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MS-603: Rabbi Marc H. Tanenbaum Collection, 1945-1992.

Series D: International Relations Activities. 1961-1992

Box 54, Folder 11, American People Ambassador Program, 1989.





## American People Ambassador Program

Marc L. Bright  
Director

October 27, 1989

Rabbi Marc H. Tanenbaum  
45 W. 89th Street  
New York, NY 10128

Dear Rabbi Tanenbaum:

In an effort to expand our U.S. - U.S.S.R. initiatives, we invite you to serve as delegation leader on a special People to People Jewish Study Mission to the Soviet Union. Because of Mikhail Gorbachev's "Glasnost" and "Perestroika", the devastation suffered by Soviet Jews for over 70 years has been questioned and positive changes are taking place. By heading up a Jewish Leadership Delegation, you can sensitize your synagogue and community with the task of awakening the 2 - 3 million Soviet Jews, educating them Jewishly and teaching them Judaism. As delegation leader for this project, you will receive one complimentary space for every fifteen people who join you.

Glasnost has led to a more open and tolerant press and the release of several hundred people, who were imprisoned under the notorious articles 70 and 190/1 of the Criminal code, covering anti-Soviet activity and agitation. There is a new Jewish Cultural Center in Moscow; Rabbi Adin Steinsaltz has opened the first Russian Yeshiva in Moscow since 1917; Michael Gluz is the new Director of the Solomon Mikhoels Jewish Cultural Center; and doors have opened to the Leningrad Academy of Sciences, where Jewish manuscripts are stored, such as the mother manuscript for all Torahs.

I have enclosed a sample itinerary which we have prepared for Rabbi Bernard Raskas in St. Paul. This delegation of Minnesota Jewish Leaders will be traveling to the U.S.S.R. in May, 1990. The enclosed itinerary will give you an example of the type program which we can arrange for you, if you are interested in such a project.

Should you have a potential interest in heading up a People to People Delegation of Jewish Leaders to the Soviet Union, or another destination that may be of interest to you, please complete the enclosed form and return it to this office. We will immediately provide additional information.

We will look forward to your early reply and to the pleasure of working with you under the banner of People to People.

Sincere regards,

Marc L. Bright, Director  
MB/s - enclosures

*A Program Of People To People International*

# People to People Itinerary

**Minnesota People to People  
Jewish Community Leaders  
Mission to the Soviet Union**

**May 15 - 28, 1990**

**Delegation Leader: Rabbi Bernard S. Raskas**

## **Tuesday, May 15 - Depart from New York**

Our People to People delegation will assemble at New York's JFK Airport. A pre-departure briefing will take place at 3pm at the Plaza Hotel, located near the airport. Following the briefing, we will be transferred to the airport by private motorcoach for check-in for our flight aboard Finnair.

## **Wednesday, May 16 - Arrive in Moscow**

We land in Helsinki this morning and connect with our non-stop flight to Moscow. Upon arrival in Moscow, we will be met and assisted with customs formalities. No group activities are planned today.

This evening a welcome dinner is planned for our delegation.

## **Thursday, May 17 - People to People Program - Orientation Tour of Moscow**

During President Bush's visit to Hungary in July, he said, "The Iron Curtain has begun to part." No one could have envisioned how true this observation would become. In a matter of months, the Communist Party in Poland has been succeeded by a democratically elected government. In Hungary, the Communist Party has voted to disband and form a new Socialist Party, whose leaders have pledged to help bring democracy to Hungary.

Recent events in the Soviet Union have been just as dramatic. Reforms under the new policy of Perestroika have led to a more open society. This morning we will attend a special roundtable discussion at the Institute of U.S. Studies. We will also meet with the top Soviet advisers to the Government on the issues of Jewish immigration. Our discussion points today will focus on the political scene in the U.S.S.R. and the current structure of the Soviet government.

In the afternoon an orientation tour of Moscow is planned followed by a meeting at the Jewish Cultural Center.

