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Young Leadership Cabinet. International Young Leadership
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STEPHEN L. STULMAN

1088 PARK AVENUE
NEW YORK, N. Y. 10028

file

April 29, 1968

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

Dear Herb:

What happened in Jerusalem you can judge for yourself.
What happened in Rehovoth I would summarize as follows:

A number of young Israelis who have taken idealism for granted while preoccupied with seeking practicality or "tachlit", which they constantly speak about, but the preconditions of which they really do not understand, encountered a number of their overseas counterparts who take practicality for granted and seek in Israel to express their innate idealism, the origins of which they little understand.

The result: having found a "tachlit" partner, the Israelis rediscovered their idealism...and having found an idealistic involvement, the others became enthusiastic about the significance of practicality.

An Israeli called it "the New Zionism", a Frenchman "the Jewish Common Market". This American would just say that by honestly facing the concrete challenge of the present moment, we rediscovered something eternal.

As regards the Young Leadership Cabinet specifically, we have requested that Ernie Spickler establish as a standard procedure that every Young Leadership Mission shall meet with the Israeli Young Leadership Group.

Thanks again for your support. I meant everything I said about you in the enclosed speech.

Sincerely,



Stephen L. Stulman

SLS/eb

SPEECH BY STEPHEN L. STULMAN, CHAIRMAN OF THE
INTERNATIONAL COMMITTEE OF THE NATIONAL YOUNG
LEADERSHIP CABINET - U.S.A., AT THE OPENING SESSION
OF THE FIRST INTERNATIONAL YOUNG LEADERSHIP CONFER-
ENCE HELD AT THE WEIZMANN INSTITUTE OF SCIENCE,
REHOVOT, ISRAEL, MARCH 27th 1968.

Mr. Chairman, Your Excellency Minister Sharef, Chairman Stone, President
Weisgal, Ladies and Gentlemen,

Two months ago, former British Prime Minister Macmillan was asked by a journalist what he hoped the future of Great Britain would be like without her colonies. "Along the lines of another Sweden or Athens?" the interviewer suggested. "No", Macmillan replied, "The future I hope for Britain is more like that of Israel, Once we too were small - in the time of Queen Elizabeth the First. We were only two million people. The other day, while the world debated - Israel's three million imposed their will on their enemies. They had what any great people need - resolution, courage, determination and pride. These are the things that really count in men and nations".

In the perspective of centuries, there is no doubt that Israel will play a uniquely creative role in world history. But it is a great paradox of life that while the destiny of mankind is assured, the existence of the individual is not.

The central question before us, then, is not the future of Israel, but the role which we shall personally play.

Assuming that all of us tonight are considering such a role, or we would not be here, we must ask what possibilities are open to us. During the past 20 years the basic choice for anyone overseas seriously interested in Israel has been between "Aliya" and "Philanthropy". We could either make a total active commitment by moving here physically or we could make a limited passive financial contribution.

In recent years, some of us ⁱⁿ America who have been deeply involved in Jewish philanthropy, have begun to ask questions concerning the problems, capabilities, plans, objectives, organization and goals of Israeli policy makers and whether our passive arms-length financial support is the only, or indeed the best, way for us to participate in the future of Israel. Money by itself will not solve any basic problems: and anyone from overseas who comes to Israel only with money and advice deserves the reaction he usually receives: which is to leave one and keep the other!

We know that Israelis are happy to have friends and certainly to have rich relations and perhaps once in a while a consultant - but better yet, they can really use partners. And this idea of partnership is now, for the first time, being accepted, both in Israel and overseas, as a serious third option which is open to those who want to play a role in Israel's future.

I am speaking about a partnership which involves commitment by two or more persons, limited in space and time, but unlimited in some common concern. (A psychological "aliya", as Joe Kanter calls it). Such a commitment demands understanding, organization, and activity, directed towards realistic goals.

Each of us functions this way in our daily affairs, in terms of our business. We earn our living by working together with other people, towards common objectives. Why, then, can't we spend part of our time associated with Israelis, as business partners, working together to earn part of our living from a joint enterprise, which will also benefit Israel's economy!

This is really a very simple idea which has scarcely ever been honestly tested.

One reason why this approach has not been thought practical is the apparent absence of potentially interested and qualified Israeli partners. We cannot become business partners with government officials, Jewish Agency representatives, military officers, bankers or socialist pioneers, many of whom do not really understand the profit system and therefore often do not know how to face the challenge and demands of the competitive world-wide market. In other words, we have not met many "entrepreneurs" in Israel. We suspect they are here - among our generation - among our peers - who have been too involved in their own affairs to have time for a serious dialogue with visiting tourists, philanthropists and consultants.

The primary reason for this International Young Leadership Economic Conference has been to bring a representative cross-section of Israel's young businessmen who might be interested in partnership together with their overseas counterparts.

What are the elements upon which we can build?

Your greatest asset here is the high quality of your human resources; the concentration of educated, scientific, technical, professional, artistically skilled manpower, available at a significantly lower cost than comparable talent elsewhere. The products with which Israel can truly compete in the world market have, with few exceptions, not

yet been developed. But the direction is clear: the key words are: innovation, design, creativity, science and technology. (Am I speaking only about so-called science-based industry? What industry today is not "Science Based", from food-processing to cargo-handling?)

We, overseas, can offer scientific management, marketing and merchandising know-how, together with a world-wide perspective that could focus Israel's productive capacity upon the most advantageous products, services and distribution systems.

But two partners with complementary abilities do not alone constitute a partnership. There must also be the prospect of mutual benefit to be derived from their cooperation, and a constant motivating force to integrate and sustain the momentum of their activity and justify the time and effort involved. The commonly accepted criterion of a successful business enterprise in our time is monetary profit. If we are talking about business, we must be concerned with profit - not as an end in itself but as a catalyst for growth.

Whatever reasons have brought you here, from this point on we ask you to think as practical businessmen - just as you would at an Economic Conference in New York, London, Paris or Geneva. I repeat that this may be obvious - but it has not been the common approach in this country. If the first reason for this conference is to meet potential partners, then the second reason is to explore potential profit.

Where to start? We think it is obvious, and our experience here has proven, that the best opportunity for success is in our own business. Start with what you know!

Therefore, in addition to partnership and profit, the third reason for the Conference is practicality: to focus our attention upon the economically creative capacity of Israel, where our individual experience and know-how, that we take for granted at home, may be exactly what is relevant and required by Israeli management today.

Therefore, tomorrow morning all participants will divide into a number of committees and sub-committees to visit factories and study projects prepared by each committee chairman and to gain from Israeli management a better understanding of their problems and ideas so that we can together formulate programs leading towards profitable partnership within the areas of our interest.

One question you may ask is whether anyone who tries to run an Israeli business from abroad, on a part-time basis, can succeed. The answer is no! Anyone overseas who relies completely on Israeli manufacturers to produce and deliver goods in accordance with our standards of reliability and quality, will certainly be frustrated and dis-

appointed. There does not yet exist in Israel the same understanding and acceptance of managerial responsibility and follow-through that we in the more developed countries take for granted, when we place an order or make an investment.

Is there another alternative for the average business in relation to Israel? Can we collectively do anything to hasten the evolutionary process which will inevitably bring Israel to the forefront of world economic creativity? Can we bridge this developmental gap in time? To this question, I believe the answer is Yes!

Here, then, in our view, is the final and the central reason for this Conference: to design, organize and establish a living economic bridge between the average Israeli businessman and his overseas counterpart.

What we propose is a joint effort by a number of individuals, in Israel and overseas, having an equity interest in a profit-making international trading, marketing, management and financial company, specializing in the development and export of Israel's goods and services.

Such a company could responsibly represent the interests of many people who do not now have a practical vehicle through which they can do business in Israel. Such a company could coordinate and direct much of the present frantic and wasted effort by hundreds of well-intentioned persons.

A systematic method is required for matching and introducing potential exporters and importers. ATID (The American Trade and Industrial Development Company for Israel) is performing a much-needed function in this regard; and all indications are that the Israel-affiliated chambers of commerce around the world will play an increasingly constructive role. Nevertheless, it takes more than a "shatchan" to make a baby! It requires taking a risk! There must be a compelling reason - a personal incentive and involvement - if only for the satisfaction of building a successful business. Not only in Israel, but throughout the world, a further approach is needed for integrating the economic operations of advanced consumer-oriented nations with those of developing production-oriented nations.

Last year, a number of young American Jewish businessmen, previously associated through the National Young Leadership Cabinet of the United Jewish Appeal, and inspired by its past chairman, Joe Kanter, decided to accept this challenge. We received the full and enthusiastic support of the entire Young Leadership Cabinet and of Rabbi Herb Friedman, the Executive Vice-Chairman of the UJA, without whose vision and encouragement this

conference would not have been possible and we created a new framework within which we could interest young business leaders in becoming economically involved with Israel. We called this means of transporting one's goodwill to a tackl~~ing~~ destination, VIP - Volunteers for Israel Products.

Recognizing the need to direct and channel this interest and goodwill, a separate group of young leaders, acting as businessmen and not as philanthropists, established a few months ago, The American-Israel Marketing Corporation - AIM, a profit-making trading company which will also provide sales, management, and financial services to Israeli manufacturers and exporters. The stock-holders of AIM consist solely of individual businessmen with experience in diversified industries located throughout the United States and Israel. AIM is a stock company with an initial investment of \$100,000. The investment of more capital during the first stage was neither necessary nor justified. In America, the problem is not to find money but to prove that you have a business worth investing in. If our idea is sound and our management is capable, we shall have no problem attracting investment capital - in America, Israel or any other country. All we want from the Government of Israel is the same treatment as any other private enterprise.

