



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

Box
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Folder
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Speaking engagements. 1981.

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

Jan 25-26	TUCSON	SEPT 24	BUFFALO
Feb 1	GREENSBORO	Oct 1-3	West Palm Beach
4	FT. WORTH	Oct 6	Denver
		Oct 15	Baltimore
21	SAN ANTONIO	Oct 22	Houston
Mar 3	ALEXANDRIA	Oct 23-25	Lake Tahoe
4	SHREVEPORT	Oct 26	San Francisco
5	ENGLEWOOD	Oct 28	Worcester
18	KANSAS CITY	Nov 3	Cleveland
19	CINCINNATI	Nov 8	Toledo
22	BOSTON	Nov 10	Newport news
22	JACKSONVILLE	Nov 12	Stamford
30	CITRITANOGA	Nov 15	Monis-Susser, N.I.
April 13	LOS ANGELES	Nov 19-20	Boston
14	LAS VEGAS	Nov 23	Charleston, S.C.
15	SAN DIEGO	Nov 24	Columbus
16	LOS ANGELES	Dec 1	South Bend
22	MIAMI	Dec 6	Sarasota
May 6	JOHNSTOWN, PA.	Dec 7	Miami
11	KNOXVILLE	Dec 8	Hollywood, Boca, w. Palm Beach
19	WASHINGTON	Dec 9	Tampa
JUNE 13	CHARLESTON, S.C.	Dec 10	Hollywood, Boca
17	CHICAGO	Dec 19	Hollywood
18	DENVER		
JULY 16	HOLLYWOOD, FLA		
AUG 19	ROCHESTER		

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Boston - consultations, planning, soliciting

March 21

April 28

May 20

July 7

Sept. 9

17

Nov 19-20

~~Dec 11-18~~

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

January 16, 1981

Date.....

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert Friedman
 COMMUNITY..... Tucson, Arizona
 DATE..... January 25, 1981 TIME..... Brunch
 TYPE OF MEETING..... \$ 10,000 & over
 ADDRESS OF MEETING.....
 PERSON IN CHARGE..... Mr. Charles Plotkin, Executive Director
 ADDRESS..... Jewish Federation-102 North Plumer Avenue-Tucson, Arizona 85719
 PHONE..... Office: (602) 884 - 8921 Res: (602) 885 - 3249
 FIELD REPRESENTATIVE..... Mark Groner David Paikin

TRAVEL SCHEDULE

TO

FROM

REVISED

Leave: N.Y.LaGuardia 9:45 A.M.	1/24	Leave: Tucson 3:00 P.M.	1/25
via: Trans World Airlines # 155		via: United Airlines # 562	
Arrive: Tucson 2:30 P.M.	1/24	Arrive: Chic(O'Hare) 7:00 P.M.	1/25
		Leave: Chic(O'Hare) 8:05 P.M.	1/25
		via: United Airlines # 928	
		Arrive: N.Y.LaGuardia 10:53 P.M.	1/25

Please revalidate your tickets!!

REMARKS:

The community has secured a reservation for you at the Plaza International Hotel in Tucson, Arizona.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

January 22, 1981

Date.....

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Greensboro, North Carolina
DATE..... February 1, 1981 TIME..... 6:00 P.M.
TYPE OF MEETING..... Campaign Opening
ADDRESS OF MEETING..... Bryan Park Enrichment Center- Greensboro, North Carolina
PERSON IN CHARGE..... Mr. Sherman Harris, Executive Director
ADDRESS..... Jewish Federation- 713-A North Greene Street, Greensboro, North Carolina
PHONE..... Off: (919) 272 - 3189 Res: (919) 282 - 1976
FIELD REPRESENTATIVE..... Edith Steindler Morton Schlossman

TRAVEL SCHEDULE

TO

FROM

Leave: N.Y. LaGuardia 1:50 P.M. 2/1	Leave: Greensboro 9:55 P.M. 2/1
via: Eastern Airlines # 587	via: Eastern Airlines # 564
Arrive: Greensboro 3:17 P.M. 2/1	Arrive: N.Y. LaGuardia 11:09 P.M. 2/1

Upon your arrival you will be met.

REMARKS:

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... February 3, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Rabbi Herbert A. Friedman

COMMUNITY..... Ft. Worth, Texas

DATE..... February 5, 1981..... TIME..... 7:30 P.M.

TYPE OF MEETING..... \$ 10,000 & Over

ADDRESS OF MEETING.....

PERSON IN CHARGE..... Mr. Norman Mogul, Executive Director

ADDRESS..... Jewish Federation- 6801 Granbury Rd., Ft. Worth, Texas

PHONE..... Off: (817) 292 - 3081..... Res: (817) 294 - 0457

FIELD REPRESENTATIVE..... Sandy Sherman..... Joel Friedman

TRAVEL SCHEDULE

TO

FROM

Leave:	N.Y. LaGuardia 10:00 A.M.	2/5	Leave:	Dallas 8:15 A.M.	2/6
via:	Braniff Airlines # 17		via:	Braniff Airlines # 2	
Arrive:	Dallas 12:40 P.M.	2/5	Arrive:	N.Y. LaGuardia 12:00 NOON	2/6

REMARKS: Sandy Sherman has secured a reservation at the Amfac Hotel- at the airport in Dallas/Ft. Worth, Texas.

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 PLaza 7-1500

Date..... February 3, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert Friedman

COMMUNITY..... San Antonio, Texas

DATE..... February 21, 1981 **TIME**..... 6:00 P.M.

TYPE OF MEETING..... Campaign Opening

ADDRESS OF MEETING.....

PERSON IN CHARGE..... Mr. Saul Silverman, Executive Director

ADDRESS..... Jewish Federation- 8434 Ahern Drive, San Antonio, Texas

PHONE..... Off: (512) 341 - 8234 Res: (512) 690 - 1791

FIELD REPRESENTATIVE..... Sandy Sherman Joel Freidman

TRAVEL SCHEDULE

TO			FROM	
Leave:	N.Y. LaGuardia 10:00 A.M.	2/21	Leave:	San Antonio 10:00 A.M.
via:	Braniff Airlines # 17		via:	American Airlines # 148
Arrive:	Dallas 12:40 P.M.	2/21	Arrive:	N.Y. LaGuardia 3:47 P.M.
				2/22
Leave:	Dallas 1:20 P.M.	2/21		
via:	Braniff Airlines # 123			
Arrive:	San Antonio 2:10 P.M.	2/21		

REMARKS: Reservations have been secured at the St. Anthony Hotel, in San Antonio, Texas.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
PLaza 7-1500

Date..... February 18, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A Friedman
COMMUNITY..... Alexandria, Louisiana
DATE..... March 3, 1981 TIME.....
TYPE OF MEETING..... Solicitations & Big Gifts
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. Harold Katz
ADDRESS..... 1114 Main Street, Alexandria, Louisiana
PHONE..... Off: (318) 445 - 6246 Res: (318) 442 - 4705
FIELD REPRESENTATIVE..... David Abrams Sandy Sherman

TRAVEL SCHEDULE

TO

FROM

Leave: N.Y. LaGuardia 1:35 P.M. 3/2
via: Eastern Airlines # 107
Arrive: Atlanta 3:52 P.M. 3/2
Leave: Atlanta 5:36 P.M. 3/2
via: Delta Airlines # 401
Arrive: Alexandria 6:56 P.M. 3/2

Leave: David Abrams will drive you
from Alexandria to Shreveport.

Harold Katz will arrange to have you met.

REMARKS: Reservations have been secured at the Sheraton Hotel, in Alexandria, Louisiana.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... February 18, 1981

Following are details regarding the function to be addressed by:
Herbert A. Friedman

SPEAKER.....
COMMUNITY..... Shreveport, Louisiana
DATE..... March 4, 1981 TIME..... 6:00 P.M.
TYPE OF MEETING..... Major Gifts
ADDRESS OF MEETING..... Home of Mr. Lionel Eltis- 8609 E. Wilderness Way, Shreveport, La.
PERSON IN CHARGE..... Rabbi Emanuel Kumin, Executive Director
ADDRESS..... Jewish Federation- 2030 Line Ave., Shreveport, La.
PHONE..... Off: (318) 221 - 4129
FIELD REPRESENTATIVE..... David Abrams Sandy Sherman

TRAVEL SCHEDULE

TO

FROM

David Abrams will drive you from
Alexandria to Shreveport. on March 4th.

Leave: Shreveport 8:30 .A.M. 3/5
via: Delta Airlines # 120

Arrive: N.Y. LaGuardia 1:35 P.M. 3/5

REMARKS: Reservations have been secured at the Regency Hotel, in Shreveport, Louisiana.

big gifts have not committed to this concept and the general community has not been approached comprehensively. Thus, in any solicitations or speaking, Project Renewal should be stressed along with the Regular Campaign.

Itinerary

March 2, 1981:

Arrive in Alexandria at 6:57 p.m. You will be met by Campaign Co-Chairmen and taken to the Sheraton Motor Hotel.

8PM - DINNER WITH MYRON + MARILYN WELLMAN

March 3, 1981:

8:00-9:30 a.m.	Solicitation at Sheraton over breakfast
9:45-11:00 a.m.	Solicitation
11:00-12:30 p.m.	Solicitation over lunch
1:15-2:00 p.m.	Interview at television station KALB
2:15-3:45 p.m.	Solicitation
3:45-5:00 p.m.	Solicitation
5:00 p.m.	Return to Sheraton to prepare for the evening
6:00-7:45 p.m.	Big Gifts Cocktail Party at the home of Harold Katz. Fundraising speech and encouragement of voluntary announcements.
8:00 p.m.	Community Fundraising Dinner at the Temple. Announcements of results of Big Gift Party and encouragement of voluntary announcements.

March 4, 1981:

8:30 a.m.	Check out of Sheraton and drive to Shreveport (a two hour drive)
12:00 noon	Lunch with four or five of Shreveport's largest givers for pre-solicitation. (Please see separate memo about Shreveport.)

Enclosed are profiles of people who have been identified by the community as good prospects for solicitation. Scheduling has not been worked out as of this date, but all the times will be filled.

Thank you for agreeing to go to Alexandria. Your presence will enable the 1981 campaign to be an historical turning point in the community's fundraising history.

David Abrams

DSA:vb
encl.

cc. IB, MHB, RAP, JSF, SS

United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman
From: David Abrams
Subject: Joseph Lipsey, Jr. (Buddy); Alexandria, LA

Giving History: 1980 \$22,000
1979 \$25,000 (store/family)
1978 \$25,000 (store/family)
Rating: \$25,000 Regular; \$25,000 Renewal

Business: Wellan's Department Store
Age: mid-40's
Family: Wife, Betty Fay; son, Joe the 3rd
Activities in the Jewish community: past Chairman of UJA campaign, active in Reform congregation

Buddy is an alumnus of the Young Leadership Cabinet. He became enthused about UJA and Israel while participating in a mission in 1972. His family in Baton Rouge staunchly supported the American Council for Judaism at one time. Only after moving to Alexandria did he begin to show any positive feelings towards the UJA.

His business was started by Louis Wellan, his wife's father who died in 1957. Mr. Wellan was one of the patriarchs of the Jewish community and for many years made the largest gift in town. Until 1980, the gift was a joint gift split up as follows: \$10,000 from the Louis Wellan Foundation, \$5,000 from the store, and varying amounts from Buddy and his brother-in-law, Myron Wellan. (Both gave \$5,000 in 1979) Thus, the 1979 and 1978 totals.

Over the years, Buddy and Myron have had personality conflicts. In 1980 Myron sold his 50% share of the corporation to Buddy and Betty Fay for \$1 million. I do not know how that is being paid off. Myron then retired to let Buddy run the store. (please see attached) Buddy made a \$22,000 gift in 1980, \$10,000 of which came from the Louis Wellan Foundation. Community leadership fears he is so much in debt that any increase in his gift is impossible for Buddy to bear. However, his business in 1980 was good enough to make the ratings above realistic.

Buddy's activities for UJA came to an abrupt halt in 1979 when he reneged on taking the chairmanship during a dispute over a pay raise for the Reform Rabbi. This was one of several erratic occurrences following the death of his teenaged daughter when she was struck by an automobile while changing an automobile tire along a country road. He has agreed to work on the 1981 Campaign and will serve as Master of Ceremonies at the community dinner at which you will be speaking.

He is an articulate and dramatic man whose experiences as a solicitor give him the ability to pose putoffs just to see if they can be turned around. He will ask tough questions and is particularly opposed to Project Renewal. His lack of a Renewal commitment is one of two that are holding up a successful campaign in Alexandria.

cc: IB, MHB, RAP, JSF, SS

December 18, 1980

To: David Abrams ✓
From: Thomas T. Sarkany
Subject: MYRON WELLAN
WELLAN'S INC.
1200 Third Street
Alexandria, LA 71301

Docket #2705

Family Giving History

1977 - \$25,000
1978 - \$25,000
1979 - \$25,000
1980 - \$27,000
P.R. - \$20,000

Myron Wellan Giving History

1979 - \$ 5,000
1980 - \$ 5,000
P.R. - \$ 1,000

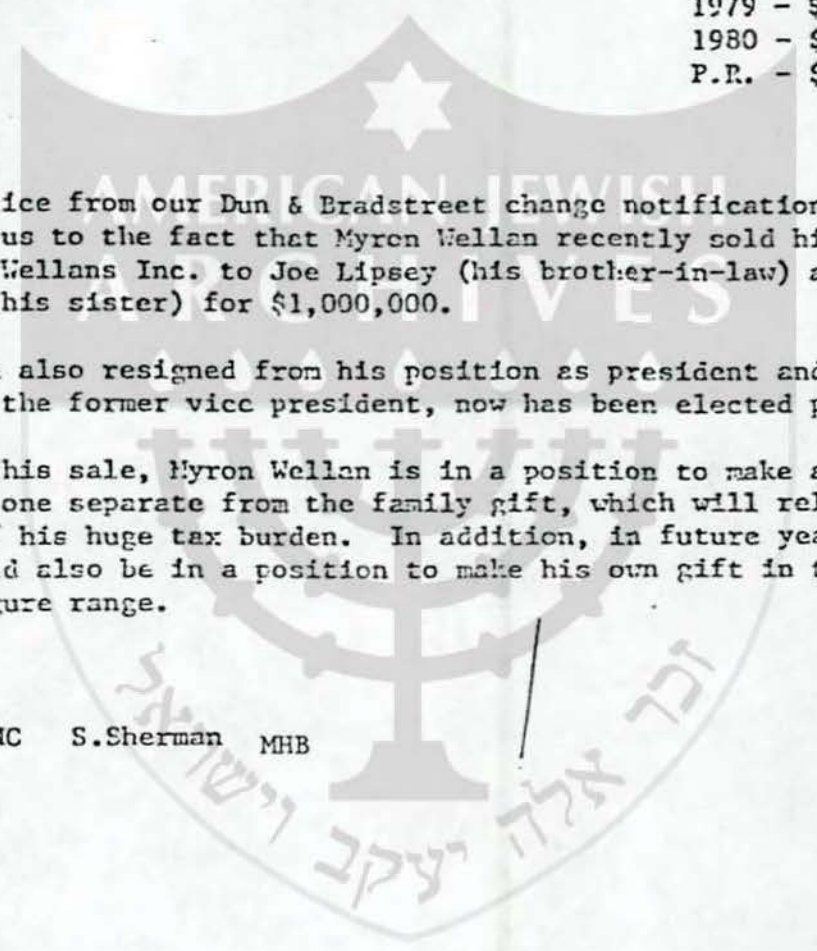
A recent notice from our Dun & Bradstreet change notification service has alerted us to the fact that Myron Wellan recently sold his 50% interest in Wellan's Inc. to Joe Lipsey (his brother-in-law) and Betty Fay Lipsey (his sister) for \$1,000,000.

Myron Wellan also resigned from his position as president and secretary. Joe Lipsey, the former vice president, now has been elected president.

In view of this sale, Myron Wellan is in a position to make a one-time major gift, one separate from the family gift, which will relieve him from some of his huge tax burden. In addition, in future years Myron Wellan should also be in a position to make his own gift in the low to mid five figure range.

TTS/emd

cc: MP MMC S.Sherman MHB



United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman

Giving History: see attached

From: David Abrams

Subject: Myron Wellan; Alexandria, LA

Rating: \$25,000 Regular; \$25,000 Renewal

Business: Retired (please see attached)

Age: late-40's

Family: Wife, Marilyn (not yet converted); 2 ex-wives did convert; several children from his previous marriages and Marilyn's previous marriage, all under the age of 25

Myron is a bit reserved and something of a country boy. He has retired to a house in the country near Alexandria which he built himself and is working the land on his property. Despite the external shell, he has the intelligence and poise to be a tough businessman. He refused to see an outside solicitor last year and is resitant this year. He was, however, the spokesman for the Wellan Store gift for several years.

His father, Louis Wellan, died in 1957. He had given the largest gift in town for several years and was generous to all other Jewish and non-Jewish causes. Myron continued this tradition, but community leaders question his sincerity. In a conversation I had with him and Marilyn he opened up a great deal about his family's history, his Jewish identity and his very positive feelings from having participated in the first UJA Mission following the Six Day War.

Marilyn has voluntarily taken a leadership role in the 1981 Campaign, serving as Publiciity Chairman. She is a beautiful, intelligent and articulate woman who is president of a local Savings and Loan Association. Her activities may be what keep Myron involved with the Jewish community.

Please note on the attached sheet that the \$27,000 gift in 1980 was a combination of the \$5,000 gift made by Myron and the \$22,000 gift made by Buddy Lipsey. Also, the \$20,000 commitment to Project Renewal in 1979 was reneged on. Thus, a reselling of Project Renewal is definitely needed.

cc: IB, MHB, RAP, JSF, SS

December 10, 1980

To: David Abrams ✓

Docket #2705

From: Thomas T. Sarkany

Family Giving History

Subject: MYRON WELLAN
WELLAN'S INC.
1200 Third Street
Alexandria, LA 71501

1977 - \$25,000
1978 - \$25,000
1979 - \$25,000
1980 - \$27,000
P.R. - \$20,000

Myron Wellan Giving History

1979 - \$ 5,000
1980 - \$ 5,000
P.R. - \$ 1,000

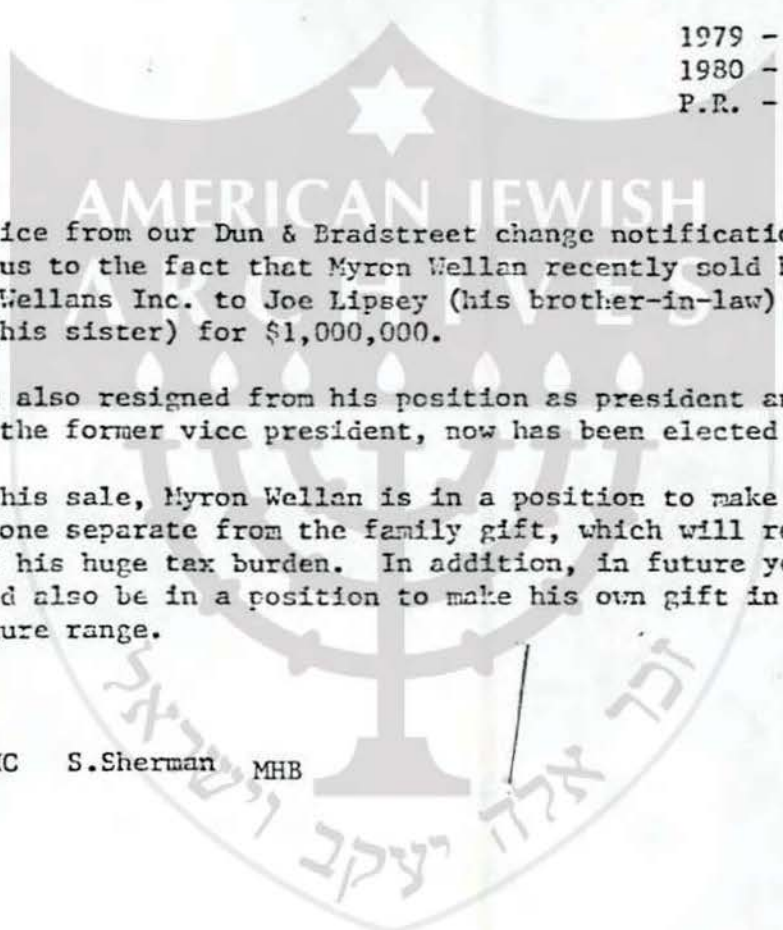
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Myron Wellan also resigned from his position as president and secretary. Joe Lipsey, the former vice president, now has been elected president.

In view of this sale, Myron Wellan is in a position to make a one-time major gift, one separate from the family gift, which will relieve him from some of his huge tax burden. In addition, in future years Myron Wellan should also be in a position to make his own gift in the low to mid five figure range.

TTS/emd

cc: MP MMC S.Sherman MHB



United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman Giving History: 1980 \$18,000
From: David Abrams 1979 \$10,500 Regular \$10,000
1978 \$10,000 Renewal
Subject: Bernard Bindursky (Sonny) Rating: \$25,000

Business: Alexandria Iron and Supply---scrap metal and new steel

Age: early 50's

Family: Wife, Ruth Ann; two daughters and two sons.

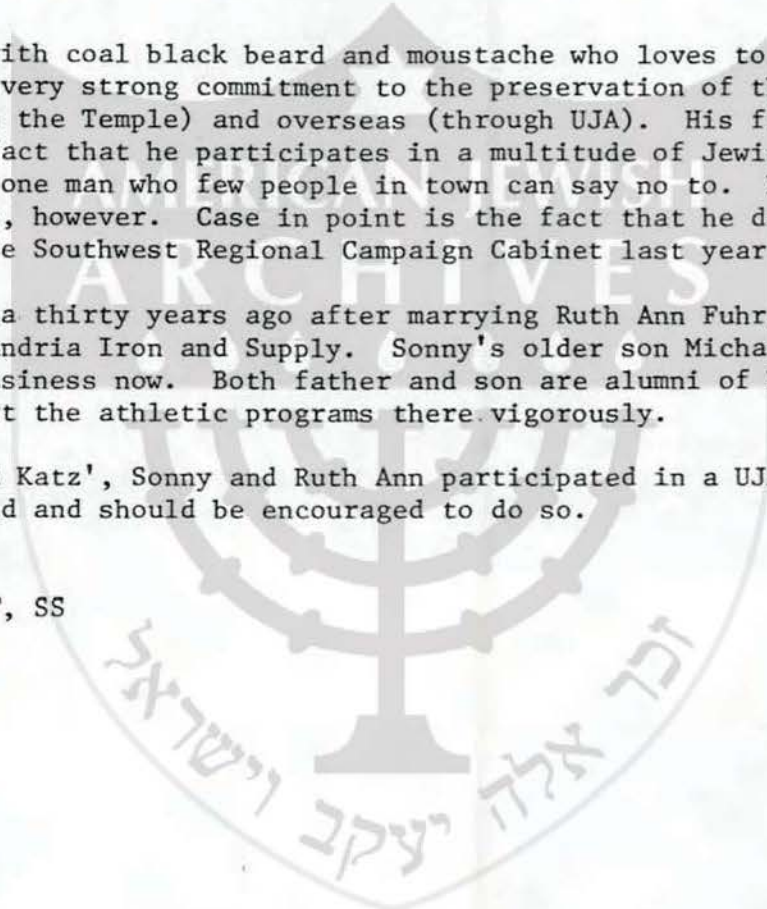
Activities in the Jewish community: 1981 Campaign Co-chairman, Federation Board member past 20 years, President of the Reform congregation

Sonny is a warm man with coal black beard and moustache who loves to tell and hear stories and jokes. He has a very strong commitment to the preservation of the Jewish people both at home (through the Temple) and overseas (through UJA). His friendliness, strong personality and the fact that he participates in a multitude of Jewish and civic activities makes him one man who few people in town can say no to. He does turn down some people, however. Case in point is the fact that he did not accept an invitation to join the Southwest Regional Campaign Cabinet last year.

