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AMERICAN JEWISH ARCHIVES

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

Series H: United Jewish Appeal, 1945-1995.

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Folder
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Young Leadership Conference. 1960.

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Archibald Silverman
Blackstone Blvd.
Box 6, Rhode Island

3 October, 1960

MRS. ARCHIBALD SILVERMAN
218 BLACKSTONE BOULEVARD
PROVIDENCE 6, RHODE ISLAND

Young Leadership
Camp

25 Springhill

Rabbi Herbert Friedman
% W. J. A.

165 St 46th St.

New York, N. Y.

Dear Herbert,

Nancy thanks you
for our most gracious letter
regarding the National
Young Leadership Con-
ference on Nov. 18 & 20th.
I cannot see what good
it would do for me to
be there merely as an
onlooker. I have certain
ideas regarding the
training of young people

who may become leaders
in the real sense of the
word, and I know my
ideas would be well
received, were I to speak
however, merely to list
and then come back and
I could do nothing more,
would be a waste of my
time and money and
I haven't too much of either
to spare.

I must say I am really
disappointed.

Sincerely yours,
Isaiah Silverman

56
Congregation Sinai Brotherhood

8223 N. PORT WASHINGTON ROAD
MILWAUKEE 17, WISCONSIN

Regret



11/5

PL 2-2970
RECEIVED
OCT 8 - 1960
REFER TO
LW
~~MSB~~
October 2, 1960
ANSWERED MSG GSS 10/10

Dear Mr. Goldstein:

Thank you for your interesting letter of the forthcoming National Young Leadership Conference of U. J. A. It sounds like it will be an interesting and enlightening conference.

However, I am surprised that the U. J. A. has scheduled this conference for November 18-20. As you may or may not know by now the National Federation of Temple Brotherhoods has its 18th Biennial Convention scheduled for Houston, Texas November 17-20. This will automatically eliminate any young leaders who are officers or delegates from Brotherhoods of Reform congregations, who are certainly leaders of their congregations, if not the community.

This scheduling conflict reflects a problem we are constantly trying to overcome in our own community of Milwaukee. We try to keep a community clearing house so the various organizations

Congregation Sinai Brotherhood

8223 N. PORT WASHINGTON ROAD

MILWAUKEE 17, WISCONSIN

FL 2-2970

page 2



Can get maximum participation on their specific programs from the whole Jewish community, with the minimum of organizational scheduling conflicts.

I am sorry I will be unable to attend. I'm sure the conference should prove fruitful and successful. Perhaps you will send out a resumé of the conference to all young leaders not in attendance

And I would strongly urge that on future conferences, conflicts of scheduling with any national Jewish organization be avoided, for good public relations if no other reason. Also in this way you can assure yourself of maximum participation, but more important support of your projects, from all segments of the national Jewish community.

Sincerely

David Meltzer
President

MILWAUKEE JEWISH WELFARE FUND, Inc

623 NORTH SECOND STREET ... ROOM 770

MILWAUKEE 3, WISCONSIN

September 14, 1960

RECEIVED	
SEP 19 1960	
MELVIN S. ZARET EXECUTIVE DIRECTOR	
NOTES BY	
DATE	
	① SGW
	③ LW
	② MSG
ANSWERED	

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Mr. S. G. Naparstek
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Nap:

The UJA has issued invitations to the Young Men's Leadership Meeting. However, we haven't received a copy of the invitation, nor for that matter have we received a copy of a letter from Herb Friedman written from Israel to these young men. I'm afraid that we look just a little bit stupid when this occurs since I know that the UJA wants the cooperation of Federations in making this kind of a conference a success. I'm assuming it's just an oversight in not sending us a copy of the program and the material that's gone to the young people whose participation and attendance we must encourage. I'd appreciate it if you would send me a copy of the material that's been sent to the leadership invited.

I should mention to you that frequently people in the community receive correspondence requesting something of them, and we are not informed. The result sometimes is some confusion since these people turn to us, and are surprised that we are unaware of what it is that they refer to.

Let us understand that I fully appreciate the right of any agency to deal directly with people in a community. When, however, the agency feels a sense of partnership with the local community on whatever is involved, then it would seem to me that the local community needs to be kept informed so that it can exercise the responsibilities that go with that partnership. Since by and large the UJA feels that sense of partnership with communities, especially one like this, it would seem to me that it might be a good policy for the UJA to routinely send us copies of correspondence on important matters that may go out to important people within this community; then we're in a position to help.

Sept. 14, 1960

Kenneth Berke, of Milwaukee, will probably be attending the late November meeting in New York. He'll be making his own reservation. Others may attend also. I could, however, use some information from you as to the age and community leadership level of people who are invited from other cities. Our boys are mature men, even including some fellows who are very top leaders. Our Leadership Training Institute is not geared to children. It would be helpful to us in knowing which of these young leaders who ought to be pressed to attend if we can know something about the kind of people they'll be rubbing shoulders with.

Ki
Kindest regards and thanks.

Cordially,

AMERICAN JEWISH
ARCHIVES

Melvin S. Zaret
Executive Director

MSZ:sb

M
P.S. I still think the conference is not well timed. It comes a week after the General Assembly. It means that people who attend the General Assembly return home on Sunday night and are asked to leave again four or five days later to go to another meeting.



IG S. AUERBACH
RABBI
160 Pearl Street
Tel. HUnter 9-6381

Beth El Synagogue

124 Litchfield Street
Torrington, Connecticut

DR. PHILIP DAVISON
JUDGE DAVID CRAMER
PRESIDENT
DR. SIDNEY A. CHAIT
CHAIRMAN of the BOARD

R

SEP 7 1960
September 9, 1960.

REFER TO
DATE

AAH
MSG
LW
A/6/60
9/14/60

Rabbi Dr. Morris Lieberman
Chairman, Rabbinical Advisory Council
United Jewish Appeal
155 West 46th Street
New York 36, N.Y.

Dear Rabbi Lieberman:

I am in receipt of your letter of August 9th informing me of the National Young Leadership Conference to be held in New York the weekend of November 18 - 20. I wish to inform you that I am strictly opposed to meetings of this kind over a weekend involving a Shabbos, since experience has taught me that such meetings, unfortunately, always lead to a Chillul Shabbos. With all good intentions and planning it, alas, never fails that some people do smoke and take notes. Also, what about the Kasheruth at the meals?

For these reasons I would implore you and the USA to have this meeting, the importance of which I fully recognize and support, to set for such a date that no Shabbos is involved, and also that provisions for strictly kosher catering are made.

With best wishes for a *Shabbat*, I am,

Sincerely yours,

Big S. Auerbach
Rabbi Selig S. Auerbach.

Only the best come full of

Plans

1) Not formal

2) Not too long

3) require recreation

4) Sabbath

agree

collaborate

with the Synagogue

ISA:ws

MEM 10-
102 ME21 48
-ANISH 48b

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PBC

ORIGINAL:
HAF, NEG.

COPY:
MP SS PBC....

Atlanta Jewish Welfare Fund, Inc.
41 Exchange Place, SE
P O Box 855
Atlanta, Ga.

We are sure you will find our community will
right fit your requirements. We would appreciate hearing from
you.

You may be interested to know that our community is
concerning the issue of your being considered.

July 7, 1960

Rabbi Herbert A. Friedman
Executive Vice-Chairman
United Jewish Appeal,
165 W 46th St.
New York 36, NY

Dear Herb:

We have given a great deal of consideration to your proposed project
of convening a national conference of the United Jewish Appeal in
Washington for 'young leadership', which you aim at the age level
of 25 to 30.

We have tried to canvass the field and find that we have
a number of campaign workers who are in that age group but
who by no stretch of the imagination can be regarded as community
leaders. We interpret the qualifications for such a gathering
to be as follows:

1. They are to be the sons of families whose parents are
in the category of substantial givers or they are to be young men
who have a substantial estate of their own. In other words, they
are to come from the big givers group.
2. They are to come from the group which has evidenced interest
through actual participation in the community.
3. They are to be part of the leadership group, that is
because of their status they exercise influence in relationship
to others.

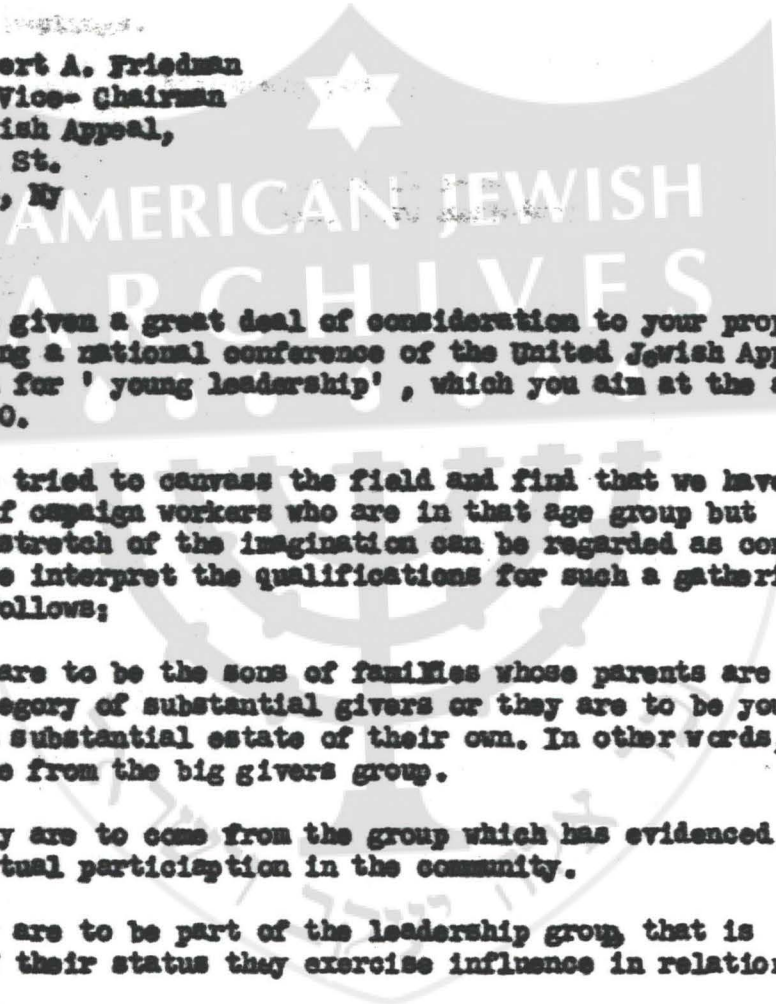
Judging by these criteria, we really have no one that we
can recommend. A goodly number of our young men who are active in
the community are in their 40;s.