AIM has developed very pragmatically. First, we explored the profit-potential of Israeli products already represented in the American market place; for example: food, wine, jewellery, arts and crafts, knitwear, shoes, glass, plywood, machine tools, automotive parts and printing services. This was not done through statistical analyses or market surveys but by attempting to do business with specific companies. In the course of this exploration we generated more than \$100,000 sales. But more important, from this experience we learned that most Israeli Sales-representatives abroad lack either the authority, knowledge, sales tools, staff, financial understanding or merchandizing know-how to serve as reliable suppliers to American business. We learned that there is no short-cut - our economic bridge must go all the way to Israel. Therefore, in addition to our office and full-time staff in New York, we are establishing an office in Tel Aviv, to cooperate wherever possible with reliable existing Israeli export organisations.

Our first question in Israel is not what is or can be manufactured, but with whom can one work! Social relationships are easy and delightful - but in business planning we and Israelis are very often far apart. To quote an article which recently appeared in the United States, "One of the main differences between Israel's army and its industry is that the army's goal is to win and industry in most instances has not been brought up on the prime aim of winning, which is to say, making profits".

As a result of our direct contacts with serious Israeli businessmen, the following is now "Tachlit" for AIM:

WOOD PRODUCTS - A sample \$5,000 order has been placed with a potential of \$5,000,000 annually, and our marketing know-how may also bring several million dollars of annual sales to a manufacturer who has been struggling for years to penetrate the American market.

METALS AND PLASTICS - Several subcontracting orders have been placed, totaling \$50,000 and a new product line is being negotiated with potential annual sales in excess of \$100,000.

READY-TO-WEAR CLOTHING - We are negotiating partnerships with several manufacturers who wish to maintain inventories and sales representation in the United States. We are also trying to establish a new plant in Israel for an existing million dollar annual export item.

GIFT ITEMS - We are encouraging Kibbutz-industries to develop a greater variety of distinctive "Holy Land" items, especially for the enormous Christmas market in America.

ENGINEERING SERVICES - We are negotiating a contract for construction design which could initiate a major program.

ELECTRONICS - We have interested an American company in the re-location of its entire production facility to Israel.

Generally: We are planning a flexible catalog of selected consumer and industrial products in which many Israeli manufacturers and export companies have indicated their desire to participate, and we are working on various levels to develop a co-ordinated approach to what we believe is the product which now has, and perhaps always will have, the most exciting possibilities for imaginative, competitive

merchandising throughout the world - namely, tourism!

You may think that we are looking at too many industries and ought to concentrate in terms of products or function. But our objective is to open a new dimension of partnership, rather than simply to become another classical import company. We see no reason now to arbitrarily limit either the number of products or the methods of our sales promotion. In any business, those products and relationships which prove most profitable inevitably receive priority attention. At this moment, the strength and uniqueness of AIM is in its wide contacts, broad abilities and systematic approach.

The challenge of Israel is different and demands different answers! Many merchants and investors have tried doing business with Israel with too little success. We all know that an atmosphere of disillusionment, frustration and cynicism pervades the older generation in this respect. Hope of changing this atmosphere must rest, not alone upon youthful enthusiasm, but upon a new and creative approach, which mobilizes the unique potential and common concern of the Jewish people throughout the world, without confusing business with philanthropy and thereby causing us to feel guilty about making profit from Israel!

Please understand - we present this view of AIM tonight, not as an answer, or as a self-seeking occupation of a few individuals, but as a model, a direction and a challenge!

If our example should stimulate the formation of similar companies in Europe, Africa, Latin America, and elsewhere, we would hope to cooperate with them.

We are well aware of the obstacles and the inertia we shall have to overcome. Is it worth the effort? Why, after all, should we get involved? The answer is that we are involved. As part of the Jewish People, our past, our present, and our future are involved with the Land of Israel as much as that of any Israeli citizen! The real question is, what is to be done? I would like to reply, in the words of Martin Buber:

"What then is to be done? If you mean by this question, 'What is one to do?' - there is no answer. One is not to do anything. One cannot help himself, with one there is nothing to begin, with one it is all over. He who contents himself with explaining or discussing or asking what one is to do - talks and lives in a vacuum.

But, he who poses the question with the earnestness of his soul on his lips and means, 'What have I to do?' - He is taken by the hand, by comrades he does not know, but whom he will soon become familiar with,

And they answer "You shall not withhold yourself"

Rehovot 3/27/68

March 31, 1968

FIRST INTERNATIONAL YOUNG LEADERSHIP ECONOMIC CONFERENCE.

REHOVOT, Israel - - The First International Young Leadership Economic Conference concluded this morning at the Weizmann Institute of Science, in Rehovot, where more than 100 young business leaders from around the world committed themselves to establishing closer economic relations with Israel, and the establishment of new bodies to promote housing and tourism in Israel, as well as the sale of Israeli products overseas.

Mr. Eli Hurvitz, of Israel, and Mr. Stephen Stulman, International Young Leadership Chairman from the United States, were co-chairmen of the Conference.

The Conference emerged as a result of a meeting between the Israel Minister of Commerce and Industry, Mr. Zeev Sharef, and the Executive Committee of the Young Leadership Cabinet of the United Jewish Appeal in the United States, including past Chairmen Joseph Kanter and Leonard Bell and present chairman, Herbert Garon.

Over 100 participated from the United States, Canada, the United Kingdom, France, Switzerland, Austria, Italy, Denmark, South Africa, Argentina, Brazil, Chile, El Salvadore, Guatemala, India and Hong Kong joined with Israel businessmen in three-and-a-half days planned tours, committee discussions and general meetings.

Mr. Stephen Stulman stated in his opening remarks that the purpose of this First International Young Leadership Conference was 1) to bring together a representative cross-section of Israel's young businessmen with their overseas counterparts; 2) to explore the possibilities for profit-making ventures of mutual interest; 3) to establish an on-going framework for the exchange of experience, contacts and know-how between young businessmen in Israel and overseas.

In addition to numerous private individual business negotiations and projects, a number of general schemes were agreed upon, including:

1) A decision to establish organizations, known as Volunteers for Israel Products (V.I.P.) in as many countries as possible, for the initiation of business contacts on a personal level between Israelis and their business counterparts overseas, and for the exchange of scientific, managerial and marketing know-how. An organization of this kind has been in operation for more than six months in New York City, with the cooperation and support of the Israel Ministry of Commerce and Industry. A committee is meeting tonight (Sunday) in Jerusalem, representing France, Italy, Austria, South Africa as well as the United States and Israel, to formulate the working relationships between the V.I.P. groups in each country.

2) In Israel, this committee will be headed by Mr. Eli Hurvitz, of Assia Chemical Laboratories, and ^{Mr.} Dov Radmor, of the Discount Bank Investment Corporation and will include the chairmen of the Conference Committees: Messrs. Raphael Barouch, Ram Carmi, Rolando Eisen, Yirach Katz, Shimon Klier, Dan Ram, and Max Schumacher.

3) A profit-making company will be established to promote and develop projects in the field of Tourism: specifically, to attract private investment and management participation from overseas for the implementation of the various proposals which have been prepared by the Ministry of Tourism as well as private organizations. It was suggested that the American Israeli Marketing Corporation (A.I.M.), whose President, Mr. Mel Dubin was among the initiators of the Young Leadership group, should undertake the formation of such a company.

4) In order to stimulate foreign investments in the financing of rental housing projects in Israel, it was suggested that an independent Housing and Insurance Corporation be formed, having the power to provide guarantees against economic loss and currency fluctuations for approved mortgages. This Corporation should also plan for the creation of Building and Loan Associations, with insured deposits, whose resources would be committed to rental housing projects.

5) A Canadian group will establish, as a commercial venture, a summer camp in Israel for 1,000 teenagers from abroad.

6) A study will be made concerning the feasibility of a financial agency designed to provide intermediate-term credit and insurance to Israeli companies operating in developing countries.

6) It was agreed that intensified consideration must be given to methods for developing closer relationships between Israel's scientific research institutions and private industry, both in Israel and abroad. The Conference strongly endorsed the recent proposals submitted to the Israel Government by the Yeda Research and Development Company, Rehovot, regarding further incentives for the attraction of science-based industries to Israel.

All participants in the Young Leadership gathering will also attend the Economic Conference in Jerusalem.

File

Herb Friedman -
Without your
encouragement we would
not have dared...

Steve

P.S. Thanks for the
quote in Page 4.

TO: Executive Committee, Young Leadership Cabinet

FROM: Stephen L. Stulman, Co-Chairman International Committee

SUBJECT: Report on Various Young Leadership-Initiated Programs
for the Development of Economic Partnerships with Israel

AMERICAN JEWISH
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SUMMARY

- I. Objective of International Program
- II. Current Situation
 - A. Challenge
 - B. Response
- III. Review of VIP and AIM
- IV. Program for 1968 Conference
- V. Conclusion

December 6, 1967

I. OBJECTIVES OF YOUNG LEADERSHIP INTERNATIONAL PROGRAM

As stated in May 1967, the objectives of the Young Leadership International Committee are "to initiate and develop communications, personal contacts and cooperative activities with young leaders among the Jewish communities outside the United States.

In order to translate this program into specific activities which will engage the serious interest of young leaders and also put them into the vanguard of one of the most significant current common concerns of the world Jewish community, we have chosen to concentrate upon strengthening economic partnerships between Israel and the Jewish communities overseas.

Recognizing our self-imposed limitations of time and space in regard to Israel, it is obvious that most of us are not now prepared to become actively involved in the establishment or management of an industrial enterprise in Israel. However, we in the United States constitute the greatest potential sales force in the greatest market that Israel's products could possibly find. Therefore, it is through increasing Israel's exports to the United States that we can begin to build our first non-philanthropic "bridge" with Israel.