He moved to Alexandria thirty years ago after marrying Ruth Ann Fuhrer, whose father Jack originated Alexandria Iron and Supply. Sonny's older son Michael is out of college and working in the business now. Both father and son are alumni of Louisiana State University and support the athletic programs there vigorously.

Along with the Harold Katz', Sonny and Ruth Ann participated in a UJA Mission in 1972. They have not returned and should be encouraged to do so.

cc: IB, MHB, RAP, JSF, SS



United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman
From: David Abrams
Subject: Harold Katz; Alexandria, LA

Giving History: 1980 \$7,000
1979 \$5,500 Regular
\$2,000 Renewal
1978 \$4,000
Rating: \$10,000 Regular; \$5,000 Renewal

Business: Security Sporting Goods

Age: early 50's

Family: Wife, Shirley; children, Susan, 26; Jerry, 23; Andrew, 13 (just Bar Mitzvahed)

Activities in the Jewish community: 1981 Campaign Co-chairman and has served as Chairman in the past, Federation President the past 5 years, dual member of the Orthodox and Reform congregations

Harold is a native of Shreveport and moved to Alexandria thirty-one years ago after marrying a local girl. He is a camping/hunting/fishing enthusiast and a good businessman.

His commitment to UJA is probably the strongest in town. He was a disciple of Nate Kaplan, the Jewish community's previous Mr. UJA, who died in 1975. Harold understands campaigning well and is very enthusiastic about his responsibilities for the campaign this year. He has participated in more than one Southwest Regional Conference, but was unable to attend the past two. He and Shirley participated in a UJA Mission in 1972, but have not returned since. He should be encouraged to lead a group from Alexandria to participate in another mission.

Security Sporting Goods is doing well. When the gun industry in general fell off by 35% in 1980, this store's trade increased. Guns are a major portion of the business. Harold is negotiating to build a second store in Alexandria by attaining a low interest loan tied to the sale of tax-free State of Louisiana bonds. He will be appearing before the deciding body on 2/24/81 to receive an answer on his acceptance or rejection. His credit limit, approved by a local banker, is \$2 million, while he only needs \$1.2 million for the project. Obviously, he is in solid financial condition. The business is family owned and run. Shirley, Susan and Jerry all work there.

cc: IB, MHB, RAP, JSF, SS

United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman Giving History: 1980 individual gifts
1979 individual gifts
1978 \$8,500

From: David Abrams

Subject: The Caplan Family; Alexandria, LA Rating; Individually

Caplan's Men's Store has been in business for over 80 years, the family having been among the earliest Jewish residents in Alexandria. The father of David, Edwin and Marvin Caplan (the current generation owners) was one of the patriarchs of the Jewish community. He was a strong supporter of the UJA campaigns and served as Campaign Chairman more than once. The business consists of four stores in the Alexandria area selling middle-to-upper-priced men's apparel and accessories. I do not know what effect recent economic conditions have had on the business. However, community leaders are resentful of the undergiving of all three brothers.

David Caplan Giving History: 1980 \$2,000 Regular
\$1,000 Renewal
1979 \$1,500

Age: early 40's Rating: \$5,000 Regular; \$5,000 Renewal

Family: Wife, Norrine; three sons aged 17, 13 and 7 years

Activities in the Jewish community: 1980 Campaign Chairman, a position he held several years ago, member of the Reform Congregation, alumnus of the Young Leadership Cabinet (national)

David is the most Jewishly active of the three brothers. He has claimed that bad business has kept his gift down. Community leadership is skeptical about this citing the life style he leads. He is very warm and will receive any outside solicitor. However, once the solicitation begins, he can become very tough to deal with.

He and Norrine participated in a Young Leadership Cabinet Mission in 1973.

David is also active in a number of civic organizations.

Edwin Caplan Giving History: 1980 \$1,000
1979 \$1,000

Rating: \$5,000 Regular; \$5,000 Renewal

Age: late 40's

Family: Wife, Jackie; 2 married children

Ed is President of Caplan's Men's Store and the oldest brother. He and Jackie travel extensively. Last Spring, after a trip to Europe, they visited Israel, but the experience left no visible mark on them. He is a former President of the National Men's Wear Association and active in numerous civic organizations but has shown little or no interest in Jewish organizations.

Rabbi Herbert Friedman
David Abrams
The Caplan Family; Alexandria, LA
Page 2

2/19/81

Marvin Caplan

Giving History: 1980 \$-0-
1979 \$2,500 (unpaid)

Rating: \$5,000 Regular; \$5,000 Renewal

Age: mid-40's

Family: Wife, not Jewish; two children

Marvin has displayed a sporadic interest in Jewish affairs but has never taken a leadership role. He is on the board of directors of a local bank and very active in a multitude of civic organizations and affairs.

cc: IB, MHB, RAP, JSF, SS



United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman

Giving History: 1980 \$5,000

From: David Abrams

1979 \$5,000

1978 \$5,000

Subject: Dr. Bernard Kaplan; Alexandria, LA Rating: \$15,000 Regular; \$15,000 Renewal

Business: General Surgeon

Age: mid-50's

Family: Wife, Jean; seven children ranging in age from 22 to 7 years

Activities in the Jewish community: Federation Board member, campaign Non-Jewish Gifts chairman, sustaining member and spritual leader of the small Orthodox schul, pays to bring in an Israeli to teach the children in the community Hebrew while living in Alexandria.

Bernard is a native of Alexandria. His family has been in leadership roles in the Jewish community since his parents immigrated in the early 1900's. His father, who died several years ago, was a patriarch of the community; his brother Nate carried on the family tradition by sustaining the leadership of the Federation for 20 years until his death in 1975. Another brother, Gus, owns a fine ladies' apparel store in town and their sister, Betty, is married to Sheldon Greenberg of Beaumont, Texas. Their mother remarried several years ago and remained the matriarch of the Jewish community until her death in the Fall of 1980.

His Jewish activities center around maintaining the schul and traditional Judaism in the community. His family keeps a Kosher home. Bernard's participation in the UJA campaign has waned since Nate's death, but he continues to attend Federation Board meetings and campaign functions. He did serve as a campaign chairman several years ago. For the past two years, Bernard has absolutely refused to see outside solicitors and to discuss Project Renewal. His two arguements are that he is making such a large financial commitment to sustaining the Jewish community that he can not afford to give more and that so many people are undergiving that he finds no reason to increase his gift or discuss the subject with anyone.

This attitude has created a lot of resentment among other community leaders who cite the enormity of Bernard's medical practice. In addition to the medical practice, Bernard owns 100% of The Fair Store, a business started by his father and run by Nate. His wife, Jean, runs the store which features casual clothing at moderate prices.

He has been to Israel twice. I do not know if he has participated in a UJA Mission.

Family giving was dictated by Nate and the total for the three brothers was \$20,000 at the time of his death. It has come to light that Nate's gift was \$15,000 while Bernard and Gus gave \$2,500 each. The rating was provided by Campaign Co-chairman Harold Katz.

cc: IB, MHB, RAP, JSF, SS

United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman

Giving History; 1980 \$2,500

From: David Abrams

1979 \$3,300

1978 \$3,000

Subject: Si Sherman; Alexandria, LA

Rating: \$7,000 Regular; \$5,000 Renewal

Business: Hokus Pokus Liquor Stores

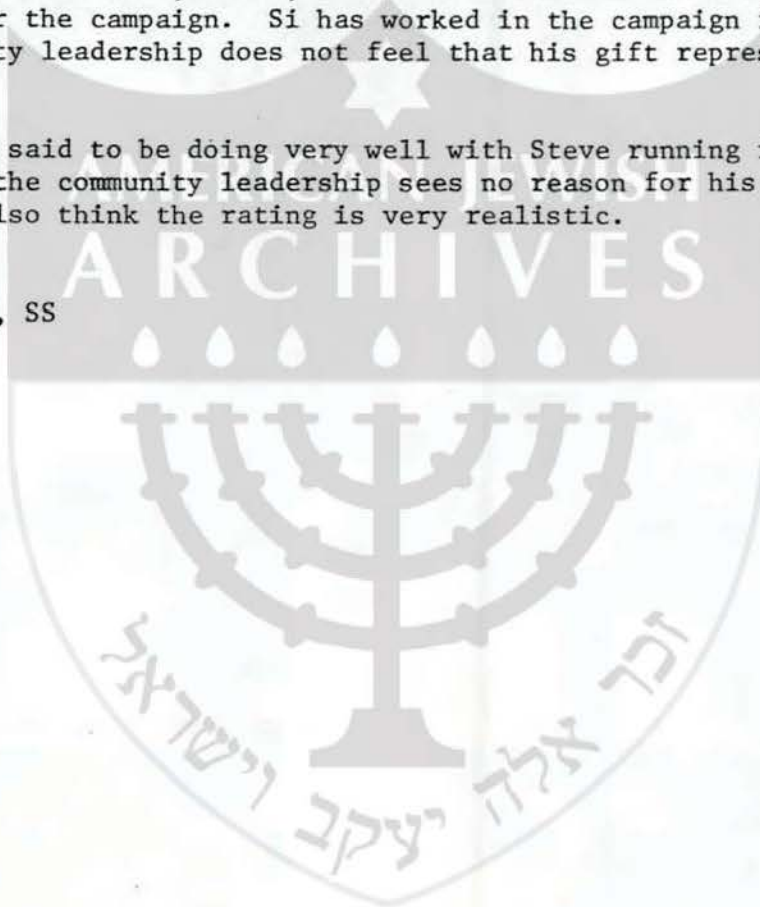
Age: late 60's

Family: Wife, Helen; son, Steve in late 20's

Si is a congenial man who has lived in Alexandria for many years having come from Little Rock, Arkansas. His wife, Helen, is a vivacious woman who has shown a great deal of enthusiasm for the campaign. Si has worked in the campaign for several years but the community leadership does not feel that his gift represents the enthusiasm he shows.

The family business is said to be doing very well with Steve running it while Si is semi-retired. Thus, the community leadership sees no reason for his having cut his gift in 1980. They also think the rating is very realistic.

cc: IB, MHB, RAP, JSF, SS



United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman

Giving History: 1980 \$1,500
1979 \$1,000 PR \$1,500
1978 \$ 800

From: David Abrams

Subject: Dr. Ronnie Marks; Alexandria, LA

Rating: \$5,000

Business: Oral Surgeon

Age: Mid 30's

Family: Wife, Nat; two young children

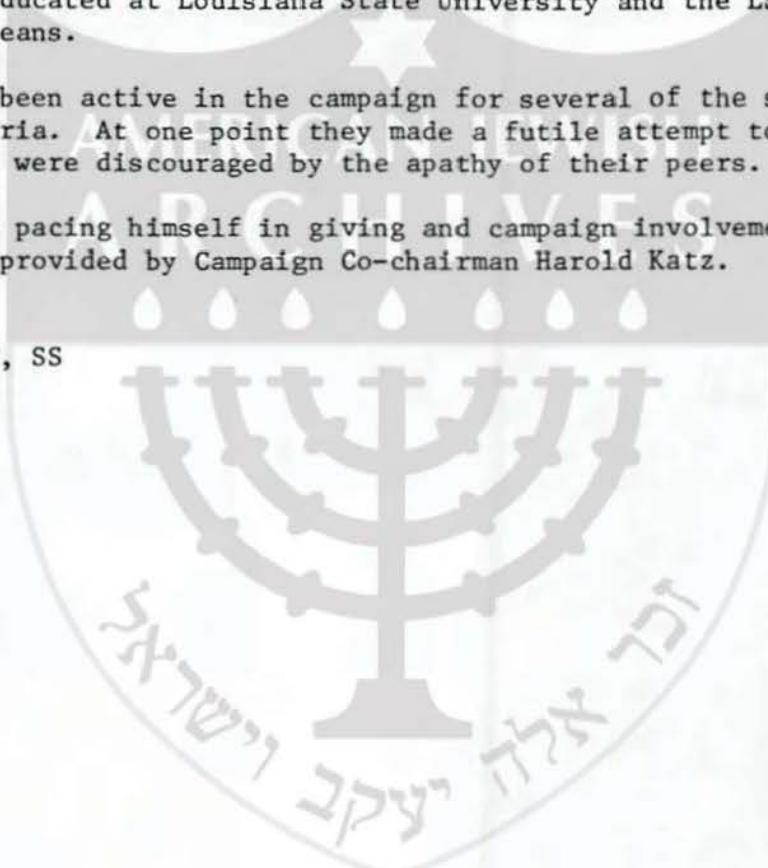
Activities in Jewish community: UJA, Temple and any other Jewish endeavors that come along. His wife is current Temple Sisterhood President.

Ronnie is a friendly man with a sense of Jewish identity. A native of nearby Monroe, LA, and was educated at Louisiana State University and the LSU medical facilities in New Orleans.

He and his wife have been active in the campaign for several of the six years they have lived in Alexandria. At one point they made a futile attempt to start a young leadership group, but were discouraged by the apathy of their peers.

Apparently, Ronnie is pacing himself in giving and campaign involvement. The rating is a minimum figure provided by Campaign Co-chairman Harold Katz.

cc: IB, MHB, RAP, JSF, SS



United Jewish Appeal

Date: 2/19/81

To: Rabbi Herbert Friedman

Giving History: 1980 \$1,000

From: David Abrams

1979 \$1,000

1978 \$1,000

Subject: Dr. Alvin Honigman; Alexandria, LA

Rating: \$10,000

Business: Pediatrician

Age: 65

Family: Married to a non-Jewish woman who has never converted; one child from this marriage, one child adopted from his wife's previous marriage

Dr. Honigman has never actively participated in UJA or any other activities in Alexandria. His most visible sign of Jewish identity is that he attends the Friday night service at the Orthodox synagogue every week. This is a practice he began when saying Kaddish for his parents who died the same year some time ago.

The rating is provided by Campaign Co-chairman Harold Katz.

cc: IB, MHB, RAP, JSF, SS



*Sheveport
March 1981*

CONFIDENTIAL

	1976	1977	1978	1979	1980	Realistic	Potential
Carl Arnold <i>young leadership</i>	6,000.	4,000.	3,000.	3,000.	3,000.	\$10,000	\$25,000
Father just died. Now owner with mother of Arnold Pipe and Supply. Own many production oil wells also. Former president of Conservative Synagogue. Second marriage. Intermarried. Age:30's.							
Abry Cahn	1,900.	2,000.	2,000.	2,200.	2,400.	\$10,000	\$25,000
Now the head of the Cahn family, owner of Cahn Electric Co., much property and other investments. Very affluent.....millions. Very poor givers.							
Jules Dreyfuss	2,000.	2,300.	2,600.	3,000.	3,300.	\$5,000	\$15,000
Member of Cahn family by marriage. Semi-retired insurance executive. Is Initial Gifts chairman this year.							
Lionel Eltis	-0-	-0-	500.	1,000.	1,150.	\$5,000	\$15,000
Part-owner of Consolidated Marketing Co. which owns the Louisiana Paper Co. of which he is an executive officer. Wife is co-chairman of Women's Division. Very wealthy. Poor giver. Difficult.							
Lazar Murov	3,000.	3,300.	3,500.	3,500.	4,000.	\$10,000	\$50,000
Gilbert Pipe and Supply. Also owns producing oil wells. Former president of Federation. Campaign chairman, etc. etc.but very very poor giver. Upgrading Mr. Murov would be a great achievement.							
Arnold Lincove <i>good fellow</i>	1,500.	2,100.	3,000.	3,500.	5,000.	\$10,000	\$15,000
Was pre-solicited at the UJA Regional Conference in January and upgraded 100%. He is president of the Federation. Is the Controller at Lavalco, the company owned by Larry Yago.							
Richard Schultz	9,000.	12,000.	4,000.	5,000.	11,500.	\$15,000	\$25,000
Father incapacitated by accident. Only son and only child. Runs business Southwestern Iron and Steel Co.							
Larry Yago <i>good - friend of ISB</i>	-0-	25,000.	25,000.	27,500.	24,000.	\$50,000	\$75,000
Owner of Louisiana Valve & Fittings Co. Built a plant in Israel. Millionaire. Very Loyal to Federation. Was pre-solicited at UJA Conf. %100 increase.							
Mandel Selber Jr.	1,300.	2,000.	1,970.	2,000.	1,000.	\$5,000	?
Retired from Selber Bros. Dept. Store. Never active in Federation or Jewish community. But should be upgraded. Is the Initial Gifts co-chairman this year.							

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
PLaza 7-1500

Date..... February 18, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Englewood, New Jersey
DATE..... March 5, 1981 TIME..... 6:00 P.M.
TYPE OF MEETING..... Fund Raising \$ 5,000 & Over
ADDRESS OF MEETING..... Home of Dr. Norton Waltuch- 180 S. Woodland Street, Englewood, N.J.
PERSON IN CHARGE..... Mr. George Hantgan, Executive Director
ADDRESS..... Jewish Federation- 153 Tenafly Rd., Englewood, New Jersey
PHONE..... Off: (201) 569 - 1070 Res: (201) 567 - 2059
FIELD REPRESENTATIVE..... Al Ellis Emanuel Wideroff

AMERICAN JEWISH
ARCHIVES

TRAVEL SCHEDULE

TO

FROM

REMARKS: Al Ellis will be in contact with you regarding your transportation to the meeting.
We understand that you can be reached at: Off: 688-7979
Res: 628-9119 or
628 - 9247

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

Date..... March 9, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert Friedman
 COMMUNITY..... Kansas City, Missouri
 DATE..... March 18, 1981 TIME..... 6:00 P.M.
 TYPE OF MEETING..... Big Gifts
 ADDRESS OF MEETING..... Home of Lawrence Starr- 610 West 51st Street, Kansas City, Missouri
 PERSON IN CHARGE..... Mr. Sol Koenigsberg, Executive Director
 ADDRESS..... Jewish Federation- 25 East 12th Street, Kansas City, Missouri
 PHONE..... Off: (816) 421 - 5808 Res: (816) 361 - 8436
 FIELD REPRESENTATIVE..... William Lipper Robert Pearlman

TRAVEL SCHEDULE

TO			FROM	
Leave:	N.Y. LaGuardia 10:35 A.M.	3/18	Leave:	Kansas City 7:00 A.M. 3/19
via:	Trans World Airlines # 83		via:	Trans World Airlines # 194
Arrive:	Kansas City 12:36 P.M.	3/18	Arrive:	Chicago(O'Hare) 8:15 A.M. 3/19
			Leave:	Chicago(O'Hare) 9:30 A.M. 3/19
			via:	Delta Airlines # 1649
			Arrive:	Cincinnati 11:25 A.M. 3/19

REMARKS: The community has secured a reservation at the Alameda Plaza Hotel, in Kansas City, Mo.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

Date..... March 9, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A Friedman
 COMMUNITY..... Cincinnati, Ohio
 DATE..... March 19, 1981 TIME..... Luncheon & 5:00 P.M.
 TYPE OF MEETING..... Solicitation & Big Gifts
 ADDRESS OF MEETING.....
 PERSON IN CHARGE..... Mr. Harold Goldberg, Executive Vice-President
 ADDRESS..... Jewish Federation- 200 West 4th Street, Cincinnati, Ohio *45202*
 PHONE..... Off: (513) 381 - 5800 Res: (513) 631 - 7529
 FIELD REPRESENTATIVE..... David Agronin Harold P0st

TRAVEL SCHEDULE

TO		FROM	
Leave:	Kansas City 7:00 A.M. 3/19	Leave:	Cincinnati 7:25 A.M. 3/20
via:	Trans World Airlines # 194	via:	American Airlines # 412
Arrive:	Chicago(O'Hare) 8:15 A.M. 3/19	Arrive:	N.Y. LaGuardia 8:59 A.M. 3/20
Leave:	Chicago(O'Hare) 9:30 A.M. 3/19		
via:	Delta Airlines # 1649		
Arrive:	Cincinnati 11:25 A.M. 3/19		

*AA 144
 lv. 12:10 pm
 or 1:41*

REMARKS: Reservations have been secured at the Stouffers Cincinnati Inn, in Cinn., Ohio.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

Date..... March 9, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert Friedman
 COMMUNITY..... Boston, Massachusetts
 DATE..... March 22, 1981 TIME..... 9:15 A.M.
 TYPE OF MEETING..... Workers & Big Gifts
 ADDRESS OF MEETING..... Sidney Hill Country Club
 PERSON IN CHARGE..... Mr. Harold Morgan, Campaign Director
 ADDRESS..... Jewish Federation- 72 Franklin Street, Boston, Massachusetts
 PHONE..... Off: (617) 542 - 8080 Res: (617) 443 - 6133
 FIELD REPRESENTATIVE..... Milton Shorr Robert Pearlman

TRAVEL SCHEDULE

TO		FROM		
Leave:	N.Y. LaGuardia ⁶ 9:00 P.M.	3/21	Leave: Boston 12:40 P.M.	3/22
via:	Eastern Airlines Shuttle		via: Delta Airlines # 1127	
Arrive:	Boston ^{6:30} 9:47 P.M.	3/21	Arrive: Atlanta 3:12 P.M.	3/22
			Leave: Atlanta 4:07 P.M.	3/22
			via: Delta Airlines # 963	
			Arrive: Jacksonville 5:08 P.M.	3/22

REMARKS: Reservations have been secured at the Hilton ^(donnade) Hotel, at the airport in Boston, Mass.

call Ruth Fein - 536-4888

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

Date..... March 9, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert Friedman
 COMMUNITY..... Jacksonville, Florida
 DATE..... March 22, 1981 TIME..... 6:00 P.M.
 TYPE OF MEETING..... Big Gifts
 ADDRESS OF MEETING..... Sheraton Hotel- St. Johns Place, Jacksonville, Florida
 PERSON IN CHARGE..... Mr. Gerald Goldsmith, Executive Director
 ADDRESS..... Jewish Federation- 5846 Mount Carmel Terrace, Jacksonville, Florida
 PHONE..... Off: (904) 733 - 7613 Res: (904) 731 - 1553
 FIELD REPRESENTATIVE..... Karen Gould Martin Cohen

TRAVEL SCHEDULE

TO

FROM

Leave: Boston 12:40 P.M.	3/22	Leave: Jacksonville 9:05 A.M.	3/23
via: Delta Airlines # 1127		via: Delta Airlines # 448	
Arrive: Atlanta 3:12 P.M.	3/22	Arrive: N.Y. LaGuardia 11:08 A.M.	3/23
Leave: Atlanta 4:07 P.M.	3/22		
via: Delta Airlines # 963			
Arrive: Jacksonville 5:08 P.M.	3/22		

REMARKS: The community has secured a reservation at the Sheraton Hotel- St. Johns Place, Jacksonville, Florida.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 PLaza 7-1500

Date..... March 11, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert H. Friedman
 COMMUNITY..... Chattanooga, Tennessee
 DATE..... March 30, 1981 TIME..... Afternoon & 6:00 P.M.
 TYPE OF MEETING..... Solicitation & Big Gifts Dinner
 ADDRESS OF MEETING.....
 PERSON IN CHARGE..... Mr. Alan J. Hersh, Executive Director
 ADDRESS..... Jewish Federation-5326 Lynnland Terrace- Chattanooga, Tennessee 37411
 PHONE..... Office: (615) 894 - 1317 Res: (615) 892 - 1116
 FIELD REPRESENTATIVE..... Leon Rossen Mort Shlossman

TRAVEL SCHEDULE

TO		FROM		
Leave:	N.Y.LaGuardia 7:45 A.M.	3/30	Leave: Chattanooga 8:12 A.M.	3/31
via:	Delta Airlines # 721		via: Delta Airlines # 528	
Arrive:	Atlanta 10:01 A.M.	3/30	Arrive: Atlanta 8:48 A.M.	3/31
Leave:	Atlanta 11:01 A.M.	3/30	Leave: Atlanta 9:33 A.M.	3/31
via:	Delta Airlines # 858		via: Delta Airlines # 111	
Arrive:	Chattanooga 11:40 A.M.	3/30	Arrive: N.Y.LaGuardia 11:30 A.M.	