There is another element involved, and that is they must
be in a position to be free to give of their time in attending such
a conference.

cont....

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(initials) (date)



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MEMORANDUM

page 2.....

If you have any names on your list from our community who might fit your requirements, we would appreciate hearing from you.

You may certainly count on our full cooperation in developing the idea that you have regarding such a conference.

Cordial greetings.

Sincerely yours,

**AMERICAN JEWISH
ARCHIVES**

Edward M. Kahn
Executive Secretary

EMK;rgf



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ps July 8

The



JEWISH WELFARE FEDERATION of Dallas

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- COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS

July 12, 1960

As by
(a)

HSS
Pub
cc: [unclear]
X
4/11
L 111

Mr. Melvin Goldstein
United Jewish Appeal
165 West 46 Street
New York City

Dear Mel:

About ten days ago we held the last meeting of the year for the Federation's Associate Board of Directors. This is our young leadership program. At this meeting I discussed with them the potential of national conferences for the year ahead.

The group involved were enthusiastic about their ability to stimulate attendance at each one of three conferences on the agenda: General Assembly of the CJFWF in November; the National UJA Conference in New York in December; and the Regional UJA Conference in Biloxi in January. The group present, however, urged very strongly that to inject another meeting at the end of November for Washington (your planned young leadership conference) would be confusing and it was very doubtful whether anyone of them could attend.

They urged very strongly that it would be unwise to have any invitations arriving for any conference in between the Assembly and the UJA Conference since it would merely complicate matters and not stimulate attendance.

Since I had assured Peter Colwin that I would follow up on your inquiry in this connection, I felt I ought to send you this reaction so that it could be useful in any planning that you are now doing.

Cordially,

Jacob Kravitz
Jacob H. Kravitz
Executive Director

CC: Mr. Peter Colwin
JHK:kk



Jewish Federation of Trenton

18 SOUTH STOCKTON STREET • TRENTON 10, N.J.

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Milton A. Feinberg
Executive Director

May 12, 1960

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

I spoke to Feinberg today & he'll support me if we don't to go ahead with this
MAY 12/60

Dear Mel:

I gather from your letter of May 6 concerning the plans for a young leadership conference in Washington next November that UJA is proceeding with those plans. As I read the letter carefully, I also got the impression that the conference was a foregone conclusion, even before I wrote you, which leads me to believe that the considerable time I took to consider the problem which Herbert Friedman set before me, was a waste of effort. I took the time because I felt Herb was really looking for constructive suggestions on a serious problem facing our communities.

Because you state that "a great majority of the executive directors are fully in agreement on the need etc. etc." would it be asking too much of you to let me know who these executives are? I'm interested enough to say that if the group of executives is representative enough, it might make some difference.

If the UJA conference as presently planned will not provide the proper time or place on a crowded program for a young leadership program, why not have the full afternoon and evening of the day preceding the opening of the conference devoted to such a subject?

You make the point about what the communities are doing to develop "the interests of these young people in community and campaign requirements". In my professional opinion, this can be best carried out in a total way, rather than through a program which would emphasize the separate role of the UJA. The place of the UJA in the campaigns is one of primacy but only because the majority of communities have federated campaigns which makes it possible to give more weight and publicity to the UJA, while not ignoring the just claims from the many other national, local and overseas agencies to our support as a united campaign. The fact that the proposed conference will be held in Washington, basically a non federated community illustrate the problem I present.

I have given your views very careful thought but do not feel that a valid case has been made for a full three-day conference of this type which will come on the heels of the 4-day General Assembly, to which we want to send a delegation of our young leadership, because I feel that they will be exposed to the totality of Jewish life in all its ramifications, including UJA. You have given cogent reasons, why from the viewpoint of the UJA, such a conference is important to its future. But by the

Page 2 - Mr. Melvin S. Goldstein

same token, the communities should not have to be subject to such time pressures as will be put upon it by the scheduling of two conferences one week apart, dealing with the same group of younger men.

I shall look forward to hearing from you concerning the names of my colleagues who are fully in agreement with you, and whether they have expressed their agreement as fully as I have expressed my disagreement with the idea.

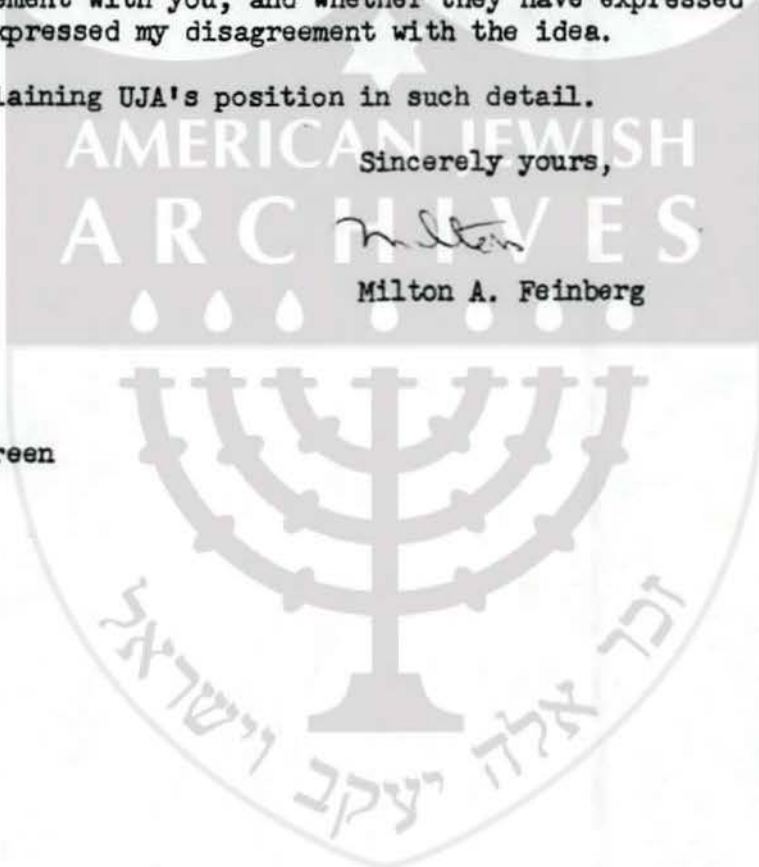
Thank you for explaining UJA's position in such detail.

Sincerely yours,

Milton
Milton A. Feinberg

MAF:lwt

CC: Bernard L. Green



JEWISH COMMUNITY COUNCIL
of Essex County



32 CENTRAL AVENUE • NEWARK 2, N. J. • MA 2-0707

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Executive Director

FC/fub

RECEIVED
MAY 13 1960

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

NOTED BY	REFER TO
ME	MSP MP JS

ANSWERED

Dear Mel:

Thank you very much for your letter of May 6 about the proposed young leadership conference. I appreciate your taking the time and trouble to outline in detail the reasons for the conference.

Since you have decided to go ahead with it, I want to assure you that we shall cooperate in every way possible in getting a good attendance from our community. Kindest regards.

Sincerely,

[Signature]
Herman M. Pekarsky
Executive Director

HMP:mc

The Jewish Federation of Camden County

MARLTON PIKE (ROUTE 70) • CAMDEN 10, NEW JERSEY • NORMANDY 2-8800

May 4, 1960

BERNARD DUBIN, EXECUTIVE DIRECTOR

Rabbi Herbert A. Friedman
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

MST
ANSWERED *NSF* / *GS* / *113*
EC: MT
ST
ST
EL

Dear Herb:

I have your letter of April 11th concerning your plans to convene a meeting of Young Leadership in November. All of us are anxious to do everything possible to involve more people, particularly young people, in our campaigns. However, I am wondering about the advisability of a special meeting under UJA auspices. We find, more and more, that individuals who understand fully the total community program and the campaign support more solidly on a sustained and consistent basis this effort. The needs of Israel play a major role in the campaign and should properly be interpreted as such. Nonetheless, campaigns need the solid understanding as a total effort for the strengthening of virtually everything important to the Jewish community. Perhaps this is one way to avoid riding the high waves and facing sudden drops which inevitably follow crisis.

Therefore, it seems to me that the objectives of the total community and UJA could best be served if we plan together for the involvement of leadership in a total program. While I am sure it is not your purpose to fragmentize Young Leadership programs, I am wondering whether that wouldn't be the effect should these programs develop under different auspices and under different foci. Council of Jewish Federations and Welfare Funds is developing a national program and our local community is also in the process of formulating such a program. UJA's needs might very well be incorporated in this overall program. But despite this if you are planning a conference, shouldn't there be joint planning for the integration on a local level of these leaders and adequate interpretation of the relationship of UJA to the community?

Paralleling this thought is another which comes to mind: the periodic effort by UJA to organize varying groups for the purpose of strengthening the campaign but organization outside of the community and without the involvement and knowledge of the community. I have taken the time recently to discuss this with UJA staff

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to see whether we couldn't together work out a program to carry out our common objectives, i. e. , strengthening the campaign, but all efforts in this direction have met only with the coolest response.

Let me repeat - I, for one, and I am sure this typifies virtually all, if not all communities, will participate fully in planning which will result in better organized campaigns and in more adequate giving to meet the needs. But if we, on a local level, work in the community 365 days a year, let us, the local federation, be part of evolving these plans based upon our joint experiences, thinking and needs.

Sincerely yours,


Bernard Dubin
Executive Director

BD/es



Associated



**JEWISH
PHILANTHROPIES**

72 FRANKLIN STREET BOSTON 10, MASS. — Liberty 2-8080

May 2, 1960

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Rabbi Herbert A. Friedman
United Jewish Appeal
165 W 46th Street
New York 36, New York

Dear Herb:

I have discussed with a number of our campaign leaders, including some of our Young Adults, your suggestion for a National Conference for Young Leadership, under the auspices of the UJA. The reaction to this plan was favorable. There were, however, a number of questions raised, which, I believe, require clarification before the plans for the Conference are finalized.

