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6

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WEXNER HERITAGE FOUNDATION

HOUSTON WINTER RETREAT

February 9th 1990

RABBI HERBERT A. FRIEDMAN

SOVIET JEWRY SPEECH

These two guys are something, aren't they? Yeah. It's their generation, David Harris and Nathan Laufer. And it's your generation. And when I tell the old stories about what happened a long time ago, and they're fascinating stories, and it doesn't matter whether it's about stealing airplanes or what it's about, I see the look in your eyes and you say to yourselves, by God, those days and opportunities will never repeat themselves, and we will never have the chance in our lifetime to move history the way you did. And I say to you, your moment is here.

Now two hundred communities can sit in Miami on February the 6th and fumble around and not know what the hell to do, and I think that was the net result of the whole meeting. That's the question you asked me. They seemed to be dealing in an old-fashioned way with conventional ideas and nothing new and nothing sparkling, and that's failure. You will either seize this moment or you won't. You will live or die with honor or condemnation. The choice is yours. And if there can be no solutions found on

the national level, then you find them on the local level. And I'll spell out to you exactly what I mean.

There are three challenges functioning, working, parallel and simultaneously, and Dr. Konner's question about whether one recommendation seems to invalidate the other is not to be feared. All three have to be done simultaneously. There are Jews coming in to the United States, and they have to be absorbed here. There are Jews coming into Israel, and they have to be absorbed there. And there are Jews who will remain in the Soviet Union, and we have to create an infrastructure for them there, and that may be wasted money in some people's eyes. But I don't think any money spent, invested, creating a sense of Jewish identity is ever wasted, even if it takes you a hundred years to reap the fruits, because a hundred years is nothing in terms of Jewish history. Sub specie aeternitatis - in the light of eternity - what's a hundred years? Look at how long it took, thirty, forty years, of work inside the Soviet Union to wake up the spirit of Jewish survivalism and desire to live from a little tiny spark.

I remember a man in Israel by the name of Shaul Avigur, Moshe Sharett's brother-in-law, who in the 1930's and then later in the 40's took on the assignment of trying to increase the little tiny flame up in the labor camp in Vorkuta, Siberia up near the Arctic Circle. And how did he do it? From an underground operation in Palestine before it was even Israel, he was sending handwritten copies of a luah, a calendar, as big as a book of matches, no

bigger, that could be hidden in your pocket. And if he could put a calendar in the hands of a Jew who was a slave laborer up in that camp, he would keep alive in that man's mind, when was Yom Kippur and when was Sukkot, and revive the ancient memories from before 1917 which were lying dormant because they were unused, and he was relighting the fire to use Jewish knowledge and memory. Memory is what keeps you alive when the times are hard and frozen. So it doesn't matter if you don't get the fruits for forty or fifty or sixty years. No investment is wasted.

Now these three things are going on simultaneously, with a rapidity that has startled everyone, and everybody's confounded. A massive fund-raising campaign is obviously the order of the day. I was asked, to provide some ideas about this campaign, which I did. I wrote them down and gave them to the proper authorities, as to what I would do. Let me give these ideas to you.

I would establish a line of credit, somewhere between two and five billion dollars with a group of banks and insurance companies, to be drawn down as we needed it. You pay a small amount of money for a letter of credit. It's worth it. Along comes a situation in which somebody estimates that there will be a hundred thousand Jews going into Israel in 1990; thirty, forty thousand Jews coming into the United States in 1990; and somebody else estimates that it will take \$420,000,000. Dr. somebody else says no, it's \$600,000,000. It doesn't matter. It's all guess

work. What you do know is you need cash, and you need it fast, and you need it so that nobody is put at a disadvantage.

I think the American Jewish community already has made one failure. It should have said to Israel by now: whatever the cost is of taking into Israel any and every Soviet Jew, will be borne completely by the Diaspora. You folks in Israel forget about the money. You've got enough problems on your hands. You've got the social problems, you've got the psychological adjustment problems, you have the hatred and the fear of the newcomer on the part of the old-timer who, himself, isn't settled yet. You think the Moroccan Jew who came thirty years ago is settled yet? He is full of his own fears and insecurities, still. Don't load on him the kind of tax burden that this will represent. I think it's bad haggling. It's cheap. American Jews must provide every cent of the money needed.

For Mr. Dinitz to come threatening that he'll run a separate campaign in America, or for Mr. Peres to have to stand up in the Knesset in Israel and say that the Jews in the rest of the world are not carrying their share, why should those men have to be provoked into saying things like that which are ugly? American Jewry, English Jewry, etc. etc., should say to Israel Jewry, OK, it's our problem moneywise. It's your problem to put another goat in the tent, more people in the houses, crowd them closer, rub shoulders. Make the closeness even worse.

We're quibbling, and we're arguing, and we're fumbling; that's the bad word. We're fumbling about how to raise \$420,000,000 over three years. We want all the pledges now so we're sure the \$420,000,000 will come in, but you have three years to pay it. This is the concept. As though to seduce you, as though you need something to seduce you to put up the money, for which you ought to say thank God you're being given the opportunity.

Stand up and do your duty! Don't quibble about it! Don't take a long time to argue about all the silly arrangements! David Harris said empowerment took place two years ago on the mall. You were empowered to do something.

OK. Set up this line of credit so that you can draw it down as you need to. Number two, reach for levels which no one has ever dreamed of or has spoken about. There are five groups of money to be reached for. There is a \$25,000,000 level that has to be set, and there are about 40 people in American who are capable of doing that. And you know what that is? That's a billion dollars. You know what you can do with a billion dollars? Because the people who are capable of giving that kind of money give it to you in cash, and if they haven't got the cash, they go borrow it. That's their problem. If you've got one billion dollars in cash money, you have \$75,000,000 a year in interest coming in. \$75,000,000 a year in interest coming in is more than the whole Passage to Freedom Campaign raised last year. It didn't raise fifty million bucks. It was terrible, because half

the year was wasted in arguing whether it should be spent locally, or whether it should be spent in Israel. The intricate formulae that were devised were a disgrace!

Nobody was thinking. Take that big pool from the very top of the cream of the people who are able to give it, and go back to the old Jewish principle of making interest-free loans to Russian immigrants. Don't give the immigrant a dime. Loan him \$50,000 if he needs it, and he owes you the money and he's got to pay you back. No interest. So it doesn't hurt. And he's got a long time to pay it back. And he's going to feel so good, because he's independent and he doesn't live off somebody else's charity. You've made him independent from day one! By the time he pays that back, it could be ten years later, it could be twenty years later, it doesn't matter. The people who put the money in are long since dead. Anyway, they've long since taken their tax deductibility for it, so they didn't want the money back. You have a permanent fund, permanent.

This rich Jewish community has never collected a permanent fund of any kind of size, and a billion dollars is not much. This billion dollar pool, as I call it, is the base for the whole production of money. Now, I said we've never built a pool. We do, we have a pool. We have a pool of some hundreds of millions of dollars owned by all of the communities, which are called the community endowment funds. And the community endowment funds have to put up about \$100,000,000 of this \$420,000,000. A

million here, and a million there, and two million here, and pretty soon it adds up to real money. And there ought to be an assignment made. A simple assignment made to all of the community endowment funds depending upon what they have, and they may not be completely honest, and they may shelter some of it, but never mind, there's room for cushions here and there. You simply assign a hundred million bucks, and it will be forthcoming.

A whole pattern of missions to Russia has to be organized with the approval of the Russian government in order to be sure that we're not doing anything in violation of their sensitivities. Begin with the Russian ambassador in Washington. Start there and it'll go quickly up to the Kremlin for approval. I started the concept of millions to Israel. The first one had gone under my predecessor, with 12 people. I took the second one in 1955, with about one hundred. And from 1955 to 1990, you are talking about almost 10,000 people a year who go through Israel on missions. I would like to suggest that in the year 1990, this year, a plane load a week, every week. One load, 200 people for fifty weeks; gives you 10,000 people. Ten thousand people going to the Soviet Union, charge them five hundred bucks each, and every gift is a \$10,000 gift. You can make every gift a \$25,000 gift if you want. People who give a thousand bucks to the campaign, people who give two thousand bucks to the campaign have got to be asked over this three year period for 10 and 15, the kind of money they never in their lives dreamed they would ever give or ever be able

to give, and they have trouble paying off. But never mind. It's good for them, because they will have the privilege of burning the mortgage. There's no fun if you don't take the mortgage. Take the mortgage. Pay it off. Burn it. Feel free.

I'm not joking. Everybody has got to stretch! Everybody has got to do something he never thought he had to do before. You don't understand that if you fail on this opportunity, the likelihood of your getting another chance in your lifetime, average age 38, is slim. So grab this one. You'll feel right about it. You'll feel that you are an author of history, not an observer; I like this phrase. And you will find out that it's possible. Never mind that what scares you now is the cost of putting your kids through college. It scared me to death. I had five kids that I had to do it with. I did. I'm alive. They're alive. It's all over. It's just beginning for you. I'm 72. It'll take a long time to get it all over. But the hell with it, what's the difference?

You are going to have to make up your mind in the next twenty or thirty days as to what you're going to give personally, if you haven't already done so. And you'd better realize that you are part of that pool of people that ought to get on one of those airplanes to Moscow, and you don't have to stay there more than two or three days, and I've got a whole program worked out on paper as to what you ought to do there, and that's, you know, everybody, you can all do the same. You've all been on enough

missions to Israel. You make up an itinerary of what you want to have on a mission to Moscow.

You need something for the big people. Not the \$25,000,000 each, for that handful I spoke of earlier, but there are hundreds of people in this country who can give a million dollars. Not enough of this group are ever asked. Or asked in a perfunctory way. Or in a silly way. Or not in the historic context of what we're talking about. This million dollar gift is spoken of in a wishful thinking way. Oh, if we could only get somebody in town to give a million bucks. Why should he? Under this miraculous opportunity, why shouldn't he! Especially if a lot of other people are going to do it, too!

You get yourself a bunch of Wexner type airplanes: Gulfstream 3s, 4s, and the advanced Lear's, and the best things going. It may have 10 or 12 seats each, that's all they've got. And it goes at a million bucks a seat. And let me tell you something. If you can get Belzberg's plane, and Simon's plane, and Fisher's plane, and Wexner's plane and Taubman's plane, and ta, ta, ta, ta, ta, ta, you might be able to mobilize fifty airplanes. Then you could send one airplane a week with five, six, seven people on it. Because you're going to leave three, or four seats empty. After the paying customers have flown to Moscow, have seen and heard the story, met the Russian Jews, had their lunch in the Kremlin, they're going to pick up three or four Russian Jews and fly them from Moscow to Tel Aviv. They'll come back from that

trip three days later, and the six or seven of them have given their million bucks each and the momentum will accelerate, week after week, week after week. Set up a fax network among all the Federation offices and just shoot the names out who did it this week, who did it this week, who did it to whom, on whose plane, and you've got yourself a momentum going in America in which everybody's beginning to feel like this is a crusade that's going to work. The injection of faith, and enthusiasm, and technology all have to work together. And I'm not inventing any wheels here in front of you, because all this has been done before! I am suggesting, here to do it with a certain tempo, at a certain rhythm, at a certain volume, and at a certain level which has not been tried before. And that's the difference between listening to routine talk about how are we going to do this, and shall we have our big gifts dinner with pink tablecloths or blue tablecloths. Good God!