## **Friday, May 18 - Tour of the Kremlin - Meeting with Moscow Yeshivah**

This morning a tour of the Kremlin is planned. We will see the historical sights of the ancient Soviet government, as well as gain an insight into the modern government contained within the walls of the Kremlin. During lunch, our delegation will see the first signs of Perestroika and Glasnost. By special arrangement, our delegation will have lunch at a private cooperative restaurant in Moscow. The restaurant, Glazur, is a product of the new Soviet policy of Glasnost. It is owned by private individuals and not the state. In the afternoon we will visit the newly opened Jewish library. Recently set up by J.D.C., it is the first Jewish library in Moscow since 1917.

Later today we will attend a meeting with the new Moscow Yeshivah. This evening our delegation will take part in a Shabbat dinner with the Chief Rabbi of Moscow and Jewish community leaders.



*"If people get together, so eventually will nations"*

*Dwight D. Eisenhower, Founder  
People to People International*

**Saturday, May 19 - Moscow**

Today we will worship with a synagogue in Moscow. The rest of the day is a free day for individual activities.

Shabbat Mincha with the members of the Jewish community this evening.

**Sunday, May 20 - Fly to Tbilisi - Excursion to Mtskheta**

Today we fly to Tbilisi, capital of the Soviet Republic of Georgia. This afternoon we will drive outside of Tbilisi through the mountains to Mtskheta, Georgia's ancient capital until the 5th century. Here we'll see the great 15th century Cathedral of the Twelve Apostles, "Old Man's" Fortress, and the 1,400-year-old Dzhvari (Cross) Church, with a modern church built around it. We'll also hear about St. Nina, who converted the Georgians to Christianity.

We return to Tbilisi in the afternoon. This evening we will attend a cultural performance.

**Monday, May 21 - Roundtable Discussion**

This morning our delegation will participate in a roundtable discussion with Jewish leaders in Tbilisi. While in Tbilisi, we will visit the two main synagogues there.

Through open discussions with our Soviet counterparts, we will discuss the changes in foreign policy which have occurred under Soviet President Mikhail Gorbachev. We will also discuss issues of economic importance to the West. The new leaders in the Kremlin recognized that the old system of rigid central planning was not working, and that radical changes were required. These changes are opening new doors for American made products. President Gorbachev said, "Our Perestroika is inseparable from the policy tending toward full and entire participation in the world economy." Today we will learn about these economic reforms and why their success is in the best interest of the United States.

A meeting with the Armenian Patriarch has also been requested for today.

**Tuesday, May 22 - Fly to Kharkov**

Today we depart Tbilisi and fly to Kharkov, located in the Ukraine. The city dates from the mid-17th century, when it was built as a fortress to protect Russia's southern borders. Kharkov served as the capital of the Ukraine until 1934, when the title was restored to Kiev. This afternoon we will participate in an orientation tour of Kharkov.

**Wednesday, May 23 - Kharkov - Roundtable Discussion**

Today our delegation will participate in another interesting roundtable discussion with Jewish community leaders in Kharkov. Issues of mutual interest will be discussed. A site visit to a school or other public facility is planned in the afternoon. For your information, the Jewish community in Kharkov has been twinned with the Jewish community of Cincinnati.

**Thursday, May 24 - Fly to Leningrad**

Today we depart Kharkov and fly to Leningrad, which is the second largest city in the U.S.S.R. Founded in 1703 by Peter the Great, it was known as St. Petersburg until 1914, when it became Petrograd, changing to its present name in 1924. From 1712 to 1918 it was the capital of Russia. The city has a vast industrial output of goods ranging from heavy machinery to consumer products. It is also one of the U.S.S.R.'s principal seats of science and culture.

One of the world's most beautiful cities, Leningrad was built to match the finest in Europe. Palaces, magnificent buildings, statues, more than three hundred bridges and granite embankments combine to give it a charm and splendor all its own.

Leningrad is a treasure trove of art. It is the home of the Hermitage, with a unique collection of over 2 million masterpieces of all epochs, the Russian Museum, exhibiting works of Russian fine art from the 12th to the 20th centuries, and a host of other museums and places of interest.

**Friday, May 25 - Tour of Leningrad, Afternoon Excursion to Petrodvorets**

We will also participate in an orientation tour of Leningrad. Included in the tour will be a visit to the Peter and Paul Fortress. It once served as a fortress to defend Leningrad, then as a prison for many revolutionary leaders. Its cathedral is the final resting place of many czars, including Peter the Great.