REMARKS:

The community has secured a reservation for you at the Sheraton-East Ridge, in Chattanooga Tenn.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

March 24, 1981

Date.....

Following are details regarding the function to be addressed by:

Rabbi Herbert A. Friedman

SPEAKER.....

COMMUNITY..... Los Angeles, California

DATE..... April 13, 1981 TIME.....

TYPE OF MEETING..... Solicitation & Meeting

ADDRESS OF MEETING.....

PERSON IN CHARGE..... Mr. Myke Barash, Campaign Director

ADDRESS..... Jewish Federation- 6505 Wilshire Blvd., Los Angeles, California

PHONE..... Off: (213) 852 -1234 Res: (213) 785 - 3353

FIELD REPRESENTATIVE..... David Piakin Robert Pearlman

TRAVEL SCHEDULE

TO

FROM

Leave:	N.Y. JFK 6:00P.M.	4/12	Leave:	Los Angeles 8:30 A.M.	4/14
via:	TRans World Airlines # 1		via:	Western Airlines # 104	
Arrive:	Los Angeles 8:54 P.M.	4/12	Arrive:	Las Vegas 9:23 A.M.	4/14

REMARKS: Reservations have been secured at the Beverly Hilton Hotel, in Beverly Hills, Calif.

SEYMOUR LESSER
 Director, Speakers Bureau

VISIT OF RABBI HERBERT A. FRIEDMAN

LOS ANGELES, CALIFORNIA

Monday, April 13 and Thursday, April 16, 1981

11:45 A.M. Arrives Los Angeles via American #1 (from JFK)
Small suite reserved at Beverly Hilton Hotel
(213-274-7777)

1:00 P.M. Luncheon at Hillcrest Country Club
Meeting with Campaign lay and pro leaders:
Dorothy and Ozzie Goren
Eric Flagg (1981: \$20,000; 1980: \$18,000;
apparel business)
Myke Barash/ Norman Fishman
Discussion of overall geopolitical situation
and of Israel; importance of leadership

3:00 P.M. Solicitation Time Slot

4:30 P.M. Meeting with Ted Kanner, Robert Pearlman at Federation
Office of Kanner on 9th floor

6:00 P.M. Cocktails/dinner Solicitation Time Slot

Thursday, April 16, 1981

9:10 A.M. Arrives from San Diego via Golden West #705
Small suite reserved at Beverly Hilton Hotel
with "early arrival" guaranteed

10:00 A.M. Solicitation Time Slot

12:00 P.M. Luncheon Solicitation Time Slot

1:30 P.M. Solicitation Time Slot

3:30 P.M. Solicitation Time Slot

5:00 P.M. Meeting with New Gifts Task Force at Federation

7:00 P.M. Meeting with Major Gifts Cabinet (Mickey Weiss,
Chairman)

Friday, April 17, 1981

8:30 A.M. Departure for New York via TWA #800

LOS ANGELES, CALIFORNIA

(AREA CODE 213)

<u>NAME</u>	<u>BUSINESS PHONE</u>	<u>RESIDENCE PHONE</u>
Ted Kanner, Ex. Dir.	852-1234, Ext. 2945	653-9771
Dorothy Goren, Camp. Chairman	852-1234	454-3144
Ozzie Goren, Reg. Chairman Camp. Cab.	653-2704	454-3144
Myke Barash	852-1234, Ext. 3020	785-3353
David Paikin	651-3944	887-1660
David Sacks	651-3944	659-3361



DSS:eb

4/13/81

STATISTICAL VIEW OF CAMPAIGN 1980

	<u>1979</u>	<u>1980</u>
TOTAL NUMBER OF CONTRIBUTORS	48,939	48,000
\$1,000 & OVER CONTRIBUTORS	6,225	6,600
\$1,000 & OVER MONIES RECEIVED	\$ 26,116,477	\$ 28,943,000
\$10,000 & OVER CONTRIBUTORS	580	660
\$10,000 & OVER MONIES RECEIVED	\$ 13,700,472	\$ 16,000,000
PERCENTAGE OF CAMPAIGN TOTAL, \$1,000 & OVER	81%	82%
PERCENTAGE OF CAMPAIGN TOTAL, \$10,000 & OVER	42%	45.5%
PERCENTAGE OF CONTRIBUTORS, \$1,000 & OVER TO TOTAL	12.7%	13.8%
PERCENTAGE OF CONTRIBUTORS, \$10,000 & OVER TO TOTAL	1.2%	1.4%

UNITED JEWISH APPEAL

COMMUNITY PROFILE

1980

NAME OF COMMUNITY

Los Angeles



Prepared

By: Dina Gordon

Date: 11/2/80

80-230-61

A. FEDERATION/CAMPAIGN LEADERS

1. Name of Federation: United Jewish Federation
 Address: 605 Wilshire Blvd Suite 1104 Phone: (213) 671-3944
 City Los Angeles State CALIF Zip 90047
 Name of Campaign: United Jewish Federation Fund Campaign
2. Federation President: Lawrence E. Irell
 Mailing Address: 46 Irell & Manella Business Phone (213) 879-2600
1700 Ave of the Stars Suite 900 Home Phone ()
 Giving History: 1978 _____ 1979 _____ 1980 _____ Renewal _____
3. President-elect: _____
 Mailing Address: _____ Business Phone ()
 _____ Home Phone ()
 Giving History: 1978 _____ 1979 _____ 1980 _____ Renewal _____
 Date Elected: _____ : Date Assumes Office: _____
4. Campaign Chairman: T. ...
 Mailing Address: 1608 W. Anzani Dr Business Phone ()
Pacific Palisades Home Phone (213) 454-7144
 Giving History: 1978 _____ 1979 10,000 1980 3,000 Renewal 55,000
(with history)
5. Chairman-elect: Ben Kracer
 Mailing Address: _____ Business Phone ()
 _____ Home Phone ()
 Giving History: 1978 _____ 1979 _____ 1980 50,000 Renewal _____
 Date Appointed: _____ : Date Assumes Office: _____
6. Big Gifts Chairman: _____
 Mailing Address: _____ Business Phone ()
 _____ Home Phone ()
 Giving History: 1978 _____ 1979 _____ 1980 _____ Renewal _____
 Director: _____
7. Women's Division Chairman: Trena Grutzer
 Mailing Address: 622 North Arden Dr Business Phone ()
Beverly Hills, CALIF 90210 Home Phone (213) 205-5500
 Giving History: 1978 _____ 1979 _____ 1980 _____ Renewal _____
 Director: _____

D. CAMPAIGN STATISTICS

Year	Total Raised	Number of Gifts	Per Capita Giving	100+	50+	25+	10+	0-10
1975	SEE ATTACHED LIST # 2							
1976								
1977								
1978								
1979								
1980								
1981								

E. COMPARISON OF CAMPAIGN STATISTICS WITH OTHER CITIES:



F. TOP 10 CONTRIBUTORS

1. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____
2. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____
3. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____
4. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____
5. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____
6. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____

7. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____

8. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____

9. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____

10. Name: _____ Giving: 1979 _____ 1980 _____ Renewal _____
 Business: _____ Solicited by: _____

G. CAMPAIGN DIVISIONS & CHAIRMEN

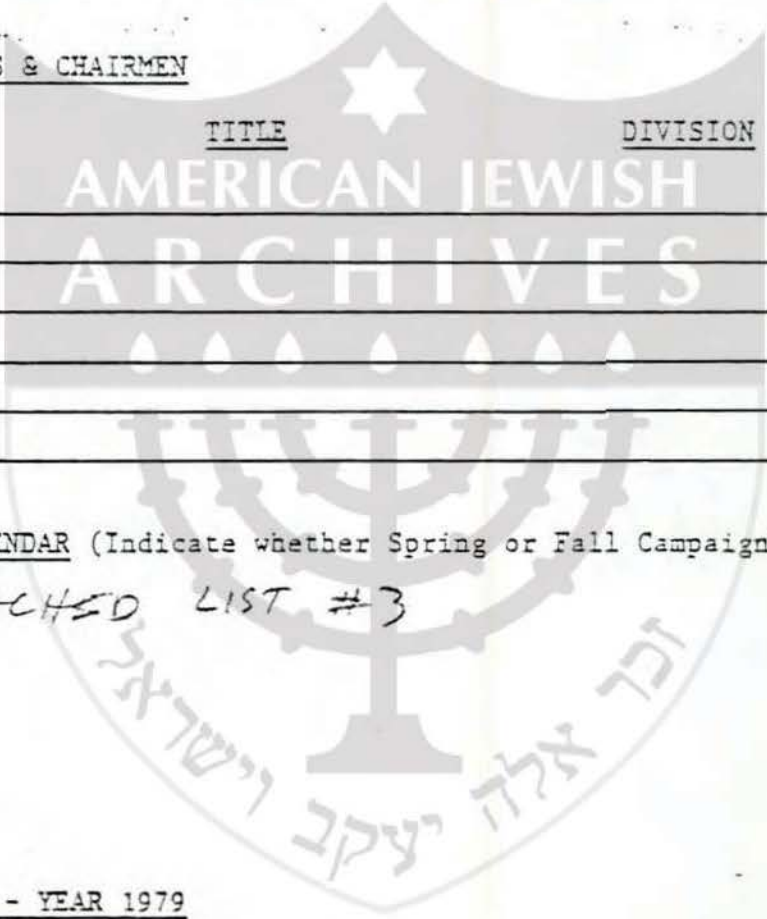
<u>CHAIRMAN</u>	<u>TITLE</u>	<u>DIVISION</u>	<u>CHAIRMAN'S GIFT LEVEL</u>

H. 1980 CAMPAIGN CALENDAR (Indicate whether Spring or Fall Campaign) (List Events)

SEE ATTACHED LIST #3

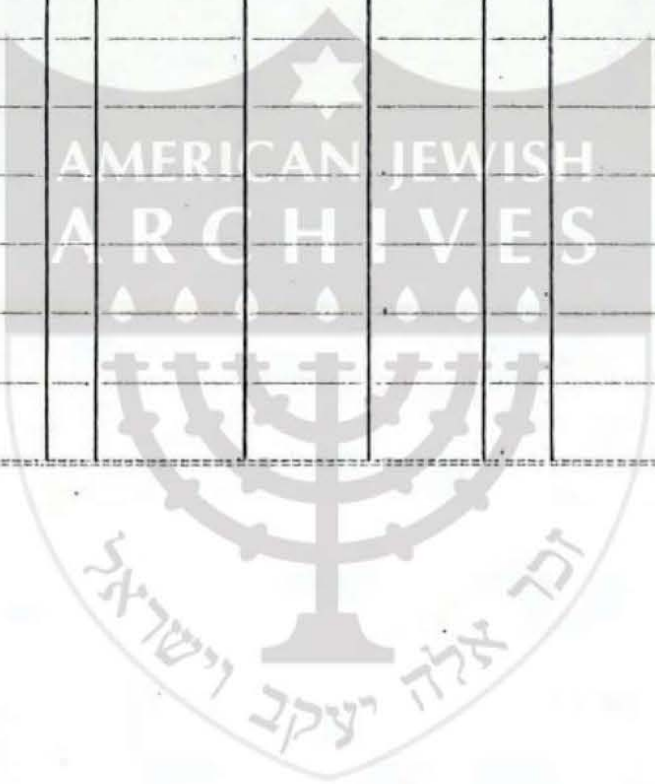
I. GIVING CATEGORIES - YEAR 1979

	<u>No. of Gifts</u>	<u>Amount</u>	<u>% of Campaign</u>
\$25,000-and over	<i>See Attached Lists</i>		_____
\$10,000 - 24,999	_____	_____	_____
\$ 5,000 - 9,999	_____	_____	_____
\$ 1,000 - 4,999	_____	_____	_____
\$ 500 - 999	_____	_____	_____
Under \$500	_____	_____	_____



COMMUNITY: _____

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
YEAR	TOTAL PLEDGED	UJA ALLOCATION	% SHRINKAGE	%	CAMP. EXPENSE	%	TOTAL PLEDGED LESS SHRINK. & CAMP. EXP.	%	ALLOC. TO UJA AFTER SHRINK. & CAMP. EXP.	LOCAL & NATIONAL ALLOC.	%	REDUCTION OF UJA ALLOC.	UJA ALLOC. AFTER REDUCTION	%	AMOUNT OWED UJA	UNITED WAY INCOME	COMMUNITY RESERVE FUNDS	COMMUNITY ENDOWMENT FUNDS
1975																		
1976																		
1977																		
1978																		
1979																		
1980																		
1981																		



J. PER CAPITA GIVING DATA/GIFTS PER HOUSEHOLD

K. COLLEGE, HIGH SCHOOL, HEBREW SCHOOL CAMPAIGNS



L. BENEFICIARY AGENCY BOARD MEMBERS GIVING/INVOLVEMENT

<u>Agency</u>	<u>No. Officers On Board</u>	<u>No. Officers Making Gifts</u>	<u>Total Gifts</u>	<u>Aver. Gift</u>	<u>Involvement</u>
---------------	------------------------------	----------------------------------	--------------------	-------------------	--------------------

M. BOND PAYMENT HISTORY

<u>Year</u>	<u>Total Amount</u>	<u>% of Total Payments</u>	<u>Age of Bonds</u>		
			<u>Less Than 1 Year</u>	<u>1-2 Years</u>	<u>2 Years Or More</u>

N. INTERNATIONAL CONFERENCE PARTICIPATION

O. COMMUNITY BACKGROUND

1. Jewish Population: _____

2. Population Growth/Decline; Mean income Jewish population/
general population.

3. Economic Situation in Community -- Industry, Business, Employment,
Housing, Taxes, etc.

4. Relationships to United Way, other fundraising campaigns.

5. Capital Fund Drives

a. Now Underway:
Dollar Goal:
Time Period:
Purpose:

b. Planned:
Dollar Goal:
Time Period:
Purpose:

6. Missions

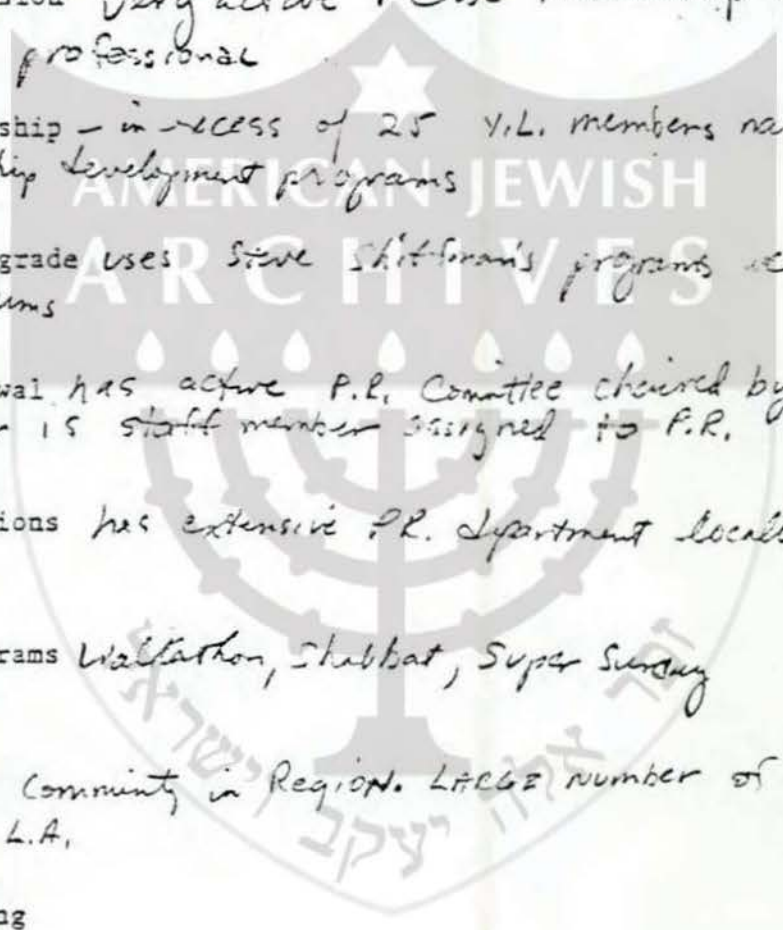
<u>Dates</u>	<u>Name of Mission</u>	<u>Number of Participants</u>	<u>Dollars Raised</u>	<u>Increase Over Prev. Yr.</u>	<u>% of Campaign</u>
--------------	------------------------	-------------------------------	-----------------------	--------------------------------	----------------------



P. RELATIONSHIPS TO UJA

1. Use of Outside Solicitors - has used outsiders in the past. Increased use recently, but programs could be done more effectively.
2. Missions - could use this tool more effectively. Has excellent "charson" Young Leadership program. Sends many missions through Leadership Development Institute rather than UJA.
3. Speakers use variety of Speakers from Regional + National UJA office
4. Women's Division very active. Close relationship to UJA. Selma Palmer is professional
5. Young Leadership - in excess of 25 Y.L. members nationally with 18 leadership development programs
6. Operation Upgrade uses Steve Shitman's programs well, including practicum
7. Project Renewal has active P.R. Committee chaired by Dick Gmitter. Norm Sanger is staff member assigned to P.R. linked community - MUSRAHA
8. Public Relations has extensive P.R. Department locally.
9. Special Programs Walkathon, Shabbat, Super Sunday
10. Region Key Community in Region. Large number of Regional Leadership From L.A.
11. Annual Meeting
12. Exchange Financial Statements - YES. UJA makes yearly allocation presentation with proper negotiation.

1) why?
2) who checks content of their program?



CONFIDENTIALQ. EVALUATIONS (Use Names Where Appropriate)

1. Leadership Involvement - National and Regional Leadership from LA is strong. Community uses various UJA funds and National Leadership for programs throughout the year.
2. Fundraising Potential -- number, dollar amounts, how to achieve in excess of \$50,000,000. Must change number, quality of Big Gifts, the possible and \$100,000 Western Region Weekend could be pivotal. Should have \$1,000,000 gift and a few at \$500,000. Must be goal oriented in this area and think "Big".
3. Professional and Lay Leadership - good quality of leadership, but everyone pulled in many directions
4. Staff and Lay Relationships - locally could be much stronger, but getting better
5. Participation in Regional and National Programs - general acceptance of Regional and National programs. Sometimes needs pushing but they are always willing to listen.
6. Rabbinic Involvement Regional & National Rabbinic Involvement is present and strong (past, present + future).
7. Evaluation of Local Needs -- growth, unmet needs needs of elderly, etc are constantly growing and unmet.
8. Campaign came up short for local as well as overseas.
8. Attitude toward UJA and national solicitation - haven't been given top priority in the past. Usually wrong people being solicited in these programs, however this relationship is improving.
9. How UJA has helped campaign missions, Women's Division Programs, Young Leadership Cabinet Leadership, Regional and National Programs

CONFIDENTIAL

10. Orientation of Federation and Community

- toward local agencies
- toward Israel

It seems the Federation and Campaigns is not always synonymous in terms of Big Gifts, however Israel and local agencies are both stressed in terms of needs.

11. College Faculty/Involvement

Use of UCLA, USC, etc faculty, including Hebrew Union College, U of Judaism is quite extensive.

12. Women's Division - The Federation W.D. is very active. The community has used VJA National and Regional Women (including Regional Conference) as a key resource here.

13. Young Leadership - VJA Cabinet here is key to highly successful program, including "Chadon" Mission Concept. 1982 VJA Y.L. Chairman Designate is Ed Robinson from L.A.

14. Cash Collection - good. Community on payment schedule with VJA, VJA can bargain with the Federation in this instance

15. Allocation Process - VJA National Allocation Chairman have always been invited into L.A. to make presentation. Various meetings set for negotiations

16. Fundraising Process - 16 month campaigns always overlapping. Needs: stronger emphasis on Big Gifts Programs including better use of the following VJA resources - PM mission, internal officer solicitations, \$100,000 weekend, etc.

17. Status of Campaign Chairman
-- selection process chosen the year before as a co-chairman
Community adopted a 1980 1/2 chairman for cleanup this year (different than 81 chairman)

18. Recommendations:

- a. Organization
- b. Campaign strategy and techniques

Since I have only been assigned here two months, I can only say that a greater goal oriented process at the big gifts level is quite necessary. I will defer other comments at this time

GIVING & GIVERS

TOTAL CAMPAIGN

W. D.

<u>1971</u>	<u>UNITS</u>	<u>AMOUNT</u>	<u>UNITS</u>	<u>AMOUNT</u>
\$999 & Under	49,747	\$ 4,537,877	18,355	\$ 929,337
1,000 - 4,999	2,506	4,368,987	301	511,781
5,000 - 9,999	293	1,736,549	24	149,060
10,000 - 24,999	210	2,940,783	17	212,513
25,000 - 49,999	67	2,072,083	2	70,000
50,000 & Over	52	9,380,996	2	150,000
	<u>52,875</u>	<u>\$ 25,037,285</u>	<u>18,701</u>	<u>\$2,022,691</u>

<u>1972</u>	<u>UNITS</u>	<u>AMOUNT</u>	<u>UNITS</u>	<u>AMOUNT</u>
\$999 & Under	47,083	4,530,295	17,198	952,264
1,000 - 4,999	2,562	4,582,576	319	549,741
5,000 - 9,999	295	1,742,236	24	133,763
10,000 - 24,999	234	3,149,355	16	199,693
25,000 - 49,999	78	2,462,168	2	87,000
50,000 & Over	47	7,280,429	1	50,000
	<u>50,299</u>	<u>\$23,747,059</u>	<u>17,560</u>	<u>\$1,974,461</u>

<u>1973</u>	<u>UNITS</u>	<u>AMOUNT</u>	<u>UNITS</u>	<u>AMOUNT</u>
\$999 & Under	51,097	4,512,618	12,364	765,355
1,000 - 4,999	2,744	4,954,844	347	577,778
5,000 - 9,999	320	1,935,328	30	164,311
10,000 - 24,999	240	3,419,495	19	232,000
25,000 - 49,999	90	2,883,623	2	77,000
50,000 & Over	45	5,751,399	1	50,000
	<u>54,556</u>	<u>\$23,457,307</u>	<u>12,763</u>	<u>\$1,866,454</u>

1974 (As of 5/31/74) - Including Srv.

\$999 & Under	68,981	8,180,360
1,000 - 4,999	3,949	7,432,801
5,000 - 9,999	456	3,128,452
10,000 - 24,999	279	4,284,496
25,000 - 49,999	92	3,010,714
50,000 & Over	75	13,089,420
	<u>73,832</u>	<u>\$39,126,243 *</u>

* Closing figure \$42,287,000

Cont'd.