I would load onto the non-Jewish world through some kind of big corporate division, something between \$250,000,000 and \$500,000,000. And I would get somebody like Iacocca or Ross Perot to be chairman, and I'm not just talking some rich non-Jew. Somebody who cares! I once sat in a helicopter with Ross Perot going over the Sinai desert after the six day war, and I thought that my task was to try to explain to him the terrain below. We were sitting with maps on our laps, flying over the stretch of the burned-out Arab tanks. The guy wasn't interested in that at all. Couldn't care less. He said: "what I want you to show me

is the route that Moses took." So I said, what do you care about that? He answered, I read the Bible. In Texas, where I live, a lot of people read the Bible. And I think, if it were put to him right, he would take the chairmanship of a corporate division, if you load onto it 250 or 500 million, and it's absolutely doable in my judgement. Absolutely doable. You've got to cultivate it. It isn't going to happen just because you say you want it to happen. But it's an approach.

I think you have to do something for the smaller people. Because they can't be left out of this thing, nor should they be. And they may not be able to give a million dollars, or \$25,000 or numbers like that. But for people who've either never given anything or given a hundred bucks, I think we have to create something like a \$1,000 Russian rescue bond. It's a nice number, a \$1,000 bond. And I think we've got 450,000 Jewish students in this country. Four hundred and fifty thousand 19 and 20 year-olds. I would empower them with Polaroid pictures in plastic identity cards which would entitle them to go from house to house to house to house, knocking on every Jewish door in town, and ask for that \$1,000 Russian rescue bond.

You're going to give them their money back in 15 years with interest. Don't forget. You've got that billion dollar pool sitting there. You can pay this back. Every Jew in this country has got to participate in this and be given a chance to give at a level which is within his reach. And I'm not just talking

idealism, I'm talking money, because I think there's a hundred million bucks in those \$1,000 Russian rescue bonds.

You know what I'm talking about takes a massive amount of organization. It takes a large, dedicated staff, it takes no wasting of time in all of the preparations. They're all essentially simple, because they've all been done before. It takes a very, very nifty crew of volunteer lay leaders. There's none better in the whole country than you. And this is where you ought to put your talents. And if everything that I wrote goes into the waste basket as far as the upward stratosphere of the UJA is concerned, and they can't get their act together to do anything, then you take any parts of this that you want, and try to put it to work in your own town, and nobody will say to you nay.

The last thing I would recommend is this. You've got to personalize this. You've got to personalize it. David Harris mentioned the name of Leonid Feldman twice in his talk, because Leonid Feldman has made a personal impact on him. As knowledgeable, and as sensitive, and as absolutely conversant as Harris is with the whole subject, still he has one thing which has nothing to do with knowledge, it has to do with passion! He's got passion, and if some of that passion came from Leonid, and if that's the source, fine, and if it came from some other Jew whom he met in the Soviet Union at some other time, fine. I would like to make the following suggestion. I would like to

have you search out for your town four very, very special Russian Jews. I would like you to use a man or a woman for 90 days, and after that, he or she is worn out, and so you need another one for the next 90 days, and the next one and the next one. So four times 90 will carry you through all year.

I want you to take that Russian Jew and put him or her in the home for breakfast, lunch, or dinner or tea or evening talk or whatever, of every single Jew in town who gave to the regular campaign from \$500 and up. And I think that he or she can see 5 people every day. Five people every day. And that means that you can see about 1500 or 2000 people in the course of the year. Personal, face to face, he's sitting at your luncheon table, and he's talking to you about what life was like in the Soviet Union, and what letters he's getting from people who are still there, and what his fears are, and what the latest pamphlet he saw distributed around the street. Marx was a Jew! Lenin's grandmother was a Jew! The whole list of communism which is now under attack is being laid at the feet of Jews. They invested it, they created it, they're the villains. He'll tell you everything that he knows, everything that he feels, he gives you his analysis, and all you have to do is look in his eyes, and he'll look in your eyes, and the contact is made. And he doesn't have to ask you for one bloody thing. Nothing!

After he has lunch in somebody's house, the next day you have to call the guy up. The next day. Don't wait 48 hours. Twenty-

four is the most. And say, I want ten thousand bucks. Don't drop dead, just say yes, and I'll come and explain to you how you can handle it. I'm going to bring the paper over to sign. Goodbye. You'll get it or you won't or you'll get half of it. You can't lose! No way to lose! The only way you lose is if you don't ask. And if you don't ask, then you've lost your whole life. and that's really what you're confronted with.

You bring into face to face contact every person who is a prospective giver with somebody who has the legitimate right to explain what the need is. It's never been done in that volume before. We always talk about doing it. We kid ourselves and we talk about doing it one to one. We never even do it one on one! If you want to do something you know how to do it. If you don't want to do it, don't do it. But then don't come crying about a missed historic opportunity. And don't come around to your kids 25 and 30 years from now with some kind of fake story about what did you do in the great war daddy? And you make up a story. And you tell the kid a lie. Don't tell the kid some lie 30 years from now about why you didn't do something now which you can do. Nobody's asking you to do anything you can't do. It's only a question about your will to do it. So that's where you stand in the face of history.

Everything that I've said may be nonsense. Everything that I've said you may just say, fantasy, he's bluffing, it's undoable. But, as you see, I have run out of voice, and you're now very

fortunate with that fact. So I will finish by saying, simply, I believe in you. You are much more intelligent and you are much better educated than the one or two generations before you. You have no fear in you, as they did, as the American Jews did in the 30s and 40s, which paralyzed them. You have more education, you have less, if any fear, you have, thirdly, a good sense of organization. The communities are organized much better than they were 40 and 50 years ago. And there isn't a reason under the sun why you shouldn't take this in your stride, thanking God every single day that the opportunity is being given to you, seizing it, with a certain smile instead of a grimace, with a sense of praise, with a sense of thankfulness, and with a sense that duty is duty, and you're going to do it. OK. That's it.



LECTURE FOR MIAMI AND HOUSTON

June 6 - 7, 1990

"LEADERSHIP"

I. ANALYSIS OF AMERICAN JEWISH COMMUNITY TODAY

A. LAMM SAYS - there are two loves

Ahavat Torah and Ahavat Yisrael

Which is more important? Saadia Gaon says Torah
Yehudah HaLevi says Israel. Both are right and both
are wrong.

We have done very well with Ahavat Yisrael - both
people and land.

Now we must concentrate on learning, knowledge, Torah.

B. NEUSNER SAYS - The Third generation (his) built the
institutions - now the Fourth generation (yours) must
come up with the ideas which will guarantee continuity.
He doesn't specify.

C. RIESMAN, as sociologist, looks at all data as to
assimilation and disappearance vs. continuity and
comes up with guarded optimism, if certain adaptations
and improvements are made. We must have:

- a. Pluralism in Jewish life.
- b. Lay leadership.
- c. Professional executives.

- d. Unified professions of communal service.
- e. Education.
- f. Synagogue relevance.

II. So, WHAT IS LEADERSHIP?

A. One of our students wrote:

"Leadership means having a vision of the future; empowering others to make real contributions of thought and effort; doing the right thing, not just doing things right. Leadership means solving problems, not just implementing programs; opening your mind and thinking creatively; being responsible to your constituency.

For many years I was not much of a risk taker. I did not have a Bat Mitzvah, did not accept a scholarship to Camp Ramah, did not participate in a summer-in-Israel program. Getting involved with my future husband was a big risk. He is much older than I, divorced, has a child, is a strongheaded man. But I swallowed my fear and plunged in. The biggest risk I ever took paid the highest dividend - a wonderful husband and the Jewish life I dreamed of.

My vision of the future includes a generation of Jewish children who grow up embracing their Judaism - loving it for what it can give to them and to the world. My

vision includes a whole Judaism that has overcome its fracturing and splintering from within. My vision includes an Israel that is strong and at peace. I truly believe that one person can make a difference in that future. I am one person."

B. One of our full class seminars worked out the following rules for leadership conduct which can bring real benefit to a community:

1. TO HAVE A VISION

This means concentrating on what is seminal, what will really change the future. This means having a sense of priorities, distinguishing between major and minor, realizing that all projects and programs are not equal in importance. No leader can or should work on everything, because this spreads him/her too thin. Vision involves the largest dreams, which usually take the longest time to bring into activity. Vision inevitably means taking risks. Vision demands persistence, patience, and exquisite articulation.

2. TO ARTICULATE THE VISION AND COMMUNICATE IT

This means thinking it through first by yourself; writing it down very carefully in short form; testing it on a small group whose brains and experience you value; expanding it into a document and testing it on a

larger group; then putting it into the cumbersome "process" which moves it widely through the committees and sub-committees, boards and agencies, etc., saturating the broadest possible number of decision makers in the community.

It also means developing other means of communication in addition to a basic document, such as, a speech version (both long and short); possibly a videotape version; a written version for a one-page advertisement in the local Anglo-Jewish paper; a question-and-answer version for quick, easy consumption; a brochure, with pictures, if possible; and any other forms you can think of. Your articulation must sell the vision.

3. TO TRANSLATE THE VISION INTO SPECIFIC GOALS

This means taking the central theme of the vision and breaking it up into separate pieces or modules, each one of which might be a useful goal, in and of itself, so that the individual parts can be beneficial even if the total mosaic takes a longer time to achieve. For example, suppose the total vision encompasses an educational network from pre-kindergarten to junior college. Each individual piece of such a totality can be useful by itself, even as the total plan proceeds toward completion, over years or decades.

The specific goals must be carefully crafted; thoroughly thought out; rationalized in detail as to benefits gained; dovetailed with existing institutions in the community.

4. TO DEVELOP A PLAN OF EXECUTION

This means creating a total blueprint for action, including:

1. Costing the project, in whole and in parts.
2. Planning a fund-raising strategy.
3. Describing the personnel required, both staff and volunteers, for all aspects; as well as a method for recruiting them.
4. Selling the whole package to the community.

5. TO LEARN THE NECESSARY FUND-RAISING SKILLS

(See Section IV below)

6. TO KEEP A THIRD EYE ON THE IN-PLACE PROGRAMS

This means devoting some time and energy on the maintenance and fine-tuning of all the good programs and projects going on. While the leader is pre-occupied with vision (i.e. future), the present must not be totally ignored. Most of the on-going supervision can be delegated to others, still the leader must be supplied with a constantly updated overview.