A special request has been made to visit the Leningrad Library where Jewish manuscripts are kept, including the mother manuscript for all Torahs.

In the afternoon we drive out into the beautiful countryside to Petrodvorets which was started in 1704 by Peter the Great. Many consider Petrodvorets to be the Soviet answer to Versailles. The palace is indescribably beautiful and the restoration is nothing less than miraculous. It was occupied by the besieging German forces, who dynamited what remained of the structure when they left. The various buildings and the lovely parks surrounding them have been restored to their original splendor.

This evening our delegation will dine with the Chief Rabbi of Leningrad and members of the local Jewish community.

**Saturday, May 26 - Worship at Synagogue in Leningrad**

Today we will worship at one of the synagogues in Leningrad. The balance of the day is free of group activities.

In the evening our delegation will enjoy a gala farewell dinner.

**Sunday, May 27 - In Leningrad, Depart for Helsinki**

This morning is free of organized group activities so that we can have time to shop or sightsee on our own. Later in the day we depart for Helsinki, Finland.

Dinner is included tonight at our hotel with local Jewish community leaders invited to join our delegation.

**Monday, May 28 - Sightseeing Tour of Helsinki - Depart for New York**

This morning we will enjoy a tour of Helsinki. The capital city of Finland since 1812, Helsinki is considered by many well-traveled visitors and urban planners to be one of the most refreshing and delightful cities of the world. It is the center of Finland's government, culture and entertainment. The crossroads between East and West, it graciously combines the old and the new. Present day Helsinki reflects the genius of architect Carl Engel, whose neo-classical buildings (from 1850) stand proudly next to modern contemporary designs such as Finlandia Hall (1971) by Alvar Aalto. Not to be missed is the dramatic Rock Church (1969) (Tempeliaukio Church), carved out of solid granite. An example of the national romantic style is the National Museum, created by the architectural trio Gesellius, Lindgren and Saarienen in 1910.

Our orientation tour of Helsinki ends at the airport where we will check-in for our non-stop Finnair flight back to the United States. Our flight is scheduled to arrive back in New York at 4pm today. After clearing customs, we connect with our return flights back to Minnesota.



September 19, 1989

Mr. Marc Bright, Director  
American People Ambassador Program  
108 W. Main St., P.O. Box 158  
Winnebago, Illinois 61088

Dear Marc:

As leader of the Jewish delegation to Russia under the auspices of the People to People Program, I would like to thank you for all your help. Your long experience, cooperation and practical help enabled us to assemble a delegation of members of the Jewish community quickly and with a minimum of strain.

By doing this through the People to People Program, Laeh and I found our task as tour leaders quite simple and relatively easy. What was also helpful was the fact that People to People made all the arrangements in advance, including a visit from you and your knowledge of the Soviet Union and all of its details.

We are also most fortunate that, in addition to visiting the important sites in four major Russian cities, we will have meetings with representatives of Jewish groups in these areas. The meetings with our fellow Jews are essential and the arrangements are really most meaningful. I believe that my colleagues ought to take advantage of the People to People Program and consider planning a trip to Russia under your auspices. As a rabbi and delegation leader, I found your program to be the very best in every way.

