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

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

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Young Leadership Cabinet. Briefing in Washington, D.C. Hubert
Humphrey correspondence. 1966-1967.

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

February 28, 1967

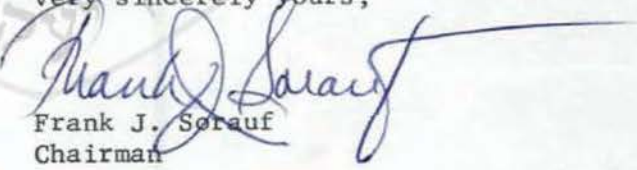
Mr. Herbert A. Friedman
For United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

Dear Mr. Friedman:

Mr. Nunn has recently informed us of the United Jewish Appeal's most generous gift to the Hubert H. Humphrey Fellowship Fund. On behalf of the Department I would like to convey to you and to the Appeal our warmest thanks.

You may be very sure that the funds will continue the support of graduate students and graduate study that will in every way be a credit to the Vice President and the ideals of scholarship and public service which he has so long represented. I am confident that your gift represents the same conviction which we share that it is increasingly necessary for our society to encourage and sponsor thoughtful and capable students of the political process.

Very sincerely yours,


Frank J. Sorauf
Chairman

FJS:mcc

OFFICE OF ECONOMIC
OPPORTUNITY

EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON, D.C. 20506

November 9, 1966

Rabbi Herbert A. Friedman
Executive Vice Chairman
United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

Dear Rabbi Friedman:

This will acknowledge both your letters of October 27 and November 3. These will both be helpful as I pursue the matter under discussion. I realize full well the need to have a date just as soon as possible -- but I just know that it will take some days, perhaps weeks, before we can firm this up. As you realize, the Vice President and his party have been away from this town for some days and will still be away for a few days. In any case, I know the reluctance to set a date this far in advance. But under the circumstances, I will press hard and see if we cannot firm it up soon.

One thing more. While I personally think it is a good idea, we must ^{not} assume that the Vice President will agree to be the convener of the meeting. But we shall see. It may be possible.

You have my word that I will get back to you at the earliest possible moment. I remain very positive in my attitude about this conference.

Sincerely yours,

Hyman Bookbinder
Assistant Director

NEW YORK
CHICAGO
LOS ANGELES
PARIS

661-3400



HARSHE-ROTMAN & DRUCK INC.

PUBLIC RELATIONS

300 EAST 44TH STREET
NEW YORK, N. Y. 10017

KALMAN B. DRUCK
PRESIDENT

(over)

"Example of Washington
briefing at HEW."
Kal.

BACKGROUND BRIEFING
for
INDUSTRIAL EDITORS



**DEPARTMENT
OF
HEALTH, EDUCATION, AND WELFARE**

330 INDEPENDENCE AVENUE, S.W.
WASHINGTON, D.C.

The Department of Health, Education, and Welfare welcomes this opportunity to meet and confer with members of the American Association of Industrial Editors and the International Council of Industrial Editors. We hope you find the occasion helpful and informative.

Carlton E. Spitzer
Director of Information
HEW

BACKGROUND BRIEFING FOR INDUSTRIAL EDITORS

AMERICAN JEWISH ARCHIVES

(Morning session in Room 5051 North Building)

November 2, 1966

- 10:00 AM Carlton E. Spitzer, HEW Director of Information - Greetings, ground rules, background.
- 10:10 AM John W. Gardner, Secretary of Health, Education, and Welfare - Remarks on the role of government in a changing society.
- 10:30 AM Lisle C. Carter, Jr., Assistant Secretary for Individual and Family Services - The handicaps of the poor; what HEW is doing, the limitations of "equal opportunities."
- 10:45 AM Coffee break.
- 11:00 AM Dr. Paul A. Miller, Assistant Secretary for Education - The relationship between education and industry; new problems, new roles, new opportunities.
- 11:15 AM Dr. Philip R. Lee, Assistant Secretary for Health and Scientific Affairs - The impact of urbanization and industrialization on personal and environmental health; more people, longer life, what it portends.
- 11:30 AM Questions from the floor.
- 12:30 PM Lunch (free period)

2:00 PM Workshops (running concurrently)

I. *The Role of Industry in Individual and Community Health* - Room 4137

Panel: Dr. Stanley Yolles, Director, National Institute of Mental Health; Mr. Vernon MacKenzie, Chief, Division of Air Pollution, PHS; Dr. Carruth Wagner, Chief, Bureau of Medical Services, PHS.

Moderator: Marvin Beers, Information Chief, PHS Bureau of Medical Services.

- The individual at work; safety, mental health, alcoholism, reactions to stress, etc.
- Industry's impact on the health of the community; air and water pollution, disposing of waste, environmental engineering, etc.
- The changing face of medicine; mechanization, computerization, diagnosis by remote control, artificial organs, etc.