II. CURRENT SITUATION

A. CHALLENGE - After his first exposure to the challenge of developing export trade from Israel, a young leader from Pennsylvania *, wrote the following: "The more I thought of the problem, the more I realized that the State of Israel did not know what problems they were facing. They were asking for help in all directions. They were saying, 'Tell me what you need and we shall do it.' I am sure they have the spirit and the energy to do anything in the world. However, time is somewhat of essence when you are talking about the economy of a country... Each of us in our own businesses in this country have always tried to achieve an identity... Israel is saying that we will do anything, anywhere, anytime, anyhow, as long as we tell them what we want and then show them how... But they cannot be the Jack of all Trades... It seems to me they need a good business agent..."

After six months of daily involvement in various attempts to develop trade and industry in Israel, I could not have said it better!

I could explain Israel in terms of an adolescent society which has just achieved physical maturity, but has yet to find its identity in terms of an economic career. Nations, as well as men, need that sense of pride and accomplishment which comes from doing one thing well.

* Joshua B. Jacobson, Camp Hill, Pennsylvania

I could explain that a constant atmosphere of crises in Israel has never allowed or encouraged the development of long range planning.

I could explain that among the politicians, labor leaders, generals, bankers and economists who guide the country, there are too few who have had any significant experience in private commerce and industry, as we know it.

I could explain that it is difficult for the younger leaders in government or industry to risk their future by emphasizing specific priorities for industrial and market development which are neither understood nor endorsed by the handful of elder statesmen who still dominate the economic affairs of the country.

I could explain that because of the dominance of philanthropy in American-Israeli relations over the past two decades, too many Israelis do not yet understand that these same Americans conduct business by much more demanding standards than they conduct philanthropy.

In the recent words of an outstanding Israeli, "We all know the disease, but what is the cure?"

B. RESPONSE - I submit that a solution, as always, is inherent in an understanding of the problem. If the above understanding is correct, then the key elements in any solution are identity, planning, experience, priorities, and the substitution of a business approach for that of philanthropy. No program for the mobilization of American good-will, advice and money can do more than alleviate the symptoms of the current economic distress if it does not come to grips with these essential needs.

Young Leadership is certainly not going to solve Israel's export problems single-handedly, but we can influence the climate. We can mobilize our experience to demonstrate through successful action, and to catalyze through management partnerships the use of planning in order to establish priorities leading to a clearer identity for Israeli industry in terms communicable to American business.

In an ideal situation, we would start by evaluating the natural resources, both physical and human, which exist today in Israel. We would evaluate what products were being produced and were capable of production, on an economically competitive basis with the rest of the world. Unfortunately, any attempt to determine this information through existing channels will be seriously distorted by propaganda, wishful thinking, incomplete or obsolete data, and a general lack of comprehension regarding the full significance of these questions or how to prepare meaningful answers.

Therefore, in the absence of reliable information on the capability of Israeli industry, we have decided to substitute the criteria of "success in the market-place". In other words, we have made a working assumption that Israeli goods and services which are now being sold competitively in the United States are the best available indication of those existing production and management capabilities with which we can begin to cooperate. (We recognize that some of these apparently competitive products may be dependent upon subsidies from the Israel Government or private investors in Israel or abroad).

Proceeding from this assumption, our plan can be summarized in terms of the following seven steps:

One - to contact representatives of Israeli industries who are permanently located in the United States. This includes manufacturer's agents, importers, etc. It is this phase to which we are presently devoting the majority of our time.

Two - to select those products and organizations with which we believe we can establish an effective working relationship and significantly increase sales in the short-run.

Three - to work out a specific method of cooperation with each product representative, adapted to the individual situation. This may be in terms of our Volunteer organization (VIP) promoting a product in local communities or locating a new distribution outlet. Or, it may be in terms of our business arm (AIM) negotiating a distributorship, sales agency, or other type of direct business arrangement. Or, both.

Four - to utilize all available resources of the Young Leadership movement (and beyond) in order to promote and assist in the sale of these selected products.

Five - to feed back reactions and information from our American contacts to the Israeli representatives, in terms of suggestions for improved quality, design, packaging, promotion, etc., as well as new products.

Six - to establish contacts with existing Israeli manufacturers and exporters who are currently manufacturing for export, but do not now have regular representatives in the U. S. market. (As we become known, most of these contacts are originating from Israel or visiting Israeli representatives.) Thereafter, we proceed as stated above.

Seven - to establish our own permanent representation in Israel which will work to assure the reliability of our shipments, improve production facilities, seek new products, and develop in Israel, together with Israelis, a full counterpart organization which will complete the framework of a genuine economic bridge:

a profitable American-Israeli Marketing and Management organization harnessed to young Jewish community leaders of America, Israel, and eventually the rest of the world.

The above Seven Steps serve as a set of priorities within an over-all plan. But, the sequence is not necessarily chronological. Therefore, we are simultaneously engaged, in differing degrees, in the evolution of each of these steps towards a sound, creative and self-sustaining economic process.

III. REVIEW OF VIP AND AIM

In order to carry out the above described program, a two-fold approach was initiated last May, after presentation to the Young Leadership cabinet.

VOLUNTEERS FOR ISRAEL PRODUCTS, INC. has been established as a non-profit American membership corporation for the purpose of mobilizing a national movement of young leadership to encourage, promote and assist in the sale of quality Israeli products in America.

VIP recently received its initial funds from the Israel Ministry of Commerce and Industry. It has an office and a full-time executive, experienced in American Jewish communal organizations, Moshe Dworkin.

Simultaneously, AMERICAN-ISRAELI MARKETING CORPORATION has been established as a stock corporation for the purpose of providing a self-supporting business arm to carry out the objectives of VIP.

AIM received its initial funds from personal investments by 20 Young Leaders - primarily, but not exclusively, Cabinet members. AIM has an office and full-time executive, experienced in American industrial marketing, Bob Scherer.

VIP and AIM are formally independent, but ideologically identical (see appendix for Board Members and Officers of each). Moreover, their management functions as a single team which is in contact daily and meets on an average of twice a week. It took most of the summer to work out the organizational details. We have actually been in full operation only about ten weeks.

The strength and unique potential of VIP and AIM derive from the combination of their two drives: Volunteerism and Professionalism. VIP alone would eventually become a part-time hobby of a few public-spirited amateurs. AIM alone would eventually become simply another importing company specializing in Israel. The combination of the two gives us our identity, plus the fact that we are, in the words of Herb Friedman, "the first non-philanthropic contribution of the Young Leadership Cabinet."

Let it be clear, however, that neither VIP nor AIM are official activities of the Cabinet or any other parent organization...nor do we wish them to be. It is enough that they were initiated, encouraged and derive their character and leadership from the Cabinet, as the vanguard of American Jewish Young Leadership.

Recognizing our responsibility as representing Young Leadership, we have proceeded with considerable caution and modest publicity. We are being watched carefully - make no mistake about it - with high expectations by most, with condescension by some.

With your support we are prepared to move faster. But, there are few valid standards by which you can judge these activities from the outside. Doing business with Israel is entirely unlike any American business operation I can think of. The Trade Commission has called our work thus far "hard pioneering".

What have we so far accomplished?

Since VIP aspires to catalyze a national and eventually international movement, we must be in close contact with all related organizations and be prepared to creatively participate in the forefront of current American-Israeli relations. To this purpose we have developed excellent working relationships with the highest levels of the Israel Government and their representatives in the United States; with the leading private banking, investment, and industrial development groups; with various trade promotion organizations in Israel and the United States; and with the leading American Jewish ~~comm~~ ^{community} organizations.

Furthermore, we have contacted dozens of private companies engaged in manufacturing or marketing Israeli goods and services. We have examined dozens of products, selected a few as qualifying for our endorsement and disseminated information on these to our national task group, which has led to several firm transactions. We have done this strictly from an impartial non-profit standpoint, ready to assist anyone wherever we can.

Meanwhile, AIM has concentrated upon the most promising of the products which VIP has previously screened; and is in the process of establishing mutually profitable business arrangements with a number of firms in the fields of consumer goods, such as: fine foods, candies, giftware, jewelry, coins and stamps, publishing and printing, etc; and industrial products, such as: cutting tools, automobile parts, molded plastics, valves and fittings, etc.

More important than the sales we have stimulated through this highly pragmatic approach are the methods which we are exploring in order to increase our knowledge and effectiveness. Two of the major problems we have encountered are the lack of information on Israeli production and the lack of a systematic approach to the American market on the part of the Israelis.

In order to close this knowledge gap, we are considering the development of a computerized information retrieval system to provide more rapid, complete and objective data on potential suppliers and customers than presently exists anywhere in relation to Israel.

In order to close the communication gap, we are considering the development of an American catalog of quality Israeli goods; not a catalog for mass distribution, but to put in the hands of the 15,000 young leaders who constitute the greatest potential sales force for Israel in this country.

Such a catalog would probably include three major divisions:

- 1) Israel-Identified Products. Products which will be purchased primarily by the American Jewish consumer because they are distinctively Israeli. In this category are food, wine, gift items, jewelry, toys, religious items, etc.
- 2) Holy Land Identified Products. Products, similar in nature to the first category, which will be purchased by the American non-Jewish consumer because they are distinctively from the Holy Land. In this group are Christmas and Easter items especially.
- 3) Quality Industrial Products. Products which will be promoted by the Jewish businessman primarily because they originate in Israel and will be purchased by Jewish and non-Jewish industry because they are competitive in price and superior in quality.

At this point, I want to caution against the very tempting oversimplification of what I call the "ought to" approach to Israel's economy.

From their American experience, some Americans conclude that the Christmas market, for example, is so huge that it is unnecessary to be concerned with anything else and therefore, mass consumer goods are what Israel "ought to" concentrate upon.

On the other side, many Israelis are convinced that since Israel is turning out so many scientists and engineers, therefore high technology is what they "ought to" concentrate upon.

Both views really reflect one-sided knowledge and a good deal of wishful thinking. Moreover, each reflects a totally different image of Israel, thereby compounding the problem of identity.