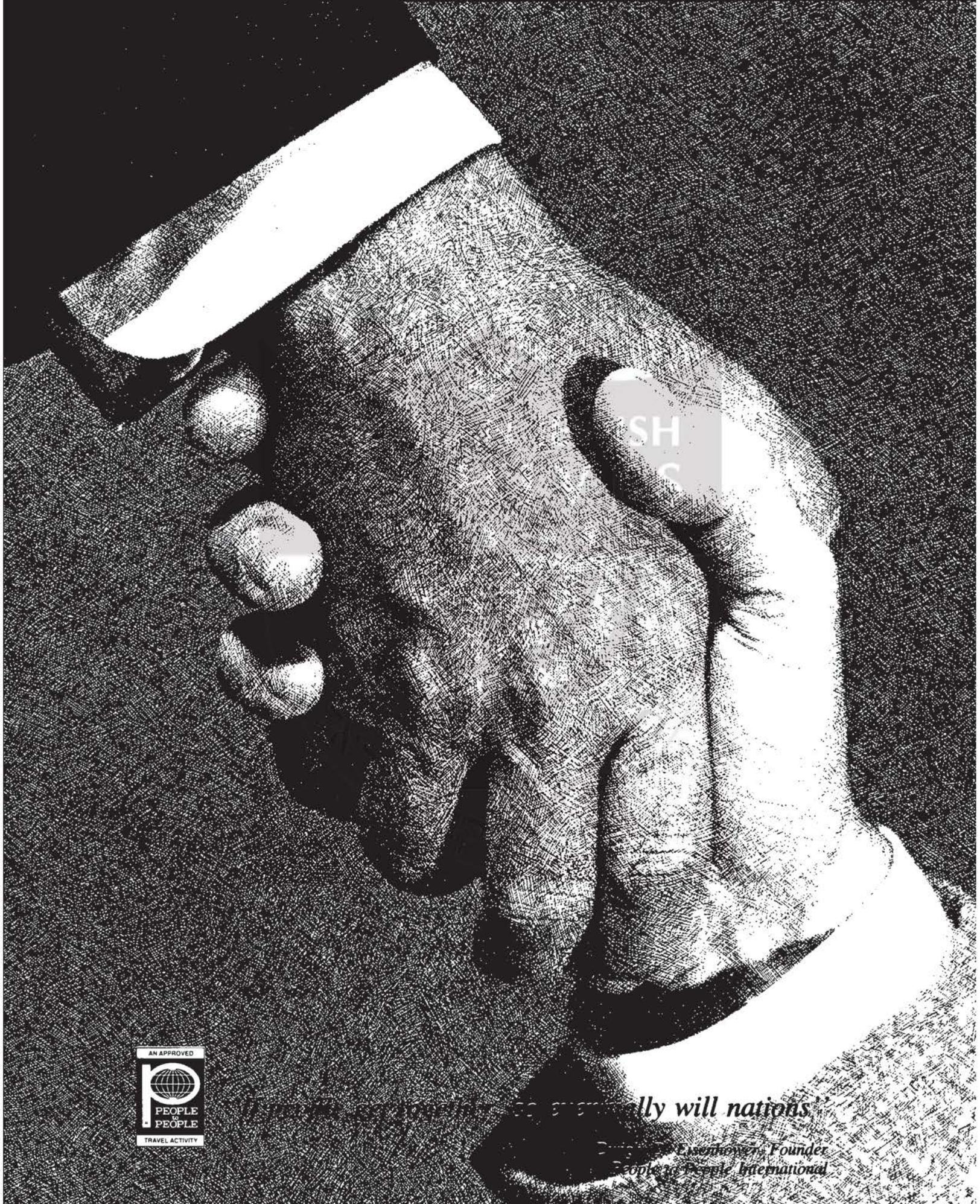
Again, my thanks and best personal wishes.

Cordially yours,

Rabbi Bernard S. Raskas

BSR:crw

P E O P L E T O P E O P L E



*"If we all get together, so eventually will nations."*

*Dwight D. Eisenhower, Founder  
People to People International*

**“People want peace so badly  
that someday governments  
are going to have to  
get out of the way  
and let them have it.”**



**Dwight D. Eisenhower**  
Founder,  
*People to People*  
International

On September 11, 1956, President Eisenhower said, “People want peace so badly that someday governments are going to have to get out of the way and let them have it.”

His idea was to establish an organization with a nucleus of business leaders, dedicated to the pursuit of world peace through personal contact. His creation was called People to People.

The Charter he gave them was to arrange face to face, one on one, exchanges between business and professional leaders in our country, and their counterparts overseas. Not strictly on a professional level, but to establish a personal bond.

The warmth and respect generated by these personal exchanges would be the foundation for world peace.

In the beginning, People to People was under the wing of the U.S. Information Agency. But soon it was strong enough to move to the private sector on its own. And in 1961 it was incorporated as a non-profit organization with international headquarters located in the heart of our country, in Kansas City, Missouri.

Through years of successful operation, People to People International has become substantially self-supporting, with 90% of its operating budget raised through dues and fees.

