S. Goldstein
RE: UJA STAFF SEMINAR

This is to inform you that it has become necessary to cancel the UJA Staff Seminar that was to be held in New York City on September 9th and 10th.

When a new date is decided upon, you will be informed of the time and place.



MSG:jgb