We are organizing a young leadership corps for the campaign as well as the year-round program of CJA-AJP activities. As you know, there is quite a good potential for this kind of leadership development in Boston. The age group we are involving is essentially in the 25-35 year bracket, and we are relating our own efforts to the national leadership development program of the CJFWF.

We hope that a number of our key young leaders will participate in the forthcoming General Assembly of the CJFWF.

We are also proceeding with plans for a Mission to Israel, comprised of many members of this same group.

The UJA plan for a National Conference for Young Leadership could fit in very well with our own overall program of leadership development. It is clear, however, that there is need for effective coordination, especially on the national level.

Your projected Conference is to take place the week end after the General Assembly. The question of timing, therefore, has to be cleared up. It would be unfortunate, if our young leadership had to be forced to make the choice of attending the UJA or the CJFWF meeting.

MSG
ANSWERED MSG/GSS 5/11/60
cc: MI
(initials)



Rabbi Herbert A. Friedman


May 2, 1960

Furthermore, in your letter you speak about your desire to plan "what is essentially a Leadership Training Institute-----on a national basis". I know how strongly you believe in the concept of total community responsibility, and hence, I am sure you will agree that CJFWF and the Federations should be fundamentally involved in any worthwhile and sustained program of leadership development on a national basis.

I urge, therefore, that these plans be cleared with CJFWF so that we on the local scene can more effectively relate ourselves to what is being planned nationally--for the ultimate benefit of the people and the causes we are serving.

I shall be glad to discuss these plans further with you.

Cordially yours,



Benjamin B. Rosenberg

BBR:ba
CC: Mr. Philip Bernstein



Jewish FEDERATION-COUNCIL OF GREATER LOS ANGELES

JEWISH COMMUNITY BUILDING • 590 N. VERMONT • LOS ANGELES 4, CALIFORNIA
NORMANDY 3-8484

"Behold how good and how pleasant it is for brethren to dwell together in Unity!"—133rd Psalm.

Retain? ...

May 6, 1960

RECEIVED

MAY 9 - 1960

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	<i>[Handwritten initials]</i>

ANSWERED 11/26/65 5/19/60
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[Handwritten signature]

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VIA AIR MAIL

Mr. Melvin S. Goldstein
 United Jewish Appeal
 165 W. 46th St.
 New York 36, N. Y.

Dear Mel:

This is in reply to your letter of May 3rd commenting on my earlier communication of April 15th to Herb Friedman.

"The group that you are talking about is obviously our Community Service Committee which has been working very closely with other groups in the country that are being cultivated by the CJFWF. I think you ought to sit down and discuss this very carefully with Phil Bernstein because they put in a lot of time and effort cultivating these groups and have gotten a rather wide-spread interest in their attendance at the General Assembly.

Julie Ratner has been working very closely with the Community Service Committee and I am referring this matter for his attention.

We can certainly supply you with names and I am sure that they would give every consideration to any invitation extended to their leadership.

Cordially,

[Handwritten signature: Julius]

JULIUS BISNO
 Associate Executive
 Director

JB:ms
 cc: Julius Ratner

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56
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Handwritten notes:
Hurry
urgent
reply
re: [unclear]

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

May 9, 1960

MAY 10 1960

NOTED BY	REFER TO
DATE	DATE
	MSG
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(3)

Dear Mr. Goldstein:

Mr. Hurwitz, our Executive Director, and Mr. Melnick, our Campaign Director, have asked me to reply to your letter of May 3d regarding a young leadership conference. I supervise the work of our Young Men's Council in Federation.

Our Young Men's Council is a leadership training mechanism with about 150 members ranging in age from 28 to 35. All of the leaders are between 30 and 35 and are outstanding young business and professional men who have demonstrated good capacity for leadership. The Council's program stresses a broad community perspective which encompasses overseas, national, and local efforts of the organized Jewish community. The Council is responsible for conducting the youth division of the campaign.

With regard to the proposed young leadership conference, we have had some experiences with such conferences, and we should like to point out some possible pitfalls which should be avoided. First, the conference should not be held at a time which would conflict with other activities. For example, it might not be desirable to hold it in November, since in that month there is a General Assembly of the Council of Jewish Federations and Welfare Funds to which we send two of our top young men each year. This is made possible through the Myer Feinstein Young Leadership Awards. In most instances, those selected would probably also be the young men who should attend the United Jewish Appeal meeting, although this would not necessarily always be the case.

May 9, 1960

Perhaps more important would be the question of the homogeneity of the group to participate. In Newark, Philadelphia and some of the other large communities, the young leaders are outstanding young people between the ages of 30 and 35. In other communities, the young people could range from 20 to 25 or from 25 to 30. This might therefore create a very wide range of experience, background, understanding, and viewpoint. This would be unfortunate from the point of view of the older young men, and might cause such a conference to be a failure. Since we would all be interested in avoiding any such outcome, we urge that this be taken into consideration.

It is always something of a problem for young men to find the time to attend the conference. There is therefore the question of place, time, and expense. In this connection, you should know that the Council of Jewish Federations and Welfare Funds is actively promoting the work of leadership development. Quite recently, there was a meeting of young leaders from Baltimore, Newark and Philadelphia to discuss common problems. You might therefore run into a situation where the young people might not wish to attend another meeting.

I am pointing to these considerations because, while we might feel that the proposed conference has some merit, it would be most unfortunate if it were unsuccessful because of poor attendance.

Sincerely yours,



Charles Miller
Director of Social Planning

MILWAUKEE JEWISH WELFARE FUND, Inc.

623 NORTH SECOND STREET . . ROOM 770
MILWAUKEE 3. WISCONSIN

May 3, 1960

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Joseph J. Zilber

Dear Herb:

Please forgive this very late response to your letter of April 11th about the Leadership Training Institute for young men that you proposed. I've been too deeply immersed in campaign work to take time before now.

It is good to note that the UJA is concerned with the need to build so that the UJA and the Jewish communities may have a tomorrow as well as a today. Had we always thought in these terms, our communities would be healthier today, and their ability to provide funds for programs as great as those of the agencies of the UJA would be greatly enhanced.

|| In this community we've manifested our deep concern with the future as well as the present through planned leadership training programs, including an on-going Leadership Training Institute for men and a Young Women's Committee as well as through all kinds of efforts to provide for participation and responsibility for young, skillful, vigorous, interested people. The fact is that most community leadership here today consists of relatively young people, some of whom carried little or no responsibility just a few years ago. ||

I do think that it is good for young people to attend conferences from which they may learn and be inspired. The 35-year old chairman of one of our biggest campaign divisions attended the last General Assembly of the Council of Jewish Federations and Welfare Funds and took away from it a good deal of good feeling about the very idea of Federation, greater understanding of needs, and increased determination to give of himself to his community and, indeed, to help us raise money, as he is now doing magnificently.

The value of his attendance at the General Assembly included an ability to participate in sessions on many things of concern to him as a community leader. I do not think that we

RECEIVED
MAY 2 - 1960
MELVIN S. ZARET
EXECUTIVE DIRECTOR

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May 3, 1960

can ever properly separate the campaign from year-round activity within a community, nor do I think conferences on fund raising alone can make quite the necessary impact.

The young leaders ought, in my opinion, to have essentially the same kind of conference experience as their elders, and thus I think in terms of having these young people attend the General Assembly next November. I hope we'll have a real group of young people there and that they'll learn a good deal from such participation.

I think, incidentally, that some of our young people here are so good and have such capacity to lead that they would also contribute to the knowledge of others at such a conference. I also think that it would be good for some of these young people to attend the UJA national conference, and we will certainly be trying to see to it that some of them, particularly those who will lead in the campaign next year, will attend. I do not think that a special UJA conference for these young people would have any special merit. They don't need to be treated in any separate way.

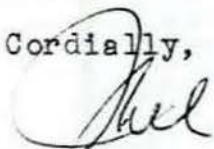
About the only real subject matter that could be constructively discussed separately by younger people from communities would be the actual content of the more formalized leadership training programs that some of us have been operating in our communities. Incidentally, there was a session along these lines for young leadership in Chicago last fall, sponsored by CJFWF.

I should add my own view that we're most concerned with training for people in the age bracket of 30 to 45 - those who will help us to make our Jewish community stronger in the next decade. Those who are younger than this ordinarily are not ready to take over leadership roles; whereas participation in conferences might be useful, the value of such participation is in my opinion too limited for us to press the matter at this time.

All of the above leads me to the conclusion that the best thing we can do would be to encourage the participation of our young people in the General Assembly and in the regular national UJA meeting rather than plan for a separate and distinct meeting for them.

Kindest regards.

Cordially,


Melvin S. Zaret
Executive Director

MSZ:sb

The



JEWISH WELFARE FEDERATION of Dallas

209 BROWDER BLDG., SUITE 403 • Riverside 8-4571
DALLAS 1, TEXAS

May 2, 1960

MSG

ANSWERED 5/10/60

*cc: PK
* MF
SK*

Mr. Herbert A. Friedman
United Jewish Appeal
165 West 46 Street
New York City 36

Dear Herb:

This will acknowledge your letter of April 11 in which you advise of plans to convene a national young leadership conference of the UJA in Washington on November 18 - 20. Since receipt of your letter, Peter Colwin visited with me and I made several recommendations which he advised would be transmitted to you. He suggested, however, that I also put them in writing.

//My general reaction is along the following lines. There is no doubt in my mind that much more needs to be done in educating young people for leadership. We in our community have been revamping our program along these lines for many years now - in fact, we are currently emphasizing more and more, starting in religious schools. For some 9 years we have had an organized young leadership group which consists of both young men and women in the "under 36 year age" level. We found from experience the group we were trying to reach were those young men and women who had either gotten out of college or begun their business careers and had not yet achieved economic status, security and time for leisure. The age spread of about 21 to 35 was found most practical.))