Americans who see Israel as a supplier of Jordan Water, Prayer Books, Christmas ornaments, Rosaries and Handicrafts, reflect an attitude which to modern Israelis is a part of ancient history. The last place on earth where the contemporary Israeli expects to find his future is in the sleepy little Arab village of Nazareth!

Just as the last place that an American is likely to look for electronic components and engineering design is Haifa. Israel has not yet found the industrial equation which will translate brains into know-how, science into technology and ideas into goods.

It is in the practical middle-ground between these images of the past and future in which our marketing and management group hopes to prove effective. There are areas in which Israel can compete right now. It is our job to find them.

One last point which must be here explained is the relationship between VIP and the American Trade and Industrial Development Company for Israel - known as ATID (Hebrew for "future").

ATID is also an American non-profit membership corporation, established this summer through the initiative of the Israel Economic Minister in New York together with a group of leading New York department store executives. ATID also has an office and staff with very considerable financing from the Israel Government. The essential difference between VIP and ATID is that the ATID represents the "Establishment" as contrasted with Young Leadership. ATID is an organization operating under the burden of officialdom and subsidy. VIP is a movement enjoying the luxury of independence and impoverished idealism.

ATID's strength is in the ready-to-wear field, which we are reluctant to enter. ATID's strength is in "New York", which Justice Brandeis once cautioned "is not America".

Regardless of these difference, VIP will hopefully some day become known as the Young Leadership affiliate of ATID. But, at this moment neither group is yet sure enough of its own identity to risk the closer relationship which would benefit all and retain the uniqueness of both.

Nevertheless, the executives of VIP and ATID are in contact and trying to minimize any competition and duplication of effort.

IV. PROGRAM FOR 1968 CONFERENCE

You will recall that on May 20th the Cabinet endorsed a proposal for Young Leadership participation in the Twentieth Anniversary Conference of World Jewish Leaders in Israel during April, 1968.

I am happy to report that this proposal has been approved by the Government of Israel and details are being rapidly arranged.

It is the desire of the Government and in our best interest, I believe, to keep publicity regarding our phase of the conference to a minimum. However, Leonard Bell and I will be happy to discuss any details regarding the Conference with Cabinet members individually.

I would like to note that following the lead of the major Conference, and in response to the current challenge, our Conference will focus upon methods of involving young leaders throughout the world Jewish community in specific cooperative efforts to advance Israel's economic development. Hopefully, the experience of VIP and AIM will make a significant contribution.

This is not a UJA or official Cabinet function. But, it was very definitely initiated by the Cabinet and its participants, content and success are no one's challenge and responsibility but the Young Leadership Cabinet.

V. CONCLUSION

What we have tried to outline in this report is admittedly a very ambitious program for a group of volunteers. It is understandable that there is skepticism, cynicism and condescension among some sophisticated observers.

We are accused of "amateurism". If this means that we are motivated by other than career and material ambitions and therefore cannot be taken seriously, I would recall that many popular movements were the creation of "non-professionals" - especially in Jewish history - and notably ZIONISM and the UNITED JEWISH APPEAL itself.

There is another implication of "amateurism" which is more difficult to answer. A professional is one whose commitment is evidenced by his career. An amateur may not yet have translated his dedication into action. In this sense, the question is legitimate. Good intentions are not enough! As a community, we have yet to prove our effective in the "highest form of philanthropy" - helping another community to become self-supporting.

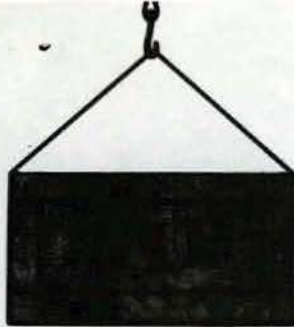
What, then, is to be done?

I would like to offer a reply, in the words of Martin Buber:

"What, then, is to be done? If you mean by this question, "What is one to do?" - There is no answer. One is not to do anything. One cannot help himself, with one there is nothing to begin, with one it is all over. He who contents himself with explaining or discussing or asking what one is to do - talks and lives in a vacuum.

But he who poses the question with the earnestness of his soul on his lips and means, "What have I to do?" - He is taken by the hand, by comrades he does not know, but whom he will soon become familiar with, and they answer.....

"YOU SHALL NOT WITHHOLD YOURSELF"



CO-CHAIRMEN
Aryeh Nesher
Stephen L. Stulman

NATIONAL
CO-ORDINATOR
Moshe Dworkin

Volunteers for Israel Products

Suite 605 850 Third Avenue New York, N. Y. 10022 (212) 752-5600 ext. 230

BOARD OF DIRECTORS

*Stephen L. Stulman, Co-Chairman

*Aryeh Nesher, Co-Chairman

*Mel Dubin, Vice-Chairman

*Leonard D. Bell, Vice-Chairman

*Moshe Dworkin, National Coordinator

Harold Abramson

Irwin Field

Saul Freedman

William Gross

Donald Hodes

Ivan Novick

Eliezer Oren

Martin Reingold

Robert Schroyer

Gordon Zacks

*Executive Committee and Officers

International Young Leadership

SUITE 811

511 FIFTH AVENUE

NEW YORK, N. Y. 10017

(212) 661-4860

CONFERENCE COMMITTEE:

LEONARD D. BELL

MELVIN DUBIN

HERBERT J. GARON

JOSEPH H. KANTER

STEPHEN L. STULMAN

File

March 1, 1968

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

Dear Herb:

I am enclosing the list of American and Overseas participants in the forthcoming International Young Leadership Conference, plus a copy of the agenda and a report on our recent preliminary meeting in Chicago.

Without your Cabinet, it could not have been done.

With kindest regards -

Sincerely,


Stephen L. Stulman

cc: Leonard Bell
Ernie Spickler

SLS/eb

enclosures:

International Young Leadership

SUITE 811

511 FIFTH AVENUE

NEW YORK, N. Y. 10017

(212) 661-4860

26 February 1968

CONFERENCE COMMITTEE:

LEONARD D. BELL

MELVIN DUBIN

HERBERT J. GARON

JOSEPH H. KANTER

STEPHEN L. STULMAN

CONFERENCE MEMORANDUM #3

SUMMARY OF PRELIMINARY BRIEFING FOR THE NORTH AMERICAN PARTICIPANTS IN THE INTERNATIONAL YOUNG LEADERSHIP CONFERENCE, FEBRUARY 20, 1968, CHICAGO, ILLINOIS.

Present: Leonard Bell, presiding;

Steve Stulman and Joe Kanter, members of the coordinating committee; Charles Bronfman, Alvin Einbender, Leo Fields, Chester Firestein, Mel Gary, Tom Klutznick, Gary Rapaport, Gordon Zacks; Murray Newman. Bob Scherer and Moshe Dworkin, staff.

1. Joe Kanter was introduced as having first conceived of an International Young Leadership Program in early 1966. He outlined the goal as fostering partnerships among young Jewish leaders all over the world through an International Young Leadership organization which would promote business and social relationships, encourage the interchange of ideas and know-how on all levels, and initiate new activities through which our generation could play its role in the future development of Israel. He stressed particularly the importance of scientific management, information and communications systems for the next generation of business leaders and indicated that he would have more to say about this at the Economic Conference.

2. Steve Stulman, who succeeded Joe Kanter as Chairman of the International Young Leadership Committee, reported on his recent trip to Israel and the preparations being made there for the Conference, including the concomitant high expectations. He then discussed the problem of communication between Americans, whose thinking is rooted in the Greek concern for "abstract ideas", and Israelis, whose thinking reflects the Hebrew emphasis on "deeds". Israelis, he cautioned, seem to prefer starting with very specific business discussions, although they frequently fail to appreciate the detailed preparation that is necessary in order for such discussions to be fruitful. Americans, on the other hand, prefer to start with definitions of goals and concepts, but are prepared to come very quickly to a practical deal if a concrete proposition is put before them.

Stulman suggested that we should approach the problem inductively, starting with immediate concrete activities or "tachlis", as the Israelis refer to it, aimed at practical results which will establish, in action as well as in theory, the new partnership among our contemporaries throughout the world.

The objectives of the Conference, therefore, should be twofold:

A. To initiate a number of specific economic relationships between young Israeli businessmen and ourselves, primarily in the field of industrial exports, which can be hereafter developed into mutually profitable and growing activities.

B. To plan the specific continuing organizations through which sound economic relationships between our counterparts in Israel and overseas can be initiated, encouraged, guided and implemented in the future.

The experience of several members of the group during the past few months has indicated that the most practical and successful way to begin is in terms of one's own business knowledge and experience. Since the young Israeli businessman wants management, marketing and merchandising know-how which will enable him to compete in the world market, we should begin by considering how our individual experience in these respects can benefit an Israeli in a similar line of business and how our combined efforts might result in mutually profitable export business for Israeli entrepreneurs.

3. Charles Bronfman strongly supported the previous proposal and noted that Israelis have seen too much of "advisory committees" and what they hope to find in Young Leadership is specific involvement and follow through. Otherwise, he warned, we will not be taken seriously. Speaking from his own experience, Bronfman emphasized the importance of having a counterpart profit-motivated business arm in Israel to represent our interests.

4. Alvin Einbender suggested that we should have a business vehicle in which both Israelis and ourselves have a proprietary interest and that our representative in Israel should be a first-rate man who combines a knowledge of the way business is conducted both in Israel and overseas. He suggested that the establishment of such an organization should be part of the Conference program.

5. Gordon Zacks noted that Young Leadership has already established the American Israeli Marketing Corporation (AIM), which is seeking to focus upon marketing concepts and product lines which are most practical in relation to Israel at this time. He suggested that the determination of goals, priorities and the structure of AIM should be one of the Conference objectives.

6. Tom Klutznick remarked that he was not in a position to talk about specific business with Israel, but that he wanted to establish a relationship with his peers and would like to contribute in any way that he could from his varied business experience and contacts. He suggested that the "Summary of Israel's Economy", published for the August, 1967 Conference, be distributed to all participants as soon as possible.