III. TEN COMMANDMENTS FOR LEADERS AND ATTRIBUTES REQUIRED

A LEADER MUST BE ABLE TO:

1. Provide direction (vision and goals)
2. Articulate views clearly, (both orally and written)
3. Involve others
4. Raise money
5. Exemplify many traits: moralist, jurist, teacher, steward, philosopher
6. Also play role of manager: creating strategy, structure and systems
7. Rely on: skills, style, staff, shared values
8. Handle basic dilemmas
 - a. Is the leader the bearer of his own vision, or is he/she the peoples' representative? Leader must be former, and will then serve the future needs, not only the present wishes.
 - b. Does the leader take decisive action, even in the absence of consensus, or should he preserve unity, even at the cost of indecision?
 - c. Does the leader fulfill the task of daily husbandry, or concentrate on major initiatives?
9. Handle fund-allocation decisions with a sense of history, and without anger
10. Handle capital fund decisions with a sense of his priorities, not surrendering to temporary hysteria or pressure.

IV. FUND-RAISING SKILLS

A LEADER MUST LEARN THE FUND-RAISING SKILL

1. How to arrive at a campaign goal. (One-day retreat)
2. How to segment that goal into workable sub-divisions.
3. How to create a campaign calendar.
4. How to package the campaign in an advertising program.
5. How to select division and trade leaders (solicit simultaneously with invitation to serve).
6. How to monitor achievement - i.e. know where you are succeeding or failing.
7. How to create special events for stimulation - (use scenario below as bad example).
8. How to use his/her own gift as stimulation (early and maximum is price of leadership).
9. How to solicit a gift.
10. How to close a campaign (re-solicit at end, if you are close to goal).

BAD EXAMPLE OF SPECIAL EVENT

A large suburban congregation has for decades had the same Friday night format: Services from 8:00 to 9:15 followed by an Oneg. Occasionally, a guest will give a talk in place of the sermon. The only time that there has been any overt fund-raising was during the Yom Kippur War (when everyone was there anyhow as the events unfolded).

The crowd, too, is fairly consistent from week to week, swelling only for holidays and bar-mitzvahs. For a month preceding this particular Shabbat, it was announced from the pulpit that this would be a special Shabbat to focus on Soviet Jewry and Operation Exodus, and that the format of the service would be different: first, the service would be slightly shorter, and secondly, after the service, a well-known speaker would talk about her personal story of redemption from Russia, before the Oneg. Several notices were sent to the congregation highlighting the evening's specialness, but, aside from the mention of the speaker and Operation Exodus, they did not indicate that anything unusual would occur.

After the service, the speaker told her dramatic and moving story for 45 minutes. Then the campaign director of the Federation, a member of the congregation, announced from the pulpit that now was the time for the congregation to reply to the speaker by stating what they would do. The procedure to fill out pledge cards, which had been handed out on the way in, was discussed. The director then announced her own gift, and asked others to do the same.

At this point, a handful of people, some of whom were elderly, some of whom were not members of the congregation, and some of whom were not regular attendees, quietly left. The campaign director, caught in the emotion of the moment, lashed out at

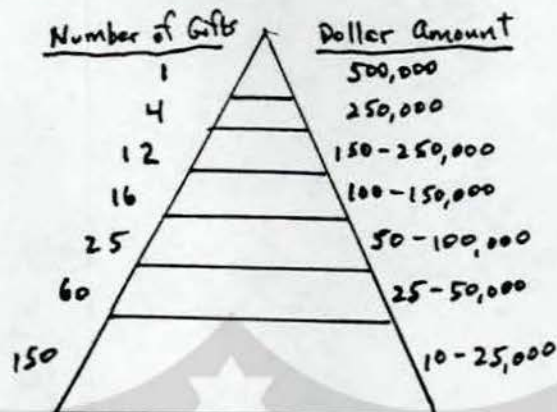
them, saying to their backs that she hoped they had made a gift, but probably hadn't, and that those sort of people were the cause of inaction during the Holocaust. The people, unable to respond, walked faster, and the rest of the congregation shifted uncomfortably.

Slowly, people stood up to speak. These were primarily big givers who were part of the Federation elite, announcing large increases. The rabbi emotionally raised his gift. After half an hour, the campaign director announced that she had been to many of these caucuses, and they never lasted less than two hours, and this one might go longer, so "fasten your seat belts." A mass exodus ensued, and the comment from the campaign director was that she hoped everyone who was leaving had made a gift. After another half-hour, the rabbi cut off the session, and the remnant, about one-tenth of the original group, adjourned for the Oneg. There were audible sighs as the congregation, many of whom were elderly, rose to leave. Many whispered that they had wanted to leave much earlier, but were afraid of being humiliated. The President of the congregation told the rabbi privately that he thought the process had been handled badly, and was told that the need was so great that it was necessary.

The Federation campaign in this community has been declining for several years.

V. A TYPICAL CAMPAIGN PLAN

1. Make a Pyramid of last year's campaign



Whatever this diagram showed, you must upgrade the numbers in each category for next year.

2. Goal of this year's campaign
- Hold one-day retreat of top givers and campaign divisional chairpeople. At least 100-150 people must be present. Do this mid-August or early September at latest.
 - Determine goal - and show the breakdown of gifts needed according to pyramid.
 - Make major presentation of theme and needs. Bring powerful and impressive speakers - prepare charts, etc.
3. Select divisional leaders only after each person's gift has been established - i.e. send high-powered delegation after each leader, and at same time as you ask him/her to take a particular job, solicit the gift. Or gether yet, solicit the gift first, then offer the job.
4. All major gifts (over \$5000) are to be rated. Every solicitation is made by asking for a rating. The easiest method is to rate the card in writing with the new figures in red felt pen (example of card appended. Give the card to the prospect at the start of the solicitation. He sees physically what is expected, and after that it is only a matter of negotiation.
5. Calendarize major events with chairperson, speaker, location, publicity, etc.

6. Decide on opening and closing dates.
Compress everything into 60-90 day period.
Don't drag. Have opening and closing function.
7. Hold opening function only after several small parlor meetings have produced at least half of all major gifts.
8. Hold closing function at pre-set date, even if goal has not been reached - but you are close to it. Announce a three day telephone re-solicitation, in order to reach goal. Give awards at this function.
9. A publicity campaign has to be prepared by calendar, with a major newsworthy story to open every week during the 8-12 week campaign period.
10. Don't waste time on peripheral matters.

AMERICAN JEWISH
ARCHIVES

PLEDGE CARD

JUNE 6, 1990

FEDERATION OF ANY CITY, USA

1989 GIFT - \$5000

1990 RATING \$6000

SIGNATURE _____

RATING FOR OPERATION EXCEEDS \$15,000

(PAYABLE OVER
3 YEARS)

SIGNATURE _____

VI. AN IDEA, EMBRACING VISION AND RISK, BUT OFFERING STRONG SUPPORT TO THE CONTINUITY OF THE JEWISH PEOPLE

1. Objective: Create an over-all communal educational complex, for every person, from pre-school child to mature adult, in every community containing 10,000 Jewish population and/or a \$7 million annual non-emergency campaign.
2. Elements required:
 - nursery schools
 - elementary, K to 8
 - high school, 9 to 12
 - junior college, grades 13 and 14
 - lehrhaus
 - community center classes
 - synagogue classes
 - havurah classes
3. Basic languages: English, Hebrew, Russian (where necessary)
4. Curricular goals: Basic texts to be read in both English and Hebrew:
 - Bible
 - Mishna
 - Talmud
 - Maimonides
 - Spanish period poetry

5. Basic strategies necessary:
- a. Land acquisition
 - b. Refined fund-raising methods
 - 1) lower the profile
 - 2) do it in smaller groups
 - 3) more individual solicitations, based on rated cards
 - 4) use communal tax approach for smaller givers (100-500)
 - c. Improvements of "process" system of decision-making by eliminating wasteful meetings and trying more consensus-building via mail and telephone.

VII. ANALYSIS OF ISRAEL TODAY

Leaders have responsibility toward Israel in at least the same magnitude (if not greater) as they have to the United States Jewish community, and must therefore, come to conclusions as to what is needed and how they can help achieve the necessary goals, which are:

Physical Security

Road to Peace

Vision of Self

Absorptive Capacity

Economic Strength

Contribution to General World Civilization

The improvements required to progress toward these goals are:

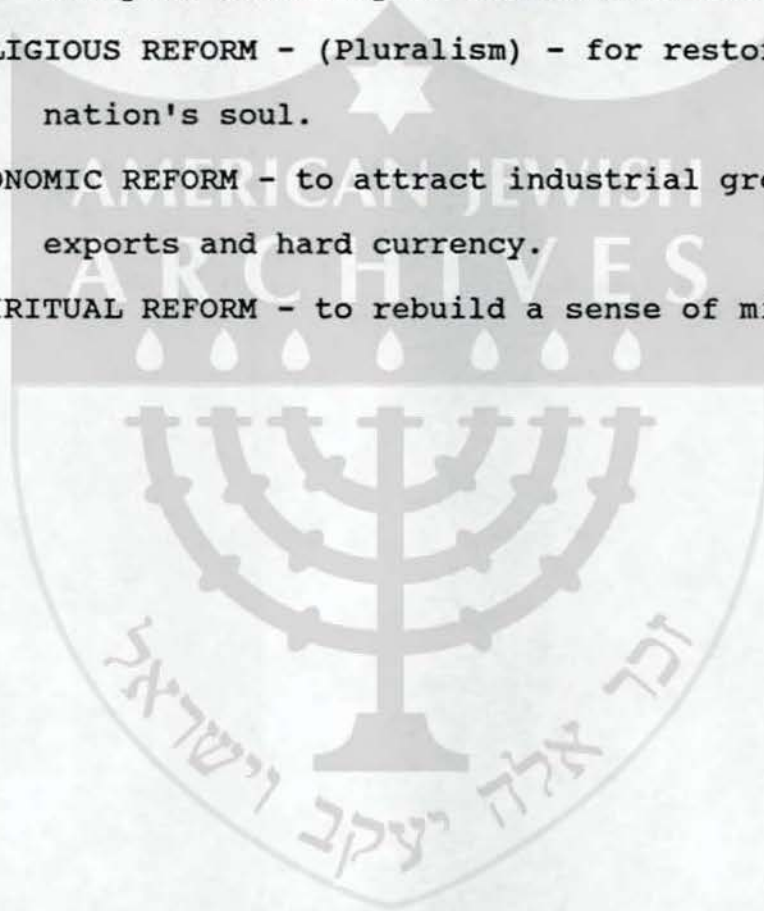
ELECTORAL REFORM - for a more stable method of forming a government.

INTERNATIONAL RELATIONS REFORM - with United States and European community re territorial settlement.

RELIGIOUS REFORM - (Pluralism) - for restoration of the nation's soul.

ECONOMIC REFORM - to attract industrial growth, exports and hard currency.

SPIRITUAL REFORM - to rebuild a sense of mission.



The improvements required to progress toward these goals are:

ELECTORAL REFORM - for a more stable method of forming a government.

INTERNATIONAL RELATIONS REFORM - with United States and European community re territorial settlement.

RELIGIOUS REFORM - (Pluralism) - for restoration of the nation's soul.