We are currently in the process of trying to encourage as many of this young leadership group to attend the regular major annual conferences - both the General Assembly of the CJFWF in mid-November and the National UJA Conference in mid-December. In our estimation much more can still be done at both of these major meetings in providing specialized opportunities for this age group to get together. I am glad to see that the CJFWF has made some headway in this direction. Perhaps it is difficult for the UJA to do likewise since its conference objectives are so different, but I would like to urge that you consider it.

As I told Peter Colwin, I have serious doubts about the desirability of a separate conference for young leaders - particularly so close to the Assembly to which we are trying to stimulate their attendance. If, after full consideration, a young people's conference is still warranted, why not consider a "free date".

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ONS
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Mr. Herbert A. Friedman
#2 - May 2, 1960

Having given you my own reactions to your ideas, if your plans mature and you do go ahead with a conference, I should be happy to give you the names of a group of young people who you may wish to invite to such a meeting.

Sincerely yours,

Jack Kravitz
Jacob H. Kravitz
Executive Director

JHK:kk





WORCESTER JEWISH FEDERATION

274 Main Street • Worcester 8, Massachusetts

Telephone PL 4-1544

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Executive Vice Chairman
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

Dear Herb:

Please excuse the delay in answering your very interesting note of April 11th concerning the possibility of a leadership training institute on a national basis.

The idea of convening the young leadership in Washington in the fall for some briefing on UJA and Jewish matters generally is excellent. I am heartily in accord with it and will do everything possible to help it succeed.

While we have had some experience in the course of our own community's attempts at training and orienting young men for community leadership, our focus has been on presenting as rounded and broad a picture of communal responsibility as possible. The proposed conference you now suggest will undoubtedly not only reinforce, but intensify, some of these efforts insofar as the overseas and international situation is concerned.

With reference to the content of the institute, although it will be necessary and important to have these young men meet with embassy officials, state department figures and UJA leaders, I believe strongly that there are unanswered questions which this element always carries with it and somehow must be aired. Receiving answers and exchanging views with their peers from around the country will have considerable value, in my mind, and should not be overlooked. I have particular reference to a "philosophy" which permeates some of this age group. It runs something like this -- "It really is not so important for us to give in a maximum fashion just so long as we understand what the money accomplishes. Let's not become so closely identified with the Campaign that we shall find ourselves giving so

May 3, 1960

NOTED BY REFER TO

ANSWERED MSG GSS

Departments:

Jewish Welfare Fund of Worcester • Jewish Community Center • Worcester Ivriah School
Jewish Family Service of Worcester • Women's Division • Young Adult Federation

much money for Jewish causes that there will be little left for anything else." There must be some differentiation between education for the sake of imparting information alone and education to comprise true understanding which will raise the sights and levels of giving. Otherwise, the question obviously becomes education for what? It is increasingly evident that understanding, in and of itself, does not produce the additional dollars. It must be coupled with the development of "heart". This is, in our experience, one of the desperate failings of the younger generation.

At a later date I shall be pleased to make up a list of the names that should be included in the invitation sent out. Regards.

Cordially,

Melvin S. Cohen
Executive Director

S





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IRVING T. SPIVACK
Executive Director

May 3, 1960

Rabbi Herbert Friedman
Executive Vice-Chairman
United Jewish Appeal
165 West 46th Street
New York, New York

Dear Herb:

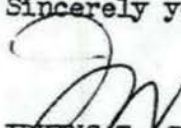
I have given considerable thought to your suggestion for a Leadership Conference. On the whole, it is an excellent idea and should meet with considerable favor.

I do, however, question the age limitation. In our own experience we have found that the process of actual leadership, rather than training, occurs in the early thirties. I would therefore suggest that the age span be increased.

In the same manner that our Leadership Training Graduates have been invited to go on United Jewish Appeal sponsored tours to Israel, ever since we initiated this program in 1957, we would like to see this effort, become a regular annual project. Again, it would appear to be ^{best} to tie this in with an on-going leadership training program, and serve in a measure as a completion or supplement of the program.

You may of course count on my cooperation.

Sincerely yours,


IRVING T. SPIVACK
Executive Director

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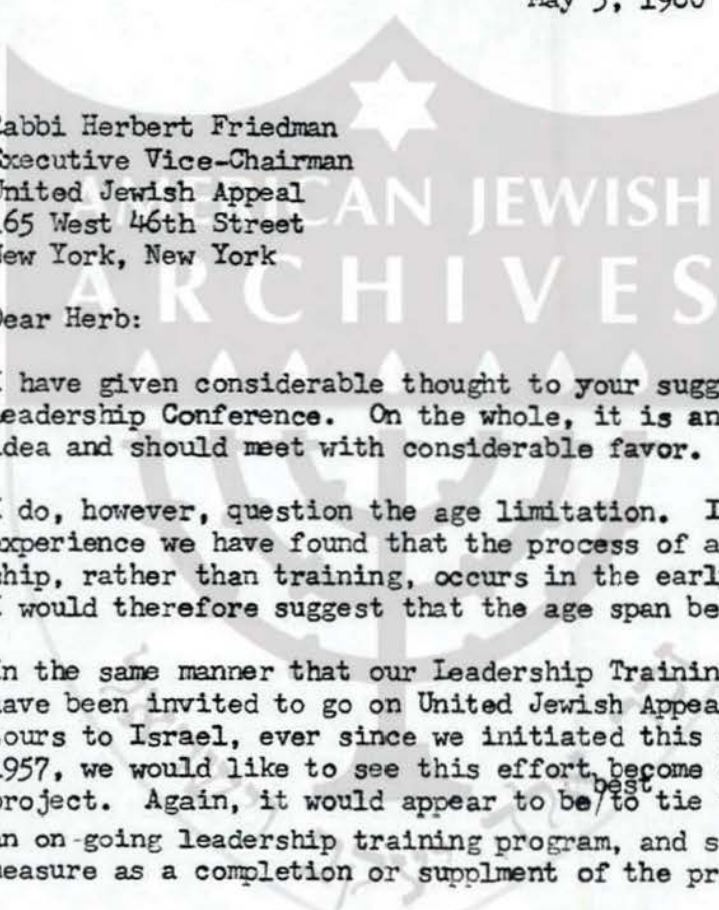
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MAY 5 1960

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ANSWERED 156/GSS 5/9

cc: MF
PBE
Brendan



Jewish Community Council of Long Beach

Mr. GOTTWEINER
↑

101 Grand Avenue

Long Beach 15, California

Garfield 7-9401

May 2nd, 1960

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Executive Vice Chairman
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

ANSWERED MSG/GS
5/9 cc: MP
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Dear Herbert:

This is in response to your letter of April 11th regarding the proposed United Jewish Appeal Young Adult Conference.

There is no question but that one of the biggest problems confronting American Jewry is the interest and support of young Jewish adults. Locally many of us have been long concerned with this problem and either formally or informally are wrestling with it each day on every level, including fund raising.

The Conference you propose is excellent for it will give our young leaders and potential leaders an opportunity to share experiences with those from other communities and to be inspired by the significance of their undertakings.

I have but one major suggestion. Leadership cannot be divided by function. Thus a young man may be interested and concerned with fund raising, i.e., United Jewish Welfare Fund-raising, including the United Jewish Appeal. He may also be interested in other aspects of Jewish community life and we want him to be. We want our young American Jewish leader to be the complete man rather than the bifurcated individuals who so frequently grace our head tables.

It is for this reason that I would strongly suggest that the United Jewish Appeal consult with the Council of Jewish Federations and Welfare Funds on possible joint planning on this significant subject. The CJFWF, as you know, has long been concerned with the problem of young

Page #2

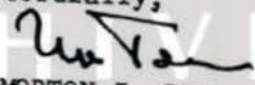
Rabbi Herbert A. Friedman

leadership and has had sessions for a number of years at their General Assemblies on this subject and I am sure that their objectives would dovetail closely with those of the United Jewish Appeal.

One small additional comment. I think that the age bracket of 25 to 30 is a bit too restrictive and would suggest a 25 to 35 range as an alternative.

I should appreciate your comments on these observations.

Cordially,


MORTON J. GABA
Executive Director

MJG:fk





APR 28 1960

NOTED BY REPER

DATE

MSE

United Jewish Federation of Pittsburgh

234 MCKEE PLACE • PITTSBURGH 13, PA. • MUSEUM 1-8000

ANSWERED *MSE*
April 21, 1960

5/6/60
22-55
428 MP

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Executive Director

ROBERT I. HILLER

Herbert A. Friedman
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

I am answering your letter of April 11 concerning the proposed "Young Leadership Conference". The reason for my delay in answering is that I have had discussions with my staff and some of the Young Adult leadership in order to give you an answer that will represent this type of thinking.

As you know, in Pittsburgh we are extremely interested in young leadership and for that reason conduct a year-round Young Adult Division operation whose top age level is thirty years. Obviously all of the leadership comes from the twenty-five to thirty year old age group. We work intensively with the leadership of this group and find that, as you indicate, such work bears fruit in later years. You might be interested in knowing that Lester Hamburg, our campaign chairman, is a graduate of our Young Adult Division, as are a number of our other campaign leaders who you know so well in Pittsburgh.

In regard to the plan for convening a National Conference in Washington over the week end of November 18-20, I would first raise some question with you in regard to the timing of such a Conference. My personal feeling is that with the General Assembly of the Council of Jewish Federations and Welfare Funds being scheduled the week end prior to this that it would create a good deal of conflict. Many of the same people would be going to both Conferences.

April 27, 1960

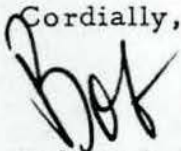
You may not be aware of the fact that annually Pittsburgh brings to your National Conference in December at least one and generally two of our Young Adult leadership. It would seem to me that a good deal more could be done by combining your Young Adult Conference with your National Conference in December. This could be done much in the same way as you deal specifically with your Women's Division and then the women become involved in the total over-all Conference. I think that the young leaders would feel that they were then not only getting special attention, but they were a part of the total over-all picture. One of the things that we have found that boomerangs on us is when we segregate our young leadership. Even though we may feel we are giving them special attention, they still want to be a part of the total picture. Your December Conference would offer exactly this kind of situation for them where we could have special meetings with young leadership and then have them participate in general sessions of the December conference.