And today the scope of People to People International has expanded to include many diverse programs and projects, all with the same goal expressed in the original charter. The *Pen Pal Program*, *Magazine Exchange*, *Meeting the Americans*, *Adult Chapters*, *Youth Chapters* and *Members-at-Large*, are only a few. **Members-at-Large** incorporates individuals traveling with American People Ambassador Program.

All in all, more than 100 cities in 27 foreign countries have established flourishing People to People chapters, a strong and constantly growing worldwide base. And every two years one of those chapters hosts the Worldwide Conference. In the past, invitations have been extended from Seoul, Washington, D.C., London, Kansas City, Bangalor, India, and Aalborg, Denmark, among others.

For each of the overseas delegations, and each Worldwide Conference, the overwhelming message has been the same: There has never been a greater need for People to People than now.

**People to People  
International**

*Not so much a name,  
as a philosophy.*

**American  
People  
Ambassador  
Program**



**Marc Bright**  
*Director  
American People  
Ambassador Program*

People to People delegations have visited all areas of the world since 1957. Over those three decades, more than 50,000 delegates have made contacts and friendships in virtually every country on the map.

Each group is led by a delegation leader who invites the individuals and couples who will make up the delegation. The delegation leader acts as a liaison between People to People and the professional counterparts in the countries to be visited.

Since 1973, Marc Bright, Director of American People Ambassador Program, has been planning and developing successful delegations. He works closely with People to People International in selecting qualified delegation leaders, who, in their professional and personal lives, reflect the philosophy President Eisenhower originally gave to the People to People founders.

Once formed, a delegation travels abroad to meet with its counterparts and share ideas, methods and techniques, successes and failures, dreams and goals.

This exchange, on both personal and professional levels, is where friendships are made, bonds are formed, and the foundation for ultimate world peace is laid. And it is the major reason for the overwhelming success of the People to People program.

**American  
Group Travel  
International**



**Allen Montgomery**  
*President,  
American Group  
Travel International*

The staff at American Group Travel International will coordinate all travel arrangements for the American People Ambassador Programs. Each People to People mission is carefully planned so that all participants can relax and enjoy the trip to the fullest.

American Group Travel International arranges all transportation on regularly scheduled airlines. Hotel accommodations are always first class and traveling with each delegation is a professional Tour Manager from American Group Travel.

Each delegation member will receive personalized service from the staff at American Group Travel prior to, during and after the completion of their People to People mission.

**"Understanding is the beginning of communication.  
Communication is the passport to peace."**



"Our Delegation of Ohio Judges and Lawyers, which visited the USSR, surpassed everyone's expectations. The counterpart meetings were extremely beneficial and educational."

Leslie W. Jacobs, Esq.  
Past President  
Ohio State Bar Association



"The chance to meet and see our Soviet and Chinese counterparts in their own settings gave us insights we could not have gained any other way."

Gladden V. Elliott, M.D.  
Past President  
California Medical Association



"People to People deserves a big "Thank You" from everyone on the trip. The trip was enlightening and enjoyable from a personal viewpoint. It was fulfilling and enlarging from a professional view."

"American Group Travel deserves a big share of the credit. I want to formally state for the entire group how very pleased we were at how professionally and hassle-free everything was handled. A number of our group stated that, compared to other tours they'd taken, this one stood head and shoulders above."

Ed McGhee  
Executive Vice President  
International Association of Drilling Contractors  
Houston, Texas



"Our tour from start to finish went off with hardly a missed beat. It is a tribute to sound planning by knowledgeable professionals. Each member of our delegation felt it a privilege to have been associated with such an outstanding, successful, and informative trip."

R. T. Dunlap, Jr.  
President, The County Bank  
Greenwood, South Carolina



"This was clearly the most significant experience of my travels outside the United States. I felt like I had learned more about China in 14 days than I had in my previous 39 years. Our interaction with our Chinese counterparts were the sowing of intellectual seeds which can grow only with time and nurturing."

Dr. Gary Rankin  
Chairman, Department of Pharmacology  
Marshall University School of Medicine  
Huntington, West Virginia



"...these counterpart visits gave us a very meaningful insight into what is happening in the judicial system and the legal profession in the USSR and People's Republic of China."

W. Brantley Harvey, Jr., Esq.  
Former Lieutenant Governor  
State of South Carolina



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