TOTAL CAMPAIGN

W. D.

<u>1975</u>	<u>UNITS</u>	<u>AMOUNT</u>	<u>UNITS</u>	<u>AMOUNT</u>
\$9,999 & Under	47,613	\$ 5,621,777		
1,000 - 4,999	3,688	6,251,110		
5,000 - 9,999	433	2,543,030		
10,000 - 24,999	268	3,584,889		
25,000 - 49,999	86	2,581,096		
50,000 & Over	55	5,019,516		
	<u>52,148</u>	<u>\$25,601,418 *</u>		

* Closing figure \$26,919,917

<u>1976</u>	<u>UNITS</u>	<u>AMOUNT</u>	<u>UNITS</u>	<u>AMOUNT</u>
\$999 & Under	47,953	5,849,852	14,749	1,187,904
1,000 - 4,999	4,133	6,918,313	801	973,709
5,000 - 9,999	533	3,109,396	93	382,903
10,000 - 24,999	287	3,834,458	43	295,468
25,000 - 49,999	84	2,537,714	2	70,000
50,000 & Over	51	4,461,914	2	105,000
	<u>53,046</u>	<u>\$26,711,652</u>	<u>15,690</u>	<u>\$3,014,984</u>

<u>1977</u>	<u>UNITS</u>	<u>AMOUNT</u>	<u>UNITS</u>	<u>AMOUNT</u>
\$999 & Under	44,518	6,541,844	11,238	1,254,233
1,000 - 4,999	4,128	7,121,568	692	1,027,248
5,000 - 9,999	522	3,229,790	75	396,649
10,000 - 24,999	295	4,021,616	19	220,087
25,000 - 49,999	86	2,743,047	1	25,000
50,000 & Over	46	3,578,152	3	160,000
	<u>49,595</u>	<u>\$27,236,017</u>	<u>12,028</u>	<u>\$3,083,217</u>

<u>1978 *</u>	<u>UNITS</u>	<u>AMOUNT</u>	<u>UNITS</u>	<u>AMOUNT</u>
\$999 & Under	47,680	6,177,599		
1,000 - 4,999	4,736	7,938,146		
5,000 - 9,999	492	3,006,725		
10,000 - 24,999	372	6,745,408		
25,000 - 49,999	97	3,016,176		
50,000 & Over	53	4,772,379		
	<u>53,435</u>	<u>\$31,656,433</u>		

* From Descending Order listing 2/2/79

Cont'd

95 15

\$,883,114

1979

	UNITS	AMOUNT
\$999 & Under	42,714	8,580,019
1,000 - 4,999	4,991	3,835,987
5,000 - 9,999	654	5,762,442
10,000 - 24,999	422	3,385,520
25,000 - 49,999	109	4,652,509
50,000 & Over	55	
	<u>48,943</u>	<u>32,049,921</u>

1.20
4%

13,375,155
42%

6231



United Jewish Appeal

LA

Date: August 28, 1980

To: Tom Hurwitz
From: Melvyn H. Bloom
Subject: CJF BENCHMARKS

Please find attached a copy of the CJF benchmarks relative to your responsible assignments in conjunction with the capacity meetings currently being held throughout the country.

I am sharing this data with you to have at hand for your work with your community as well as for these capacity meetings.

MHB:bw
Attach.

cc: RAP



[Handwritten signature]

1981 CAMPAIGN PLANNING TASK FORCE

COMMUNITY: LOS ANGELES

GROUP: I

JEWISH POPULATION:

1975 470,000
1980 503,000

CAMPAIGN FINALS:

1974 42,287,000
1979 32,063,000 (a)

ESTIMATED 1980 33,000,000 (a)

PER CAPITA: RANKS 13 OF 16 CITIESBENCHMARKS*

	1985 GOAL	1981 GOAL	% INCREASE 1981 OVER 1980 EST.
1. PER CAPITA	84,001,000	43,200,200	30.9
2. 1974 ACHIEVEMENT	59,201,800	38,240,360	15.9
3. 1980 ACHIEVEMENT	58,000,000	38,000,000	15.1
4. PROJECTED JEWISH POPULATION GROWTH	86,756,500	43,751,300	32.6
5. GIFTS PER 1,000 JEWISH POPULATION			
# PER 1,000: 107.6			
MEDIAN FOR POPULATION GROUP IS	<u>188.9</u>		
6. \$1,000 & OVER GIFTS PER 1,000 JEWISH POPULATION			
# PER 1,000: 13.6			
MEDIAN FOR POPULATION GROUP IS	<u>17.1</u>		
\$10,000 & OVER GIFTS PER 1,000 JEWISH POPULATION			
# PER 1,000: 1.2			
MEDIAN FOR POPULATION GROUP IS	<u>1.6</u>		

(*) - See separate sheet for description

(a) - Excludes \$2,242,000 in Renewal Pledges for 1979 & 1980

CITY LOS ANGELES

PER CAPITA ACHIEVEMENT

Required for 1985 to achieve \$1 billion:

167 per capita (required to achieve \$1 billion)

- (a) City's population multiplied by \$ 167
(this produces 1985 goal for the community). \$ 84,001,000
- (b) Difference between 1985 figure and 1980 figure. \$ 51,001,000
- (c) One-fifth of difference (5 years to achieve). \$ 10,200,200
- (d) Add to 1980 figure and this is the 1981 goal. \$ 43,200,200
- (e) Percentage increase 1981 over 1980. 30.9

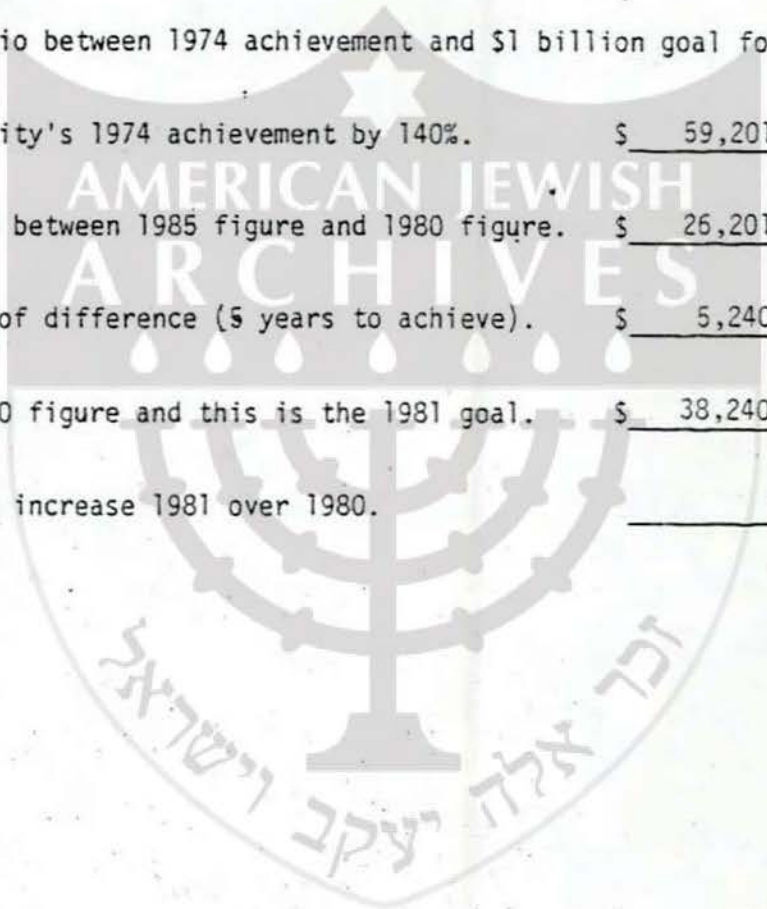
1981 - 33
1982 }
1983 } 4 years at average 10% inflation = 40%
1984 }
1985 } 33 + 13 inflation = 46 to stay same.
Thus campaign requires increase of 10 mill. each year
in 4 years - steady growth.

CITY LOS ANGELES

1974 ACHIEVEMENT

Overall ratio between 1974 achievement and \$1 billion goal for 1985 -- 140%.

(a) Multiply city's 1974 achievement by 140%.	\$ <u>59,201,800</u>
(b) Difference between 1985 figure and 1980 figure.	\$ <u>26,201,800</u>
(c) One-fifth of difference (5 years to achieve).	\$ <u>5,240,360</u>
(d) Add to 1980 figure and this is the 1981 goal.	\$ <u>38,240,360</u>
(e) Percentage increase 1981 over 1980.	<u>15.9</u>



CITY LOS ANGELES

1980 CAMPAIGN ACHIEVEMENT

(a) Federation's 1980 total as percentage of overall raised in 1980 (\$565 million, estimate). *	5.8
(b) Take same percentage of \$1 billion and this represents city's 1985 objective.	\$ <u>58,000,000</u>
(c) Difference between 1985 figure and 1980 figure.	\$ <u>25,000,000</u>
(d) One-fifth of difference (5 years to achieve).	\$ <u>5,000,000</u>
(e) Add to 1980 figure and this is the 1981 goal.	\$ <u>38,000,000</u>
(f) Percentage increase 1981 over 1980.	<u>15.1</u>

* For the U.S. only, UJA estimates a 1980 Final of \$510 million.

CITY LOS ANGELES

PROJECTED JEWISH POPULATION GROWTH

- (a) Using city's 1980 estimated Jewish population as base, project 1985 estimated Jewish population at one-half the growth between 1975-80.

519,500

- (b) Take 1985 Jewish population and multiply by \$ 167 (required to achieve \$1 billion) and this produces the city's 1985 objective.

\$ 86,756,500

- (c) Difference between 1985 figure and 1980 figure. \$ 53,756,500

- (d) One-fifth of difference (5 years to achieve). \$ 10,751,300

- (e) Add to 1980 figure and this is the 1981 goal. \$ 43,751,300

- (f) Percentage increase 1981 over 1980. 32.6

NUMBER OF GIFTS PER 1,000 JEWISH POPULATION
BY GIFT CATEGORY-1979 CAMPAIGN

CITIES IN GROUP I

City	Jewish Population	Total	\$50,000- & Over	\$25,000- \$49,000	\$10,000- \$24,999	\$5,000- \$9,999	\$1,000- \$4,999
BALTIMORE	92,000	209.7	0.2	0.4	1.1	2.0	11.8
BOSTON	170,000	169.9	0.2	**	1.2	1.2	10.3
CHICAGO	253,000	151.3	0.3	0.3	1.4	2.4	16.5
CLEVELAND	75,000	313.0	0.5	0.9	2.3	4.1	24.3
DETROIT	75,000	306.0	0.5	0.7	2.7	4.6	26.6
LOS ANGELES	455,000	107.6	0.1	0.2	0.9	1.4	11.0
METROPOLITAN NJ	95,000	264.0	0.2	0.4	1.2	2.0	17.5
MIAMI	225,000	115.4	0.1	0.2	1.2	1.3	7.8
MONTREAL (F)	100,000	302.3	0.3	0.8	2.2	3.0	17.4
NEW YORK CITY	1,998,000	75.1	0.1	0.1	0.4	0.7	4.5
PHILADELPHIA	295,000	158.8	0.1	0.2	0.7	1.2	7.5
PITTSBURGH	51,000	240.3	0.2	0.4	1.5	2.3	18.4
SAINT LOUIS	60,000	173.3	0.2	0.3	1.2	1.8	15.1
SAN FRANCISCO	75,000	207.9	0.2	0.3	1.1	1.6	15.5
TORONTO	112,000	236.6	0.4	0.5	1.6	2.3	19.3
WASHINGTON, DC	160,000	138.9	0.2	0.2	0.7	0.9	8.3

** - Included in lower category.

(F)- Fall campaign. Data are for prior year.

MODEL FOR GROUP 1-CITIES

NUMBER OF GIFTS PER 10,000 JEWISH POPULATION IN 5 CATEGORIES OF GIVING

<u>Gift Category</u>	<u>Average of Top Half of Group</u>	<u>Los Angeles Based on 1980 Jewish Population</u>	
		<u>Per 10,000</u>	<u>Current Needed</u>
\$50,000 & Over	3	1	50
25,000 - 49,999	5	2	100
10,000 - 24,999	18	9	450
5,000 - 9,999	28	14	700
1,000 - 4,999	195	110	5,500



UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

Date..... March 24, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Rabbi Herbert A. Friedman
 COMMUNITY..... Las Vegas, Nevada
 DATE..... April 14, 1981 TIME..... Luncheon
 TYPE OF MEETING..... Top Leadership Meeting & Solicitation
 ADDRESS OF MEETING.....
 PERSON IN CHARGE..... Mr. Jerome Countess, Executive Director
 ADDRESS..... Jewish Federation- 1030 E. Twain Ave., Las Vegas, Nevada
 PHONE..... Off: (702) 732 - 0556 Res: (702) 871 - 7221
 FIELD REPRESENTATIVE..... Fred Hait David Paikin

TRAVEL SCHEDULE

TO		FROM
Leave: Los Angeles 8:30 A.M.	4/14	Leave: Las Vegas 10:35 A.M. 4/15
via: Western Airlines # 104		via: Republic Airlines # 81
Arrive: Las Vegas 9:32 A.M.	4/14	Arrive: San Diego 11:30 A.M. 4/15

Lunch

Dinner - Y.L. - 6-8 pm.

REMARKS: The community has secured a reservation at the ^{*Dunes*} ~~Caesar's Palace~~ Hotel, in Las Vegas, Nevada.

SEYMOUR LESSER
 Director, Speakers Bureau

Dennis M. Sabbath
Valley Bank Plaza
300 South Fourth Street
Suite 1505
Las Vegas, Nevada 89101
(702) 385-2004

CALIFORNIA OFFICE
Davis, Cowell & Bowe
351 California Street
San Francisco, California 94104
Telephone (415) 433-7200



DENNIS M. SABBATH
Attorney at Law

Las Vegas

Hank Greenbaum

Las Vegas Sun

121 So. Highland Dr.

89102

Jerry Mack

2961 Augusta Drive

89109

Irwin Melasky

3111 Bel Air Dr.

89109

Marvin Kratter

737-0000

Rom-Amer Pharmaceuticals
Joe Burr Drive

GUEST BIOS

AL BENEDICT: President, MGM Hotel. A decade and more ago was Chairman of Campaign, Past President of Temple. Has advanced rapidly through top corporate management. It has kept him very busy - and heavily involved with travel, particularly the last year or two.

There has been zero involvement with local campaign or other Jewish activities, except that up until two years ago, he solicited a few gifts from the purveyors who sell to MGM. In '79 he refused to do it on the grounds that he was soliciting purveyors for funds for a PAC and it would be a conflict.

Personal gift - \$ 12,000. Hotel gift ... \$ 5,000

Benedict did respond to this plea by Art Marshall and me for some involvement, but has said that at best it will be minimal. Once the hotel re-opens - scheduled for July 1, he might be available to host a small function or exert some influence on purveyors again.

KEN EPSTEIN: Wife involved in Women's Division. He is part owner of EL CORTEZ (downtown) and BARBART COAST (uptown). Reputed to be one of the most wealthy young men in town. Was interested in UJA six, seven years ago, but was turned off by a bad solicitation, under false pretenses, by a young UJA field man and an Israeli. (A dozen others suffered that experience with the same individuals, and were similarly alienated.)

Ken is bright, sharp - I heard him solicit on the phone, once, and he was good. I think we've overcome that hostility and he's about ready for a good motivation session. (Son Bar-Mitzvahed at The Wall, last year, but Ken made no gift.)

MEL EXBER: Past President of Temple; Past Chairman of Campaign, fifteen years ago, and again, two years ago. (Annual gift had been ten thousand, but when he was chairman, two years ago, gave \$25,000 and \$25,000 to Project Renewal. Now gives \$15,000, no P.R. As Chairman Mel did not solicit a gift or participate in any campaign event. He has recently built a new hotel and it's kept him hopping. He was President of the Downtown Association and Hotel Association, and it has kept him equally (but unJewishly) busy.

NEIL GALATZ: 1979 and 1980 Campaign Chairman. Gift went from \$5,000 to \$14,000 in 1980, \$12,500 in 1981. Is an attorney. Has not been an active Chairman.

HANK GREENSPUN: Up until two years ago he was not involved in the campaign at all. About ten years ago a UJA field person made a serious personal error in talking with Hank. He was physically ejected from Hank's office, and since then Hank has devoted most of his local energies to Bonds. That activity has also diminished substantially, however, in the last year or two.

Two years ago Hank came back to Federation life with a \$170,000 gift. Last year he would give nothing----until December 30th, when his accountant advised him he had a tax problem and had to give away \$100,000- which he did, \$80,000 to us, \$20,000 to Hebrew U.

In the last two months, in the middle of our campaign, Hank and Barbara have been involved in a Hebrew University function in town, sponsorship of an Israeli Tennis Association function, and, last week, personal sponsorship of a fundraiser for the Simon Wiesenthal Holocaust Center, that took big bucks out of this town.

JERRY MACK: Mack's annual gift is \$25,000. He has not, however, been even mildly active in the campaign in the last five years. He has, however, promised to use his influence to involve one of the newer important hotel executives, Steve Wynn, of the Golden Nugget, in an important campaign position for 1982.

Joyce Mack and Barbara Greenspun hosted a \$2,5000 luncheon for the Women's Division, last month, on Mack's yacht in Newport Beach, Calif, that was the sensation of this year's campaign. They have agreed to do something equally glamorous for the coming year. The Mack and the Greenspun families are without question the social leaders of the Jewish community and the larger community as well.

ART MARSHALL: A dear, involved, committed man who is, unfortunately, too involved with a thousand other projects - seven stores in the major hotels, an expansion into a new building, real estate ventures, and, perhaps most of all, heavily involved in American politics from a Jewish interest slant. He is sponsoring a luncheon for Senator Metzenbaum this Friday - has supported a dozen other candidates, is in frequent touch with Washington and is forever running, running, running. It results in little practical use to us - but when the chips are down, Marshall is usually there. To press him to do more, however, is to guarantee no results. This meeting is the result of an idea he had to re-involve the old lay leaders.

IRWIN MOLASKY: As head of Paradise Homes - we get \$50,000 a year from him. The gift includes Dalitz, Roen and Adelson, so it isn't so great. No involvement in the last six, seven years. Zero. Was asked to be Campaign Chairman by Frank Lautenberg. Laughed in Lautenberg's face and walked away. His wife is an Israeli. She is currently being
continued

treated by chemotherapy for cancer. Irwin is supposed to be leaving with her tomorrow for Houston, for further treatment.

MORRIS SHENKER: Helpful, cooperative, but owes a bloody fortune, to us, to St. Louis and to San Diego. All three communities believe the money will be ultimately good. Morris has had deep financial troubles the last three years.

But Morris is approachable, reachable, responsive. Has helped with the Russians, with jobs for some of our people, with hosting functions. He's the most responsible of the lot. No one in this town knows more about fundraising than Morris. He volunteered to host this lunch.

JACK SOLOMON: Pledged \$250,000 this year, plus the same to Project Renewal, but his pledges were based on stock and his company is in serious financial trouble. We may not collect.

Jack is a very sweet man, interested and concerned, but wants no part in direct involvement - has not solicited a gift or helped us get to anyone.

STEVE WYNN: Owner of the Golden Nugget - no previous involvement, but his wife has offered to host a major function for Women's Division in the coming year, and Jerry Mack has said that Wynn will do something in the coming campaign. Steve is part of a small group of new, previously uninvolved hotel and business execs, who could be very important in the next campaign.

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
PLaza 7-1500

March 24, 1981

Date.....

Following are details regarding the function to be addressed by:

Rabbi Herbert A. Friedman

SPEAKER.....

COMMUNITY..... San Diego, California

DATE..... April 15, 1981 TIME..... Dinner

TYPE OF MEETING..... Solicitation & Young Leadership Dinner

ADDRESS OF MEETING.....

PERSON IN CHARGE..... Mr. Donald Gartner, Executive Director

ADDRESS..... Jewish Federation- 5511 El Cajon Blvd., San Diego, California

PHONE..... Off: (714) 582 - 2483 Res: (714) 753 - 8619

FIELD REPRESENTATIVE..... Mark Groner David Paikin

TRAVEL SCHEDULE

TO

FROM

Leave:	Las Vegas 10:35 A.M.	4/15	Leave:	San Diego 8:30 A.M.	4/16
via:	Republic Airlines # 81		via:	Golden West Airlines # 705	
Arrive:	San Diego 11:30 A.M.	4/15	Arrive:	Los Angeles 9:10 A.M.	4/16

REMARKS: Reservations have been secured at the Little America Westgate Hotel, in San Diego, California.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
PLaza 7-1500

Date..... March 24, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Rabbi Herbert A. Friedman
COMMUNITY..... Los Angeles, California
DATE..... April 16, 1981..... TIME.....
TYPE OF MEETING..... Solicitation & Meetings
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. Myke Barash, Campaign Director
ADDRESS..... Jewish Federation- 6505 Wilshire Blvd., Los Angeles, California
PHONE..... Off: (213) 852 - 1234..... Res: (213) 785 - 3353
FIELD REPRESENTATIVE..... David Paikin..... Robert Pearlman

TRAVEL SCHEDULE

TO		FROM	
Leave: San Diego 8:30 A.M.	4/16	Leave: Los Angeles 8:30 A.M.	4/17
via: Golden West Airlines # 705		via: Trans World Airlines # 800	
Arrive: Los Angeles 9:10 A.M.	4/16	Arrive: N.Y. JFK 4:30 P.M.	4/17

REMARKS: Reservations have been secured at the Beverly Hilton Hotel, in Beverly Hills, Calif.

SEYMOUR LESSER
Director, Speakers Bureau

VISIT OF RABBI HERBERT A. FRIEDMAN

SAN DIEGO, CALIFORNIA CAMPAIGN

WEDNESDAY, APRIL 15, 1981

- 11:30 A.M. Arrives San Diego via Republic Airlines Flight #81
(from Las Vegas)
- Small suite reserved at Little America Westgate Hotel
(714-238-1818)
- 12:15 P.M. Solicitation of Henry Gotthelf
Co-solicitor: Arthur Levinson
Luncheon: Rabbi Friedman's suite
- 3:30 P.M. Solicitation of Irving Snyder
Co-solicitor: Bernard Lewis
Locale: Rabbi Friedman's suite
- 4:30 P.M. Solicitation of Morris Steiman
Co-solicitor: Donald Gartner
Locale: Rabbi Friedman's suite
- 5:45 P.M. Cocktails/Dinner
- 7:45 P.M. Speech before Geshet Group (80-100 Young Leadership people)
at Temple Beth Israel (2512 Third Avenue)
Subject: "Destruction to Rebirth -- the Holocaust,
Past and Present"
Federation Staff: Steven Klappholz

THURSDAY, APRIL 16

- 7:45 A.M. Depart hotel for San Diego Airport
Golden West Airlines Flight #705; 8:30 A.M. Departure
for Los Angeles

SAN DIEGO, CALIFORNIA

(AREA CODE 714)

<u>NAME</u>	<u>BUSINESS PHONE</u>	<u>RESIDENCE PHONE</u>
Ernest Rady, Fed. Pres.	280-5570	454-1469
Herbert Solomon	231-0303	583-0144
Donald Gartner, Ex. Dir.	582-2483	753-8619
Bernard Lewis	239-1131	464-3402
Arthur Levinson	286-9041 1-903-385-1218	582-1340



DSS:eb

4/13/81

San Diego, California: Campaign Statistical Overview

1973 Total Campaign Dollars	\$ 991,728	Pre-War
1974 " " "	1,305,904	Yom Kippur War
1976 " " "	1,800,000	Don Gartner's First Year
1980 " " "	3,540,800	Regular
	400,000	Project Renewal
1981 " " "	2,667,397	Regular, As of 4/8/81
	311,085	Project Renewal*
	2,080,487	Card-by-card comparison to 1980
	1,399,792	Outstanding values
	2,075,865	Pace of '80 Drive as of 4/8/80

Major Gifts of \$10,000 & Over

(In the 1980 Drive, there were approximately seventy gifts at \$10,000 and Over for \$1,570,000 or 45% of total dollars raised. The seventy donors represented 1-1/2% of total donors.)