I hope that you recognize that I agree with your general premise and that my suggestions might give you a simpler yet more productive method of accomplishing this purpose.

I hope the above will be helpful.

My warmest personal regards.

Cordially,



Robert I. Hiller
Executive Director

swc

Jewish Welfare Fund OF CHICAGO
ONE SOUTH FRANKLIN STREET
TELEPHONE FINANCIAL 6-6700

Conf - young leadership 

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MAY 9 - 1960	
May 6, 1960	NOTED BY: REFER TO:
DATE	<i>HSS</i> <i>HAC</i>
ANSWERED	

Rabbi Herbert A. Friedman
Executive Vice President
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

I appreciate very much your writing me as fully as you did on May 4th, concerning the Conference of Young People, which you desire to hold under the auspices of the United Jewish Appeal.

It may be advisable for you to weigh, as well as count, the responses you have received from the Executive Directors of the various Funds.

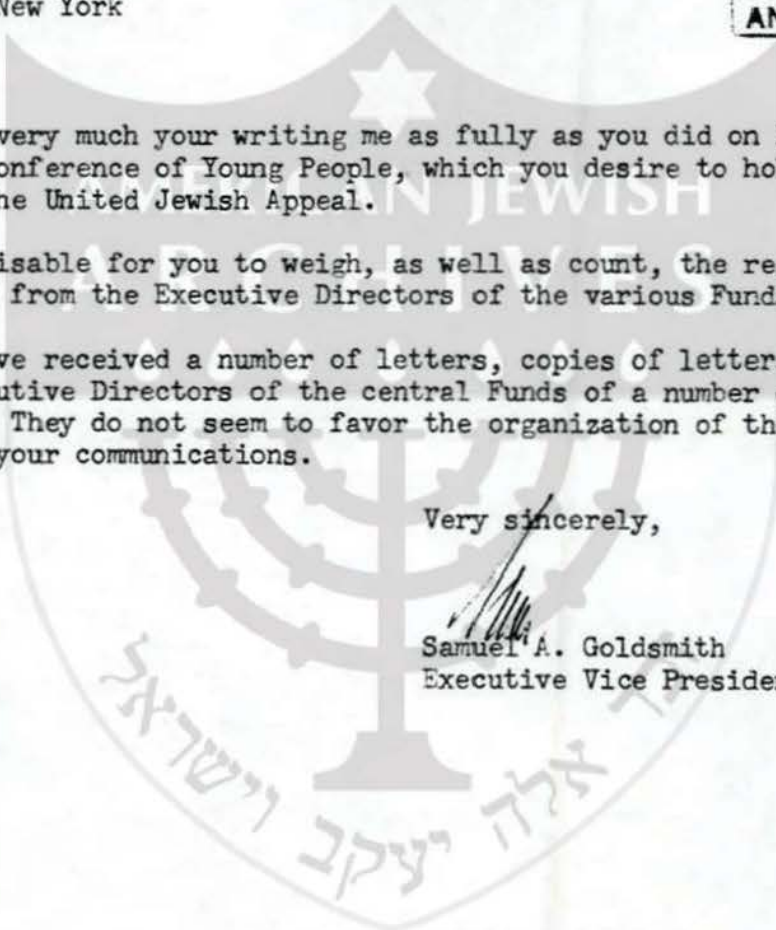
I, myself, have received a number of letters, copies of letters sent to you, from the Executive Directors of the central Funds of a number of the large communities. They do not seem to favor the organization of the group as indicated in your communications.

Very sincerely,


Samuel A. Goldsmith
Executive Vice President

SAG:VMK

SS
MP
5/9





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of essex county

32 CENTRAL AVENUE • NEWARK 2, N. J. • MARKET 2-0707

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(Including Bureau of Service to Foreign Born)
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- Newark Beth Israel Hospital
- Theresa Grotto Home



THE UNITED JEWISH APPEAL IS THE FUND RAISING ARM OF THE JEWISH COMMUNITY COUNCIL

Rabbi Herbert A. Friedman
Executive Vice-Chairman
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

I have given careful consideration to your letter of April 11 about the National Conference for Young Leadership which you propose to organize.

// We all agree that the development and training of informed, capable, young leadership is a very important aspect of our work and community life. Locally, we were fully aware of this many years ago. In the late 40's we organized a Young Men's Division of our United Jewish Appeal campaign for fund-raising purposes, and the Young Men's Service Group as the year-round leadership, recruitment and training program. // Over the years we have seen the results of this program. Many of the people who were recruited and trained by our Young Men's Division and Service Group today hold responsible positions on the boards of our various agencies and in our own campaign, as well as in Community Chest campaigns. We have always felt that this is a program which merits a substantial investment in time and money. We have treated it accordingly and are continuing to carry it on most actively.

We are convinced that the most wholesome type of leadership is the kind which obtains a good grounding and sound understanding of the problems, functions and operations of the total community and the major issues in Jewish life. In the

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April 25, 1960
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4/26/60 MF

-2-

long run, this rounded kind of leadership will be a much greater asset to the Jewish community and to all the causes of concern and interest to us. On a modified basis we have been working very closely with a group of young women along the same lines because we feel that there is a great deal of value in this direction, too.

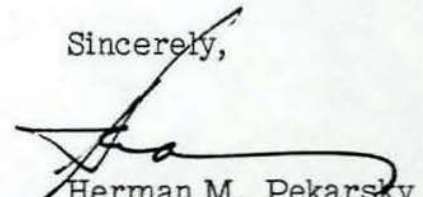
In the light of our experience for many years, I would have many questions about the advisability and desirability of promoting a special UJA conference for young leadership. We have already involved quite a few of our young men in the activities of the Council of Jewish Federations and Welfare Funds, in the Large City Budgeting Conference, and as delegates to the General Assemblies of the CJFWF, as well as in attendance at the national conferences of the United Jewish Appeal.

As you know, the CJFWF a few years ago developed a special committee on leadership. This group has been working quite actively. It has held several regional conferences and a number of sessions are devoted each year at the General Assembly to discussions and workshops for the young leadership group.

I would have many doubts about the idea of developing young leadership groups under the auspices of special interest organizations whether it is the UJA, American Jewish Congress, Hebrew University or Bonds for Israel. There is much more to be gained through the kind of program which we and other communities all over the country have developed over the years. Certainly this is the only way in which to prevent confusion and conflict and to avoid the nurturing and developing of lop-sided, partisan leadership which in the long run will not prove very helpful, either to our own communities or national organizations.

I feel the communities are doing quite a good job locally as well as through the committee on leadership of the Council of Jewish Federations and Welfare Funds. It seems to me that there would be much more merit to explore with Phil Bernstein of the Council ways and means in which UJA could cooperate with the existing leadership committee and its program, instead of developing a program on your own.

Sincerely,



Herman M. Pekarsky
Executive Director

HMP:mc



Jewish Federation of Trenton

18 SOUTH STOCKTON STREET • TRENTON 10, N.J.

Serving 50 Constituent Agencies

April 26, 1960

Mr. Herbert A. Friedman, Executive Vice-Chairman
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

With the weight of the Campaign somewhat off my shoulders, I can respond to your letter of April 11.

What you have in mind is good in its intentions but in the case of our Federation, its end result can only serve to fragmentize our program of leadership development, which is a specific activity dedicated to broadening the vision and stock of information of our leadership group. For the past eight months, we have been working on a program of education and information concerning the local, national and overseas programs and problems, which they, as potential leaders, should be familiar. For that reason, we had Abe Hyman come to Trenton to brief them on the work of UJA, its constituent agencies and other overseas programs. Our Leadership Mission to Israel was also part of their orientation to the work of our Federation.

With your stated purpose being to help younger leaders "develop a depth of understanding and a sense of responsibility", I suggest that with this laudable objective in view the UJA coordinate its efforts with the CJFWF program of leadership development, with which we are closely aligned. This coordination should then have the immediate positive effect of getting UJA into the plans for the session on leadership programming at the General Assembly to be held November 10-13 in Detroit. It would also avoid having the communities, including Trenton, make a choice between its younger leaders going to either Detroit or Washington, since I would want to avoid two successive week-ends.

My suggestion would therefore be for you to initiate coordination in planning in this area of mutual concern and interest between UJA and CJFWF, the latter as the agency of the Federations. UJA would then have the opportunity of coming in on a program of leadership development which has been underway for a few years. The other suggestion would have to do with the UJA National Conference in December, when you could invite, through the communities, younger leaders to attend the Conference where a special session could be held to honor them for their work. If you wished them to meet governmental leaders, this could be achieved by holding the Conference in Washington.

RECEIVED	
Hon. Joseph Fishberg President	
APR 27 1960	
Milton A. Feinberg Executive Director	
NOTES BY	REFER TO
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	4/27
	Brandenburg
	AT
	WD
	SS
	MP
ANSWERED MSG/Am 5/6/60	

Page 2 - Mr. Herbert Friedman

I said in the beginning of this letter we should avoid "fragmentizing" our community organization through such activities as you contemplate. Your opening sentence implies that Federations as the year-round central bodies are helping to bring about this involvement in "campaign and community responsibility". The pattern which is now developing of year-round Women's Divisions is a step in the right direction, when we realize that 45 cities now have such organizations, thus making it possible for UJA's Women's Division to have a ready-made channel of communication throughout the year and yet allow the Women's Division to do its other basic work of programming and other activities.

Likewise with the planned activity for the younger leaders, it would be important for UJA to have a liaison but nationally, it should be with CJFWF, and locally with the Federations. When you ask me for my suggestions and list of possible invitees, it indicates that you have this in mind, and this is appreciated.

This has been a lengthy letter but it is because I have given your suggestion some thought and would like to have you consider carefully the implications of such a Conference, and what you might want to have come out of it, since some action would have to follow. I am all for coordination and this could easily be worked out by discussing your ideas with the Council.