7. Chester Firestein stated that while he could see the possibility of developing a specific new export venture in the cosmetics line, this was not his sole or even primary reason for participating in the Conference. He felt that our dealings with Israelis should be in terms of more general understanding of American business methods, as well as the one to one relationships of our specific companies.

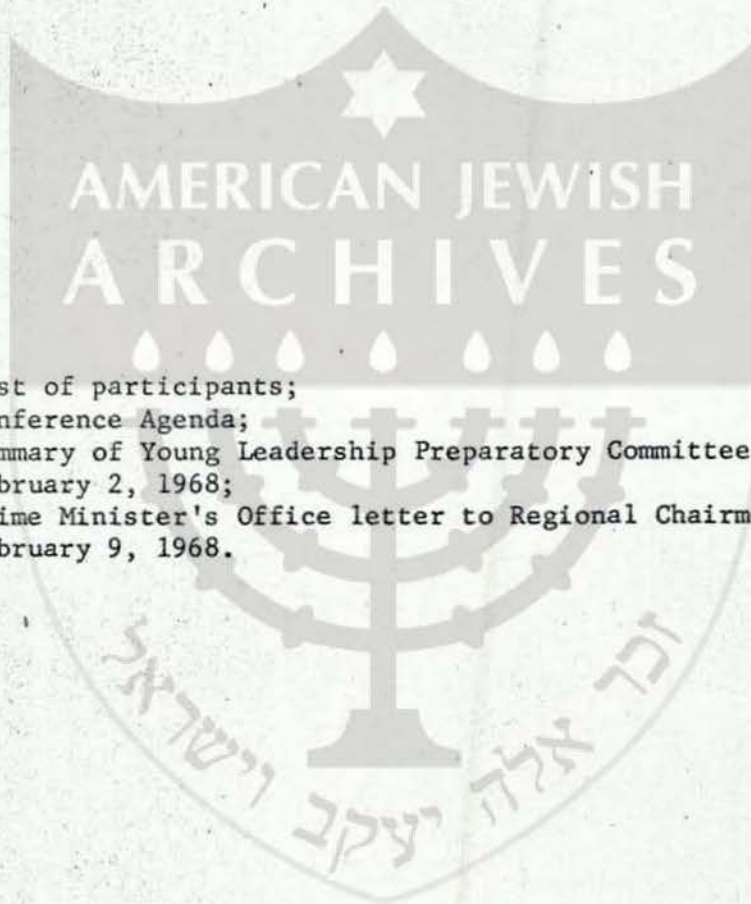
8. Leo Fields referred to his own experience with the Israeli diamond industry as an illustration of how it is possible to do business with Israel if one is persistent and determined.

9. Gary Rapapport asked that as much specific information as possible regarding Israeli industry, what it offers and what it needs, be given to all participants well before the Conference, so that our thinking can be focused upon specific problems. He suggested that the best way to develop economic relationships is to understand what products are available, but more importantly, what facilities are there, so that new product ideas can most easily be integrated.

10. Charles Bronfman, Joe Kanter and Gordon Zacks thought it would be a good idea to establish a Young President's Organization (YPO) Chapter in Israel. Zacks undertook to explore this proposal in further detail at the Conference in coordination with Bronfman.

11. Leonard Bell summarized the 4 hour discussion by concluding that our approach must be both on a general level, as a group of knowledgeable American businessmen, and also on a specific level, as individual entrepreneurs. He pointed out that the Conference Agenda includes both the general and specific approach in the committee breakdown. He requested that all participants please submit to the Planning Committee, in writing, any further ideas, proposals or questions of a general or specific nature.

- enclosures:
1. List of participants;
 2. Conference Agenda;
 3. Summary of Young Leadership Preparatory Committee Meeting, February 2, 1968;
 4. Prime Minister's Office letter to Regional Chairmen, dated February 9, 1968.



AGENDA FOR THE ISRAEL YOUNG LEADERSHIP CONFERENCE - MARCH 1968

Wednesday, March 27:

- 6:30 PM Reception for all participants at the home of the President, Weizmann Institute of Science, Rehovoth.
- 7:30 PM Dinner - San Martin House, Weizmann Institute. Welcome by Minister Sharef.
- 8:30 PM Three opening statements by representatives of Israel, United States and other delegations (15 minutes each) on the subject of "Building an Economic Partnership between Israel and the Jewish Communities of the World"; followed by an open discussion.

Thursday, March 28*:

- 8:00 AM Breakfast - Avia Hotel
- 9:00 AM Divide into predetermined industrial groups for visits to plants, product exhibitions, development sites, etc. as appropriate; with discussion of specific projects and problems previously submitted to the Planning Committee, tentatively scheduled as follows:
- 1) Management, Marketing and Merchandising Planning
 - 2) Financial and Capital Investment Planning
 - 3) Research and Technological Development Planning
 - 4) Building and Engineering
 - 5) Drugs and Cosmetics
 - 6) Electronics
 - 7) Fine Chemicals and plastics
 - 8) Food and Wine
 - 9) Gifts, Jewelry and Religious Items
 - 10) Metal Products, including electrical and automotive components
 - 11) Textiles and Fashion
- 7:00 PM Dinner for all participants at the Avia Hotel, followed by report of individual group representatives and open discussion of methods for implementing the most promising proposals.

AGENDA FOR THE ISRAEL YOUNG LEADERSHIP CONFERENCE - MARCH 1968
(continued)

Friday, March 29*:

- 8:00 AM Breakfast - Avia Hotel
- 9:30 AM Full meeting of all participants at Wix Hall, Weizmann Institute, to discuss specific plans for the development of a marketing and management company to export Israel's goods and services on a competitive basis and to represent overseas importers in Israel.
- 12:30 PM Lunch - San Martin House
- 1:30 - 3:30 Discussion by small committee of the proposals made during the morning and formulation of specific plans for post-Conference implementation.
- evening Private receptions for Conference members at homes of several Israeli participants.

Saturday, March 30:

Move from Avia Hotel to Jerusalem. Tour of Jerusalem and vicinity.

Sunday, March 31:

- Open for individual meetings, plant visits, business discussions and further committee meetings as desired.
- evening: Opening reception, Prime Minister's Conference, Jerusalem. (Further Conference agenda to continue through April 3.)

*Note: There will be a special tour for participant's wives during Thursday and Friday, March 28 - 29.

AMERICAN PARTICIPANTS IN YOUNG LEADERSHIP ECONOMIC CONFERENCE IN ISRAEL - MARCH 1968

Abramson, Harold B.

1122 Clifton Avenue
Clifton, New Jersey
(201) 473-2800

Home Builder and resort developer;
Director, American Israeli Marketing Corporation (A.I.M.);
Former Regional Vice-Chairman, Young Leadership Council.
First visit to Israel.

Bell, Leonard D.

777 Main Street
Lewiston, Maine 04240
(207) 783-2035

Age 41.
President, Bell Manufacturing Co., makers of woven and printed cloth labels;
1966-67 Chairman, National Young Leadership Cabinet;
Director, American Friends Hebrew University;
Vice-Chairman, Volunteers for Israel Products (VIP);
Vice-Chairman, American Israeli Marketing Corporation (AIM);
Visited Israel 1963 and June 1967.

Berger, Leonard G.

243 E/S Main Street
Conyers, Georgia 30207
(404) 483-8371

Age 35.
Chairman of the Board, Lithonia Lighting, Inc., manufacturers of commercial and industrial fluorescent lighting fixtures and residential incandescent lighting fixtures (sales 35 million).

Blumberg, Herschel

New Town Center Federal Bldg.
Prince George's Plaza
Maryland 20780
(301) 779-4880

Age 43.
President, Bancroft Construction Corporation, land development, office and apartment house construction;
Former Regional Vice-Chairman, International Young Leadership Cabinet.

Breslau, Joel

931 "F" Street, N.W.
Washington, D.C.
(202) 638-5160

Age 37.
Partner and General Manager, Mill End Shops, retail decorative fabrics;
Chairman, Washington Jewish Community Organization;
Committee Chairman, International Young Leadership Cabinet;
Visited Israel 1954 and 1960.

AMERICAN PARTICIPANTS IN YOUNG LEADERSHIP ECONOMIC CONFERENCE IN ISRAEL - MARCH 1968 (continued)

Crown, Lester

300 W. Washington Street
Chicago, Illinois
(312) 263-4606

Director, Continental Illinois National Bank & Trust, Chicago;
Director, Trans-World Airlines, Inc. (TWA)

Dubin, Mel

100 Forest Drive
East Hills,
Greenvale, N.Y. 11548
(516) HT4-2600

Age 43.
President, Slant/Fin Corporation, Manufacturers of plumbing,
baseboard heating, air-conditioning and boiler equipment
(sales \$10 million); also manufacturer of motion picture
projectors;
Member - Young Presidents Organization
Founder - New York City Young Leadership Council, 1965;
Currently a candidate for U.S. Congress (13th Dist., Brooklyn);
Visited Israel 1963 and 1966;
Treasurer, American Technion Society;
President, American Israeli Marketing Corporation (AIM);
Established subsidiary of Slant/Fin in Ashdod, 1964, Hidron.

Einbender, Alvin

1215 South Third Street
Louisville, Kentucky
(502) 636-3581

Age 38.
Chairman, Retail Centers of the Americas, Inc. (Bargain Town
Distribution Corporation) (sales \$80 million).
Executive Vice President and Director, National Industries,
Inc., wholesale and retail consumer products, discount
stores, beverages, laboratory instruments, etc.

Fields, Leo

512 South Akard
Dallas, Texas 75202
(214) RI 1-3681

Director, Zale Corporation, retail jewelry, appliances photo-
graphic supplies, gifts, drugs and sholesale toys (sales
\$133 million).