1981 Drive: As of 4/8, 38 gifts outstanding for \$563,000
 Same date in 1980, 33 gifts out for \$700,000
 As of 4/8, 34 gifts in for \$1,347,500
 (2 gifts here are new for \$20,000)
 Same date in 1980, 32 gifts in for \$1,006,500

*Only when regular gift is closed and entered on computer can the 1/5th portion of Project Renewal gift be so recorded. Hence, while more than \$311,085 already has been committed, the grand total to date is not here reflected.

United Jewish Federation of San Diego County

□ 5511 El Cajon Boulevard • San Diego, California 92115
(714) 582-2483

□ P.O. Box 1331 • Carlsbad, California 92008
(714) 729-5932 • 436-1722 • 743-7188

March 25, 1981

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Jeffrey R. Liber
*Executive Committee

Rabbi Herbert Friedman
c/o Robert Pearlman
United Jewish Appeal
1290 Avenue of the Americas
New York, N. Y. 10107

Dear Rabbi Friedman:

David Sacks suggested getting in touch with you.

This is to confirm that you will be addressing the April meeting of the Geshet Young Leadership Education Committee.

The meeting will be held on April 15, 1981, at 7:30 p.m., at Temple Beth Israel, 2512 Third Avenue, San Diego.

The overall theme of the evening's program is "Destruction to Rebirth - the Holocaust Past and Present." The Steering Committee would like you to spend approximately forty five minutes discussing the Holocaust and its implications today.

A question and answer period will follow the formal presentation.

The purpose of the meeting will be to help educate people as to the meaning of the Holocaust and the implications of it today on world Jewry.

The Geshet Programs, to date, have included the following topics and speakers:

October 26 : Decade of Decisions - Israel/American Jewry -
1980 Presidential Election

Speakers: Congressman, Henry Waxman
Joel Bird, UJA Young Leadership
Cabinet Member

November 5 : Story of Survival - Israel Today
Speaker: Israel Consul General, Benjamin Navon

1 of 2

The United Jewish Federation of San Diego County is the central fund-raising, community relations and social planning arm of the greater San Diego Jewish Community, UJF, in partnership with a variety of agencies, including United Jewish Appeal, health, welfare, Jewish educational, group and human needs locally, nationally, in Israel and overseas.

Local Agencies and Programs

Bureau of Jewish Education • Community Relations Committee • Hebrew Day School
Hebrew Home for the Aged • Jewish Campus Centers • Jewish Community Center
Jewish Family Service • San Diego Jewish Academy

December 3: Jewish Geography - The Diaspora
Speaker: Professor Deborah Lipstadt, UCLA

February 4: Middle East Overview
Speaker: Gordon Zacks, UJA Vice chairman

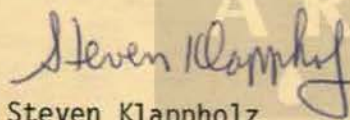
March 4 : The San Diego Jewish Community
Speaker: Herb Solomon, Past Federation President
CJF Board Member

Donald Gartner: Executive Director,
United Jewish Federation

If you have any questions, please contact me.

Thank you for agreeing to participate in the Gesher Program.

Sincerely,



Steven Klappholz

Steven Klappholz
Staff Associate

SK:rr

cc: Donald Gartner
David Sacks



4:30 pm Westgate
Hotel

MORRIS STEIMAN

Bus. & Res. Address/Phone

6243 Rockhurst
San Diego, CA 92120
(714) 583-1055

Biographical Sketch

In his early 60's, he is married with grown children . His wife, Barbara, has a strong Israel commitment but is antagonistic to the Federation. Her reason, or one of them, is apparently that the Jewish Family Service has provided no relief monies for matzot to poor families.

Jewish Connection: He is an orthodox Jew, one of the founders and major financial supporters of Beth Jacob Synagogue; it is rumored that he is a six-figure giver to their building fund. In view of the size of his giving in recent years, he is an anomaly in SD--or any community--in terms of support for UJA/Fed. A major supporter of Jewish education, it is said that he gives in the neighborhood of \$75,000 annually to such causes. One of his greatest loves is Chabad, to which he gives much time, effort and money--though Don Gartner cannot acquire specifics from them on Steiman. He is also an active leader in the SD Hebrew Day School. He has been angered by Fed.'s relationship of late with Chabad. While Fed. once supported Chabad--\$10,000 annually--this stopped in 1978, when the school refused accountability, which triggered angry reaction. It is rumored that he made up out of pocket the loss of Fed. subsidy to Chabad. He has been to Israel repeatedly, which includes a Fed. mission in 1976. He has also given in 1980 \$80-90,000 (with piece of real estate) to the J. N. F.

Financial

He is a successful real estate developer, who "has made millions like a good number of other Jewish San Diegans." In the business world, he is regarded as a decent and honorable man, "good to do business with, a sweetheart." No one questions his strong financial capacity.

MORRIS STEIMAN, continued

Fundraising/Federation

Giving History:

	<u>Special</u> (Emergency)	<u>Regular</u>
1973	\$4,500	\$1,000
1974	6,000	1,500
1976	5,000	7,000
1978	30,	30,000
1979		50,000
1980		20,000

Of last three pledges above, he has paid only \$11,000 of the total (off of 1978 gift). Approx. \$89,000 is still owed. However, he gave the Foundation a second trust deed worth \$93,000 which earns \$880 a month. This earning, on a yearly basis, can be applied against the \$89,000, but the meaningful reduction of this AR is small--\$10,560 in toto. Unfortunately, Steiman thinks that by giving the trust deed, he has covered his AR in one fell swoop.

Rating: \$50,000. Steiman indicated that he would consider giving this amount again, as in 1979. He has great respect for Manny Fisher, who recently gave a piece of land for \$400,000 to Project Renewal (Nesher solicitation in March). This should be mentioned in course of solicitation. Three objectives in approach:

1. Payment of ARs by giving cash or other trust deeds.
2. \$50,000 to 1981 Regular Drive.
3. \$100,000 to Project Renewal.

Bernard Lewis who gives total of \$100,000 in 1981 for Reg. & PR, will accompany you in solicitation. (Reg. \$67,500, PR \$32,500).

CONFIDENTIAL

NORMAN MANN

Business: 4518 54th Str.
SD, CA 92115
(714) 582-9455

Residence: 5056 54th
SD, CA 92115
(714) 58303592

Biographical Sketch

In his mid-fifties with a few children, he is a dentist (orthodontist). Regarded as a "trouble-maker," his personality is considered quite unique, indeed difficult. He sits on various Jewish Bds., his wife, Sivia, on the Fed. Bd.

Has been to Israel and gives dentistry tools (smuggles) to Israel constantly--especially to Kiryat Melachi.

Financial and Rating

In addition to dentistry, he is in real estate and recently sold a piece of property for \$1,000,000 and put cash in bank. Has approx. \$5,000 in Philanthropic Fund to Fed.

Giving History: 1977: \$3,500 to Reg.; 1978: \$3,000 to Reg.; 1979: \$1,500; and 1980: \$2,000.

Rating is \$25,000. Bernard Lewis will accompany.

CONFIDENTIAL

DR. GERALD KOBERNICK

(4-15-81 12:00 Lunch--Little America
Westgate Hotel)

Business:

7339 El Cajon Blvd. Suite B
La Mesa, CA 92041
(714) 582-7785

Residence:

6360 Rancho Park Drive
San Diego, CA 92120
(714) 582-7785

Biographical Sketch

He is a dentist with three children: one in Yeshiva in Israel who just married there and lives in Mea Shearim (they went over for the wedding); a second in Medical School; and a married daughter. His wife Shirley is Jewish and a strong supporter of Israel. He is a decent man who is well-liked. He is well-read in Jewish literature and well educated generally in this area.

Federation: On Fed. Bd. of Dir., was once Vice-President of Fed.; was once one of three general campaign co-chairmen. There is a chance that he will be Fed. President next year and should be pitched by you for "leadership" in this Jewish community.

Negative: fifty-five years old and "wants to relax now in life."

Financial and Rating

He has additional resources from real estate. Rating at \$25,000 a figure which Bernard Lewis has floated with him already.

Giving history: 1977: \$10,000; 1978: \$3,000 (tied up his money in a bldg.--so he said); 1979: \$6,000 to Reg. and \$1,500 to PR; 1980: \$12,000.

Accompanying lay solicitor: Bernard Lewis.

HAR

Campaign Statistics as of 4/14/81

	<u># Cards as of 4/13</u>	<u>Amt. '81</u>	<u>Amt. '80</u>	<u>% Inc.</u>	<u>1981 Cards Out</u>	<u>1981 Amt. Out</u>
Reg.	3,728	2,898,622	2,236,416	29	2,701	1,235,766
P/R	133	345,072	304,000	13		

1980 as of 4/14/80

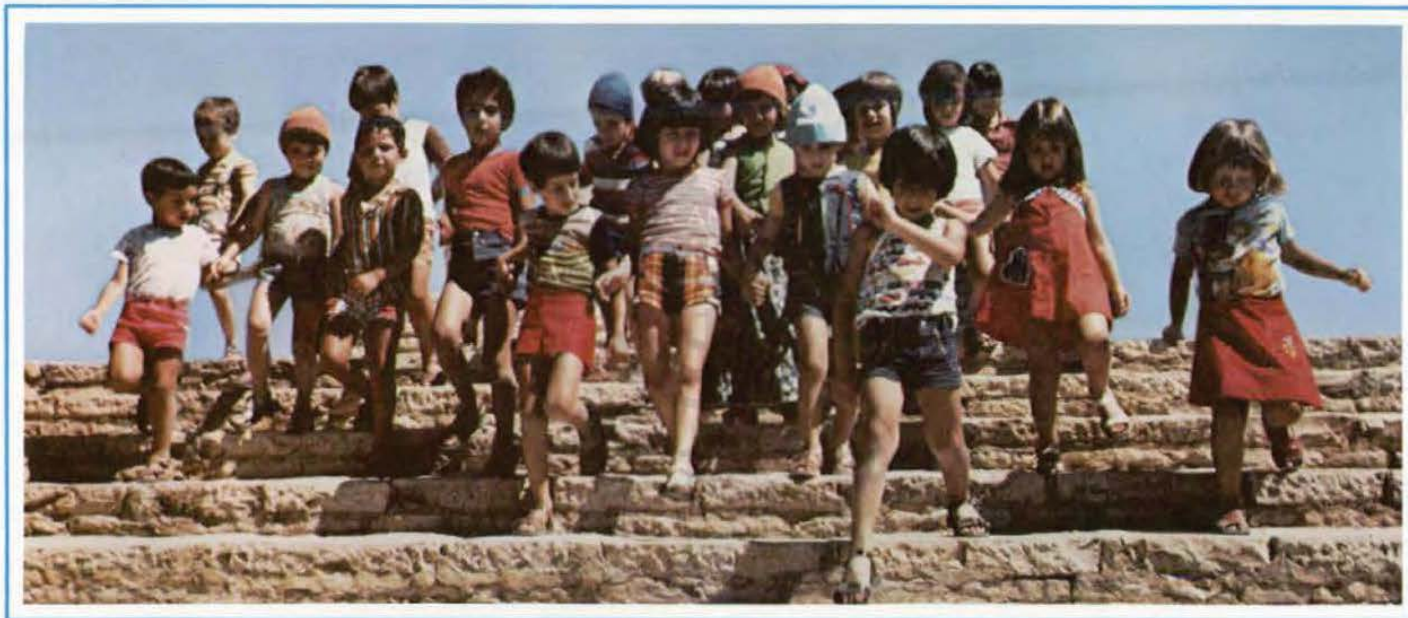
	1,963	2,110,265	1,834,535	15	3,020	1,615,871
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As of this date:

- % of 1981 Campaign completed = 64%
- % of 1980 " " = 54%
- % of cards completed compared with 1980 = +89%

In order to reach our goal it is imperative that we sustain the current percentage increase on all outstanding cards.





UNITED JEWISH APPEAL

ANNUAL DINNER

BETH SHOLOM CONGREGATION

WEDNESDAY, MAY 6, 1981

PROGRAM

Welcome Isadore Glosser
Pres. U. J. F. of Johnstown
Invocation Rabbi Rav Soloff
America Cantor Solomon Epstein



Greetings I. Samuel Kaminsky, Esq.
Chairman
Special Presentation Harvey Supowitz
to Alvin and Joan Glosser Co-Chairman
Introduction of Guest Speaker .. Phillip Eisenberg
Co-Chairman
Address Rabbi Herbert A. Friedman
Campaign Report Steven Eisenberg
Co-Chairman
Hatikvah Cantor Solomon Epstein
Benediction Rabbi Rav Soloff

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

April 29, 1981

Date.....

Following are details regarding the function to be addressed by:

SPEAKER..... Rabbi Herbert A. Friedman
COMMUNITY..... Knoxville, Tennessee
DATE..... May 11, 1981 TIME..... 7:30 P.M.
TYPE OF MEETING..... Solicitation & Big Gifts Meeting
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. David Blumberg
ADDRESS..... Suite 304, Fidelity Bldg., Knoxville, Tennessee
PHONE..... Off: (615) 523 - 4187 Res: (615) 966 - 3020
FIELD REPRESENTATIVE..... Leon Rossen Mort Schlossman

TRAVEL SCHEDULE

TO		FROM	
Leave: N.Y. LaGuardia 11:35 A.M.	5/11	Leave: Knoxville 8:30 A.M.	5/12
via: Republic Airlines # 342		via: Republic Airlines # 127	
Arrive: Knoxville 1:25 P.M.	5/11	Arrive: N.Y. LaGuardia 10:10 A.M.	5/12

Upon your arrival, Leon Rossen will meet you and drive you to your hotel.

REMARKS: Leon Rossen has secured a reservation at the Sheraton Campus Hotel, in Knoxville, Tenn.

Jerusalem

772-2555

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

May 5, 1981

Date.....

Following are details regarding the function to be addressed by:

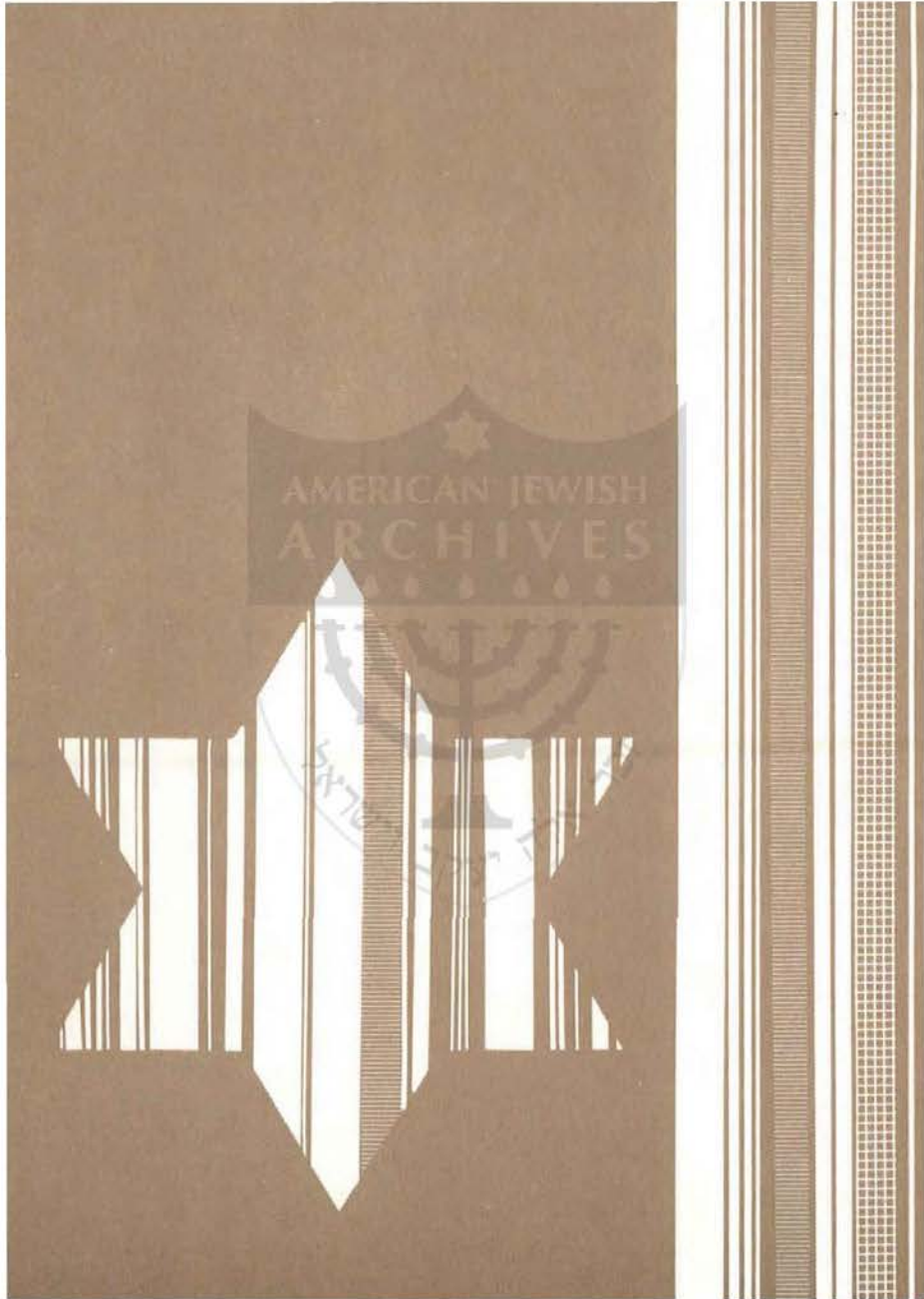
SPEAKER..... Herbert Friedman
 COMMUNITY..... Washington, D.C.
 DATE..... May 19, 1981 TIME 7:00 P.M.
 TYPE OF MEETING..... Businessman of the Year - Honoring Sidney Lansburgh
 ADDRESS OF MEETING..... Washington Hilton Hotel- Connecticut Ave., Washington, D.C.
 PERSON IN CHARGE..... Mrs. Vivian Rabineau, Campaign Director
 ADDRESS..... Jewish Federation- 6935 Arlington Rd., Bethesda, Maryland
 PHONE..... Off: (301) 652 - 6480 Res: (301) 363 - 7063
 FIELD REPRESENTATIVE..... Emanuel Wideroff Joel Friedman

TRAVEL SCHEDULE

TO			FROM	
Leave:	N.Y. LaGuardia 4:00 P.M.	5/19	Leave:	Washington (Nat'l) 5/20
via:	Eastern Airlines Shuttle		via:	Eastern Airlines Shuttle
Arrive:	Washington 5:00 P.M.	5/19	Arrive:	N.Y. LaGuardia 5/20
	(Nat'l)			

REMARKS: The community has secured a reservation at the Washington Hilton Hotel, in Washington, D.C.

SEYMOUR LESSER
 Director, Speakers Bureau



The Businessman of the Year Dinner
 is graciously sponsored by
 your colleagues listed below

American Service Center	Melvin Kline
Anton Motors, Inc.	Irvin Kolker
Rudy Arkin	Sidney Lansburgh, Jr.
Arthur Adler, Inc.	M Street Liquor & Deli
Atlantic Garage, Inc.	Nathan Halpert
Mitchell P. Berliner	Oscar Merber
Morris Bisker	Robert G. Millstone
Bladensburg Metals	Peoples Drug
Larry Teitel	Harold Perper
Max Cohen	Potomac Travel
Melvin S. Cohen	Harriet Pomerantz
Copeland Krieger Associates	Prince Georges Scrap, Inc.
Brenda Krieger	Mr. and Mrs. Paul Schneider
Arnold Cornblatt	Coleman and Sylvia Raphael
Dart Drug	Leonard Rodman
David Hockstein, Inc.	Roland Foods, Inc.
David Hockstein	Roland Glass
Eastern Onion Singing Telegram Service	Samuel Rosenstein
Richard England	Fred and Hillary Schneider
Ex-cell Fiber Supply, Inc.	Mayer Smith
Les Ulanow	Snider's Super Market
Furs by Gartenhaus, Inc.	Jerome Snider
Bert R. Gartenhaus	Stanley Foods, Inc.
Giant Food, Inc.	Stanley Atkin
Hart, Schaffner and Marx	Stanley Hayman Co., Inc.
Holiday Inn, Capital Beltway	Stanley Hayman
Reuben Pomerantz	Jamie, Scott & Stacie Steppa
Holiday Inn of College Park	Stern Office Furniture, Inc.
Murray Schott	Saul I. Stern & Andrew M. Stern
I. Feldman & Co.	Washington Bank
Richard Feldman	Leo M. Bernstein
Samuel Kaplan	Jules Winkelman



United Jewish Appeal Federation
of Greater Washington

Businessman of the Year Dinner

Tuesday, May 19, 1981

ARCHIVES

Program

Welcome	Reuben Pomerantz
Greetings	Melvin S. Cohen General Campaign Chairman
Introduction of Guest Speaker	David Hockstein
Address	Rabbi Herbert Friedman former Executive Chairman of the United Jewish Appeal
Ha'Motzi	Daniel M. Lyons
Dinner	
Presentation of the Businessman of the Year Award	Jerome J. Dick
Response	Sidney Lansburgh, Jr.
Dessert	
Entertainment	Sy Kleinman
Concluding Remarks	Reuben Pomerantz

Businessman of the Year Dinner

Reuben Pomerantz

Dinner Chairman

Samuel Kaplan

Dinner Vice Chairman

Dinner Committee

Rudy Arkin

Chairman

Insurance Division

Mitchell Berliner

Vice Chairman

Food & Beverage Division

Leo Bernstein

Chairman

Banking & Finance Division

Sheila Blank

Chairman

Advertising & Communications Division

Irwin Edlavitch

Chairman

Transportation Division

David Forman

Vice Chairman

Drug & Pharmacy Division

David Hockstein

Chairman

Business, Trade & Commercial Division

Marvin Jawer

Vice Chairman

Banking & Finance Division

Irvin Kolker

Chairman

Food & Beverage Division

Brenda Krieger

Vice Chairman

Business, Trade & Commercial Division

Coleman Raphael

Chairman

Research & Development Division

Leonard Rodman

Chairman

Drug & Pharmacy Division

Samuel Rosenstein

Chairman

Shopping Center Campaign

Norman Schikevitz

Vice Chairman

Food & Beverage Division

Frederick Schneider

Vice Chairman

Business, Trade & Commercial Division

Leslie Silverstone

Vice Chairman

Banking & Finance Division

United Jewish Appeal Federation of Greater Greater Washington

Jerome J. Dick

President

Melvin S. Cohen

General Campaign Chairman

Martin S. Neier

Director

Commerce & Professions Division

Elton J. Kerness

Executive Vice President

Vivian R. Rabineau

Campaign Director

Marc Schectman

Assistant Director

Commerce and Professions Division

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 PLaza 7-1500

Date..... May 26, 1981.....

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman.....
 COMMUNITY..... Charleston, S. C.....
 DATE..... June 13, 1981..... TIME..... 12:30 P.M.....
 TYPE OF MEETING..... Cluster Conference.....
 ADDRESS OF MEETING..... Holiday Inn, Downtown, Charleston, S. C.....
 PERSON IN CHARGE..... Mr. Mort Shlossman.....
 ADDRESS..... Holiday Inn Downtown, 125 Calhoun St., Charleston, S. C.....
 PHONE..... Hotel: (803) 722-3391.....
 FIELD REPRESENTATIVE..... Mort Shlossman..... Edith Steindler.....