Sincerely yours,


Milton A. Feinberg

CC: Bernard L. Green
Maurice Bernstein



JEWISH WELFARE FEDERATION of Detroit



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May 5, 1960

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MAY 9 - 1960

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DATE	DATE
ANSWERED	

Rabbi Herbert A. Friedman
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

Dear Herb,

I read your proposal regarding a young leadership conference for the United Jewish Appeal with interest. After discussing it with members of our staff I've come to the conclusion that it would be more practical and more meaningful if the young leadership conference you propose were held simultaneously with the regular National Meeting of the U.J.A. -- with separate and joint sessions.

Sincerely yours,

Isidore Sobeloff
Isidore Sobeloff
Executive Vice-President

IS:mh

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Kurt S. Amberg
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Jewish Welfare Federation

OF SAN FRANCISCO, MARIN COUNTY AND THE PENINSULA

Room 500, 230 California Street, San Francisco 1

April 19, 1960

SUN 1 3002

REC'D

APR 20 1960

NOTED BY *HAF*

DATE *4/20/60*

ANSWERED *[Signature]*

Mr. Herbert A. Friedman
 Executive Vice-Chairman
 United Jewish Appeal
 165 West 46th Street
 New York 36, N. Y.

Dear Herb:

I have your recent letter in reference to the proposed young leadership group conference under the auspices of the United Jewish Appeal.

Sam Goldsmith was kind enough to send me a copy of his letter to you on this subject. I agree with Sam wholeheartedly. I am grateful to him for writing to you a rather lengthy letter because he expressed my sentiments, he saved me time in writing a similar document and saved you time in reading mine.

With kindest personal regards.

Very sincerely,

[Signature]
 Sanford M. Treguboff
 Executive Director

SMT:eg

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THE JEWISH COMMUNITY FEDERATION OF CLEVELAND

1001 HURON ROAD • CLEVELAND 15, OHIO • TOWER 1-4360

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APRIL 21, 1960

RABBI HERBERT A. FRIEDMAN, EXECUTIVE VICE-CHAIRMAN
UNITED JEWISH APPEAL
165 WEST 46 STREET
NEW YORK CITY 36

DEAR HERB:

THANK YOU FOR YOUR LETTER OF APRIL 11 WITH RESPECT TO THE DEVELOPMENT OF A
YOUNG LEADERSHIP GROUP IN THE UNITED JEWISH APPEAL.

WE IN CLEVELAND HAVE BEEN CONCERNED WITH THE DEVELOPMENT OF LEADERSHIP FOR THE
PAST SEVERAL YEARS. WE HAVE CONCENTRATED ON THE AGE GROUP 35 TO 45, BECAUSE
WE BELIEVE THEY ARE FAR READIER FOR COMMUNITY LEADERSHIP THAN A YOUNGER GROUP.

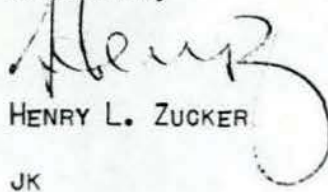
ONE QUESTION ARISES IN CONNECTION WITH THE UNITED JEWISH APPEAL'S EFFORT; NAMELY,
THAT UJA IS CONCERNED ONLY WITH FUND-RAISING AND PRIMARILY FUND-RAISING FOR OVER-
SEAS PURPOSES. TRAINING FOR COMMUNITY LEADERSHIP REQUIRES INVOLVEMENT IN YEAR-
ROUND PLANNING, BUDGETING, AND ADMINISTRATIVE FUNCTIONS AS WELL.

THE COUNCIL OF JEWISH FEDERATIONS AND WELFARE FUNDS ALREADY HAS A YOUNG LEADERSHIP
COMMITTEE WHICH BRINGS TOGETHER LEADERS FROM VARIOUS COMMUNITIES FOR AN EXCHANGE
OF IDEAS ON THE WHOLE QUESTION OF LEADERSHIP DEVELOPMENT. LOCAL COMMUNITIES ARE
LIKELY TO SUGGEST THE SAME YOUNG LEADERS FOR THE CJFWF AS FOR THE UJA.

IN OUR LEADERSHIP TRAINING COURSES, WE ALWAYS HAVE SESSIONS ON THE OVERSEAS SITU-
TION AS WELL AS ON CAMPAIGNING. I AM NOT SURE JUST WHAT COULD BE GAINED BY
NATIONAL MEETINGS ON THE SAME SUBJECT.

YOU SUGGEST THE DATES OF NOVEMBER 18-20. THE COUNCIL OF JEWISH FEDERATIONS AND
WELFARE FUNDS HAS ITS GENERAL ASSEMBLY NOVEMBER 10-13. PERHAPS SOME SORT OF JOINT
UNDERTAKING SHOULD BE CONSIDERED.

BEST PERSONAL REGARDS.

CORDIALLY,

HENRY L. ZUCKER

JK

CC: PHILIP BERNSTEIN

RECEIVED
APR 25 1960
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ANSWER 5/5 MSG
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cc-55
4/25 MF

Give Help... Give Hope... GIVE

1960 JEWISH FEDERATION CAMPAIGN
1007 Washington Avenue • St. Louis 1, Mo. • Ma 1-3880



April 28, 1960

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Executive Director

Morris Stern
Director of Campaigns

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MAY 2 - 1960
MAIL ROOM
TO
DATE
ANSWERED
cc - MP
SS

Rabbi Herbert Friedman
United Jewish Appeal
165 West 46th St.
New York 36, N. Y.

Dear Herb:

This is in reply to your letter of April 11 with respect to a UJA meeting for young leadership to be held in Washington on November 18 - 20.

I am in favor of anything that will further the understanding, interest and support of younger people in UJA and other communal responsibilities and therefore feel that the idea of a national meeting for such individuals has merit.

I do, however, have serious question about the timing you propose since it is only a week away from the General Assembly of the Council of Jewish Federations and Welfare Funds. Since you already realize the difficulties involved in getting younger men to attend national conferences I think it is a serious mistake to, in effect, set a time for the UJA conference which will obviously conflict with that of the General Assembly.

Both conferences are important and I would suggest that you give thought to setting a date perhaps in January.

Cordially,

Herman L. Kaplow
Executive Director

HLK:mjw

UNITED JEWISH FUND OF TOLEDO, INC.

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Telephone CHerry 1-8111



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MAY 2 1960 April 29, 1960	
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ANSWERED MSE 5/4	

Mr. Herbert A. Friedman
Executive Vice-Chairman
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Mr. Friedman:

I am responding to your letter of April 11th regarding the National Conference of the United Jewish Appeal in Washington which you are planning for the younger leaders for November 18th through the 20th.

We have a few young people in our community who are very promising. The problem is that your Conference is scheduled for less than a week after the National Assembly of the Council of Jewish Federations and Welfare Funds. We are bending our efforts to get our young people to attend the National Assembly in order that they get exposed to the main stream of Jewish life on a national level and rub shoulders with people from all of our communities. It is extremely difficult to get anyone, especially a younger person, to find the time and the capacity to attend two Conferences out of town within one week.

Another factor which I think you should keep in mind is that because it is so difficult to get our young people to attend conferences outside the community, and also because it is so important, it is helpful if they get a rounded picture of the situation and of the responsibilities we have as Jews. The United Jewish Appeal certainly represents one of the most significant and important forces in Jewish life but I would think that it would be even better if the Conference you planned had a somewhat broader base and perhaps involving the Council of Jewish Federations and Welfare Funds in your planning would be helpful. If nothing else, I think it would avoid the unfortunate proximity of dates and I also feel they are in a good position to be helpful.

Sincerely,

Marvin Lerner

Marvin G. Lerner
Executive Director

MGL:ep

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April 18, 1960 APR 20 1960

Rabbi Herbert A. Friedman
Executive Vice Chairman
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

I have your letter of April 11th concerning a Congress of Young Peoples representatives that you would like to organize under the auspices of the United Jewish Appeal.

I see no good reason for the organization of such a group under the U. J. A. The local campaign organizations, especially in the larger cities, under the auspices of United Appeals, or Jewish Welfare Funds or Jewish Federations have for years been interested in and have organized such groups, and in many instances have excellent on-going programs, which are both educational and fund-raising programs.

When the Council of Jewish Federations and Welfare Funds has an interest in the matter, this interest, of course, is on the basis of the local communities and the utilization of their resources in men and materials for the best interests of the Jewish communities of this country and outside of this country.

I have not discussed this matter with colleagues throughout the country, but I have the very definite impression that their opinions would be quite similar to mine, namely, that, in light of the fact that the local community organizations are raising the funds for the U. J. A. and in light of the fact that the functioning groups in U. J. A. as well as other national and local functioning groups, religious, political and philanthropic, all organize Young Peoples Divisions, there is no sense and there is no need for the United Jewish Appeal trying to abort an organization of the same type.

We have, in the past, and I am quite sure, we will in the future send representatives of our Young Peoples Divisions to the Annual Conference of the U. J. A., as well as to the General Assembly of the Council of Jewish Federations and Welfare Funds.

I think this is all you ought to request or expect of us.

Sincerely yours,

Samuel A. Goldsmith
Samuel A. Goldsmith
Executive Vice President

SAG:VMK
cc: Messrs. Julius Bisno,
Harry Greenstein, Donald B.
Hurwitz, Herman M. Pekarksy,
Benjamin B. Rosenberg, Isidore Sobeloff
Sanford M. Treguboff, Henry L. Zuckw

11"
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DATE
HAF
MSG
ANSWERED 5/1/60 HAF

cc: SS
MP
4/20

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OF METROPOLITAN HOUSTON • Incorporated

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PHONE JACKSON 2-5127

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April 28, 1960

Rabbi Herbert A. Friedman, Ex. Vice Chairman
United Jewish Appeal
165 West 46th Street
New York City, New York

Dear Herb:

I have your letter of April 11th, concerning the proposed young leadership National Conference of the United Jewish Appeal on November 18th, 19th and 20th.

I think it is a wonderful idea and anything that we can do to get men in this age bracket to participate in such a meeting would certainly be beneficial to local communities. But, like all other good ideas implementation is difficult.

I would like to think that I could get three or four of my young men to travel to Washington to participate in an institute of this type. However, my experience with the older group in my community, which in many instances are the parents of the ones I have in mind, cannot help but make me just a little skeptical.