II. *Education in a Technological Society* - Demonstration Center, Office of Education, FOB #6.

Panel: R. Louis Bright, Associate Commissioner of Education, Bureau of Research; Grant Venn, Associate Commissioner of Education, Bureau of Adult and Vocational Education; John F. Hughes, Director, Division of Program Operations, Bureau of Elementary and Secondary Education.

Moderator: Leroy V. Goodman, Assistant Commissioner of Education for Public Information.

- The new machinery of education; new devices, new procedures, trends.
- What to teach to whom; technical education, education for living, creating the skills to sustain our technology.
- Education for the disadvantaged; special programs, Job Corps, Head Start.

III. *Tapping American's Neglected Resources* - Snow Room, Room 5051.

Panel: William D. Bechill, Commissioner, Administration on Aging; Mary E. Switzer, Commissioner, Vocational Rehabilitation Administration; F. Peter Libassi, Special Assistant to Secretary Gardner for Civil Rights.

Moderator: James T. McCrory, Deputy Director of Information, HEW.

- The older worker; problems on the job, retirement, forced leisure, etc.
- Employing the handicapped; problems and advantages, progress in rehabilitation.
- Everyone's right to work; industry's opportunities in civil rights, requirements of Government contracts, etc.

(Each workshop will allow as much time as possible for questions.)

4:30 PM Wilbur J. Cohen, Under Secretary of Health, Education, and Welfare - A summarization of HEW's current situation, briefly outlining the problems we anticipate in the next twelve months, followed by questions from the floor.

5:30 PM Adjournment.





THE VICE PRESIDENT
WASHINGTON

20501

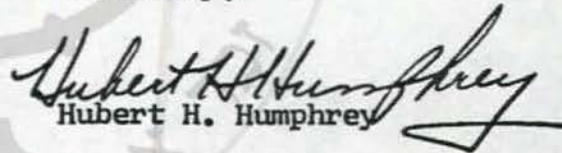
November 23, 1966

Dear Rabbi Friedman:

I have learned from Hyman Bookbinder of your plans for the Young Leadership Cabinet of the United Jewish Appeal. Your proposal to bring this group to Washington for a general briefing on major national issues is an excellent one. You are to be commended for developing this program.

While it would be inappropriate for me to be the official host of such a gathering, I want you to be assured of my desire to be as helpful as possible in putting together a useful program. I have asked both Mr. Bookbinder and Mr. Martin McNamara of my staff to help you obtain the most appropriate speakers and to help you as much as they can, but I cannot commit myself to attend at this time. However, please keep my office informed of the date when it is selected.

Sincerely,


Hubert H. Humphrey

Rabbi Herbert A. Friedman
United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

October 21, 1966

Mr. Herbert A. Friedman

Seymour Lesser

Appointment with Vice President Humphrey

Hyman Bookbinder has been in touch with the Vice President. Mr. Bookbinder says that the V.P. agrees in principle to meeting with you; however the V.P. wishes to have specific information regarding the subject matter. Humphrey indicated that if you wish to talk to him about his speech for the National Conference he would then not feel it necessary to get together.

In light of the V.P.'s desire to have more information about the purpose of this meeting Mr. Bookbinder suggests that he phone you in order to develop a rationale for this meeting. I thought it best for me not to review the subject matter with Mr. Bookbinder since I think that in your conversation with him you would get across the urgency of this appointment. I would appreciate your advising me when it would be convenient for Mr. Bookbinder to call you.

One further point; I have been told that since the VP. has been campaigning actively for the Democratic candidates he is exhausted and wishes to take a much needed rest for the next two weeks.

By the way in addition to Mr. Bookbinder being the Assistant Director of the Office of Economic Opportunity he is also Special Assistant to the Vice President. His bio is attached.

SL:HW
Att.

3 November 1966

Mr. Hyman H. Bookbinder
Office of Economic Opportunities
Washington, D. C.

Dear Mr. Bookbinder:

I am enclosing a couple of samples of the method in which we would want to draw up the invitation to the Young Leadership group if the Vice-President agrees. These samples are obviously not definitive at all -- they merely give an indication of what I think would be a dignified invitation. Also, obviously, the inside contents would change, depending upon what you were able to arrange. I simply set this up along the lines of the letter I wrote.

If it were agreed, then we would insert the name of the individual invitee in very fine calligraphy on the front cover.

On the inside, I left the subject of the Vice-President's talk open, knowing that you would make an appropriate suggestion.

Also, under the Department of Defense and Department of State, I did not insert any names. We would have to rely upon you for guidance as to which personalities should be invited or would be available. Equally, obviously, on the Friday program I just inserted the names printed to give an indication of what we would like, if it were possible for you to arrange it.

At any rate, this is the general idea and if you obtain approval in policy, then we should get together to button up the details.