TRAVEL SCHEDULE

TO		FROM
Leave: La'Guardia 7:20 A.M.	6/13	Leave: Charleston 3:31 P.M.
via: Eastern Air Lines #351		via: Eastern Air Lines #388
Arrive: Charlotte 8:53 A.M.	6/13	Arrive: Charlotte 4:10 P.M.
Leave: Charlotte 9:35 A.M.	6/13	Leave: Charlotte 5:20 P.M.
via: Eastern Air Lines #331		via: Eastern Air Lines #386
Arrive: Charleston 10:11 A.M.	6/13	Arrive: La'Guardia 7:00 P.M.

Upon your arrival you will be met.

REMARKS:

*Call Mel Solomon
 (c) 554-9900
 (h) 577-3555*

SEYMOUR LESSER
 Director, Speakers Bureau

Marvin Lender
President

Arthur Spiegel
Executive Director

June 15, 1981

TO: HERBERT FRIEDMAN

FROM: ARTHUR SPIEGEL

Here is your schedule of appointments.

Your first appointment is with Alan Bailey, a very distinguished accountant and the son of Meyer Bailey, founder of Bailey, Moore, Glazer, Schaefer and Proto, the most prestigious Jewish accounting firm in town.

Alan's giving has been prompted by a warm relationship with our campaign leadership and last year Ziva Reuven got him up to \$18,000.

Alan has extensive business interests in addition to his accounting practice and should be asked for \$30,000.

To the best of our knowledge, he has never been to Israel and should be encouraged to go on the President's Mission. I might add that the other principles in the firm are amongst our top givers.

Alan is highly respected and well liked and could do a great deal more for us were he motivated to do so. His firm also does Marvin Lender's books.

Larry Schaffer - this is the Schaffer family which you may recall had extensive real estate holdings. There are three principles in this gift and Larry is the most committed of the three brothers.

One brother, Eugene, appears to be the boss. Gene's wife is Gloria Schaffer who was Secretary of State for Connecticut and then went on to Washington where President Carter appointed her to the Civil Aeronautics Board. Gene has never exhibited any interest. Other brother, David, is probably not part of the decision making. Larry was on a historic 1973 post Yom Kippur War Mission which got their gift up considerably. Here is a history of their giving since that time.

1974 - \$15,000 1977 - \$7,500 1980 - \$10,000

They have never really been sold on commitment.

Larry is a very fine decent guy, was active in our Tower One senior citizen's development and is well liked. Kids have married non-Jewish partners. If there is any way we can move that family upwards, it will be through Larry.

(more)

CONSTITUENT AGENCIES:

-2- Herbert Friedman

Marvin Gold - toughest nut to crack in town. Marvin is one of the most successful real estate entrepreneurs in Connecticut with extensive real estate holdings. The gift of \$3,000 has not moved in many years and includes his partners, their wives, etc. Marvin is a past president of the Jewish Community Center and all of our efforts over the years to get him to give realistic gifts have ended in failure. He is also a member of the Joint Jewish Community Center - Federation Committee exploring future plans for the relocation of the Center. Marvin could easily give a \$50,000 contribution.

He has never expressed any interest in Israel at any time although he did work very hard during his term as President of the JCC. He has been civic minded and did an outstanding job as Chairman of the City's Board of Finance. His grandchild attends our community supported Day School. (Conservative) Marvin is an attorney.

AS:er

cc: Dan Asher



UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
PLaza 7-1500

Date June 4, 1981

Following are details regarding the function to be addressed by:

SPEAKER Herbert A. Friedman
COMMUNITY Chicago, Illinois
DATE June 17, 1981 TIME 5:30 P.M.
TYPE OF MEETING Hillcrest Country Club
ADDRESS OF MEETING _____
PERSON IN CHARGE Mrs. Janet Kern
ADDRESS Jewish United Fund - One South Franklin Street, Chicago, Illinois
PHONE Off: (312) 346-6700 Res: (312) 831-3453
FIELD REPRESENTATIVE William Lipper Robert A. Pearlman

TRAVEL SCHEDULE

TO		FROM	
Leave: NY (La'Guardia) 1:00 P.M.	6/17	Leave: Chicago (O'Hare) 8:00 A.M.	6/18
Via: American Airlines #307		Via: American Airlines #492	
Arrive: Chicago (O'Hare) 2:14 P.M.	6/17	Arrive: NY (La'Guardia) 10:55 A.M.	6/18

REMARKS: The community has secured hotel reservations for you at the O'Hare Hilton. When you check into the hotel, please call Mrs. Janet Kern at the O'Hare Hilton Hotel.

SEYMOUR LESSER
Director, Speakers Bureau

Hillcrest Country Club
Golf Tournament
and Dinner



Hillcrest Country Club Day (continued)

1981 HILLCREST COUNTRY CLUB

Calvis Leibovitz
Marc Leibovitz
Lester N. Lerman
Paul Levenfeld
Bernard H. Levin
Lawrence Y. Levin
Gerald A. Levy
Michael Libman
Marvin R. Lieberman
Kenneth Litzman
Dr. Daniel Ludwig
Howard Malina
Allen L. Malnekoff
Philip L. Malvin
Morris Martin
Joseph Matlin
Morris Melnick
Leonard Miller
William S. Miska
Charles Nadler
Joseph A. Nagelberg
Jay Nudelman
Leo Osher
Seymour Paisin
Dr. Howard Paule
Harry Pauly, Jr.

Thomas Pauly
Morris M. Pearl
Dr. David A. Peckler
Clarence Parmut
Gerald Pines
Leo Pines
Stephen G. Pinto
Dr. I. Robert Plotnick
Wayne Provus
Howard Rappin
Neil M. Richter
Schuyler Ross
Michael Rovell
Lowell L. Ruffer
Maurice Sabin
Irving Sacks
David Salavitch
Hyman W. Salkind
Harold Saltsberg
Mike Scharf
Floyd A. Schlossberg
Norman M. Schlossberg
Dr. Michael Schmerman
Abe Schneider
Bernard Schneider
Sam Schneider
Herbert J. Schwartz

Sol C. Schwartz
Spencer Schwartz
Harry L. Shapiro
Alvin Shavin
Jesse Sherman
Joseph L. Siegel
Joseph Silverman
Irwin Simms
Jack Skolnik
Gerald Slavin
Larry Soldinger
Bud Solik
Julius Solomon
Hy Spreckman
Robert Stavin
Irving Steinberg
Lawrence K. Steinberg
Leonard Steinberg
Leo Stepkin
David T. Superfine
Theodore Tannenbaum
Ben Trossman
Harold Turner
Harvey L. Walner
Gershen Warren
Ivan Warren
Martin K. Weber

Irwin Weinberg
Norman H. Weinrib
William J. Weiss
Dr. Fred E. Weisz
Dr. Irving S. Wener
Leonard W. Wener
Jack A. White
Jerome Wineberg
Barry Wittin
Herbert Wolf
Philip S. Wolin
Sheffield Wolk
Cyril D. Wolken
Hal Wolken
Norman Yermack
Nathan Yorke
Hyman W. Zaslavsky

**1981
Jewish United Fund**
Larry J. Hochberg
General Chairman
Robert Max Schrayner
President

Eli Field
Project Renewal
Chairman

Judd D. Malkin
Chairman, Country Clubs

Robert L. Adler
Lowell Fixler
Hilton R. Leibow
Chester H. Schultz
Advisory Chairman,
Country Clubs

Dr. Steven B. Nasair
Executive Director

Abraham A. Gutman
Campaign Director

Nan Miller
Associate Campaign
Director

Joel S. Shinsky
Associate Campaign
Director

Pearl W. Block
Division Director

Wednesday June 17th
1981 JUF Country Club Day
Golf Tournament
and Dinner



Make your
reservation
NOW!



Hillcrest Country Club
Golf Tournament
and Dinner



Hillcrest

Hillcrest Country Club Day *(continued)*

1981 HILLCREST COUNTRY CLUB

Calvin Leibovitz
 Marc Leibovitz
 Lester N. Lerman
 Paul Levenfeld
 Bernard H. Levin
 Lawrence Y. Levin
 Gerald A. Levy
 Michael Libman
 Marvin R. Lieberman
 Kenneth Lirtzman
 Dr. Daniel Ludwig
 Howard Malina
 Allen L. Malnekoff
 Philip L. Malvin
 Morris Martin
 Joseph Matlin
 Morris Metnick
 Leonard Miller
 William S. Miska
 Charles Nadler
 Joseph A. Nagelberg
 Jay Nudelman
 Nathan Nudelman
 Leo Osher
 Seymour Paisin
 Dr. Howard Paule
 Harry Pauly, Jr.

Thomas Pauly
 Morris M. Pearl
 Dr. David A. Peckler
 Clarence Permut
 Gerald Pines
 Leo Pines
 Stephen G. Pinto
 Dr. I. Robert Plotnick
 Wayne Provus
 Howard Rappin
 Neil M. Richter
 Schuyler Ross
 Michael Rovell
 Lowell L. Ruffer
 Maurice Sabin
 Irving Sacks
 David Salavitch
 Hyman W. Salkind
 Harold Saltsberg
 Mike Scharff
 Floyd A. Schlossberg
 Norman M. Schlossberg
 Dr. Michael Schmerman
 Abe Schneider
 Bernard Schneider
 Sam Schneider
 Herbert J. Schwartz

Sol C. Schwartz
 Spencer Schwartz
 Harry L. Shapiro
 Alvin Shavin
 Jesse Sherman
 Joseph L. Siegel
 Joseph Silverman
 Irwin Simms
 Jack Skolnik
 Gerald Slavin
 Larry Soldinger
 Bud Solk
 Julius Solomon
 Hy Spreckman
 Robert Stavin
 Irving Steinberg
 Lawrence K. Steinberg
 Leonard Steinberg
 Leo Stepkin
 David T. Superfine
 Theodore Tannenbaum
 Ben Trossman
 Harold Turner
 Harvey L. Walner
 Gershen Warren
 Ivan Warren
 Martin K. Weber

Irwin Weinberg
 Norman H. Weinrib
 Irvin J. Weiss
 William J. Weisz
 Dr. Fred E. Weitz
 Dr. Irving S. Wener
 Leonard W. Wener
 Jack A. White
 Jerome Wineberg
 Barry Witlin
 Herbert Wolff
 Philip S. Wolin
 Sheffield Wolk
 Cyril D. Wolken
 Hal Wolken
 Norman Yermack
 Nathan Yorke
 Hyman W. Zaslavsky

**1981
 Jewish United Fund**
 Larry J. Hochberg
General Chairman
 Robert Max Schrayner
President

Eli Field
*Project Renewal
 Chairman*
 Judd D. Malkin
Chairman, Country Clubs
 Robert L. Adler
 Lowell Fixler
 Hilton R. Leibow
 Chester H. Schultz
*Advisory Chairmen,
 Country Clubs*
 Dr. Steven B. Nasatir
Executive Director
 Abraham A. Guttman
Campaign Director
 Nan Miller
*Associate Campaign
 Director*
 Joel S. Shinsky
*Associate Campaign
 Director*
 Pearl W. Block
Division Director

You are invited!



1981 JUF
Country Club
Day

*Paul
Block*

*Victor
Sakuntz*

COCKTAILS 5:30 P.M. DINNER 6:30 P.M.

Great shot!

We all love to make them. Whether it's a 325-yard drive that towers against the sky or a cross court smash that leaves your opponents numb.

Many will never know that thrill. Or have the opportunity to try. They're competing on a more elementary level.

They're Jews who had the misfortune to be born in the USSR, Iran, Iron Curtain countries, Moslem lands or South American nations where anti-Semitism is rife ... people who uprooted their families to resettle in Israel or here. They are old people whose savings have been wiped out, youngsters who fell in with the wrong crowd. They are many. They need us. We are one.

Through JUF-IEF and Project Renewal we can make the difference. Your support will make our people strong. Your support will make our community strong.

This Country Club Day, make a lot of great shots ... and one great pledge.

32 → 35

Amishav - Petach Tikvah

408 + 143

3k5

GUEST SPEAKER HERBERT A. FRIEDMAN



Rabbi Herbert A. Friedman, former executive vice-chairman of the United Jewish Appeal, is an eloquent authority on Jewish overseas needs and Israel's current situation.

A graduate of Yale, he served as chaplain with the Ninth Infantry Division in Germany during and after World War II, and spearheaded efforts to help Jewish survivors of the Nazi death camps.

Throughout three decades he was present at critical moments in the life of Jewish communities in many countries: pogroms in Morocco in 1955; flight of Hungarian refugees in 1956; exodus from Rumania in 1957; surveys of conditions in Iran, Poland and Tunisia.

After his long career with the U.J.A., Rabbi Friedman and his family made aliyah in 1971 and settled in Jerusalem.

He is known as an innovative thinker and doer. He created the Young Leadership Cabinet, bringing together young men and women from all over the country and instilling within them a philosophy of Judaism and a sense of commitment.

Country Club Day for the Jewish United Fund-Israel Emergency Fund and Project Renewal

Hillcrest Country Club Day Committee

Julius Solomon
Chairman

Michael Libman
Co-Chairman

Harold Turner
President

Allen L. Malnekoff
Prize committee chairman

Jack Foreman
Spencer Schwartz
Golf Tournament Co-chairmen

1981 HILLCREST COUNTRY CLUB

- | | | |
|-----------------------|-------------------------|----------------------|
| Sylvan Abbot | Robert Colombik | Jack J. Hall |
| Samuel J. Abraham | Robert Dachman | Harold Harris |
| Julius Adams | Allen M. Dorfman | Robert E. Hazan |
| Dr. Marvin W. Aren | David Dorfman | John Heller |
| Jerome Arkin | Maurice M. Egert | Seymour Heller |
| Sol Auerbach | Byron R. Fader | Alvin P. Herman |
| Raymond R. Bachand | David P. Feldman | Allan Hersh |
| Dr. Bernard Baker | Gerald M. Feldman | Henry Heuberger |
| Dr. Irwin T. Barnett | Leonard B. Feldman | Robert H. Hirsch |
| Gordon Bartelstein | Albert E. Fenn | Dr. Allan Hirschtick |
| Leonard Becker | Stan Fields | Morris S. Hochberg |
| Joseph L. Bernstein | Albert Fine | Herbert A. Hoke |
| Dr. Max M. Bernstein | Arthur S. Flank | Alfred B. Holtz |
| Dr. Paul Bernstein | Francis F. Florsheim | Jerome D. Ivice |
| Dr. Robert S. Bleier | Jack Foreman | Richard J. Jachowski |
| Arthur Blitstein | Edward A. Fox | George Jacobs |
| Leo H. Block | James L. Foster | Marvin E. Jacobs |
| Morris Block | Samuel J. Fredson | Robert S. Jacobs |
| Arthur Bookman | Irving Friedman | Harry Jaffe |
| Max Borde | Sydney Garber | Maynard J. Jaffe |
| Samuel V. Bossov | Dr. Jerome Gassel | Alvin Kadish |
| George J. Bradley | Leo B. Gelfund | Irving Kaplan |
| Lester I. Briskin | Albert J. Gold | Lee Kay |
| Herbert F. Bristol | Arthur Gold | Carl Keeshin |
| Harry Brooks | Dr. Erwin L. Goldberg | Joseph Kellman |
| Howard Carl | I. William Goldberg | Shire Kipnis |
| Edward J. Center | Sol Goss | Dr. David J. Klapman |
| Donald Chanan | Sidney Gracen | Maurice L. Klein |
| Howard Chavin | Dr. Howard R. Greenberg | Albert B. Kolter |
| Seymour N. Cohen | Jeffrey S. Greenberg | David P. Krasner |
| Dr. Bernard E. Cohler | Arthur J. Greene | Daniel Kreda |
| Al Cohn | Robert L. Haag | Joseph Krichevsky |
| Harold Cohn | Morris A. Haft | Irving Lamitz |
| Jack Cohn | Richard Hahn | Sorrell H. Lapins |

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... June 29, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert Friedman
COMMUNITY..... Hollywood, Florida
DATE..... July 16, 1981..... TIME..... 4:00 P.M.
TYPE OF MEETING..... Prime Minister's Mission Recruitment and Solicitation
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. Sumner G. Kaye, Executive Director
ADDRESS..... Jewish Federation - 2719 Hollywood Blvd., Hollywood, FL 33020
PHONE..... Off: (305) 921-8810..... Res: (305) 966-4110
FIELD REPRESENTATIVE..... Martin Cohen..... Joel S. Friedman

TRAVEL SCHEDULE

TO

FROM

Leave: NY (La'Guardia) 9:00 A.M. 7/16	Leave: Ft. Lauderdale 9:00 P.M. 7/16
Via: Air Florida #197	Via: Eastern Airlines #416
Arrive: Ft. Lauderdale 11:45 A.M. 7/16	Arrive: NY (La'Guardia) 11:28 P.M. 7/16

REMARKS: Will the community please make arrangements to have Mr. Friedman met upon his arrival.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... September 15, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Boston, Massachusetts
DATE..... September 23, 1981..... TIME.....
TYPE OF MEETING..... Solicitations
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. Harold D. Morgan, Campaign Director
ADDRESS..... Jewish Federation - 72 Franklin Street - Boston, MA 02110
PHONE..... Off: (617) 542-8080..... Res: (617) 443-6133
FIELD REPRESENTATIVE..... Milton A. Shorr..... Robert A. Pearlman

TRAVEL SCHEDULE

TO		FROM
Leave: NY (LaGuardia)	9/23	Leave: Boston 1:35 p.m. 9/24
Via: Eastern Airlines Shuttle		Via: U.S. Air #483
Arrive: Boston	9/23	Arrive: Buffalo 2:54 p.m. 9/24

REMARKS: Reservations have been secured for you by the community at the Colonnade Hotel.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... September 15, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Buffalo, New York
DATE..... September 24, 1981 TIME..... 6:00 p.m.
TYPE OF MEETING..... \$5,000 & over
ADDRESS OF MEETING..... Home of: Mr. Gordon Gross - 585 Le Brun Avenue - Buffalo, NY 14226
PERSON IN CHARGE..... Mr. Morris Rombro, Executive Director
ADDRESS..... Jewish Federation - 787 Delaware Avenue - Buffalo, NY
PHONE..... Off: (716) 886-7750 Res: (716) 839-3504
FIELD REPRESENTATIVE..... Leon Rossen Milton A. Shorr

TRAVEL SCHEDULE

TO

FROM

REVISED

Leave: Boston 1:35 p.m.	9/24	Leave: Buffalo 8:39 a.m.	9/25
Via: U.S. Air #483		Via: U.S. Air #234	
Arrive: Buffalo 2:54 p.m.	9/24	Arrive: NY (La Guardia) 9:35 a.m.	9/25

REMARKS: Mr. Morris Rombro will be making the arrangements for your overnight stay in Buffalo, New York.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... September 25, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... West Palm Beach, Florida
DATE..... October 1, 1981 TIME..... 12:00 noon
TYPE OF MEETING..... Big Gifts Area Planning Meeting (Boca Raton, Ft Lauderdale & W. Palm Beach)
ADDRESS OF MEETING.....
PERSON IN CHARGE.....
ADDRESS.....
PHONE.....
FIELD REPRESENTATIVE.....

TRAVEL SCHEDULE

TO

FROM

REVISED

Leave: New York (JFK) 8:00 a.m. 10/1
Via: Trans World Airlines #109

Arrive: Ft Lauderdale 10:40 a.m. 10/1

You will be traveling to this meeting along with Robert Pearlman and Thomas Sarkany.

REMARKS:

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... September 25, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... West Palm Beach, Florida
DATE..... October 2 - 4, 1981..... TIME.....
TYPE OF MEETING..... Solicitations & Top Leadership Seminar
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. Norman J. Schimelmann, Executive Director
ADDRESS..... Jewish Federation - 501 S. Flagler Drive - Suite 305 - W. Palm Beach, FL
PHONE..... Off: (305) 832-2120
FIELD REPRESENTATIVE..... Lowell Lander

TRAVEL SCHEDULE

TO

FROM

REVISED

Leave: New York (JFK) 8:00 a.m.	10/1	Leave: Ft Lauderdale 5:35 p.m.	10/4
Via: Trans World Airlines #109		Via: Eastern Airlines #744	
Arrive: Ft Lauderdale 10:40 a.m.	10/1	Arrive: New York (JFK) 8:03 p.m.	10/4

REMARKS: Mr. Norman Schimelmann is taking care of arranging your reservations for your stay in both West Palm Beach and Hollywood, Florida.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... September 16, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Denver, Colorado
DATE..... October 6, 1981..... TIME.....
TYPE OF MEETING..... Solicitations
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. Harold Cohen, Executive Director
ADDRESS..... Jewish Federation - 300 So. Dahlia Street - Denver, CO 80222
PHONE..... Off: (303) 321-3399..... Res: (303) 690-9296
FIELD REPRESENTATIVE..... David Paikin

TRAVEL SCHEDULE

TO		FROM
Leave: New York (JFK)	6:15 p.m. 10/5	Leave: Denver 8:50 a.m. 10/7
Via: Trans World Airlines #211		Via: United Airlines #164
Arrive: Denver	8:28 p.m. 10/5	Arrive: New York (JFK) 2:25 p.m. 10/7

JA 161
7.10 am. JFK

REMARKS: Reservations have been secured for you at the Marriot Hotel - 6363 E. Hampden Ave., Denver, Colorado.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

October 9, 1981

Date.....

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Baltimore, Maryland
DATE..... October 15, 1981..... TIME..... 6:00 P.M.
TYPE OF MEETING..... \$50,000 & Over
ADDRESS OF MEETING..... World Trade Center - Baltimore, Maryland
PERSON IN CHARGE..... Mr. Martin L. Waxman, Campaign Director
ADDRESS..... Jewish Federation - 101 West Mt. Royal Avenue - Baltimore, Maryland 21201
PHONE..... Office: (301) 727 - 4828..... Res: (301) 484 - 3528
FIELD REPRESENTATIVE..... Joel Friedman..... Melvin Bloom

TRAVEL SCHEDULE

TO

FROM

Leave: N.Y. LaGuardia
via: Eastern Airline Shuttle

Leave: Baltimore 7:40 A.M. 10/16
via: Allegheny Commuter # 814

Arrive: Wash(Nat'l)

Arrive: N.Y. J.F.K. 8:45 A.M. 10/16

It is our understanding that you will be arranging your own transportation from Washington, D.C. to the meeting in Baltimore, Maryland.

REMARKS: The community has secured a reservation for you at the Regency Hyatt Hotel in Baltimore, Maryland.

SEYMOUR LESSER
Director, Speakers Bureau

Regency Hyatt.

exciting program

- 6:30 cocktails at National Aquarium

- 7:45 men walk across to World Trade Center
Constellation Room

- couples
8:10 business before dinner.

8 min. Marty Himeles - chmn.
Ralph Brunn - Holocaust survivor
- was in Vienna Synagogue few weeks ago, at murder.
(his father at Auschwitz - survived)

8 min. local needs & goal
This group needs to produce \$4 mill. increase
Mark Shapiro to introduce me

New Pres. - Willard Hackerman - paying
tab for dinner - construction company.