As a matter of fact, we are now in the process of recruiting between 15-20 couples in the 25-30 year age bracket for participation in a leadership training institute in our community with the first meeting scheduled in September. These are the people that I would most certainly like to have become involved in a national conference of the U.J.A. for younger people. If your plan materializes, these individuals will have been involved in two sessions and perhaps we could convince them to attend a national conference.

Even if Houston can't participate, I think the idea is excellent. Kindest regards.

Cordially yours,

Al
Albert Goldstein
Executive Director

AG/rh
cc: Maurice Bernstein

EXECUTIVE DIRECTOR
ALBERT GOLDSTEIN
ASSISTANT DIRECTOR
IRWIN L. GLATSTEIN

NOTED BY *[Signature]*
DATE *[Signature]*

ANSWERED *[Signature]*

4.55
MP
PBC
ST

FEDERATION OF JEWISH AGENCIES OF GREATER PHILADELPHIA

1511 WALNUT STREET • PHILADELPHIA 2, PENNA. • LO 3-0200

FC

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APR 15 1960

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4/15 April 14, 1960

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AMERICAN JEWISH ARCHIVES

Mr. Herbert A. Friedman,
Executive Vice Chairman
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

Dear Herb:

// Your plans to attract younger leaders is an excellent idea and, as you point out, is right in line with what we have been trying to do locally for quite some time. I am referring your request to our Young Men's Council, and I know that you will be hearing from them as soon as possible. Best of luck. //

Hope you and your family are enjoying a pleasant Passover.

Cordially,



Donald B. Hurwitz

DBH/gis

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APR 29 1960

April 28, 1960

NOTED BY
REFER TO
DATE
MSG
ANSWERED

Mr. Herbert A. Friedman, Executive Vice-Chairman
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

Dear Herb:

This is to reply to your recent letter concerning the projected National Conference for young leadership in Washington, D. C. over the week-end of 18, 19, and 20 in November.

We are very much interested in this development since in Providence we have just started a comprehensive leadership training program and have organized our Young Adult Division on a permanent year-round basis. I have discussed this matter with the Officers and Board of Directors of our Young Adult Division at a conference held last week at the home of Henry J. Hassenfeld, President of GJC, and there was considerable interest expressed. I think it might be possible to get a fairly good representation from Providence to attend such a Conference. The date, however, is not a very good one for us because of the fact our community conducts a fall campaign and we will be right in the middle of it at that time in November. It would be very easy for us to provide you with an invitation list for this group.

In regard to the program I think you must go on the basis that you are practically starting from scratch with these young adult leaders. Most of them have had little, if any, exposure to Jewish communal problems on either a local, national, or world-wide scale. These young people, different from their fathers for the most part, have not experienced hardship, have not known what it means to be insecure or deprived, and have not lived through any of the crises of pogroms, mass immigration, etc. Because of this fact their reactions to many of the problems are on a purely intellectual basis and do not have the feeling or emotional reaction of the elder leaders.

Therefore in planning the program, you must not take anything for granted and even at the risk of over simplification, the presentations

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April 28, 1960

should be on a somewhat elementary level, being sure to sketch the historical background of those of the current problems. At one of our earlier meetings, one of the brighter young men, during a lull in the question period, said "I hesitate to speak because I know so little about the beneficiary agencies of the UJA and the GJC but I will say this, I am interested and willing to learn". This statement served to break the ice and consequently others spoke up and asked questions.

When I read excerpts of your letter at the last meeting of our Board of Directors of GJC, our mutual friend Merrill Hassenfeld said what I consider to be an excellent suggestion and he asked that we convey it to you for your consideration. He wondered whether it would be more valuable when you have the Annual National Conference of the UJA to invite these young leaders. He thought that might be better than a separate Conference because at some of the general sessions, they could get some of the enthusiasm and feeling of the elder statesmen and they could have special sessions throughout the Conference that would be open only from the 25 to 30 year old level. He said that at many national industrial conferences they have separate sessions for the so-called "young executives groups" and that these have proved very successful. Frankly, I rather like Merrill Hassenfeld's idea.

It would have the benefit of saving money on Conference expenses but even more important there may be a prestige factor to the young adults in being able to attend the National UJA Conference and having their own sessions there. As a matter of fact at one of the general sessions, it might be arranged to have one of the outstanding young leaders give a talk to the whole group.

Herb, however it worked out I think that the idea of coralling the younger element is an excellent one and I feel that you should be complimented in trying to get them involved. If I can be of any other help in this matter, please do not hesitate to contact me.

With warmest personal regards and every good wish, I am

Cordially,

Joseph Galkin
Executive Director

JG:ak

JEWISH COMMUNITY COUNCIL OF PATERSON

390 BROADWAY

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PATERSON, N. J.

April 27, 1960

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APR 28 1960

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cc-PBC
428 SS
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AF

Herbert Friedman, Executive Vice-Chairman
National United Jewish Appeal
165 W. 46th Street
New York City, New York

Dear Herb:

This is my reaction to your letter of April 11th.

I am glad of your concern for the problem of leadership development because this is an area of urgency which has commanded the attention of communities, and one or two national organizations for several years. The question is how can UJA make a real contribution to the ultimate solution of this problem. This is not an easy question.

Young people from 25 to 30 or 35 years of age are groping for the answers to a lot of questions which are bothering them. Among these questions is, what is my place in the life of the community? Thoughtful young people want to know a great deal about the community in which they live. How it came about, how it functions. The significance of Jewish services and institutions. The philosophy behind federated type structures, etc. The last thing that they seem to show some interest in is the National and overseas situation. It's unfortunate but it's true.

We can speculate endlessly as to why it's true, but the fact is that until we consciously try to do something about it, attitudes toward overseas problems tend to be negative in this age group. I have found that interest in and concern for overseas grows among those young people as their knowledge, understanding and acceptance of the basic tenets of Judaism increases. In other words, I don't think that a one-shot "propaganda" job which is basically what you are proposing will mean very much.

My own feeling is that these young people will not respond to what are basically "gimmick" or "propaganda" broadsides. They are steeled against such approaches from their experience in other life situations.

I said above that I think UJA has a contribution to make in this area. This is a slow process. Planning and participation must therefore be considered on a long term basis. Almost every community worth its salt is struggling with a leadership training program on one level or

ANSWERED MSG-mm sp

another. Instead of trying to go into business for yourself so to speak, why not plan to become a meaningful part of the programs now being projected in each of our communities. I for one, feel it would be very much worth your while to develop one or two speakers who could fill that part of the program devoted to "overseas problems" in a course of lectures and discussions planned in a local leadership development program or series. The emphasis here would not be on trying to do a selling job in the same sense that the usual UJA speaker has used during the Campaign. Rather, the emphasis should be on laying the basis from which these young people can identify their own lives with those of our people overseas. As a former Rabbi, I don't have to spell out the distinction. However, it so happens that I just came from an Institute of Ministers sponsored by our Jewish Community Council, at which Rabbi Borowitz of the American Union of Hebrew Congregations spoke. I am sure that you know him and I am sure that I don't have to tell you how well he handled the problem of "Convergence and Divergence".

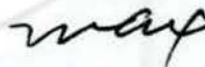
Without obviously trying to "sell" anything, he created an atmosphere in which Ministers of the Protestant and Catholic faith identified on many levels with Jewish theology, religion and Jewish problems.

I am quite sure that if the UJA were able to develop one or two people who would be able to "sell" UJA and overseas in a like manner to our young people, it would be more helpful to all of us than the type of program presently proposed in your letter of April 11th.

There are probably other areas in which the UJA can be helpful in furthering the objectives of the communities in this area because not all communities are at the same stage of development with respect to this problem. Some of those that are more advanced can probably suggest other areas in which UJA can play a meaningful role.

Warmest regards.

Sincerely yours,



Max Stern
Executive Director

MS:SM

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APR 26 1960
NOTES
DATE April 25, 1960
MSG
ANSWERED 5/5/60

Mr. Herbert A. Friedman
Executive Vice-Chairman
United Jewish Appeal
165 West 46th Street
New York 16, N. Y.


Herb, we are very much in favor of your idea of inviting the "young leadership" to attend a leadership training institute.

Wilkes-Barre and the Wyoming Valley is one of the communities, which for the past six or seven years, developed an active young leadership group. But we are wondering whether your age range of 25 to 30 is not a little low.

We prefer the range to start at 30 years up to about 40.

In view of what you say in your letter of April 11 regarding the confinement to the group of 25 to 30 year old level, are we permitted to submit names of young people whose ages may run above the 30 year mark.

I'll appreciate hearing from you at your convenience.


LOUIS SMITH
Executive Director

LS:mm

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of New Orleans

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Jackson 5-0674
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Handwritten: HFB

Handwritten: cc-PBC 4/22

April 20, 1960

AIRMAIL

Rabbi Herbert A. Friedman, Executive Vice-President
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

Just a quick reaction to your letter of April 11th regarding the idea of a National Conference for young leaders.

While I think the idea is a very good one, I seriously doubt that the time you have selected would be suitable. Many of the abler young men who are being developed in the local communities will be attending the General Assembly of the Council of Jewish Federations and Welfare Funds the previous weekend in Detroit and would not be in a position to make a second trip so soon. There might be some point in holding such a meeting immediately preceding or following the GA or immediately preceding or following your national meeting in December.

I think, too, that your age spread is too restricted. I would favor extending it to 35. Since many of these young men are not yet in a position to make these trips on their own, some arrangement might have to be worked out on the financing. As you know, a growing number of communities offer trips to the GA as leadership awards. Some adaptation of this might be suitable.

One further comment: ample opportunity should be provided for genuine discussion. Too often these sessions turn out to be heavily one-sided, didactic indoctrination affairs with insufficient opportunity for the young men themselves to raise questions, react and spontaneously ventilate their thinking. In my book one of the greatest contributions which the young leadership development programs have made -- in addition to providing the men with factual data -- is the esprit de corps that emerges through full and free discussion.