ECONOMIC REFORM - to attract industrial growth, exports and hard currency.

SPIRITUAL REFORM - to rebuild a sense of mission.



"THE MEANING OF JUDAISM IN A COSMIC SENSE"

AN ADDRESS DELIVERED BY
RABBI HERBERT A. FRIEDMAN

AMERICAN JEWISH
ARCHIVES
TO THE

WEXNER HERITAGE FOUNDATION

SUMMER INSTITUTE

ASPEN, COLORADO

JULY 8, 1989

א'י' סכך א'י' בקר י'אר ע'ש': א'י'א קטמ'ג א'האנ' א'ד' ז'באר;
א'י'א א'ל'פ' ג'י'אר נ'ע'ג'א' מ'א'ב'ט'א א'ש'ב' ע'ש'ב', א'י'ג'ר ג'י'אר נ'ע'ג'א' מ'כ'ל
מ'א'ב'ט'א א'ש'ב' ע'ש'ב'; א'י'ב'ר'ק א'ל'פ' א'ר' י'אר נ'ע'ג'א'; א'ק'נ'ש א'מ'א, כ' ג'
ע'ב'ר מ'כ'ל מ'א'ב'ט', א'ש'ב' ג'כ'ל א'ל'פ' א'י'ג'ל'ר.

"AND IT WAS EVENING, AND IT WAS MORNING, THE SIXTH DAY; AND THE HEAVENS AND THE EARTH AND ALL THEIR HOSTS WERE COMPLETED; AND THE LORD FINISHED BY THE SEVENTH DAY ALL THE WORK WHICH HE HAD DONE, AND HE RESTED ON THE SEVENTH DAY FROM ALL THE WORK HE HAD DONE, AND HE SANCTIFIED THE SEVENTH DAY, FOR ON IT HE RESTED FROM ALL HIS WORK, WHICH THE LORD HAD CREATED AND DONE."

SO SAY WE EVERY SABBATH EVE BEFORE WE BLESS THE WINE, AND IN THUS HALLOWING THE SABBATH, WE ARE REALLY HALLOWING THE CREATION OF THE UNIVERSE, WHICH ULTIMATELY PLACED YOU AND ME ON THIS EARTH. CREATION -- HOW DID IT HAPPEN? THERE ARE STORIES IN THE BOOK OF GENESIS WHICH OUR FATHERS SANG AROUND THE CAMPFIRES IN THE WIND-WHIPPED JUDEAN DESERT AND THE SOFT SAMARIAN MOUNTAINS, IN THE WILDERNESS OF SINAI AND THE ROLLING HILLS OF MOAB; THE SHEPHERDS SANG AND THE WARRIORS AND THE WEAVERS AND THE TILLERS, AS THEY TOLD THE ANCIENT POEMS AND SAGAS WHICH HAD COME DOWN THROUGH ALL THE CENTURIES FROM THEIR FATHERS WHO BROUGHT THE STORIES OF HOW THE ONE AND ONLY GOD -- EL SHADDAI, ADONAY TSEVAOT -- HAD CREATED THE EARTH AND MAN AND BEASTS AND FLOWERS OUT OF THE CHAOS OF NOTHINGNESS. THESE HEBREWS OF OLD WERE GIANTS OF MIND AND SOUL, FOR THEY WRESTLED WITH THE FACT OF THEIR

EXISTENCE, AND CAME TO PERCEIVE, AS NO OTHER CONTEMPORARY DID, THAT THE FORCE WHICH CREATED THEM WAS NOT IN A STONE OR A TREE, NOT IN THUNDER OR THE SUN, NOT IN FIRE OR THE WIND, NOT IN A BULL OR A CAT, BUT RATHER IN A UNITY OF ALL FORCES AND ALL POWERS WHICH WERE RESPONSIBLE FOR LIFE AND NATURE. THIS UNITY THEY CALLED GOD, NOT GODS, AND THEN SPENT A THOUSAND YEARS TRYING TO DEFINE THEIR RELATIONSHIP TO THAT GOD AND TO THEIR FELLOW HUMANS. THE HEBREW SAGA OF THE CREATION OF THE WORLD FULFILLED MAN'S NEED TO UNDERSTAND HIMSELF AND HIS ENVIRONMENT.

THERE IS ANOTHER STORY OF CREATION WHICH TELLS OF A HUGE EXPLOSION 20 BILLION YEARS AGO THAT SENT GASSES SWIRLING THROUGH EMPTINESS, ENERGY DRIVING ATOMS TO AND FRO IN THE BLACKNESS, DUST CLINGING TO MOTE OF DUST, MAGNETISM AND GRAVITY PULLING THROUGH THE SPACES WITHOUT END, FOREVER AND EVER, OVER BILLIONS AND BILLIONS OF YEARS UNTIL GALAXIES AND CONSTELLATIONS AND STAR SYSTEMS SLOWLY FORMED. BECAUSE OF THE INCREDIBLE DISTANCES OF TIME AND SPACE, THERE IS NO WAY OF KNOWING AS YET WHETHER WE ARE ALONE IN THE UNIVERSE -- BUT IT IS ALREADY REASONABLY CLEAR THAT WE ARE ALONE IN OUR LITTLE CORNER. THIS TINY PLANET HAS BEEN SPEEDING, TRAPPED IN ITS ORBIT FOR MORE THAN 4 BILLION YEARS, AND DURING MOST OF THIS TIME, THE SPACESHIP WE CALL EARTH WAS FORMING ITSELF, CREATING AN ATMOSPHERE AND WATER AND CONTINENTS AND MINERALS AND FINALLY LIFE. ONLY A FEW HOURS AGO THE DINOSAURS CAME AND WENT (THEY DIED OUT ABOUT 60 MILLION YEARS AGO) -- AND ONLY A FEW SECONDS AGO A MAN-LIKE CREATURE APPEARED (ABOUT ½ MILLION YEARS AGO) -- AND ONLY A MILLISECOND AGO, FULLY-DEVELOPED MAN INVENTED WRITING (JUST 5,000 YEARS AGO) AND HISTORY BEGAN. THE HUMAN BEING FINALLY BECAME IMMORTAL, BECAUSE AT LAST HE COULD PRESERVE KNOWLEDGE BY WRITING IT DOWN AND IT WOULD ENDURE BEYOND

HIS DEATH, PASSED ON TO NOURISH FUTURE GENERATIONS. AMONG THE VERY FIRST HISTORIC MEN WERE THE HEBREW TRIBES -- AND OF ALL MEN WHO STOOD AT THE BEGINNING, WE ARE THE OLDEST SURVIVORS. ALL OTHERS HAVE PERISHED OR METAMORPHOSED.

IN THIS INSIGNIFICANT SPECK OF SPACE CALLED THE SOLAR SYSTEM TUCKED INTO THE EDGE OF A MINOR GALAXY CALLED THE MILKY WAY, THERE ENDLESSLY SPINS THIS TINY PLANET, 800 TIMES SMALLER THAN SATURN, 1,000 TIMES SMALLER THAN JUPITER, THE ONLY PLANET POSSESSED OF LIFE. WE ARE ALONE, AT LEAST UNTIL WE REACH OTHER STAR SYSTEMS, AND IN OUR LONELINESS ON THIS SPACESHIP EARTH, WE THINK OF THE MIRACLE OF DUST AND GASSES AND CHEMICALS CULMINATING IN MAN. IT IS ABSOLUTELY INCREDIBLE TO REALIZE THAT AFTER MAN PASSED THROUGH ALL HIS MILLIONS OF YEARS OF EVOLUTIONARY STAGES OF PRE-HISTORY AND FINALLY REACHED THE HISTORIC PRESENT, OF ALL THE TRIBES AND NATIONS WHO WERE FORMED AND STRUGGLED AND DISSOLVED, WE, THE HEBREWS ARE ^{ONE OF} THE OLDEST, IN TERMS OF BEING DIRECT DESCENDANTS OF OUR ANCESTORS, SPEAKING THE SAME LANGUAGE, LIVING IN THE SAME LAND. WHO ARE WE? WHERE DO WE FIT IN THE SCHEME OF PURPOSE?

WHERE ARE WE -- HEBREWS, JEWS, ISRAELITES -- GOING?

NOT LONG AGO, LAND WAS COVERED WITH ICE, BUT FINALLY THE LONG AGE OF ICE EASED ITS GRIP -- BEGAN TO RETREAT NORTHWARD -- AND WARMING WIND SWEEPED ACROSS SOUTHWESTERN ASIA, CARRYING SEEDS OF WILD WHEAT AND BARLEY. SMALL BANDS OF HUNTERS ROAMED THE STEPPES AND HILLS STALKING DEER, GAZELLES, WILD SHEEP AND GOATS -- SEARCHING FOR WHATEVER SUSTENANCE NATURE COULD PROVIDE. THEY DIFFERED LITTLE FROM THEIR HOMINOID PREDECESSORS WHO HAD WANDERED OVER PARTS OF AFRICA AND ASIA FOR TWO OR THREE MILLION YEARS. THE TIME WAS JUST YESTERDAY, ABOUT 10,000 B.C. AND AS

THE ICE RETREATED ONE OF THE GREAT REVOLUTIONARY CHANGES WAS ABOUT TO OCCUR. MAN WAS ABOUT TO CHANGE FROM A FOOD-GATHERER TO FOOD-PRODUCER FROM HUNTER TO FARMER; FROM NOMAD TO SETTLER. BUILDING SETTLEMENTS, STAYING IN ONE PLACE, WAITING FOR THE CROPS TO MATURE WOULD LIBERATE HIM FROM ETERNAL WANDERING AND OPEN THE FUTURE OF CIVILIZATION. ^{ONE OF} THE FIRST SETTLERS WERE CALLED NATUFIANS AND THEIR HOME WAS IN THE CAVES OF THE CARMEL RANGE, SOUTH OF HAIFA. "ABEL WAS A KEEPER OF SHEEP AND CAIN A TILLER OF THE GROUND," SAYS THE BIBLE. NEITHER ONE WAS A WANDERING HUNTER. BY 8,000 B.C. BESIDE A SPRING NEAR THE DEAD SEA, THE FIRST TOWN TOOK ROOT. STONE WALLS AND A TOWER 30 FT. HIGH PROTECTED A POPULATION OF ABOUT 2,500 SOULS IN THIS TOWN CALLED JERICHO -- ~~JUST A FEW MILES FROM HERE~~ -- THE OLDEST CONTINUOUS INHABITED SITE ON THE FACE OF THE EARTH.

FOOD WAS GROWN BEYOND THE NEEDS OF THE MOMENT AND STORED FOR THE FUTURE. THUS MAN COULD TURN AND LOOK AT THE WORLD AROUND HIM, BEGIN TO FASHION TOOLS, THEN ARTIFACTS, THEN COOKING UTENSILS AND CLOTHING AND BUILDINGS AND ORNAMENTS AND RELIGIOUS OBJECTS -- AND THE MARCH OF CIVILIZATION WAS BEGUN.