Baltimore

50 K + }
+ 35-50 prospects

encouraging response - every
major family
4.5 m. gifts in room

Meyerhoff + Hotberger
minor increases - feeling
They are way out front -
Hof looks at Lautenberg -

① → minor increases are back, ^{right} now

inflation - 1.2
12.1 .4
 .5 losses
 2.1

13.753 goal

14 contribs at 6 figure level

1 died - Milton Shroyben - 100,000

(2) } Nov. 1972 - Sadat to Jm.
Oct 1981 - Sadat died

I appear ^{in Baltimore} at historic moments.
Linkage

(3) Mey. said - if there's a war
will be with you

(4) This is intimate - in group ^{60 people} _{20 gifts}
These are responsible people
Sidney L. coming from Washington

OUTLINE AGENDA
EMINENT LEADERS DINNER
THURSDAY, OCTOBER 15, 1981

- 6:30 P.M. Cocktails and roaming around the Aquarium
- 7:45 P.M. Leave Aquarium
- 8:00 P.M. Reassemble Constellation Room, 21st floor
World Trade Center
- 8:05 P.M. MARTIN S. HIMELES opens meeting
- 8:07 P.M. RALPH BRUNN - remarks
- 8:15 P.M. MARTIN S. HIMELES on issues and goal
- 8:20 P.M. J. MARK SCHAPIRO introduces speaker
- 8:22 P.M. RABBI HERBERT A. FRIEDMAN - Remarks
- 8:42 P.M. WILLARD HACKERMAN conducts fund-raising
- 9:10 P.M. Dinner

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

October 5, 1981

Date

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Houston, Texas
DATE..... October 22, 1981..... TIME..... 8:00 a.m.
TYPE OF MEETING..... Major Gifts
ADDRESS OF MEETING..... In On The Park - Four Riverway - Houston, TX
PERSON IN CHARGE..... Mr. Shimon Pepper, Campaign Director
ADDRESS..... Jewish Federation - P.O. Box 35097 - Houston, TX 77035
PHONE..... Off: (713) 729-7000..... Res: (713) 270-0812 *after 8:30*
FIELD REPRESENTATIVE..... Sandor Sherman..... Joel S. Friedman

TRAVEL SCHEDULE

TO

FROM

Leave: NY (LaGuardia) 12:30 p.m. 10/21
Via: Braniff Airlines #67

Leave: Houston 8:15 a.m. 10/23
Via: United Airlines #357

Arrive: Houston 2:55 p.m. 10/21

Arrive: San Francisco 10:10 a.m. 10/23

DL 731
lv. Hou 7:40 a.m.
ar Reno 10:24 a.m.

Galleria Plaza

REMARKS: The community has secured reservations for you at the In On The Park Hotel located at 2550 Four Riverway, Houston, Texas. Mr. Shimon Pepper will meet with you on the evening of your arrival on further details of the meeting. He will be in touch with you at your hotel as to the time he wishes to speak with you.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... October 5, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... San Francisco, California
DATE..... October 23 - 26, 1981 TIME.....
TYPE OF MEETING..... Leadership & Solicitations
ADDRESS OF MEETING..... Fallen Leaf Lake - Lake Tahoe, California
PERSON IN CHARGE..... Mr. Barry Judelman, Director - Leadership Development Program
ADDRESS..... 254 Sutter Street - San Francisco, CA 94108
PHONE..... Off: (415) 781-3082 Res: (415) 563-0572
FIELD REPRESENTATIVE..... David Paikin Robert A. Pearlman

TRAVEL SCHEDULE

TO		FROM
Leave: Houston	8:15 a.m. 10/23	Leave: San Francisco 8:55 a.m. 10/27
Via: United Airlines #357		Via: Trans World Airlines #842
Arrive: San Francisco	10:10 a.m. 10/23	Arrive: New York (JFK) 5:08 p.m. 10/27

REMARKS: Mr. Barry Judelman is taking care of all reservations for you during your stay in San Francisco, California.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

October 9, 1981

Date.....

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
 COMMUNITY..... Worcester, Massachusetts
 DATE..... October 28, 1981 TIME..... A.M. & 6:00 P.M.
 TYPE OF MEETING..... Solicitation & Big Gifts - \$18,000 & over
 ADDRESS OF MEETING..... *2 Private Home (Go directly to federation, upon arrival) - 633 Salisbury Street
 PERSON IN CHARGE..... Mr. Steven Gelfand, Acting Executive Director
 ADDRESS..... Jewish Federation - 633 Salisbury Street - Worcester, Massachusetts 01609
 PHONE..... Office: (617) 756 - 1543
 FIELD REPRESENTATIVE..... Dan Asher Milton A. Shorr

TRAVEL SCHEDULE

TO		FROM	
Leave: N.Y. LaGuardia 8:40 A.M.	10/28	Leave: Worcester 7:00 A.M.	10/29
via: **Bar Harbor Airlines # 1702		via: Bar Harbor Airlines # 1701	
Arrive: Worcester 9:40 A.M.	10/28	Arrive: N.Y. LaGuardia 7:59 A.M.	10/29

**Bar Harbor Airlines leaves from the Old Eastern Airlines Shuttle Building from LaGuardia.

* Upon your arrival in Worcester, Massachusetts please go directly to the Federation Office and you will be driven to the meetings which are taking place in private homes.

REMARKS: The community has secured a reservation for you at the Sheraton Lincoln, in Worcester, Massachusetts.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... October 16, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Cleveland, Ohio
DATE..... November 3, 1981..... TIME..... 6:00 p.m.
TYPE OF MEETING..... "Challenge '82"
ADDRESS OF MEETING..... Beachmont Country Club - 29600 Chagrin Boulevard - Orange Village, OH
PERSON IN CHARGE..... Mr. Sam Weisberg, Assoc. Campaign Director
ADDRESS..... Jewish Federation - 1750 Cuclid Avenue - Cleveland, OH 44115
PHONE..... Off: (216) 566-9200..... Res: (216) 932-8971
FIELD REPRESENTATIVE..... Melvyn H. Bloom

TRAVEL SCHEDULE

TO		FROM
Leave: NY (LaGuardia)	2:55 p.m. 11/3	Leave: Cleveland 8:50 a.m. 11/4
Via: United Airlines	#1010	Via: United Airlines #100
Arrive: Cleveland	4:24 p.m. 11/3	Arrive: NY (LaGuardia) 10:05 a.m. 11/4

REMARKS: Reservations have been secured for you at the Marriott Inn - Cleveland East - 3663 Park Drive E. - Beachwood, Ohio.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... October 30, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Toledo, Ohio
DATE..... November 8, 1981..... TIME..... 6:00 p.m.
TYPE OF MEETING..... Big Gifts
ADDRESS OF MEETING..... Federation Office - 6505 Sylvania Avenue - Sylvania, Ohio 43560
PERSON IN CHARGE..... Mr. Alvin S. Levinson, Executive Director
ADDRESS..... Jewish Federation - 6505 Sylvania Avenue - PO Box 587 - Sylvania, OH 43560
PHONE..... Off: (419) 885-4461..... Res: (419) 531-8635
FIELD REPRESENTATIVE..... Gary Weinstein..... Harold Post

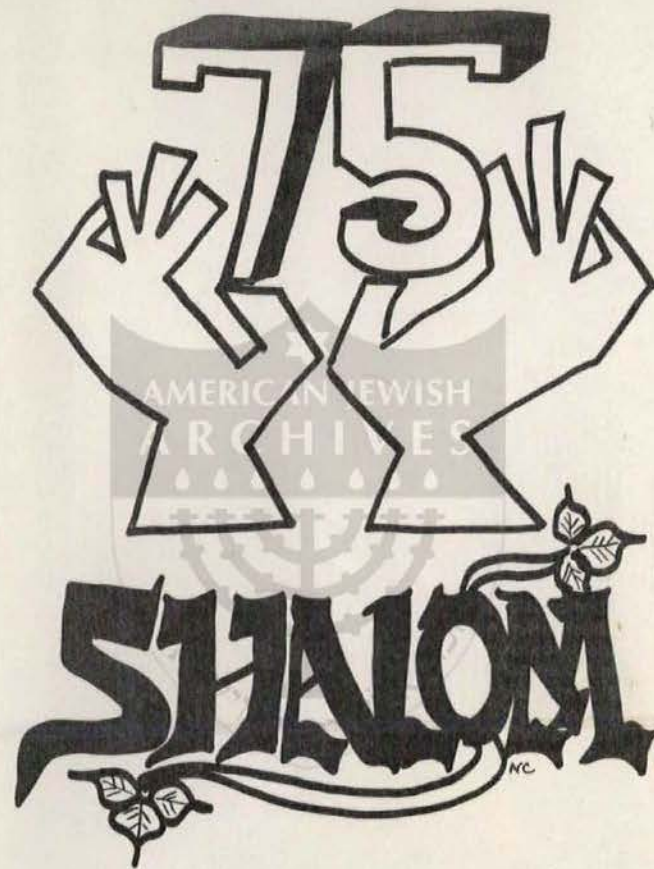
TRAVEL SCHEDULE

TO		FROM
Leave: NY (LaGuardia)	1:55 p.m. 11/8	Leave: Detroit 8:00 a.m. 11/9
Via: Republic Airlines #545		Via: American Airlines #380
Arrive: Detroit	3:30 p.m. 11/8	Arrive: NY (LaGuardia) 9:28 a.m. 11/9

Gary Weinstein will meet you upon your arrival and drive you to Toledo and then back again to Detroit for your overnight stay.

REMARKS: Reservations have been secured for you and Mr. Weinstein at the Host International Hotel - at the Detroit Airport.

SEYMOUR LESSER
Director, Speakers Bureau



*Presented by the
1982 United Jewish Fund Campaign of Toledo
Temple Shomer Emunim
Sunday, November 8, 1981*

PROGRAM

Motze Rabbi Alan Sokobin

Dinner

Master of Ceremonies David A. Katz

Opening Remarks David A. Katz

Recollections of Romania, Babi Yar, and Israel

Robert Gersten

Harry Nistel

Appreciation to Past Chairmen Irvin Mindel

Introduction Marilyn Steinberg

President Jewish Welfare Federation of Toledo

Speaker Rabbi Herbert A. Friedman

Solicitation David A. Katz

Benediction Rabbi Edward Garsek

1982 General United Fund Chairman

Robert Gersten

1982 Women's Division Chairwoman

Nora Romanoff

1982 Women's Division Co-Chairwoman

Marcia Liber

Chairwoman Campaign Dinner

Leslie Balber

Hospitality

Martha Swolsky and Alice Davis

Invitations

Sue Zanville and Nancy Ciralsky

Decorations

Dee Wainstein and Renee Akers

With Special Acknowledgement to:

*Mr. Keith Brooks and Mr. Bill Smith of
Mary Warning Florists*

*We would like to extend our grateful appreciation
to the staff of the Jewish Welfare Federation and our
chairpersons and their committees for all their time
and efforts.*

Bob, Nora, Marcia, and Leslie

Tonight, on our 75th Anniversary, we honor those men who have dedicated themselves to serving the Jewish people. Their commitment to their fellow Jews is only exceeded by their willingness to serve in leadership capacities.

To keep pace with the growing human needs in Israel, these campaign chairmen led the Jewish Federation in raising unprecedented amounts of funds.

As we pay tribute to these select few who know the awesome responsibility which accompanies the honor, we honor ourselves as well. They made the difference; we can too.

Past Campaign Chairmen - United Jewish Fund - Toledo, Ohio

*Harry Levison	1934, 36, 37
J. Eugene Farber	1938, 39
*Sam Kasle	1940
Rabbi Leon I. Feuer	1941
Dr. Morton Goldberg	1941
*Nat C. Goldman	1942
*Maurice C. Davis	1943
*Harry A. Entine	1944
Abe J. Levine	1945, 46, 54, 57
*Jules D. Lippmann	1947, 57
Charles H. Fruchtman	1948, 49, 57
Marvin Kobacker	1950, 51
*Ralph Rosenthal	1951, 57
Stanford C. Goldman	1952, 53
Irwin Fruchtman	1952, 53, 54
** Joseph Cohan	1954, 55, 57
*Lewis Osterman Sr.	1956, 57
Stanely K. Levison	1958
Sydney Mostov	1959
**Phillip Miller	1960
Richard Kasle	1961, 74
**Milton F. Silverman	1962, 63
*Stanford E. Thal	1964
Irvin J. Mindel	1965, 66, 73
Lawrence B. Raskin	1967, 68
Jerry I. Baron	1969, 70
William Osterman	1971, 72
David A. Katz	1975
Joel Levine	1976
John Bloomfield	1977
Marvin Cohen	1978
Stephen Peskoff	1979, 80
Robert Gersten	1981, 82

* Indicates deceased

** Indicates Out of Town



Jewish Welfare Federation of Greater Toledo

Established 1907 - Reorganized 1960
6505 SYLVANIA AVENUE - SYLVANIA, OHIO 43560
Telephone 885-4461 - Area Code 419

Sponsoring
UNITED JEWISH FUND CAMPAIGN

November 12, 1981

OFFICERS

PRESIDENT

Mrs. Raymond M. Steinberg

VICE PRESIDENTS

Stephen D. Peskoff
Robert D. Gersten

SECRETARY

Joel A. Levine

TREASURER

John M. Bloomfield

EXECUTIVE DIRECTOR

Alvin S. Levinson, ACSW

ASSOCIATE FOR BUDGETING/PLANNING

Sydney Mostov

MEMBER AGENCIES and SERVICES

Board of Jewish Education
Darlington House
Jewish Community Center
Jewish Family Service
Toledo Jewish Community Foundation
Central Planning, Coordination and Community Relations

Rabbi Herb Friedman
c/o Speakers Division
United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

Dear Herb:

We want to thank you again for taking the time and trouble to be in Toledo for our November 8th meeting. Your presence and what you told our audience had a noticeable impact on the Campaign. In spite of some of your reservations about our tactics, these results are worth noting:

- Total reported on that evening: \$543,609
- Total gain on card-for-card basis: \$116,650
- Total money newly reported on that evening: \$150,000
- Total Project Renewal for 1982: \$ 54,000
- Total Project Renewal new on that evening: \$ 17,000

Some sample gifts:

<u>MEN</u>	<u>WOMEN</u>
\$25,000 to \$35,000	\$1500 to \$2,000
\$20,000 to \$24,000 (Proj. Ren. \$5,000)	\$750 to \$2,000 (Proj. Ren. \$2500)
\$3600 to \$5,000 (Proj. Ren. \$2,000)	\$750 to \$1,000 (Proj. Ren. \$1,000)
\$3,000 to \$8,000 (Proj. Ren. \$2500)	\$750 to \$1500 (Proj. Ren. \$500)
\$2,000 to \$2,500	\$750 to \$1,000
\$1500 to \$1800 (Proj. Ren. \$1250)	\$130 to \$300

These are respective and not comprehensive.

We wish you good health, strength, and many more years of service to our people.

Shalom and L'hitrayot.

Sincerely,

Alvin S. Levinson
Executive Director

ASL/dal

Copies: Gary Weinstein, Regional UJA

לא עליך המלאכה לגמור ולא אתה בין חורגין להבטל מטנת

We can make the difference.

And we have...for seventy-five years.

**Following are the Chairmen of the United Jewish Fund Drive (Men's Division)
and the years they have served our community. (Chairmen for 1907-1933 to be listed later)**

*Harry Levison	1934, 36, 37	Marvin Kobacker	1950, 51	*Stanford E. Thal	1964
J. Eugene Farber	1938, 39	*Ralph Rosenthal	1951, 57	Irvin J. Mindel	1965, 66, 73
*Sam Kasle	1940	Stanford C. Goldman	1952, 53	Lawrence B. Raskin	1967, 68
Rabbi Leon I. Feuer	1941	Irwin Fruchtman	1952, 53, 54	Jerry I. Baron	1969, 70
Dr. Morton Goldberg	1941	**Joseph Cohan	1954, 55, 57	William Osterman	1971, 72
*Nat C. Goldman	1942	*Lewis Osterman	1956, 57	David A. Katz	1975
*Maurice C. Davis	1943	Stanley K. Levison	1958	Joel Levine	1976
*Harry A. Entine	1944	Sydney Mostov	1959	John Bloomfield	1977
Abe J. Levine	1945, 46, 54, 57	**Phillip Miller	1960	Marvin Cohen	1978
*Jules D. Lippman	1947, 57	Richard Kasle	1961, 74	Stephen Peskoff	1979, 80
Charles H. Fruchtman	1948, 49, 57	**Milton F. Silverman	1962, 63	Robert Gersten	1981, 82

In the spirit of an exciting Anniversary Year, you are cordially invited to participate in the opening of the 1982 United Jewish Fund Campaign.

Sunday, November 8, 1981

Temple Shomer Emunim

Cocktails at 6:00 pm

Dinner at 6:30 pm



Presenting
Rabbi Herbert A. Friedman

We are fortunate to have this innovative thinker and doer in our community as our keynote speaker. He is an active supporter of Israel's statehood and an eminent authority on Jewish overseas need. And as the former executive vice-chairman of the national United Jewish Appeal, he will speak from the heart of experience.

For additional information, please call the office of the Jewish Welfare Federation of Greater Toledo, 885-4461.

A separate gift from each spouse must be made to the 1982 campaign with a minimum contribution of \$1,150 from one of them.

Couvert \$25.00 per person.

There will be a solicitation, but there will be no card calling.

Robert Gersten

General Chairman
1982 Toledo United Jewish Fund Campaign

Nora Romanoff

Chairwoman, Women's Division

Marcia Liber

Vice Chairwoman, Women's Division

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

Date..... October 27, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
 COMMUNITY..... Newport News, Virginia
 DATE..... November 10, 1981 TIME..... 8:00 p.m.
 TYPE OF MEETING..... Big Gifts & Solicitations
 ADDRESS OF MEETING..... Drucker & Falk - 9378 Warwick Boulevard - Newport News, Virginia
 PERSON IN CHARGE..... Mr. James K. Wellen, Executive Director
 ADDRESS..... Jewish Federation - 2700 Spring Road -- P.O. Box 6680 - Newport News, VA
 PHONE..... Off: (804) 595-3277 Res: (804) 874-1405
 FIELD REPRESENTATIVE..... Edith Steindler Mort Shlossman

Tel: (804) 245-1541

TRAVEL SCHEDULE

TO		FROM
Leave: NY (LaGuardia)	9:50 a.m. 3:50 p.m. 11/10	Leave: Norfolk 8:10 a.m. 11/11
Via: Piedmont Airlines #265		Via: Piedmont Airlines #270
Arrive: Norfolk	4:55 p.m. 10:55 a.m. 11/10	Arrive: NY (LaGuardia) 9:10 a.m. 11/11

Edith Steindler will meet you upon your arrival and drive you to Newport News for your meeting.

REMARKS: Edith Steindler will be arranging your overnight accommodations.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... November 5, 1981

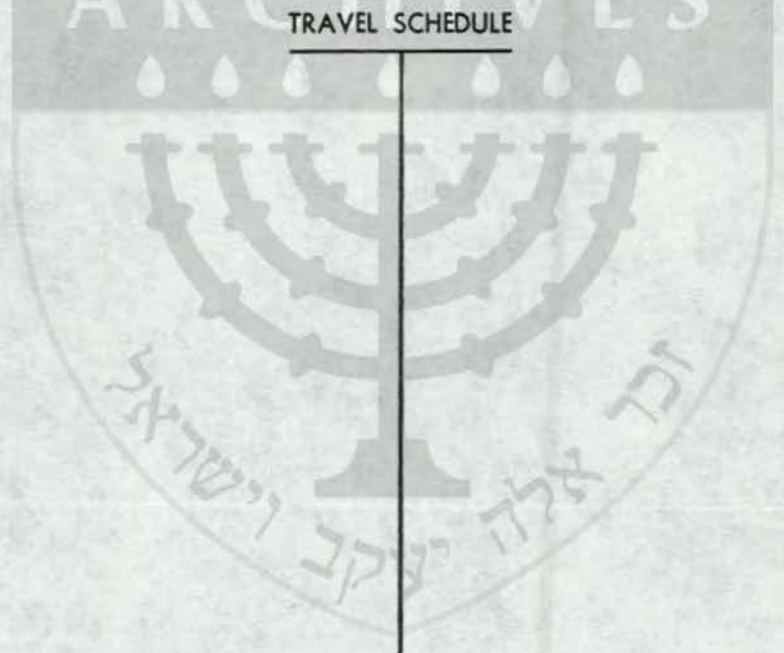
Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Boston, Massachusetts
DATE..... November 19 & 20, 1981 TIME.....
TYPE OF MEETING..... Solicitations
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. Harold D. Morgan, Campaign Director
ADDRESS..... Jewish Federation - 72 Franklin Street - Boston, Massachusetts 02110
PHONE..... Off: (617) 542-8080 Res: (617) 443-6133
FIELD REPRESENTATIVE..... Milton A. Shorr Robert A. Pearlman

AMERICAN JEWISH ARCHIVES

TRAVEL SCHEDULE

TO	FROM



REMARKS: It is our understanding that you will be arranging your own transportation to this meeting. Please advise the community of your travel schedule.

Please note that reservations have been changed for nite of 11/19 from the Park Plaza to the Colonnade Hotel in Boston, Massachusetts.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

November 2, 1981

Date.....

Following are details regarding the function to be addressed by:
 Herbert A. Friedman

SPEAKER.....
 COMMUNITY..... Columbus, Ohio
 DATE..... November 24, 1981 TIME..... 6:30 P.M.
 TYPE OF MEETING..... Big Gifts \$12,500 & over
 ADDRESS OF MEETING..... Home of Mr. Leslie Wexner-361 N. Parkview-Columbus, Ohio 43209
 PERSON IN CHARGE..... Mr. Charles R. Schiffman, Executive Director
 ADDRESS..... Jewish Federation-1175 College Avenue - Columbus, Ohio 43209
 PHONE..... Off: (614) 237 - 7686 Res: (614) 231 - 5591
 FIELD REPRESENTATIVE..... Harold Post Robert A. Pearlman

TRAVEL SCHEDULE

TO			FROM	
Leave:	Charleston 8:40 A.M.	11/24	Leave:	Columbus 7:10 A.M. 11/25
via:	Delta Airlines # 238		via:	Trans World Airlines # 112
Arrive:	Atlanta 10:20 A.M.	11/24	Arrive:	N.Y.LaGuardia 8:34 A.M. 11/25
Leave:	Atlanta 12:33 P.M.	11/24		
via:	Delta Airlines # 850			
Arrive:	Columbus 1:50 P.M.	11/24		

REMARKS: Reservations have been secured at the Holiday Inn-Downtown in Columbus, Ohio.

SEYMOUR LESSER
 Director, Speakers Bureau

Columbus - Nov. 24, 81

NAME		1977	1978	1979	1980	1981	Bal.	
late Robert Lazarus	74 100	20,000	20,000	20,000	20,000	20,000	-0-	
Charles Lazarus	42	22,000	20,000	18,000	9,406	13,870	-0-	
Robert Sr. Fndn.	20	15,000	10,000	10,000	358	10,000	-0-	
<u>2 pm</u> Yenkin Family	50	42,900	41,000	50,000	50,000	52,500	61,290 71,290	100,000 75,000 60,000
				+ 25,000 Proj. Ren.				

Bernard	(5,000)	(6,500)	(7,500)	(7,500)	(8,000)
Fred + Ben	(25,000)	(17,000)	(18,000)	(18,000)	(19,000)
Stanley	(1,500)	(4,000)	(2,000)	(2,000)	(2,100)
Merom	(3,000)	(4,000)	(5,500)	(5,500)	(6,000)

+Yenkin Women;
Est. of Abe Yenkin

AMERICAN JEWISH
ARCHIVES

eliminated X Mid-Ohio Auto Parts	25,000	30,000	35,000	25,000	35,000	45,000
Saul Levy	45,500					
Lou Levy						

<u>3:45 pm</u> Ed Ellman	47,500	17,500	28,000	22,500	27,500	30,000	-0-	47,500
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<u>12 noon</u> Millard Cummins	100	35,000	40,000	45,000	55,000	20,000	6,453	55,000 30,000
				+ 30,000 Proj. Ren.				