AMERICAN PARTICIPANTS IN YOUNG LEADERSHIP ECONOMIC CONFERENCE IN ISRAEL - MARCH 1968 (continued)

Firestein, Chester

1655 North McCadden Place
Hollywood, California 90028
(213) 462-6131

Age 37.

Executive Vice President, Max Factor & Company, cosmetics manufacturers (sales \$115 million);
Certified Public Accountant;
Regional Chairman, National Young Leadership Cabinet.

Garon, Herbert J.

1304 National Bank of
Commerce Bldg.
New Orleans, La. 70112
(504) 524-1171

Age 42.

Attorney: Garon, McNeely, & Hart;
1968 Chairman, National Young Leadership Cabinet;
Visited Israel 1961 and 1966.

Gellman, Aaron J.

2450 Hunting Park Avenue
Philadelphia, Pa. 19132
(215) BA 5-9100

Vice President - Planning, Budd Co., manufacturers of automotive components, testing equipment, gages, writing paper, laminated plastics, electrical insulating materials, molded products, mica products, aerospace structures, railway passenger cars, etc. (sales \$390 million).

Former Vice President, North American Car Corp.

Glick, Carl

30 Wall Street
New York, N.Y. 10005
(212) DI 4-5180

Age 45.

Partner, David J. Green & Co., investment advisers and financial brokers; member firm of New York Stock Exchange
Director, Martin Paint stores (retail; annual sales \$14 million);
Director, New York Young Leadership Council;
Visited Israel, November 1967.

Goldman, Dr. Jack

20000 Rotunda Drive
Dearborn, Michigan 48121
(313) 322-7105

Director of Research and Development, Ford Motor Company;
Has visited Israel.

Gordon, Bernard

296 Newton Street
Waltham, Mass
(617) 891-4705

President, Gordon Engineering Corp, electronics, solid state physics, computer technology;
Former President and Founder of EPSCO, Inc.

AMERICAN PARTICIPANTS IN YOUNG LEADERSHIP CONFERENCE IN ISRAEL - MARCH 1968 (continued)

Goldman, Louis S.

600 American Building
Dayton, Ohio
(515) 222-7467

Age 40.

Attorney: Goldman, Bogin & Fox;
Organizer and President of numerous retail shopping centers;
Former Committee Chairman, National Young Leadership Cabinet
Visited Israel, 1965.

Kanter, Joseph H.

690 Northland Road
Cincinnati, Ohio 54240

Age 44.

President, The Kanter Corporation, investments and real estate development, especially hotels and shopping centers;
Partner, Oppenheimer & Co., Investment bankers; member NYSE.
Director, Royal National Bank of New York; also several savings and loans banks;
Past President, Young Presidents Organization;
1965 Chairman, National Young Leadership Cabinet;
Director, Isram Corporation (Israel investments);
Director, American Committee for Weizmann Institute; Hebrew Univ.;
National Chairman, United Jewish Appeal & Israel Education Fund;
Visited Israel 1962, 1963, 1965, and 1966. ;

Katz, Marshall P.

Papercraft Park
Pittsburgh, Pa. 15238
(412) 362-8000

Vice President, The Papercraft Corp., manufacturers of paper products;
Vice President, LePages, Inc. manufacturers of paste, glue and chemical adhesives (6,650 employees).

Katz, Sol

225 Lincoln Highway
Fairless Hills, Pa. 19030
(215) 949-3600

President, Strick Corporation, manufacturers of truck trailers and containers (sales \$90 million).

Klutznick, Thomas J.

401 North Michigan Avenue
Chicago, Illinois 60611
(313) 321-1810

Principal in Klutznick Enterprises, builders and developers; investment and banking activities in diversified enterprises.

AMERICAN PARTICIPANTS IN YOUNG LEADERSHIP ECONOMIC CONFERENCE IN ISRAEL - MARCH 1968 (continued)

Levitt, Richard

207 Ninth Street
Des Moines, Iowa 50307
(515) 282-8383

Age 37.

Executive Vice President, Dial Finance Company, installment loans (volume \$34 million).
Director, Des Moines National Bank;
Director, Consumer's Life Insurance Company;
Visited Israel 1962, 1963, 1967.

Lewis, Ken

3300 NW Yeon Avenue
Portland, Oregon
(503) 224-4321

Principal in Schnitzer Steel Products, Industrial Air Products, Lasco Shipping, distributors of metal pipe, electrical and construction equipment.

Lipman, Chester

401 Funston Road
Kansas City, Kansas 66115
(901) MA 1-1800

President, Koch Refrigerators, Inc., manufacturers of commercial refrigeration.

Newman, Murray

4206 South 108th Street
Omaha Nebraska 68137
(402) 331 - 7103

Vice President and Director of Merchandising, American Community Stores Corp., retail and wholesale consumer products (sales \$90 million), (Hinky Dinky Supermarkets).

Age 29. First visit to Israel.

Pritzker, Donald N.

1353 Bayshore Highway
Burlingame, Calif. 94010
(415) 342-7741

President and Treasurer, Hyatt Corporation of America, hotel and motel operation (sales \$30 million).

Pritzker, Robert A.

39 South LaSalle Street
Chicago, Illinois 60603
(312) 372-9500

President, Marmon Group, Inc., manufacturers of metal and plastic display fixture and castings (sales \$37 million);
Also, Amarillo Gear Co., Mosaic Tile Co., manufacturers of porcelain floor and ceramic wall tiles (sales 26 million);
Vice President, Fenestra, Inc., manufacturers of hollow metal doors, door frames and leaf springs for heavy automotive equipment (sales \$38 million)

AMERICAN PARTICIPANTS IN YOUNG LEADERSHIP ECONOMIC CONFERENCE IN ISRAEL - MARCH 1968 (continued)

Rappaport, Gary B.

1600 Second Street
Hopkins, Minnesota 55343
(612) 935-8211

Age 30.

President, Napco Industries, Inc., manufacturers of automotive gears and axles for cars and trucks, plus wide variety of mechanical, electrical and hydraulic replacement parts for trucks, tanks and aircraft; also manufacturers of transistorized motor-speed control units (sales \$23 million).

Schwartz, Richard J.

P.O. Box 122, Midtown Station
New York, N.Y. 10001
(212) OX 5-4440

Age 29. First visit to Israel.

President, Jonathan Logan, Inc., manufacturers of women's and children's wear including dresses, blouses, bathing suits, rainwear, etc. (Company has many subsidiaries; sales \$197 million).

Silberman, Richard T.

9330 Balboa Avenue
Box 783
San Diego, California 92112
(714) 279-1300

Vice Chairman and Treasurer, Foodmaker, Inc., operators of 300 restaurants and food processing plants (sales \$50 million); Director, Member of Executive Committee and major shareholder of Southern California First National Bank; Active in several scientific and electronics companies and investment organizations.

Starr, Jay

1290 Avenue of the Americas
New York, N.Y. 10019
(212) LT 1-3500

Vice President, International Division of Rayette Faberge, Inc., manufacturers of toilet preparations, cosmetics, beauty supplies, hair accessories, etc. (sales \$112 million).
First visit to Israel.

Stulman, Stephen L.

Suite 811
511 Fifth Avenue
New York, N.Y. 10017
(212) 661-4860

Age 36.

Vice President, Israel Industrial Services, Inc., a subsidiary of Israel Discount Bank, PEC Israel Economic Corporation; Director, Israel Research and Development Corporation; President, Volunteers for Israel Products (V.I.P.); Chairman, American Israeli Marketing Corporation (A.I.M.); Chairman, International Committee, National Young Leadership Cabinet; Chairman, New York Young Leadership Council, 1966
Former Executive Vice President, Lumber Industries, Inc., distributors of lumber and wood products (sales \$35 million; have

AMERICAN PARTICIPANTS IN YOUNG LEADERSHIP ECONOMIC CONFERENCE IN ISRAEL - MARCH 1968 (continued)

Stulman, Stephen L. (cont'd)

imported from and exported to Israel).
Board of Governors, Weizmann Institute;
Visited Israel 1964, 1966, 1967 and 1968.

Zacks, Gordon B.

78 East Chestnut Street
Columbus, Ohio 43215
(614) 228-4581

President, R. G. Barry Corporation, manufacturers of washable foam slippers, cushions, pillows and garments (sales \$15 million; employs 1,000; 5 plants in United States);
Member, Young President's Organization;
Associate Chairman, National Young Leadership Cabinet, 1968;
Director, American Israeli Marketing Corporation (A.I.M.)
Age 34.

Bench, Dr. Nachman

122 East 42nd Street
New York, New York 10017
(212) 697-6643

Age 31.
President, Special Studies, Inc., a professional organization of systems, computer and management specialists serving private industry and government;
Recently appointed Deputy City Administrator, City of New York;
Graduate, Technion Institute;
Ph.D Management Science from New York University;
Until 1960 resident of Israel and former consultant to a turbine manufacturer and a fertilizer manufacturer in Israel.

Richard G. Shapiro

Wm. Filene & Sons
426 Washington Street
Boston, Mass. 02101
(617) HA6-3800

President, Wm. Filene & Sons Department Store (Division of Federated Department Stores, Inc.); Federated includes: Abraham & Strauss, Bloomingdale's, Bullock's, I. Magnin's and many other stores throughout the United States. Total sales approximately \$1,500 million.