Looking forward to hearing from you, I am,

As ever,

HAF:gb

Herbert A. Friedman

Mr. Hyman H. Bookbinder

-2-2

3 November 1966

I do not mean to push at all, but I must set a meeting in Vienna, involving perhaps 50 persons, and the suggested date is February 27-28. Because of the closeness of the scheduling, I am keeping the people in Europe waiting. Therefore, it becomes all the more important to know about February 23-24 as quickly as possible.



3 November 1966

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Office of Economic Opportunities
Washington, D. C.

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27 October 1966

Mr. Hyman H. Bookbinder
Office of Economic Opportunities
Washington, D. C./

Dear Mr. Bookbinder:

It was very good speaking to you on the telephone the other day and receiving your immediate understanding of the project I was proposing. Let me try to spell out the whole idea, with details.

We have developed an organization which is called the Young Leadership Cabinet of the United Jewish Appeal. This comprises 106 men, from all over the United States, average age 35. These men are extremely important in their own communities, play a role in molding public opinion, are civically active and alert in all general programs, not merely Jewish ones. All of them are college graduates, successful business or professional men, and are quite identical with the men who make up the Young Presidents Organization, with which I am sure you are familiar. As a matter of fact, many of the 106 are members of the YPO, whose qualifications for admission, as you know, are that a man must be under 40, the president of his own business, which must gross at least one million dollars per year.

I have spent several years training and developing this group for leadership in the Jewish community, and I think part of their education and training should also be to take leadership in the ^{GENERAL} ~~JEWISH~~ community. With this in mind, I think they would benefit immensely from a two-day program in Washington, to be exposed to the major international and domestic problems which our government faces. If they receive proper briefings and interpretations on these problems, they can be counted upon to return to their home communities and to interpret to hundreds of other people the major goals and objectives which our government is seeking to achieve. As a truly leadership group, they can do very much to create the kind of favorable climate of opinion which it is so important to achieve.

The specific program I have in mind is as follows:

1. Each man should receive an invitation from the Vice-President of the United States to come to Washington on February 23-24, 1967 for a program of briefings on international and domestic affairs.
2. The Vice-President should receive them either in the Senate Office Building or the Executive Office Building Thursday morning, February 23 at 9:30 a.m. If he could spend one-half hour with them, giving them a general over-view of the international and domestic scene, that would be splendid. If he could spend an additional half hour with them answering questions, that would be magnificent.
3. At 10:30 a.m. (or 11:00, depending upon how much time must be left for transportation), there should be a regular Defense Department briefing at the Pentagon, on the Vietnam situation. The regular briefing, with maps, charts and other audio-visual aids, which the Public Relations Office of the Pentagon has conducted for various groups, has been described to me by people who have attended it and have come away much more knowledgeable about and sympathetic with the Administration's policy in Vietnam than they were before.
4. In the afternoon, at 2:30 p.m. or 3:00, it would be desirable to arrange a briefing in the State Department, encompassing the major problems of our foreign policy. Obviously, one cannot tackle them all, but I am sure the State Department has its own list of priority items and we would be happy to have them cover those matters which they consider to be of major importance. The only suggestion I would presume to make is that the problems of the Middle East be added to the list.
5. The next day, Friday, February 24, I would like to suggest be devoted to all the domestic problems. I would leave it to your judgment to arrange a morning session, perhaps a luncheon session, and an afternoon session, to end no later than 4:00 p.m., covering the anti-poverty program, and all the matters which come under the jurisdiction of HEW. Obviously, it would be great if you could get Mr. Shriver to meet with them for half an hour, and also Mr. Gardner. If this is not feasible, then I know I can depend upon you to suggest properly qualified people.

The whole trick in this matter is to develop understanding of what our government is trying to achieve, and from this understanding I am sure sympathetic response will flow. The auspices are important, and that is why I suggest

27 October 1966

that the invitation to the group come from the Vice-President. They will then feel that it is mandatory for them to come to Washington. Obviously, I shall follow up personally with each invitee to explain to him how privileged he is to have this invitation and to urge his attendance. We could not hope, of course, to obtain all 106 and their wives. If I had to take a guess I would say the group would consist of 50 or 60 men, some of whom would bring their wives, who should be included in all the briefings. Therefore, I would conceive of a group of perhaps 100 in number. I mention this in terms of the planning that would have to be made for the size of the room in the various departments to which they would go. I also think that the idea of their moving from place to place is important, because then they get some sense of the physical scope of the operation.

Since it would be important to begin to work on this as quickly as possible, I would appreciate a reply from you just as soon as you can humanly manage it. If the Vice-President agrees in principle, then I can begin to alert the members of the group to save that date on their calendar and to expect an invitation from Washington. By the way, I assume it is perfectly clear that we shall bear all expenses involved in this program. We would not expect there be any financial outlay on the part of any department of government.

Looking forward to hearing from you as soon as possible, and with thanks again for your cooperation, I am,

Sincerely yours,

HAF:gb

Herbert A. Friedman
Executive Vice-Chairman