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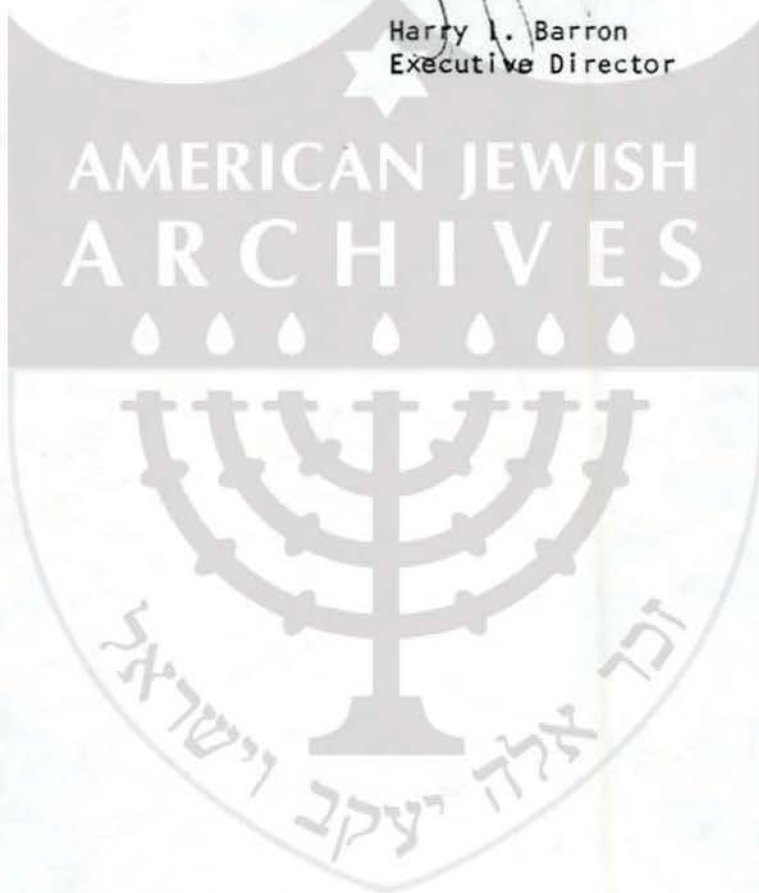
Rabbi Herbert A. Friedman,
April 20, 1960
Page 2.

If from time to time I have any further observations on this, I shall be glad to pass them along to you. Meanwhile, I shall appreciate your keeping me posted on any plans that you develop.

Cordially,


Harry L. Barron
Executive Director

HIB/jj



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RECEIVED

APR 20 1960

NOTED BY: [Signature] TO

April 19, 1960

ANSWERED

Rabbi Herbert A. Friedman, Executive Vice-Chairman
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

I am sorry I was unable to respond to your letter of April 11 sooner.

The idea you expressed in that letter regarding the encouragement of young leadership is very good. You indicate your awareness of the fact that we have tried to develop such leadership in the local community. As a matter of fact, we have encouraged these young people to attend the national UJA conferences.

If UJA sets up a conference in Washington, we would encourage some of our young men to go there. However, it presents a problem because the General Assembly of the CJFJF is being held this year in Detroit, November 10 to 14. The young men who might be interested in attending conferences would probably attend the GA since they are active in other communal affairs in addition to fund-raising. If this is the case, it would be difficult to get them to go to another conference immediately after the GA. It is unlikely that we shall be able to secure attendance for both conferences.

Our Young Men's Division includes men up to age 35, but I don't think this would be a major detriment to participation in the UJA conference. We found in our experience that these young men are very much interested in the overseas situation. They generally want to know specifics about problems presented to them. We find that although they do like to discuss their own experiences, they are very much interested in getting information about the solution to problems which has been found feasible in other communities.

If you find that you cannot change the conference dates and you still want us to help you with suggestions or people to be invited, please let me know and I shall be glad to cooperate. Best Wishes.

Sincerely yours,

Syd
Sydney S. Abzug

Executive Director

SSA:rog

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"Behold how good and how pleasant it is for brethren to dwell together in Unity"—133rd Psalm.

April 15, 1960

VIA AIR MAIL

Rabbi Herbert A. Friedman
United Jewish Appeal
165 W. 46th St.
New York 36, N. Y.

Dear Herb:

This is in reply to your letter of April 11th with reference to the proposed national conference for young leadership in Washington in November.

If you are aiming at the 25-30 year old level, that would really apply to the leadership in our Youth Division that concerns itself with the campaign among Hillel Foundations, older teen-age groups and young adult groups. It would certainly not affect any of our young leadership that has moved up in to Trades and Professions. If it's the former group that you are truly concerned with, then we could probably arrange to send one person, possibly the President of our Jewish Youth Council, or perhaps next year's Chairman of the Youth Division of the Welfare Fund. The current Chairman is a girl; as a matter of fact she and the President of the Council just returned from the Washington White House Conference.

I think you will find that a number of these brighter young leaders are active in local constituent groups of national organizations such as Hillel, BBYO, or the National Federation of Temple Youth, and are involved in national leadership meetings of their own constituent group. There is certainly nothing new about national leadership meetings of this character. It would only be a new approach for the UJA.

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I think a beginning, which would more profitably serve the UJA, would be for you to convene a national meeting of the heads of these national youth organizations and get their support in making the UJA a part of their national programming. If this were done it would sift down into the organizational structure and eventually reach virtually every organized Jewish community in America and certainly the campuses of the principal universities.

The reason that I believe that the latter suggestion would be more profitable for the UJA is that it would have more of a carry over effect in the long run.

Our experience has been that there is quite a turnover in the youth leadership in the 25-30 age category. These are youngsters that are in transition. They are finishing up their schooling, they are planning to go into the army, they are planning to get married and they really don't settle down in the community until their middle 30's.

In the BBYO we have had a vast experience in working with young adults. They are the most difficult group to organize and to keep organized for the reasons that I have set forth.

My own view is that the communities would probably be reluctant to spend money to send individuals to a conference where it would be regarded at best as more or less a one-shot proposition with a particular individual.

Cordially,



JULIUS BISNO
Associate Executive
Director

JB:ms

cc: Phil Gordon
Charles Zibbell

UNITED JEWISH FUND AND COUNCIL
40 SOUTH THIRD STREET
COLUMBUS 15, OHIO
CAPITAL 1-5181

Ben M. Mandelkorn
Executive Director

↓
April 14, 1960

Mr. Herbert A. Friedman, Executive Vice President
United Jewish Appeal
165 West 46th Street
New York 36, N. Y.

Dear Herb:

This is in reply to your letter of April 11 in regard to the National Conference of the UJA in Washington over the weekend of November 18-20 which will be designed for young leadership.

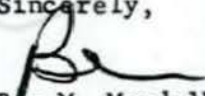
I think the idea is good and I would normally not only support it but make a special effort to encourage the attendance of several of our key young campaigners. However, there is a very practical matter which presents a real problem. For the period November 10-13, just preceding your conference, the General Assembly of the Council of Jewish Federations and Welfare Funds will be taking place in Detroit. I don't think I have enough key young people to be able to send some to Washington and some to Detroit. Furthermore, I certainly don't want to promote one against the other.

Being a welfare fund you can well understand that we would encourage attendance at the General Assembly, which is the conference of our national service organization.

We have recently completed a Young Leadership Training Program. A leadership award, consisting of an expense-free trip to the Assembly, is now being considered by our Board.

I merely point this up because I 'm sure other communities may be faced with the same set of facts.

Sincerely,


Ben M. Mandelkorn
Executive Director

BMM/e

ABE L. SUDRAN
EXECUTIVE DIRECTOR
BEN WOLMAN
ASSISTANT DIRECTOR

Jewish Federation and Council

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*FC/fel
no reply*

April 26, 1960

RECEIVED

APR 28 1960

NOTED	REFER
DATE	DATE
	<i>MSB</i>
ANSWERED	

Rabbi Herbert A. Friedman
Executive Chairman
United Jewish Appeal
165 West 46th Street
New York 36, New York

Dear Herb:

This is with regard to your recent letter regarding a conference of young leaders in November. It seems to me, Herb, that this could turn out to be weakening rather than strengthening.

*cc Shapi
4/28 SS
MP*

The Council of Jewish Federations has had a very active young leadership development program, there has been increasing emphasis and increasing success in getting the attendance of young leaders at the General Assemblies, and at these Assemblies they have been getting a pretty complete program of discussion, including U J A. Young people are not too accustomed to conference attendance, and the achievement of getting them to the General Assemblies has been no small one. To add to this now an effort to get them to still another national conference, and, to boot, a conference coming within a few days of the General Assembly, seems most unwise.

I think we would do better to concentrate our efforts on the General Assembly -- better for everybody, including U J A.

Best regards.

Cordially,

Abe
Abe L. Sudran,
Executive Director

ALS:rd

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Annual Campaign for Life and Freedom

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Regular Campaign Plus Special Fund

April 20, 1960

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Mr. Herbert A. Friedman
Executive Vice Chairman
United Jewish Appeal, Inc.
165 West 46th Street
New York 36, New York

Dear Mr. Friedman:

I wish to acknowledge your letter of April 11th addressed to Mrs. Rheiner, our Executive Secretary. I have read your letter carefully and I agree with you that something should be done to develop "young leadership".

Due to the fact that we are now in the midst of our Campaign, we will not be able to take any action in this direction at the present time. When our Campaign is completed I will look into the matter further and at that time I will be able to take action in this direction.

Thanking you and assuring you of my cooperation, I am

Yours very truly,
Arthur Knaster
Arthur Knaster
General Chairman

AK/bg

H. Gold
4/22
PCC
SS
MP

JEWISH WELFARE ~~XXXXXXXXXX~~
FUND OF BALTIMORE

BALTIMORE

April 14, 1960

Rabbi Herbert A. Friedman, Executive Vice-Chairman
UJA
New York

Dear Herb:

I think it is an excellent idea to convene a National Conference of the United Jewish Appeal in Washington over the weekend of November 18th, 19th and 20th, which will be especially designed for the young leadership group.

We in Baltimore have an active and an unusually fine group of young men who hold very real promise for future leadership, and I shall certainly do everything I can to see that we have a good representation from Baltimore.

Will let you have a list of names from our community after I have reviewed this with the chairman of our young leadership group.

Kindest regards, and best wishes for the Passover Holiday.

Sincerely,

(sgd.) HARRY

Harry Greenstein
Executive Director

HG:B