AMERICAN STAFF ASSISTANTS FOR INTERNATIONAL YOUNG LEADERSHIP CONFERENCE - MARCH 1968

Moshe Dworkin

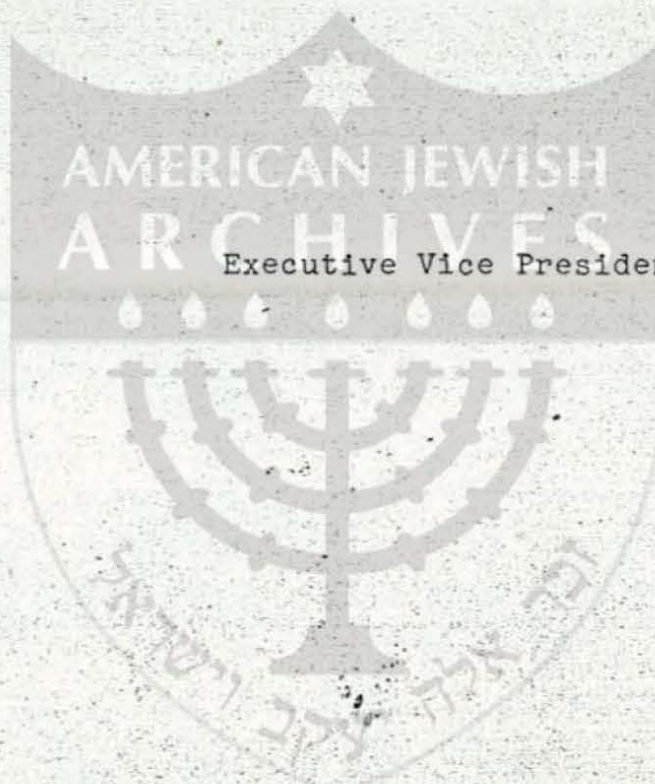
Suite 605
850 Third Avenue
New York, N.Y. 10022
(212) 752-5600 X230

National Coordinator, Volunteers for Israel Products

Robert Scherer

100 Forest Drive
Greenvale, N.Y. 11548
(516) 484-2590 or
(516) 484-2600

Executive Vice President, American Israeli Marketing Corp.



ADDITIONAL PARTICIPANTS IN YOUNG LEADERSHIP CONFERENCE - ISRAEL MARCH 1968

Bronfman, Charles R.

1430 Peel Street
Montreal, Canada
(514) 849-5271

Age 36.

President, The House of Seagrams, Ltd;
Numerous Israel investments;
Young President's Organization

Koffler, Murray B.

3089 Dufferin Street
Toronto, Canada
(416) 783-3321

President, Koffler Associated Drug Stores, Ltd;
Vice President and Director, Four Seasons and Inn on the Park Hotels,
Toronto and Natanya, Israel (under construction);
President, Canadian Committee for the Weizmann Institute

Lahat, Colonel Shlomo

Suite 811
511 Fifth Avenue
New York, N. Y. 10017
(212) 661-4860

President, Israel Industrial Services, Inc.
One of the founders of the Israel Air Force;
Former President, El Al Israel Airlines;
M.B.A. Columbia University;
Attended Air Command and Staff College, U. S. A. F.

Melamede, Amos

595 Madison Avenue
New York, N. Y. 10022
(212) PL1-0210

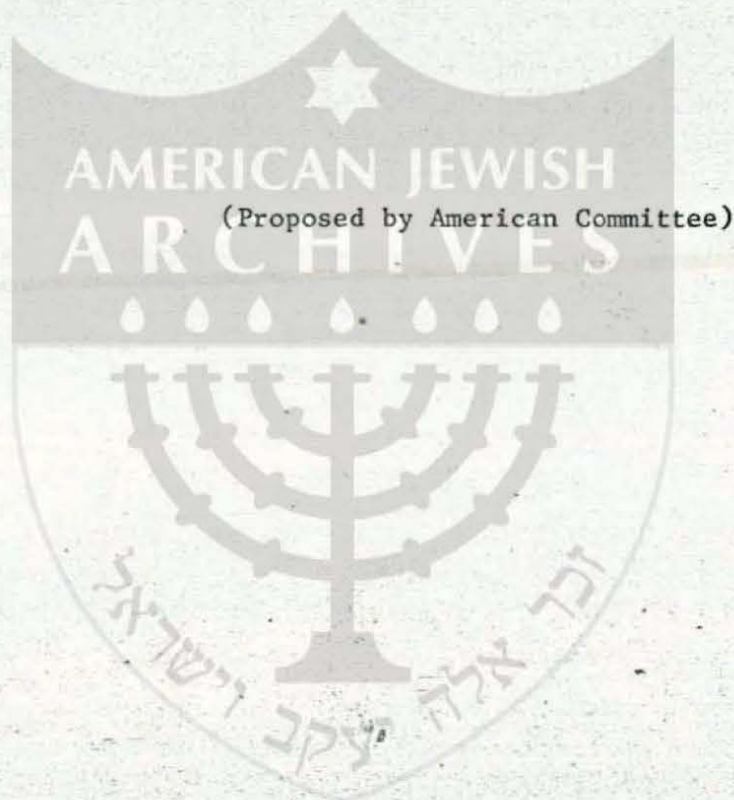
President, Ferro Union Corporation, exporter and importer of steel
and other metals, (sales approximately \$40 million);
Former resident of Israel, France, Scandanavia.

OVERSEAS INVITATIONS TO INTERNATIONAL YOUNG LEADERSHIP CONFERENCEISRAEL - MARCH 1968UNITED KINGDOM

Wolfson, Brian G.

Sharston Road
Manchester 22, EnglandPresident, Granada TV Rental Limited;
Member, Young President's Organization.
(Proposed by American Committee)

Fisher, David

16 Stratton Street
Berkeley Square
London, W.1., EnglandNEGATIVE REPLIES RECEIVED

Astaire, Edgar	London
Rothschild, Evelyn de	London
Rothschild, Jacob	London
Wolfson, Leonard G.	London

OVERSEAS INVITATIONS TO INTERNATIONAL YOUNG LEADERSHIP CONFERENCE

ISRAEL - MARCH 1968

WESTERN EUROPEDenmark

Bachmann, Robert
c/o Sasson, Eliezer
61 A Hanessim Street
Bat-Yam, Israel

Manager, Copenhagen Tourist Office

(Proposed by Israel Ambassador)

France

Walier, Guy
55 Rue de la Frisandrie
Paris, France

(Proposed by American Committee)

Vaturi, Clement
18 Rue de L'Annunciation
Paris, France

(Proposed by American Committee)

Rascovsky, Serge
39 Boulevard Suchet
Paris 16, France

(Proposed by American Committee)

Renert, Lucien
186 Boulevard Haussmann
Paris 8, France

(Proposed by American Committee)

Biezunski, Georges

Chief Engineer, various companies specializing in electronics,
instrumentation, control systems, data processing, etc.
(Proposed by Edmund de Rothschild)

Busaume, Jean Pierre

President and Managing Director, Prisunic Stores
(Proposed by Edmund de Rothschild)

Gordon, Patrick

Head of Computer Department, Director of Forecast - Ministry of
Finance, France.
(Proposed by Edmund de Rothschild)

OVERSEAS INVITATIONS TO INTERNATIONAL YOUNG LEADERSHIP CONFERENCE

ISRAEL - MARCH 1968

WESTERN EUROPE (CONT.)France (Cont.)

Hassid, Pierre

E. D. P. Engineer, formerly with Control Data, France;
Presently with Compagnie Internationale pour L'Informatique,
which has relationships with Elron and Elbit in Israel.
(Proposed by Edmund de Rothschild)

Horgen, Jean Harald

Management Consultant in organization and marketing, ~~Paris~~.
(Proposed by Edmund de Rothschild)

Moatti, Emile

58 Rue de la Folie Mericourt
Paris, France

Construction Engineer; Manager of O.C.E.M. Society, which
conceives and promotes employment centers and particularly
industrial estates throughout the world;
Has been involved as consultant in industrial development
planning of Haifa and Ashdod.
(Proposed by Edmund de Rothschild)

Mimouni, William

Chambre de Commerce France-Israel
47 Rue du Faubourg, St. Honore,
Paris 8, France

General Secretary, France-Israel Chamber of Commerce;
Export Manager at Shell Chemicals, Paris.
(Proposed by Edmund de Rothschild)

Rajsfus, Simon

(Proposed by Edmund de Rothschild)

Switzerland

Carmel, Abe

119 Rue de Lausanne
Geneva, Switzerland

Special Assistant to the President of Overseas Investor's
Services, (I. O. S.);
Former resident of Israel; Educated in the United States.
(Proposed by American Committee)

OVERSEAS INVITATIONS TO INTERNATIONAL YOUNG LEADERSHIP CONFERENCEISRAEL - MARCH 1968WESTERN EUROPE (CONT.)Switzerland (Cont.)

Zilkha, Elie
UFITEC
65 Talstrasse
Zurich, Switzerland

(Proposed by American Committee)

Other suggested candidates from Switzerland to be screened by European Regional Chairman:

Mr. Josef Guggenheim, Salistr. 11, 6000 Luzern;

Mr. Rolf Braunschweig, Spiegelhofstr. 56, 8032 Zurich;

Mr. Tausky jun., Dolderstr. 24, 8032 Zurich;

Dr. K. Hutschneker, Rotbuchstr. 6, 8006 Zurich;

Maitre Joseph Starobinski, rue Crespin 14, 1200 Geneva;

Mr. Rene Levy, Ob. Rebbergweg 15, 4153 Rheinach;

Mr. P. Guggenheim, Tobelhofstr. 6, 8044 Zurich;

Mr. Manuel Beer, Hevelstr. 35, 8032 Zurich;

Mr. Ernst Weil, Belsitostr. 18, 8044 Zurich;

Mr. Paul Guggenheim, Goldhaldenstr. 61, 8702 Zollikon

OVERSEAS INVITATIONS TO INTERNATIONAL YOUNG LEADERSHIP CONFERENCEISRAEL - MARCH 1968ASIA & AFRICA

Kadoorie, Horace
St. George's Building
Hong Kong, China

(Proposed by American Committee)

Gabriel, G. L.
D/6 Mafatlal Park
Bhulabhai Desair Road
Bombay 26, India

(Proposed by American Committee)

Elghanayan, Eddy
Ave. Shah #79
Teheran, Iran

(Proposed by American Committee)

Benjamin, Alan
6 Buena Vista Avenue
Clifton Gardens
H. S. W., Australia

(Proposed by American Committee)

Hendler, Aaron
Post Office Box 204
Boksberg, South Africa

Director, Hendler and Hendler, Limited - factory of 1800 employees, leading South African manufacturer of enameled kitchen holloware, household ware, stainless steel, gifts, household and medical holloware, steel office furniture, architectural enamelware (boards and panels), metal containers;

Many visits to Israel.