BY THE YEAR 5,000 B.C. THE AGRICULTURAL REVOLUTION HAD SPREAD EASTWARD TO THE TIGRIS-EUPHRATES VALLEY AND THERE ANOTHER GREAT INNOVATION SHAPED THE FUTURE: WATER WAS DIRECTED FROM THE NATURAL CHANNELS OF THE WIDE RIVERS INTO A VAST IRRIGATION NETWORK WHICH GAVE RISE TO THE FIRST GREAT EMPIRE OF HUMAN HISTORY -- SUMER. ITS FERTILE SOIL BORE GREAT CITIES, UR, FROM WHICH ABRAHAM'S FAMILY SPRANG, AND BABYLON AND MANY OTHER POPULOUS CITY-STATES THAT FORMED THE WORLD'S OLDEST CIVILIZATION.

TOWNS PROLIFERATED, THE IRRIGATION SYSTEM SPREAD, KINGS EMERGED, TRADE ROUTES OPENED, SHIPS RANGED UP THE RIVERS, WOOL WAS WOVEN, FRUITS AND VEGETABLES WERE TRADED; POTTERY WAS FIRED; WARS WERE FOUGHT EVERY SPRING.

IN ANOTHER RIVER VALLEY TO THE WEST, THE NILE, THE SAME PATTERN WAS EMERGING -- AND MEN SWARMED OUT OF THE DRY SAHARA INTO THE LUSHNESS OF THE NILE VALLEY TO BECOME THE FORERUNNERS OF THE FANTASTIC EGYPTIAN DYNASTIES SOON TO BE BORN.

FOR TWO MILLENIA, DURING THE PERIODS KNOWN AS NEOLITHIC AND CHALCHOLITHIC, THE TWO RIVER VALLEY CIVILIZATIONS GREW AND FLOURISHED, BUT HAD LITTLE CONTACT OR INFLUENCE, ONE UPON ANOTHER.

SUDDENLY, AROUND THE YEAR 3,000 B.C., THE SINGLE MOST EXPLOSIVE FACT IN MAN'S HISTORY OCCURRED, AT LEAST AS IMPORTANT AS THE TAMING OF FIRE -- PERHAPS MORE SO: THE INVENTION OF A SYSTEM OF WRITING BY WHICH TO RECORD EVENTS, TRANSACTIONS, PLANS. THIS IS THE TRUE BEGINNING OF HUMAN ACHIEVEMENT AND IT TOOK PLACE ONLY 5,000 YEARS AGO. (IS IT CONCEIVABLE? FOR HALF A MILLION YEARS A HUMANOID FIGURE IN NATURE'S EVOLUTIONARY SCALE HAD ROAMED THE EARTH, AND ONLY 5,000 YEARS AGO DID HE LEAP TO PUT HIS THOUGHTS DOWN IN SYMBOLS SO THAT HE COULD COMMUNICATE ACCUMULATED KNOWLEDGE BEYOND HIS OWN MORTALITY.)

THE EVENT OCCURRED SIMULTANEOUSLY IN SUMERIA AND IN EGYPT. IN SUMERIA IT WAS A CUNEIFORM SCRIPT -- I.E., TRIANGULAR WEDGE-SHAPED SIGNS IMPRINTED INTO SOFT CLAY TABLETS, OR CARVED INTO STONE, AND A NUMERICAL SYSTEM BASED ON 60 WHICH PERSISTS UNTIL TODAY IN OUR SYSTEM OF SECONDS AND MINUTES. IN EGYPT IT WAS PICTURES, CALLED HIEROGLYPHS, DRAWN ON PAPYRUS, OR CARVED INTO STONE. WHAT A FANTASTIC COINCIDENCE THAT MAN'S LEAP FORWARD SHOULD TAKE PLACE FROM THESE TWO WIDELY SEPARATE CRADLES OF CIVILIZATION AT EXACTLY THE SAME TIME. THE INVENTION OF AN ALPHABET WAS TO WAIT ANOTHER 1500 YEARS, WHEN THE PHOENICIANS CREATED A SERIES OF LETTERS, REPLICATED LATER IN THE HEBREW AND GREEK ALPHABETS, WHICH FORMED WORDS -- THUS REPLACING THE CLUMSY WEDGES AND PICTURES, TRANSFORMING WRITING INTO A SIMPLIFIED AND UNIVERSALLY AVAILABLE SKILL.

THINK OF HOW NEAR WE HUMANS ARE TO OUR HISTORIC BEGINNINGS. EVERY CULTURAL ACHIEVEMENT OF MODERN MAN HAS BEEN CONCEIVED AND EXECUTED AND TRANSMITTED IN THIS MERE BLINK OF FIVE MILLENIA -- ALL SCIENCE AND HUMANITIES, GOVERNMENT AND LAW, ORGANIZATION AND PLANNING, EMPIRES AND ARMIES, CITIES AND MACHINES, POEMS AND RELIGIONS -- ALL, ALL ARE ONLY 5,000 YEARS OLD. IF WE HAVE ACHIEVED SO MIGHTILY, THIS NEAR TO OUR BEGINNINGS, HOW FAR ARE WE FROM OUR TRUE POTENTIALITIES? WHAT WILL MAN HAVE DONE 5,000 YEARS FROM NOW? WHAT PROFOUND CONQUESTS OF TIME AND AND SPACE AND MIND AND BODY WILL HAVE TAKEN HIM TO WHAT ABSOLUTELY INCONCEIVABLE HEIGHTS OF CREATIVITY?

THE RETREAT OF THE ICE WAS ONLY 12 MILLENIA AGO, AND OF THE 5,000 YEARS THAT MAN MAY BE SAID TO HAVE A WRITTEN HISTORY, THE HEBREW TRIBES HAVE BEEN ON THE STAGE FOR ALMOST FOUR THOUSAND. THE OTHER ORIGINAL PLAYERS HAVE LONG SINCE DISAPPEARED. THIRTY EGYPTIAN DYNASTIES ARE RECORDED, THEN THE PHAROAHS SLOWLY DWINDLED IN POWER AND SIGNIFICANCE. THE SUMERIANS AND AKKADIANS AND BABYLONIANS AND ASSYRIANS HAVE LONG SINCE BLOWN TO DUST. WE ARE STILL HERE. WHAT MAGIC LIES IN US? WHAT SECRET SUSTAINS US? WHO ARE WE? WHY ARE WE HERE? IS IT PURE ACCIDENT- OR WERE WE CHOSEN FOR SOME PURPOSE?

THE SECRET OF OUR SURVIVAL LIES IN THE SENSE OF SELECTION. REVELATION AND CHOSEN-NESS ARE THE HALLMARKS OF OUR DESTINY. EITHER GOD CHOSE US OR WE CHOSE HIM. PERHAPS THAT IS SAYING THE SAME THING. AND IF THE CONCEPT OF GOD IS AN UNCOMFORTABLE ONE FOR POST-HIROSHIMA AND POST-AUSCHWITZ MAN, THEN TRANSLATE IT INTO THE PHRASE "HISTORICAL DESTINY". IF YOU CANNOT BELIEVE THAT WE WERE CHOSEN BY GOD, THEN PERHAPS YOU CAN BELIEVE THAT THE HEBREWS, BY THEIR OWN FLASH OF GENIUS INSIGHT, CHOSE TO BELIEVE IN A MORAL UNIVERSE, AND BY THIS INSIGHT WERE SUPERIOR TO ALL

OTHERS WHO ACCEPTED BLIND DETERMINISM AS THE FATE OF MAN. ANCIENT MAN WAS AFRAID OF HIS GODS AND TRIED TO PLACATE THEM WITH ALL MANNER OF SACRIFICES AND GIFTS. ONLY HEBREW MAN SPOKE OF SOCIAL JUSTICE, MORAL CONDUCT, ETHICAL IMPERATIVE. THE HIGHEST DUTY WAS TO BE CONCERNED WITH THE WELFARE OF ONE'S FELLOW HUMAN, EVEN MORE SO THAN ONE'S OBLIGATIONS TO THE LORD.

WHEN THE PROPHET ISAIAH POSED THE QUESTION -- WHAT SORT OF WORSHIP DOES GOD REALLY WANT? - HE OFFERED GOD'S OWN ANSWER -- "THIS IS THE SACRIFICE THAT I DESIRE: THAT YOU LOOSE THE FETTERS OF INJUSTICE, BREAK EVERY YOKE AND SET FREE THOSE THAT ARE CRUSHED...THAT YOU SHARE YOUR FOOD WITH THE STARVING AND BRING THE HOMELESS POOR INTO YOUR OWN HOMES, COVER THE NAKED AND NOT IGNORE THE NEEDS OF YOUR OWN KIN." THE PASSAGE IS SO BASIC TO THE JEWISH RELIGION THAT IT IS READ ON THE HOLIEST DAY OF THE YEAR -- YOM KIPPUR.

THUS, THE HEBREW PEOPLE, LIVING AT A TIME OF BRUTALITY, SAVAGERY, TORTURE, LIVING AT A TIME WHEN HUGE EMPIRES WERE FORGED ON PILES OF CORPSES, LIVING AT A TIME WHEN THE GODS WERE INDIFFERENT TO MAN'S FATE, CAME TO UNDERSTAND THE UNIVERSE QUITE DIFFERENTLY AND DEFINED IT AS A PLACE WHERE MAN'S GREATEST GOOD WAS TO ACHIEVE A SENSE OF MORAL RIGHTNESS, AND THAT MAN COULD DO SO. BELIEF IN MAN'S GOODNESS, HIS ABILITY TO OVERCOME THE EVIL SIDE OF HIS NATURE, IS CARDINAL IN HEBREW THOUGHT.

THIS IDEA BURNED IN ABRAHAM, WHO LEFT THE RIVER VALLEY OF HIS BIRTH, CAME ACROSS THE CLEANSING DESERT, BROKE WITH HIS PAST BY BREAKING HIS FATHER'S HOUSEHOLD IDOLS, AND TURNED TO THE NEW LAND WHICH WOULD BE THE HOLY GROUND OF HIS PEOPLE DOWN TO THIS VERY DAY. THE TIME WAS 1,750 B.C.E. FOR FIVE HUNDRED YEARS HE AND HIS SONS AND THEIR SONS STRUGGLED TO SHAPE THEIR IDEAS AND VALUES, FALLING INTO SLAVERY IN EGYPT

THE EGYPT OF DARK TOMBS BURIED DEEP INTO HEAVY MAUSOLEUMS OF STONE CALLED PYRAMIDS, ~~UNTIL THEY~~ ^{THE HEBREWS} SUDDENLY SPRANG FORTH INTO FREEDOM, LED BY MOSES TO THAT BLINDING ENCOUNTER AT THE MOUNTAIN WHICH SHAPED THEM INTO THE GOD-INTOXICATED NATION WHICH WAS DESTINED TO TEACH MORALITY TO THE WORLD.