<u>3 pm</u> Herb Glimcher	50	15,000	25,000	25,000	5,000	10,000	38,347	100,000 18,000
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Jerry Schottenstein (25,000) 200,000

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

Date..... November 13, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
 COMMUNITY..... Sarasota, Florida
 DATE..... December 6 & 7, 1981 TIME..... 12/6-3:30 P.M. & Dinner 12/7 - A.M.
 TYPE OF MEETING..... 12/6-3:30 P.M.-Community Mtg. Dinner-\$25,00 & over Men 12/7-Mtg. with
 ADDRESS OF MEETING..... Editor of Local Newspaper
 PERSON IN CHARGE..... Mr. Jack Weintraub, Executive Director
 ADDRESS..... Jewish Federation-1900 Main Street-Suite 315-Sarasota, Florida 33577
 PHONE..... Off: (813) 365 - 4410 Res: (813) 355 - 0911
 FIELD REPRESENTATIVE..... Lowell Lander

TRAVEL SCHEDULE

TO		FROM
Leave: N.Y.J.F.K. 8:20 A.M.	12/6	Leave: Sarasota 11:00 A.M. 12/7
via: Eastern Airlines # 161		via: Air Florida 12:10 P.M.
Arrive: Sarasota 11:43 A.M.	12/6	Arrive: Miami 12:10 P.M. 12/7

*Jerry Kapner
 813-383-1895*

REMARKS: Reservations have been secured at the Hyatt Sarasota, 1000 Boulevard of the Arts Sarasota, Florida.

7:30- group

SEYMOUR LESSER
 Director, Speakers Bureau

JEROME KAPNER
1955 GULF OF MEXICO DRIVE
APARTMENT 411
LONGBOAT KEY, FLORIDA 33548

Oct. 25, 1981

Rabbi Herbert Friedman
75 East 55th St.
New York, N.Y.

Dear Herb:

I'm not sure you remember me - I was the President of Temple Israel in Westport for four years before moving here in 1972.

Ruth and I are delighted you are coming to Sarasota. If you can possibly spend any time here, we'd enjoy showing you around this beautiful area.

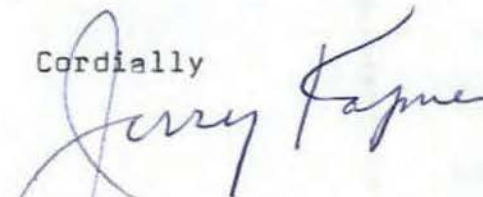
I'm just starting my second term as President of the Sarasota Jewish Federation and have been busier than I was when I worked for a living - especially since we had no Executive Director for half of my first term.

Knowing that you like to do a thorough job, I've put together some facts and comments about Sarasota and the men who most likely will be coming to the \$25,000 - minimum affair at which you will be the solicitor.

If you have need for further information, please let me hear from you.

Both Ruth and I look forward to seeing you again.

Cordially



P. S. Please excuse the typing - I'm a bit rusty but didn't care to have some of my comments "bandied about" in the office.

Background Information concerning Sarasota.

See also Brochure and History of Growth of Fund Raising.

Our area includes Venice, Sarasota County, and Bradenton and Manatee County.

Jewish population is between 5,000 and 8,000. The lower figure is conservative and the higher figure would include winter residents.

United Jewish Appeal campaigns started in 1972 and gradually the Sarasota Jewish Community Council was developed. We became a Federation so that we would be more recognizable to northerners in 1980.

Currently we have an Executive Director, Jack Weintraub, his assistant, who is also Campaign Director, a Program Director and a part-time Family Service Social Worker.

We have had, and still have serious problems with the original leaders of UJA, who are unable to understand the need for any local Jewish programs other than those provided by the religious institutions. These people are the wealthy retirees who live on the Keys and have no personal contact with the very great number of Jews who live modestly, on limited budgets on the mainland. They are also unaware of the very substantial number of young professionals and business men who have been arriving in a steady flow and who are very serious about retaining their Jewish identity for themselves and their children. Many of these are just starting to work on our Campaign and in other phases of Federation and are without question, the leaders of the future. They are, however, requesting services and programs for their children and for themselves.

Action by the Board of Directors to "set-aside" 10% of the 1980 and 1981 Campaigns (after expenses) caused a considerable rift in the community, with some people refusing to make any contribution even though we gave them the option to specify their gift to go directly to UJA. That option promised that all their money, after direct campaign expenses were deducted proportionately, would be remitted to UJA, and nothing would be held back for any local program or service. The ill-feeling created is now subsiding, but has not yet entirely disappeared.

The attached chart shows the progress of our fund raising since 1975. Our budget for the year started Oct. 1, 1981, based on an estimated \$1,150,000, provides for about 72.5% to be passed on to UJA and National Organizations. Almost all we raise over the \$1,150,000 would go to UJA.

We have just moved into a new office and for the first time, have facilities for meetings of Jewish organizations. This is, in effect, the start of a community center, in so far as we'll have a central address for all the Jews of Sarasota.

We are conducting an intensive survey to determine the needs and interest in a Retirement Home and also in a Community Center. We are negotiating for land for these facilities and expect to have sufficient funds from the prior "set-asides" to cover our \$200,000 down payment.

Our programs in the past two years have proven the intense local interest in Jewish matters. With our sponsorship, 250 people worked, and 1,000 attended an all-day Israel Independence Day celebration last May. 600 attended last winter's Jewish Music Night. We formed a Yiddish Club and in two years membership has grown to an enthusiastic 100. We have just concluded our third season of a Summer Day Camp. 160 children attended each of the four sessions. About half of them were not Jewish and we know that we made great public relations strides in a generally anti-Semitic town. Many other programs for all age groups have been very favorably received.

This year, for the first time, we have a part-time Social worker. In the last few years, using volunteers and retirees we have located many older Jews who have benefited from our efforts and it will be only a matter of time before we be able to prove that we need a full-fledged Jewish Family Service Agency.

The growth potential of our area is tremendous. What we are doing now is setting the base and the tempo for a vibrant Jewish community that will make a substantial contribution to world Jewry in the future.

One last thing that I'd like to call to your attention - we are facing up to the lack of knowledge on the part of our big givers as to Federation's functions and programs. We are therefore starting a concerted effort to educate them. Of our ten \$25,000 plus givers, two are on the Board, one is the immediate past President and the other seven are completely unaware of our operations. I have formed a President's Council inviting all these men to a luncheon meeting on Oct. 6. We will have sent them our budget and will have an open discussion and explain all the contentious items. We also plan to discuss Sarasota's role in helping UJA meet their Billion Dollar goal for 1985. We will try to get them to feel they are part of setting our goals in the intervening years.

CONFIDENTIAL AND PERSONAL INFORMATION ON THOSE WHO WILL BE INVITED TO THE \$25,000 DINNER

HARRY SUDAKOFF, widower, ~~accompanied by good friend Brown Coleman (non-Jewish)~~ *PERF!*

Harry is our best prospect - he should be in the \$100,000 range. He was a builder/developer in Great Neck and came down here over ten years ago, continuing in the same business.

Harry was basically the founder of the UJA Drive and was the "ruling power" for many years. He has been the most prominent Jewish philanthropist in town and has given many six-figure donations to non-Jewish organizations such as YMCA, Memorial Hospital, etc. He is greatly under the influence of our local Reform Rabbi, Ahron Opher to whom he has made many gifts including an assembly hall at Temple Emanu-El. After having left (or been pushed out of) his place of power in the Jewish Campaign hierarchy he became embittered at the Community Council and became the leader of the UJA ONLY - NOTHING LOCAL group. Whereas he had been the top pledger with \$25,000, several years ago he gave nothing at all to emphasize his disagreement with the Community Council and Sol Levites, its President.

Lots of work has been done by present Federation Officers and its Executive Director and we feel we have made some headway in eliminating his distrust of Federation. One example is the fact that he is hosting this affair.

Harry has given \$25,000 each year but could afford much more. He is quite old and getting feeble (but not feeble-minded) and is concerned about how he can give away enough money. He reportedly wants to leave no estate from which his adopted son might benefit. However, he has resisted all our efforts to get him to make a substantial increase for our Combined Jewish Appeal, even though we've indicated he could specify all of it to go directly to UJA.

ALEX SCHOENBAUM, wife Betty

Last year's biggest contributor \$100,000, up from \$53,000 the year previously. Came here five years ago from Charleston, West Virginia, where he still maintains a home. He is a former All-American Ohio State football lineman. He developed Shoney's Big Boy fast food chain which he sold and his holdings from that alone are known to be over \$16,000,000. He pays his pledges in stock of that company.

He is very involved in non-Jewish fund drives and is southeast chairman for Salvation Army. He makes very large contributions to Ohio State and Charleston West.Va. institutions and claims he is committed for around \$1,00,000 for the coming year.

For that reason, he has informed us that he will be cutting back to \$25,000 for the CJA this coming campaign.

Last year he was Campaign Chairman and he did not do a good job. We were greatly relieved when he announced that he would not take on the job for a second year as he had previously indicated he would. He has a very strong personality, tends to offend people, and unfortunately offset a lot of hard work by alienating lots of people by his word and actions.

See Page 4

SOL LEVITES, wife Dorothy

Sol is a successful manufacturer of plastic products, coming here from Plattsburgh, N.Y. six or seven years ago. Here most of year, maintains his summer home in New York state. He is still fairly active in his business and has interests in a local machine shop. Believe he also has some interest in a business in Israel. He is on the Board of the UAHC and possibly other national Jewish organizations. He was President of the Sarasota Jewish Community Council, now Federation, for four years ending September, 1980. During his term, Sol was accused by Harry Sudakoff of trying to divert funds from Israel and there was much bitterness between the two. However, during the last Campaign, Sol turned around and became one of the UJA ONLY - NOTHING LOCAL group. Sol's wife Dorothy was especially vocal and persuaded many of her friends to specify their pledge to "UJA only". Aside from the merits of such action, the Campaign was harmed to a very great extent by dividing the community and fostering more distrust of Federation's actions. Sol and Dorothy gave \$40,000 in 1980 and \$40,500 in 1981. I feel he has capacity for even more.

HARVEY ROTHENBERG, wife Elaine

Has been spending winters here for quite a few years, but is gradually increasing the number of months that he stays south. He sold what had been a very prosperous ladies' blouse business in New York about five years ago. At that time he gave \$250,000 to apply against five years of pledges (figure is hearsay - not official). This will be the first year after the end of that pledge and he has promised me \$20,000. Hope we can get him to increase and come to our affair. He has been very active in Jerusalem Foundation, working with Teddy Kollek on various parks and the planting around the walls of the Old City. Keeps Kosher and has recently given substantially to Conservative Temple in Bradenton.

HERBERT SCHIFF, wife Betty

You most likely know Herb - he is on National UJA Board and is Chairman of Scoa in Columbus, Ohio. Betty lives here all winter and Herb comes down most every weekend. Herb has been rather ill in the last few years, but seems to be improving of late. He gives substantially through the company and in 1980 contributed \$30,000 here and \$35,00 in 1981. Is quite interested in local matters and helps where he can.

See
Page 4

GEORGE HECHT, wife Arlene
From New York area, has big home here and stays seven to eight months of the year. Runs a very fine local Art Gallery. Was President of Sarasota Community Council several years ago, and until three years ago, always gave anonymously. Is very touchy about being solicited, generally states he will give \$20,000 or \$25,000 and at end of year sends stock that usually amounts to five or ten thousand dollars more than pledged.

ALEX SESKIN, good friend Shirley Verier
Comes from Detroit area and has been here for quite a few years. Was a Nursing Home builder and/or operator. Is Chairman of our Building Committee when or if we ever get to build a Center or Home. Has given \$25,000 each of last two years.

AMERICAN JEWISH

ROBERT ZELL, wife Sylvia
From Detroit where he was in the metal business. He lives here full time and has been here for about four or five years. Reportedly gave in six figures when he was in business and was very active. Has not been involved in local Jewish affairs, but don't believe he's ever been asked to participate. Very active in Sailing. Has given \$25,000 each of last two years.

JULIUS ZIM, wife Ethel
Very little is known of him and it is doubtful if we will get him to party or to give \$25,000. He did give this in 1980, but not in 1981. The man who has always solicited him says he's about the most difficult person he's ever worked on. He also says that Zim apparently had some big profit or commission on real estate for several years and now has only modest income and is not a good prospect.

ED KALIN, wife Alyce
Owns and runs Kane's, the largest local decorating and furniture operation. Strong member of Conservative Temple. Has had no idea whatsoever as to what Federation is or does. Had lunch with him in August and spent several hours in an effort to enlighten him, with good success. He can be an important man for us in the future. Gave \$35,000 in 1980 and \$42,500 in 1981.

Since writing the previous pages several weeks ago, two fairly important changes have taken place.

Harry Sudakoff's lady friend has left him - on a friendly basis with a large settlement - reputedly a trust fund of \$500,000. So he is all alone and very lonely and most likely even more influenced by Rabbi Opher.

George Hecht has given up his local Art Gallery. He has said that the last member of his family has died and he now must devote all his time and effort to the management of the estate. We understand that George's family controlled F.A.O.Schwartz, the toy stores and Parent's Magazine. Just thought you might know the family.





**Greater Miami
Jewish Federation**

4200 Biscayne Boulevard, Miami, Florida 33137
(305) 576-4000

Harry A. (Hap) Levy, President
Myron J. Brodie, Executive Vice President

**1982 Combined Jewish Appeal-
Israel Emergency Fund Steering Committee***

- Philip T. Warren, General Chairman
- Aaron Podhurst, Vice Chairman
- Edmund Abramson, Associate Chairman
- Sheldon Guren, Associate Chairman
- Cal Kowens, Associate Chairman
- Sidney Olson, Associate Chairman
- Marilyn K. Smith, Associate Chairman
- Willa Abramson
Chairman, Project Renewal
- Bunny Adler
Chairman, Pacesetter Cruise
- Michael Adler
Co-Chairman, Builders & Allied Trades Division
- Samuel I. Adler
Chairman, \$250,000 Pacesetter Club
- L. Jules Arkin, Chairman, Cash
- Stephen Arky
Chairman, Attorneys Division
- Jeffrey L. Berkowitz
Chairman, Young Leadership Cabinet
- Norman Braman
Immediate Past Campaign Chairman
- Elliott Brown
Chairman, Young Adults Division
- Howard Frank
Chairman, Accountants Division
- Harvey Friedman, Co-Chairman, Special Gifts
- Mikki Futernick
Co-Chairman, \$10,000 - \$24,999 Pacesetter Division
- Morris Futernick
Campaign Chairman, South Dade
- Alfred Golden
Co-Chairman, Hi-Rise Division
- Lydia Goldring
Co-Chairperson, Super Sunday
- Edward F. Harris
Chairman, Westview Country Club
- Dr. Robert E. Hirschfeld
Chairman, Dentists Division
- Joseph H. Kanter
Jon Kislak
Chairman, Worker Training
- Alan Kluger, Chairman, Chazak
- Steven Kravitz
Chairman, Special Gifts
- Jeffrey Lefcourt
Chairman, Special Gifts
- Marcy Lefton
Chairman, Women's Division Missions
- Joel Levy
Chairman, \$10,000 - \$24,999 Pacesetter Division
- Norman H. Lipoff
Chairman, \$25,000 - \$99,999 Pacesetter Division
- Ellen Mandler
Women's Division Campaign Chairman
- Robert Merlin
President, Young Adults Division
- David Rosenbaum
Co-Chairperson, Super Sunday
- David Schaefer, Chairman, Missions
- Lawrence Schantz
Chairman, Synagogue Division
- Howard R. Scharlin
Chairman, \$100,000 - \$249,999 Pacesetter Division
- Kenneth J. Schwartz
Chairman, Worker Recruitment and Retention
- Maxine Schwartz
Co-Chairperson, Super Sunday
- Isaac Sklar
Chairman, Cuban Hebrew Division
- Eric B. Turetsky
Co-Chairperson, Super Sunday
- Michael D. Fischer
Campaign Director
- *In formation

December 24, 1981

Rabbi Herbert Friedman
75 E. 55 Street Ste. 501
New York, N.Y. 10022

Dear Rabbi Friedman:

On behalf of the Greater Miami Jewish Federation, our Campaign staff, and Worker Training Department, I want to express our gratitude for your inspiring talk at our Worker Training Seminar on December 7. As you could see, the room was packed to overflowing as you spoke, and there was enormous enthusiasm for your message among our professional staff and Campaign workers. Once again, you have simply and effectively crystalized for us the issues that confront Israel, and Jews here in the United States and around the world as we embark on our 1982 Campaign. I know that your talk helped strengthen the confidence and committment of our Campaign workers as they take the Campaign '82 message to the Greater Miami Jewish community in the months ahead.

During the two weeks since your talk we have seen a significant rise in contributions to our Combined Jewish Appeal-Israel Emergency Fund Campaign, which this year is off to the fastest start in the history of the Greater Miami Jewish Federation. We believe that your powerful speech to our group is playing and will continue to play an important role in the developing success of Combined Jewish Appeal-Israel Emergency Fund Campaign.

Please allow me to express again our deepest gratitude, and the hope that we will have the opportunity to work closely with you during many Campaigns to come.

Sincerely,

Jon Kislak
Jon Kislak
Worker Training Chairman

to life.



INTERTRADE RESOURCES INC.

Philip T. Warren President

January 4, 1982

Rabbi Herbert Friedman
75 E. 55th Street
Suite #501
New York, New York 10022

Dear Herb:

In addition to our Jon Kislak's letter of thanks to you, I just wanted to say that I personally enjoyed very much listening to you again. More importantly, I believe I learned a great deal speaking with you during the trip to your hotel.

Wishing you and yours all the good things for 1982.

Best Wishes,

Philip T. Warren

PTW:kp

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

Date..... November 24, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
 COMMUNITY..... Hollywood, Florida + W. PALM + BOCA RATON
 DATE..... December 8, 1981 TIME..... all day
 TYPE OF MEETING..... Solicitations + Discussions on *Disproportion*
 ADDRESS OF MEETING.....
 PERSON IN CHARGE..... Mr. Sumner G. Kaye, Executive Director
 ADDRESS..... Jewish Federation-2719 Hollywood Boulevard- Hollywood, Florida 33020
 PHONE..... Off: (305) 921 - 8810 Res: (305) 966 - 4110
 FIELD REPRESENTATIVE..... Lowell Lander Joel S. Friedman

TRAVEL SCHEDULE

TO

FROM

Leave: Sarasota 11:00 A.M.	12/7	Leave: Ft. Lauderdale 8:30 A.M.	12/9
via: Air Florida 453		via: United Airlines # 634	
Arrive: Miami 12:10 P.M.	12/7	Arrive: Tampa 9:29 A.M.	12/9

Miami to Tampa

EA	344	lv	8
DE	722		9:30
TW	485	lv	8:40

REMARKS: The community of Hollywood Florida has secured reservations for you at the: Holiday Inn-Hollywood Beach-4000 S. Ocean Drive-Hollywood, Florida for the nites of December 7th & 8th.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

November 24, 1981

Date.....

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
 COMMUNITY..... Tampa, Florida
 DATE..... December 9, 1981 TIME..... 6:00 P.M.
 TYPE OF MEETING..... Pacesetters \$5,000 & over
 ADDRESS OF MEETING..... Home of Maril Jacobs
 PERSON IN CHARGE..... Mr. Gary S. Alter, Executive Director
 ADDRESS..... Jewish Federation-2808 Horatio- Tampa, Florida 33609
 PHONE..... Off: (813) 872 - 4451 Res: (813) 259 - 1125
 FIELD REPRESENTATIVE..... Lowell Lander

TRAVEL SCHEDULE

<u>REVISED</u>	TO		<u>REVISED</u>	FROM		
Leave:	Ft. Lauderdale	8:35 A.M.	12/9	Leave: Tampa 7:26 A.M.	12/10	
via:	United Airlines	# 634		via: Eastern Airlines	# 645	
Arrive:	Tampa	9:29 A.M.	12/9	Arrive: Miami	8:10 A.M.	12/10
Herb- you are wait-listed on the following:						
Leave:	Tampa	8:05 A.M.	12/10	✓		
via:	Air Florida	# 2				
Arrive:	Ft. Lauderdale	8:45 A.M.	12/10			

REMARKS: Reservations have been secured for you at the Host International Hotel at the Tampa Airport for the nite of December 9th.

SEYMOUR LESSER
 Director, Speakers Bureau

UNITED JEWISH APPEAL
1290 Avenue of the Americas
New York, New York 10019
Plaza 7-1500

Date..... November 24, 1981

Following are details regarding the function to be addressed by:

SPEAKER..... Herbert A. Friedman
COMMUNITY..... Hollywood, Florida
DATE..... December 10, 1981 TIME..... all day
TYPE OF MEETING..... Solicitations
ADDRESS OF MEETING.....
PERSON IN CHARGE..... Mr. Sumner G. Kaye, Executive Director
ADDRESS..... Jewish Federation-2719 Hollywood Boulevard- Hollywood, Florida 33020
PHONE..... Off: (305) 921 - 8810 Res: (305) 966 - 4110
FIELD REPRESENTATIVE..... Lowell Lander Joel S. Friedman

TRAVEL SCHEDULE

TO

FROM

Leave: Tampa 7:26 A.M.	12/10	Leave: Ft. Lauderdale 6:30 P.M.	12/10
via: Eastern Airlines # 645		via: Eastern Airlines # 756	
Arrive: Miami 8:10 A.M.	12/10	Arrive: N.Y.LaGuardia 9:06 P.M.	12/10
Herb - You are wait-listed on the following:			
Leave: Tampa 8:05 A.M.	12/10		
via: Air Florida # 2			
Arrive: Ft. Lauderdale 8:45 A.M.	12/10		

REMARKS: Hollywood has secured for you a room for the nites of 12/7 & 8 in Hollywood, Florida at the Holiday Inn-Hollywood Beach-4000 S. Ocean Drive-Hollywood, Florida.

SEYMOUR LESSER
Director, Speakers Bureau

UNITED JEWISH APPEAL
 1290 Avenue of the Americas
 New York, New York 10019
 Plaza 7-1500

November 17, 1981

Date.....

Following are details regarding the function to be addressed by:

Herbert Friedman

SPEAKER.....

COMMUNITY..... Hollywood, Florida

DATE..... December 19, 1981 TIME 7:00 P.M.

TYPE OF MEETING..... \$10,000 & over

ADDRESS OF MEETING..... Home of Marge & Jack Saltzman-5210 North 35th Street-Hollywood, Florida
 Tel: (305) 963 - 6243

PERSON IN CHARGE..... Mr. Sumner G. Kaye, Executive Director

ADDRESS..... Jewish Federation-2719 Hollywood Boulevard-Hollywood, Florida 33020

PHONE..... Off: (305) 921 - 8810 Res: (305) 966 - 4110

FIELD REPRESENTATIVE..... Lowell Lander Joel S. Friedman

TRAVEL SCHEDULE

TO

FROM

Leave:	N.Y.LaGuardia 11:55 A.M.	12/19	Leave:	West PalmBeach 3:39 P.M.	12/28
via:	Trans World Airlines # 559		via:	Trans World Airlines # 462	
Arrive:	West Palm Beach 2:34 P.M.	12/19	Arrive:	N.Y.LaGuardia 6:09 P.M.	12/28

It is our understanding that you will be arranging your own transportation to the meeting from West Palm Beach and back - also you will not be needing hotel accommodations.

REMARKS:

SEYMOUR LESSER
 Director, Speakers Bureau