(Proposed by Israel Consul General - Johannesburg)

Crown, Jack
Post Office Box 27023
Benrose, South Africa

Director, Crown Crome Plating - manufactures hard chrome plating, reconditioning Engineer Component, general industrial application of Electra Plating, Operated licences - Fescol, London and Laystall Cromerode Liners;

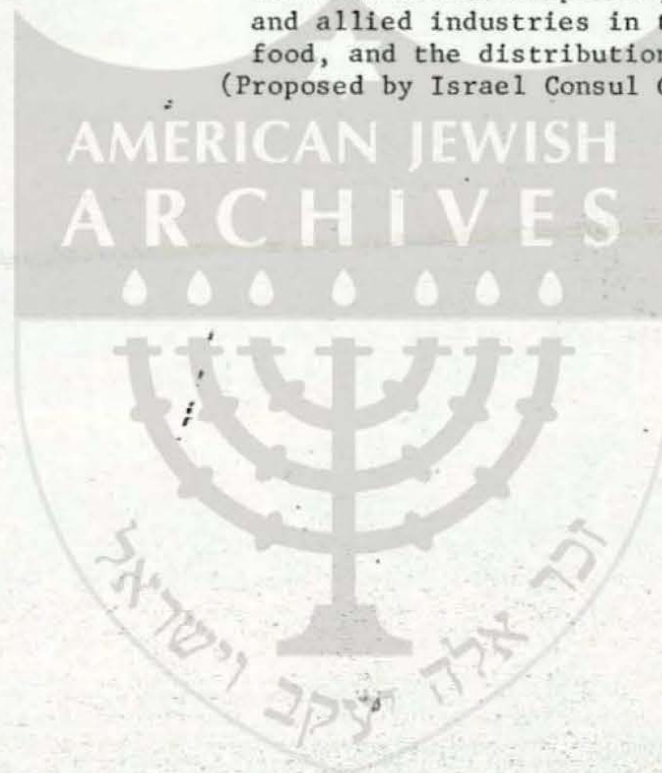
Many visits to Israel.

(Proposed by Israel Consul General - Johannesburg)

OVERSEAS INVITATIONS TO INTERNATIONAL YOUNG LEADERSHIP CONFERENCEISRAEL - MARCH 1968ASIA & AFRICA (CONT.)

Herzov, Basil Edward
Spring Waters
West Road South
Morningside
Johannesburg, South Africa

Executive Director, Anglo Transvaal Consolidated Investment Co., Ltd.,
a financial and industrial holding company, the principal operating
companies of which include: 7 gold mining and uranium companies;
4 coal and base mineral mining companies; 10 finance exploration
land and estate companies, 20 engineering companies; 7 building
and allied industries in the fields of petroleum glassware plastics,
food, and the distribution of engineering supplies.
(Proposed by Israel Consul General - Johannesburg)



OVERSEAS INVITATIONS TO INTERNATIONAL YOUNG LEADERSHIP CONFERENCEISRAEL - MARCH 1968LATIN AMERICA

Taurel, Jacobo L.
Post Office Box 166
Caracas, Venezuela

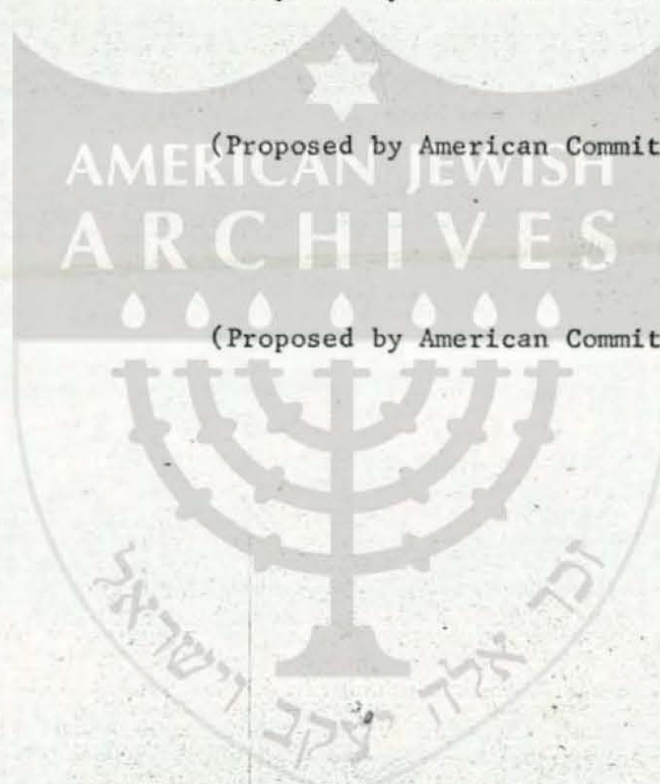
Executive Vice President, VAM Department Stores - largest
Venezuelan department store;
Director and major stockholder, Banco Venezuela - largest
bank in Venezuela.
(Proposed by American Committee)

Kimelman
Island Block Corporation
Post Office Box 2623
St. Thomas, Virgin Islands

(Proposed by American Committee)

Toppel, Harold
Pueblo Supermarkets, Inc.
Camp Rico Ave./Loiza Expressway
Hato Rey, Puerto Rico 00936

(Proposed by American Committee)

NEGATIVE REPLIES RECEIVED

Epstein, Fred

Puerto Rico

IRVING BERNSTEIN

February 16, 1966

TO: HAF

It seems to make sense - For a little effort
we can stimulate interest here in the States
among our Young Leaders - promote overseas
travel and create public interest and
publicity for UJA.



G71

file - Joe Kantor
International
Young Leadership



The **KANTER** Corporation ...

Forest Park

690 Northland Road, Cincinnati, Ohio 45240



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



February 4, 1966

RECEIVED	
FEB 14 1966	
NOTED BY	DATE
<i>HAF-10</i> <i>ERV</i> <i>MP</i> <i>HOB</i>	
ANSWERED	

W
ES

Mr. Max Fisher,
2210 Fisher Building,
Detroit 2, Michigan.

Dear Max:

While I was more or less "standing on one foot" in Israel and New York, I briefly mentioned to you and Herb Friedman my idea on the international young leadership program. As I see it, the young leadership group could carry on this "people to people" program with almost no cost to the U.J.A. I thought I would take this opportunity to give you a short outline on the objectives and the benefits of this program.

1. Small groups of 10 to 20 members would form in South Africa, England, France, Italy, Israel, Iran and India and would involve themselves in some general type of program similar to the Young Leadership Cabinet in the United States.
2. It is my opinion that people do not give to causes - they give to other people. I would, therefore, like to arrange for many of our young leaders in the United States to correspond and get to know other people of their own age in other countries.
3. It would be my intention to meet with these groups on our regular Young Leadership Mission to Israel. The opportunity to meet in Paris, Rome and Tel Aviv the future leaders of the respective Jewish communities on a personal and intimate basis and to observe the home life as well as the social life of these various groups would be most interesting for the members of our Mission.

4. Long range, we will have to expect leaders in foreign countries to accept their responsibilities in aiding and assisting their unfortunate bretheran in other countries as well as in their own countries. Certainly, it should not be expected of the American Jewish Community to forever carry the burdens alone. Our motives in creating young leadership in this country is to cause them to identify with other Jews in foreign countries and to accept the responsibility of leadership. These same motives should cause us to aid and assist the Jews of other countries to create leadership for themselves.
5. The organization would be minimum. We would assign various members of our Young Leadership Cabinet to correspond with their counterparts in other countries.
6. We would forward to the other chapters a brief resume of our objectives as well as some of the programs which we are currently involved in. There would be no official connection between our group and their groups. They would have the right and privilege of using whatever programs they would need to fit their own needs. The only organizational connection would be at the annual leadership mission which would convene in Israel.
7. In previous crises, a Rothschild or a Lehman would call a wealthy counterpart in another country and money would be raised to help refugees. In the future, the "so-called great families" will have limited financial resources and we can no longer depend upon them entirely for this service. More and more, we will have to depend upon the much larger group of not so wealthy individuals. This means that we should provide a means of communication and expression of these future leaders with their counterparts in other countries. Jet travel is becoming less expensive. More and more, young people are travelling not only for business but also for pleasure. It would be anticipated that, on many social trips abroad, there will be opportunities for young leaders from the United States to meet socially with young leaders in England, Italy, France and Israel.
8. Last but perhaps the most important, when the Young Leadership Mission comes to Israel, they will have already corres-

Mr. Max Fisher

-3-

Feb. 4, 1966

ponded with 10 or 15 of the future leaders of Israel. These second and third echelon of government and business leaders in Israel will invite 10 of our young leaders to each of their homes. Lasting friendships will be formed in the same manner as our "top leaders" developed meaningful partnerships with Ben-Gurion, Eshkol and others. After all, Eshkol will not remember our young leaders - but I'm certain that some of the bright young men in the Israeli government will make lasting impressions on the members of the Young Leadership Cabinet.

While I recognize that there may be policy problems which need to be worked out before this program can be implemented, I cannot help but feel that some method of using this program can be found. The reception by those people who heard me speak of this program has been simply tremendous. I am enclosing a copy of a letter from Ben Leuchter and Steve Stulman which are two of the many comments which I have received. If you feel, as I do, that this program can be implemented, I would appreciate suggestions, advice and, perhaps, some policy decisions.

Very truly yours,

THE KANTER CORPORATION

J. H. Kanter
President

K:r

Encls.

cc: Rabbi Herbert Friedman
Mr. Ernest Spickler
Mr. Dewey Stone