WHEN THE COMMANDMENTS OF MORALITY WERE ENGRAVED ON THE STONES IN THAT 13TH CENTURY B.C.E., WHAT WAS HAPPENING IN THE REST OF THE WORLD? MONGOLS FROM SIBERIA, THE ANCESTORS OF THE INDIANS, WERE EXTERMINATING BISON IN THE WESTERN PLAINS OF AMERICA AND DRESSING IN THEIR SKINS; PICTS AND DRUIDS ON THE ENGLISH ISLAND WERE PAINTING THEMSELVES BLUE AND BUILDING STONE FORMATIONS TO WORSHIP THE SUN; GERMANIC TRIBES IN NORTHERN EUROPE HUDDLED IN CAVES; ROMAN AND GREEK CULTURE WAS NOT TO BE BORN FOR YET HUNDREDS OF YEARS; THE CHINESE HAD INVENTED PAPER BUT CONFUCIUS WASN'T TO BE BORN FOR ANOTHER 800 YEARS. MOSES AND THE HEBREWS WERE ALSO A ROUGH-LOOKING, ROUGH-SPEAKING TRIBE, BUT THEY WERE INFUSED WITH AN INCREDIBLE SENSE OF RIGHT AND WRONG, AND BELIEVED THAT THEIR ACTUAL PHYSICAL SUCCESS OR FAILURE, IN CROPS, IN WAR, IN WEALTH AND IN HEALTH WOULD DEPEND ON OBEYING GOD'S WORD WHICH DEMANDED JUSTICE TO BE DONE BY ALL MEN TO ALL MEN. THE HEBREWS INVENTED MORALITY -- AND THUS PROPOSED AN ETHICAL UNIVERSE IN WHICH THE POOREST AND MEANEST MAN COULD HOPE TO LIVE OUT HIS LIFE UNAFRAID. IT WAS AN INCREDIBLE BURST OF GENIUS -- REPRESENTING DOWN TO THIS DAY THE RAISON D'ETRE OF THE HEBREW PEOPLE. JUSTICE, JUSTICE SHALT THOU PURSUE, SAID ISAIAH. -- AND IF YOU WERE ASKED TO SUM UP JUDAISM IN ONLY ONE WORD, THAT'S THE WORD: JUSTICE.

OUT THERE IN THE BURNING SINAI DESERT, THE NATION WAS BORN AND IN TURN GAVE BIRTH. THE BIBLE SAYS THAT MORE THAN 600,000 MEN OVER THE AGE OF 21 WENT FORTH FROM EGYPT IN THE EXODUS, TOGETHER WITH THEIR FAMILIES AND THEIR FLOCKS. THIS WOULD HAVE MEANT AN OBVIOUSLY IMPOSSIBLE HORDE OF MILLIONS OF PEOPLE. BEN GURION, WHO STUDIED THE BIBLE ALMOST

EVERY DAY OF HIS LIFE, AND WHO KNEW THE OASES OF THE DESERT INTIMATELY, BELIEVED THAT THE TRUE NUMBER WAS 600 MEN -- WHICH MEANT THE TOTAL POPULATION WAS ONLY A FEW THOUSAND. THAT MAKES MORE SENSE. WATER WAS SIMPLY NOT AVAILABLE FOR MORE. WHAT A MIRACLE THAT WE ARE HERE TODAY FROM SUCH A TINY BEGINNING.

WHEN MOSES DIED AFTER THE 40 YEARS OF WANDERING, JOSHUA TOOK THE HANDFUL OF WARRIORS, CROSSED THE JORDAN, CONQUERED JERICO IN 1200 B.C. (TROY FELL TO THE GREEKS THE SAME YEAR) AND THE TWELVE TRIBES BEGAN TO SUBDUCE THE REST OF THE PROMISED LAND AND SETTLE IN . THE PHYSICAL STRUGGLE CONTINUED FOR 200 YEARS, AS DID ALSO THE RELIGIOUS STRUGGLE BETWEEN THE MONOTHEISM THEY HAD LEARNED FROM MOSES AND THE IDOL WORSHIP OF THE CANAANITES AMONG WHOM THEY WERE SETTLING. IT WAS A FIERCE STRUGGLE GRADUALLY THE PHYSICAL VICTORY WAS WON, AND UNDER THE KINGS DAVID AND SOLOMON, ISRAEL REACHED HER GREATEST TERRITORIAL GLORY (ALTHOUGH STILL ONLY A SPECK ON THE MAP BETWEEN THE MAMMOTH EMPIRES OF EGYPT AND ASSYRIA ON BOTH SIDES OF HER). ALSO GRADUALLY THE SPIRITUAL VICTORY WAS WON, AS THE GREAT PROPHETS ISAIAH AND AMOS AND MICAH ESTABLISHED THE ETHICS AND SOCIAL JUSTICE CODES WHICH PREVAILED OVER THE ORGIES AND IMMORALITIES OF THE MANY CANAANITE BAALIM ON THE HIGH PLACES.

THE TEMPLE WAS BUILT, THE MONARCHY FLOURISHED, CIVIL WAR DIVIDED THE KINGDOM, THE TORAH WAS WRITTEN, A VISION WAS ESTABLISHED -- AND THEN THE WHOLE EDIFICE CRASHED UNDER AN ASSYRIAN ATTACK WHICH TOOK TEN TRIBES OFF INTO A LOST CAPTIVITY AND A LITTLE MORE THAN A 100 YEARS LATER, A BABYLONIAN ATTACK WHICH DESTROYED THE FIRST TEMPLE, IN 586 B.C.E.

WITH HELP FROM THE PERSIAN KING CYRUS, AND MOTIVATED BY THE SURVIVAL INSTINCT WHICH IS THE HALLMARK OF OUR PEOPLE, A FEW HUNDRED STRAGGLED BACK TO REBUILD THE WALLS OF JERUSALEM AND THE TEMPLE. IT WAS HARD --

TOOK A LONG TIME -- STONE UPON STONE. THEN A CONQUEST BY THE GREEK SUCCESSORS OF ALEXANDER THE GREAT LAID THE JEWS LOW AGAIN; RESCUE CAME FOR A SPELL IN THE FORM OF THE MACCABEEAN HEROES WHO SUCCESSFULLY DEFIED THE GREEKS; AND FINALLY SUBJUGATION ONCE AGAIN, TOTAL, COMPLETE THIS TIME TO THE UNBEATABLE POWER OF THE ROMAN LEGIONS, WHO DESTROYED THE SECOND TEMPLE, IN 70 C.E., BURNED THE CITY TO THE GROUND AND SOWED IT WITH SALT SO THAT IT SHOULD NEVER RISE AGAIN.

THE WANDERING JEW WENT FORTH INTO THE WORLD AGAIN IN A WIDESPREAD DISPERSION WHICH WAS TO LAST ALMOST 2,000 YEARS, RIGHT DOWN TO OUR OWN CENTURY. BROKEN, IMPOVERISHED, DISHEARTENED, CARRYING NO BAGGAGE EXCEPT THE BIBLE AND THE BOOKS OF THE LAW, CALLED MISHNA, THEY SCATTERED AS FAR WESTWARD ACROSS THE MEDITERRANEAN BASIN AS GIBRALTAR, NORTHWARD UP INTO ASIA MINOR, AND EASTWARD TO BABYLONIA. THE GREATEST COMMUNITY DEVELOPED THERE, AND FOR ALMOST A MILLENIUM THE CENTER OF GRAVITY OF THE JEWISH WORLD LAY IN TWO ACADEMIES IN WHAT IS TODAY IRAQ, WHERE THE TALMUD WAS GRADUALLY WRITTEN DOWN, THOUSANDS OF PAGES DURING HUNDREDS OF YEARS.

AS THE BABYLONIAN COMMUNITY BEGAN TO DWINDLE IN POWER AND SIGNIFICANCE AROUND THE YEAR 900, THE CENTER OF JEWISH LIFE SHIFTED THOUSANDS OF MILES WESTWARD TO SPAIN, AND FOR THE NEXT 500 YEARS WE ENJOYED A GOLDEN AGE IN WHICH POETRY, MEDICINE, PHILOSOPHY AND MATHEMATICS FLOURISHED. IT WAS A BRILLIANT ERA, YET IT CAME TO AN END, FOR WE WERE CAUGHT IN THE FIERCE STRUGGLE BETWEEN CHRISTIAN AND MOSLEM. WHEN THE FINAL BATTLE WAS FOUGHT IN GRANADA IN 1492, KING FERDINAND AND QUEEN ISABELLA DROVE THE MOSLEMS OFF THE SPANISH PENINSULA, BACK INTO NORTH AFRICA FROM WHENCE THEY HAD COME, AND TWO MONTHS LATER EXPELLED THE JEWS AS WELL. CHRISTOPHER COLUMBUS, SAILING TO THE NEW WORLD IN AUGUST OF THAT YEAR, NOTED IN HIS DIARY THE WEEPING AND WAILING COMING FROM THE JEWISH REFUGEE BOATS IN THE HARBOR OF CADIZ.

WE SCATTERED AGAIN, THIS TIME LIKE POPCORN, TO MANY DIFFERENT PLACES: MOROCCO, HOLLAND, ITALY, TURKEY, BUT ONCE AGAIN IN THE MYSTERIOUS PATTERN OF OUR HISTORY, BY WHICH A LARGE COMMUNITY BEGAN TO FORM IN ANOTHER PLACE WHILE ELSEWHERE A PREVIOUS COMMUNITY WAS DISINTEGRATING, A NEW FUTURE WAS DEVELOPING IN POLAND AND RUSSIA. AND HERE AGAIN FOR THE NEXT HUNDREDS OF YEARS WE THRIVED, IN PHYSICAL POVERTY AND PERSECUTION, YET IN A SPIRITUAL SPLENDOR OF SORTS, SHIVERING IN THE COLD WINDS OF ADVERSITY, YET WARMED BY THE GLOW OF THE SYNAGOGUE AND THE STUDY-CHAMBER AND THE SABBATH CANDLES AND THE TIGHTLY HUDDLED FAMILY LIFE.

THE EVENTS OF THE CENTURIES WERE MARKED BY INCREDIBLE PERSECUTION FROM WITHOUT AND AN IRON RESISTANCE FROM WITHIN. MOSLEM FANATICS RAMPAGED ACROSS THE JEWISH COMMUNITIES OF NORTH AFRICA IN THE FLUSH OF THEIR MISSIONIZING ZEAL IN THE 8TH AND 9TH CENTURIES; CRUSADERS IN HEAVY ARMOR BURNED JEWS ALIVE IN THEIR SYNAGOGUES IN THE RHINE RIVER VALLEY IN THE 12TH CENTURY; SPANISH INQUISITION BISHOPS CARRYING THE CROSS TORTURED MARRANO JEWS IN TOWN SQUARES IN THE 13 CENTURY; DRUNKEN RUSSIAN COSSACKS ON HUGE HORSES SLASHED THEIR WHISTLING SABERS INTO SOFT FLESH DURING POGROMS OF THE 16TH AND 17TH; ON AND ON WENT THE ENDLESS MINDLESS COLD-BLOODED PIOUS SLAUGHTER. YET ON AND ON WENT THE JEWISH PEOPLE, STUBBORNLY REFUSING TO DIE. THE HISTORIAN ARNOLD TOYNBEE WHO SAID WE HAD DIED A LONG TIME AGO, AND THAT WE ARE TODAY ONLY A "FOSSIL OF AN ANCIENT SYRIAN CIVILIZATION" OBVIOUSLY NEVER ~~READ~~ ^{REALLY KNEW} OUR HISTORY. WE TOOK THE BLOWS STOLIDLY, POURED COPIOUS BLOOD, MOVED ON FROM COUNTRY TO COUNTRY, ALWAYS RETAINING PRIDE IN OUR TRADITION, FAITH IN OURSELVES, AND TEACHING OUR HERITAGE TO EACH NEW GENERATION OF CHILDREN AS SOMETHING WORTH PRESERVING NO MATTER THE PRICE. THE TWO ~~WEAPONS~~ ^{ENGINES} OF OUR SURVIVAL WERE EMIGRATION AND EDUCATION.

A PEOPLE DIES AS A RESULT OF CONQUEST FROM WITHOUT OR WEARINESS

FROM WITHIN -- A LACK OF FAITH -- A LOSS OF BELIEF IN ITS DESTINY. ROME FELL, NOT TO THE SUPERIOR WEAPONS OF THE GERMAN INVADERS FROM THE NORTH -- BUT BECAUSE ROME HAD GROWN WEARY, DECADENT, CORRUPT, CYNICAL AND HAD LOST FAITH IN ITSELF. CONVERSELY, WE JEWS WERE ALWAYS CONQUERED FROM THE OUTSIDE BY SUPERIOR FORCE OF ARMS, BUT THIS NEVER CAUSED OUR DEFEAT, SINCE WE RETAINED THE INNER CONVICTION OF OUR CHOSEN DESTINY -- TO SURVIVE AND GIVE LIVING TESTIMONY TO OUR FAITH IN MAN AND HIS MORAL UNIVERSE. HOW OBSTINATE TO BELIEVE IN MAN, WHEN MEN OF ALL NATIONS AND IDEOLOGIES WERE BUSY HACKING US TO PIECES. THIS IS THE BRILLIANCE OF OUR EXISTENCE.

THE FINAL MIGRATIONS HAVE BEEN THOSE OF THE 19TH AND 20TH CENTURIES. ONCE AGAIN WITH THAT MYSTERIOUS FORESHADOWING OF HISTORY WHICH HAS OCCURRED SO OFTEN OUR GRANDFATHERS BEGAN TO MOVE FROM EASTERN AND CENTRAL EUROPE, IN THE MIDDLE AND LATER 19TH CENTURY, TOWARD AMERICA IN THEIR MILLIONS AND TOWARD PALESTINE IN THEIR FEW THOUSANDS, ALMOST AS THOUGH THEY SENSED THAT NEW CENTERS WOULD HAVE TO BE BUILT UP TO REPLACE THOSE WHICH WOULD LATER BE DESTROYED. IT WAS NOT A CONSCIOUS, PLANNED OPERATION BUT RATHER AN INSTINCTIVE YEARNING TOWARD SAFETY AND SURVIVAL.

BY THE TIME THE HOLOCAUST DESCENDED WITH ITS SEARING FIRE AND CHOKING GAS TO BURN OUT THE SIX MILLION IN POLAND AND RUSSIA AND AUSTRIA AND ALMOST ALL OF EUROPE, AMERICA AND PALESTINE HAD ARISEN AS NEW STRONGHOLDS.

WE JEWS BURNED IN THE HEAT OF A THOUSAND OVENS -- AND THE WORLD WAS COLD. WE GAGGED IN THE GAS OF A THOUSAND CHAMBERS -- AND THE WORLD WAS SILENT. A MILLION BULLETS THUDDERED INTO INERT FLESH UNTIL IT WAS NO NOVELTY AND A THOUSAND BULL-DOZERS HEAVED THE FROZEN, STARVED AND MANGLED BODIES INTO GAPING HOLES IN THE EXHAUSTED EARTH. THE SOIL

COULD NOT SHRIEK IN PROTEST. IT COULD ONLY ACCEPT AND SWALLOW THE AWFUL REFUSE. THE SMOKE DISSOLVED IN THE SKY. THE ASHES WERE SCATTERED ON THE WINDS. THE BONES DISAPPEARED -- AND WHEN THE WHOLE HIDEOUS MESS WAS OVER -- MANKIND WAS INDICTED FOREVER. THE MARK OF CAIN WAS BURNED INTO THE BROW, NOT ONLY OF JACK-BOOTED NAZIS WHO WERE THE ACTIVE CRIMINALS, BUT OF EVERY SINGLE HUMAN BEING ON EARTH WHO HAD FAILED TO PROTEST.

NOTHING LIKE THIS HAS EVER HAPPENED BEFORE IN THE ENTIRE RECORDED HISTORY OF THE HUMAN RACE. THE HUMAN ANIMAL IS A FIGHTING ANIMAL -- WORSE THAN ABSOLUTELY ANY OTHER -- AND THE RIVERS OF BLOOD SPILT IN WARS OVER LAND OR GOLD OR RELIGION OR TRADE, SPILT THROUGH TORTURE AND INQUISITION AND GLADIATORIAL COMBAT, SPILT THROUGH HATRED AND GREED AND FEAR AND PRIDE, HAVE BEEN FAR GREATER THAN ALL THE RIVERS OF WATER ON ALL THE CONTINENTS. BUT, NEVER IN ALL THE FANTASTIC EPISODES WHICH HAVE MARKED MAN'S INCREDIBLE EAGERNESS TO HARM HIS BROTHER, HAS THERE BEEN ONE TO MATCH THE MURDER OF THE JEWS IN THE MID-20TH CENTURY.

ONE HOPES THIS MAY BE THE END OF THE WANDERINGS. THE PESSIMISTS SAY THAT THERE IS NO SAFETY ANYWHERE. EVEN THE PRECIOUS DEMOCRACY OF AMERICA WILL ONE DAY SHATTER, AND WE JEWS WILL BE ETERNALLY DOOMED TO WANDER. OTHERS, MYSELF AMONG THEM, FEEL THAT THE SUCCESSFUL RE-ESTABLISHMENT OF THE THIRD JEWISH COMMONWEALTH IN THE FORM OF THE MODERN STATE OF ISRAEL, AND THE TIGHT LINKS WHICH THAT STATE HAS WITH THE AMERICAN GOVERNMENT AND AMERICAN JEWS HAVE RADICALLY ALTERED THE COURSE OF HISTORY. IF THE STATE OF ISRAEL GROWS LARGER AND STRONGER AND SAFER; IF THE TIES BETWEEN AMERICAN JEWRY AND ISRAEL GROW DEEPER IN EVERY WAY; IF THE GOVERNMENTS OF AMERICA AND ISRAEL REMAIN COMMITTED TO A HIGHER DEFINITION OF DEMOCRACY IN A WORLD WHERE THE NUMBER OF DEMOCRACIES GROWS SMALLER EACH YEAR, SO THAT THESE TWO NATIONS, AT LEAST, APPRECIATE

EACH OTHER MORE AND MORE, THEN PERHAPS THE AGES OF PERSECUTION AND MIGRATIONS ARE INDEED FINISHED AND THE WANDERING JEW WILL COME TO REST.

FOR THE FIRST TIME IN ALL OUR HISTORY, WE ^{Now} HAVE TWO POWERFUL CENTER OF JEWISH LIFE, NOT ONE. BY THE END OF THIS CENTURY, IN A SHORT 20 YEARS, THE JEWISH POPULATIONS OF ISRAEL AND THE U.S. WILL BE EQUAL AT ABOUT 5½ MILLION; OR PERHAPS THE ISRAELI WILL BE LARGER, DEPENDING ON THE INROADS OF ASSIMILATION IN AMERICA. AT ANY RATE, EACH WILL BE STRONG ENOUGH TO ADD SUPPORT TO THE OTHER. EVEN TODAY, IT IS NOT A ONE-WAY STREET. AMERICAN AND DIASPORA JEWS GIVE MATERIAL SUPPORT -- BUT ISRAEL GIVES BACK PRIDE TO EVERY JEW IN THE WORLD. LATER, ISRAEL MAY BE ABLE TO GIVE EVEN MORE THAN PRIDE, SHOULD IT EVER BE NECESSARY, JUST AS SHE GIVES CITIZENSHIP TODAY TO JEWS STILL INSIDE THE SOVIET UNION.

WE STARTED WITH ABRAHAM, ALMOST 4,000 YEARS AGO ON THE BANK OF THE EUPHRATES AND HAVE ARRIVED TODAY AT THE BANK OF THE HUDSON AND THE MISSISSIPPI, THE SEINE AND THE VOLGA, AND, ABOVE ALL, THE JORDAN. YOU, EACH ONE OF YOU, HAS BEEN PART OF THIS VAST TREK. THIS UNBELIEVABLE PAGEANT IS YOURS. KNOW FROM WHENCE YOU HAVE COME; KNOW BEFORE WHOM YOU STAND; THEN YOU WILL KNOW WHERE YOU ARE GOING.

WE SURVIVED, AND THIS IN ITSELF IS A GREAT VIRTUE, BUT MERE SURVIVAL IS THE MARK OF MANY SPECIES. WHAT WAS ACHIEVED; WHAT WAS OUTSTANDING, DURING OUR SURVIVAL FOR WHICH WE FOUGHT SO TENACIOUSLY; WHAT VALIDATES OUR CLAIM TO UNIQUENESS? THE RECORD YIELDS AN AWESOME AFFIRMATION:

1. WE INVENTED MONOTHEISM, LEADING MANKIND OUT OF ITS PRIMITIVISM.
2. WE SPAWNED TWO OTHER GREAT RELIGIONS, WITHDRAWING, PERHAPS INCORRECTLY, FROM MISSIONIZING OUR OWN, AND YET OFFERING ALTERNATIVE MODELS TO HUNDREDS OF MILLIONS.
3. WE INVESTED A CERTAIN LAND WITH HOLINESS -- AND SO ISRAEL IS CALLED TODAY, THE HOLY LAND TO ALL THREE GREAT FAITHS.

4. WE CREATED A HOLY BOOK IN A HOLY LANGUAGE -- AND BOTH ARE ALIVE TODAY, A CENTRAL SOURCE OF INSPIRATION TO MUCH OF THE HUMAN RACE.
5. WE LINKED ETHICS IN HUMAN BEHAVIOR TO GOD -- AND THUS CREATED THE MORAL FORCE UPON WHICH THE WESTERN WORLD IS FOUNDED. TRUE THE GREEKS GAVE ART AND PHILOSOPHY -- THE ROMANS GAVE ROADS AND GOVERNMENTAL ADMINISTRATION -- BUT OF ALL THE CONTRIBUTION JUSTICE AND MORALITY ARE THE HIGHEST.
6. WE CONCEIVED THE IDEA THAT ALL MEN ARE EQUAL BEFORE THE LAW, WHICH IS THE BASIS OF THE POLITICAL DEMOCRACY OF THE WEST TODAY. NOT EVEN THE KING WAS ABOVE THE LAW, THUNDERED THE PROPHET NATHAN TO KING DAVID, ORDERING HIM TO RULE THE PEOPLE WITH A COPY OF THE TORAH ON HIS LAP.
7. WE BECAME THE CIVILIZING PARENT OF THE WESTERN WORLD, FOR WHICH WE EARNED ITS DEEP HATRED; JUST AS FREUD TAUGHT THAT CHILDREN HATE THEIR PARENTS WHO TRY TO CURB THE NATURAL ANIMAL-LIKE INSTINCTS OF THE VERY YOUNG BY TELLING THEM WHAT THEY MAY AND MUST NOT DO. THERE IS AN EXCRUCIATING BALANCE OF LOVE AND REBELLION BETWEEN CHILD AND PARENT. THE SAME IS THE CASE BETWEEN THE JEW WHO REPRESENTS SUPER-EGO, CONSCIENCE, AND THE OTHERS WHOSE ID AND EGO WISHES TO FLOURISH UNIMPEDED. EVERY MAN LIVES IN TENSION WITH HIS CONSCIENCE -- I.E., HIS JEW.

ON THIS POINT, THERE ARE TWO OBSERVATIONS TO BE MADE, WHICH, IF PROPERLY UNDERSTOOD, EXPLAIN MUCH OF THE WORLD'S CONDUCT TOWARD US, AND OBLIQUELY GIVE US AN INSIGHT INTO OUR REAL ROLE.

A METHODIST MINISTER, STANLEY HIGH, AN EDITOR OF READERS' DIGEST, ONCE SAID TO ME THAT THE REASON WE JEWS WERE PERSECUTED WAS NOT BECAUSE

WE HAD ALLEDGEDLY KILLED CHRIST, BUT RATHER BECAUSE WE HAD GIVEN BIRTH TO HIM. WHAT A FLASH OF TRUTH! BY GIVING BIRTH TO CHRIST WE WERE RESPONSIBLE FOR THE IMPOSITION OF MORAL STANDARDS UPON AN OTHERWISE AMORAL SOCIETY RESULTING FROM THE SPREAD OF HIS ESSENTIALLY JEWISH TEACHINGS THROUGH THE GRECO-ROMAN WORLD OF THE FIRST FEW CENTURIES. CHRIST (I.E., WE) SAID THAT MURDER WAS WRONG, SLAVERY WAS WRONG, EXPLOITATION OF THE POOR AND THE ORPHAN AND THE WIDOW WAS WRONG, WORSHIP OF CAESAR WAS WRONG. AND SO DOWN THE CENTURIES THE CIVILIZING PRESSURES WERE RESISTED BY PEOPLE WHO PREFERRED TO LIVE BY BARBARIC STANDARDS AND DEEPLY HATED, IN A PSYCHOANALYTIC SENSE, THE FATHER FIGURE WHO IMPOSED MORAL CONDUCT.

THE SECOND OBSERVATION STEMS FROM A PERCEPTION OF ADOLF HITLER'S MOTIVATIONS. TO BUILD HIS THOUSAND YEAR REICH, AND TO BASE IT ON THE TEUTONIC GODS OF ODIN AND WOTAN, SO ADMIRERD IN THE WAGNERIAN OPERAS HE SO ADORED -- TO MAKE THE WORLD SAFE FOR HIS FORM OF BARBARISM -- HE WAS OBLIGED TO WIPE OUT CHRISTIANITY, BUT IN ORDER TO DO SO, HAD TO DESTROY JUDAISM FIRST. WE ARE THE GERMINAL SEED FROM WHICH ALL GOODNESS FLOWS AND THEREFORE WE HAD TO BE DESCRIBED AS THE ENEMY OF ALL TRUE GERMANIC VALUES. THE JEWISH CHRIST TAUGHT THAT THE MEEK SHALL INHERIT THE EARTH. BUT THIS WAS EXACTLY THE OPPOSITE OF GERMANIC NIETSCHIAN DOCTRINE THAT THE SUPERMAN SHALL RULE. THE JEWISH CHRIST TAUGHT THAT MAN SHOULD TURN HIS OTHER CHEEK -- (GENTLE JESUS, MEEK & MILD, -- READ THE WORDS OF THE HYMN) -- AND HITLER HAD TO UPROOT THIS IN ORDER TO REPLACE IT WITH THE DOCTRINE THAT POWER BELONGS TO THE STRONG. THE JEWISH BIBLE TAUGHT THAT A MAN SHOULD HONOR HIS FATHER AND MOTHER, BUT HITLER TAUGHT HIS YOUTH TO SPY ON THEIR PARENTS AND REPORT THEM TO THE GESTAPO FOR ANY DISLOYALTY.

THERE IS TRUTH, OF COURSE, IN THE COMMON ANALYSIS THAT HITLER NEEDED A SCAPEGOAT TO OFFER TO THE FRUSTRATED DEFEATED GERMAN PEOPLE, AND THAT THE MANY-CENTURIES OLD ANTI-SEMITISM IN GERMANY MADE THE JEWS AN EASY MARK. BESIDES THEY WERE PROMINENT, VISIBLE, AND A TEMPTING PREY TO BE LOOTED. BUT WHY BURN THEIR BOOKS AND THEIR SYNAGOGUES? THE ANSWER LIES IN HITLER'S OFT-STATED DOCTRINE THAT THE JEWS WERE LIKE RATS WHO CARRIED A PLAGUE CALLED THE JUDEO-CHRISTIAN TRADITION AND MUST THEREFORE BE EXTERMINATED. THUS IN A WEIRD PERVERTED WAY HERE WAS TESTIMONY ONCE AGAIN TO THE TRANSCENDENTAL ROLE OF THE JEWISH PEOPLE AS A FORCE FOR MORAL GOODNESS. HIS INSANE NEED TO WIPE US OUT WAS EVEN STRONGER THAN HIS DESIRE TO WIN THE WAR, AND HE ULTIMATELY LOST BOTH. THE WESTERN DEMOCRATIC WORLD BEAT BACK HIS ASSAULT AND THE JEWISH WORLD EMERGED, ALBEIT GRAVELY WOUNDED, RENEWED AND REINVIGORATED TODAY THROUGH ITS CREATION OF THE SOVEREIGN STATE OF ISRAEL.

SO, THE STORY HAS UNFOLDED. THIS PEOPLE HAS SURVIVED -- A MOST ANCIENT PEOPLE -- A GENIUS PEOPLE -- A CREATIVE, ARTISTIC PEOPLE -- A PEOPLE SEEKING TO UNDERSTAND THE UNIVERSE, EVEN UNTO EINSTEIN, AND TO TOUCH GOD, AS DID YEHUDA. HALEVI.

YOU ARE THIS PEOPLE. YOU ARE AN UPPER MIDDLE-CLASS JEW ~~FROM~~ ~~NEW YORK~~, OR MARRIED TO ONE. YOU PLAY BRIDGE AND BACKGAMMON, TENNIS AND THE STOCK MARKET. YOU SEE ALL THE PLAYS AND READ ALL THE BOOKS. YOU ARE WIDELY TRAVELLED AND SUPER-SOPHISTICATED, YOU ARE BLASE ^{Americans} ~~NEW YORKERS~~ OF THE 20TH CENTURY -- AND YET YOU ARE 40 CENTURIES OLD.

YOU ARE A SHEPHERD IN ABRAHAM'S TRIBE.

YOU ARE A HEBREW SOLDIER IN DAVID'S ARMY.

YOU ARE A REFUGEE WEEPING BY THE WATERS OF BABYLON.

YOU ARE A POET IN SPAIN'S GOLDEN AGE.

YOU ARE A SELLER OF HERRING IN A POLISH SHTETL.

YOU ARE A NOBEL PRIZE WINNER IN MATHEMATICS OR MEDICINE.

YOU ARE ANNE FRANK WHOM THE NAZIS MURDERED,
YOU ARE A FREE HEBREW SABRA IN ISRAEL TODAY.

YOU ARE THIS PEOPLE AND YOU HAVE A DEEP UNAVOIDABLE RESPONSIBILITY TO IT. YOU ARE LEADERS AND CANNOT SHIRK YOUR DUTY. NAY, YOU MUST ACCEPT IT PROUDLY AND HAPPILY.

YOU ARE THIS PEOPLE AND YOU MUST PROTECT IT WITH ALL YOUR MIGHT AND POWER. YOU MUST TEACH ITS VALUES TO YOUR CHILDREN. YOU MUST LEARN ITS LANGUAGE -- HEBREW. YOU MUST BUILD ITS LAND-- ISRAEL. YOU MUST EXPAND ITS COMMUNITIES ^{IN THE DIASPORA.} ~~NEW YORK.~~ YOU MUST RESCUE ITS ^{CHILDREN} ~~SONS~~ IN DANGER -- RUSSIANS OR ANY OTHER.

AND YOU MUST DO ALL THIS OUT OF THE KNOWLEDGE THAT YOUR SONS IN THE FUTURE WILL JUDGE YOUR DEVOTION TO THE TRADITION OF THE PAST BY THE QUALITY AND QUANTITY OF YOUR DEEDS, NOT YOUR WORDS. YOU WILL PROTECT YOUR HERITAGE AND IT WILL PROTECT YOU. THE VALUE OF JUDAISM TO YOU IS THAT IT GIVES YOU AN IDENTITY -- AND PROVIDES A MEANING TO YOUR LIFE, BECAUSE IT LINKS YOU TO AN IDEAL GREATER THAN YOURSELF. THE VALUE OF JUDAISM TO THE WORLD IS THAT OF THE GREATEST CIVILIZING MORAL FORCE MAN HAS EVER KNOWN. THUS YOU ARE PART OF SOMETHING WHICH GIVES VALUE TO YOU AND TO THE WHOLE WORLD. WHAT MORE CAN ANY ONE MAN OR PEOPLE DESIRE?

YOU ARE ALL OF THIS. YOU ARE NOBLE -- OBLIGATED -- ELEVATED -- COMMANDED TO STRUGGLE AND TO SUFFER -- ABOVE ALL, TO WITNESS. THROUGH YOU THIS PEOPLE WILL LIVE FOREVER -- AS LONG AS THIS PLANET SPINS -- AND SOON ^{you} WILL SHOOT OFF INTO SPACE TO FIND OTHER MEN TO WHOM TO TEACH OUR MESSAGE. YOU ARE TOUCHED WITH ETERNAL GREATNESS -- AS A MADMAN IS TOUCHED BY HIS DREAM -- AND THROUGH YOU, GOD, TORAH, & ISRAEL WILL BE ETERNAL.

MAY YOU LIVE FOREVER.

"MESSIAH" RETREAT

PEACHTREE CONFERENCE CENTER

SUMMARY - HERBERT A. FRIEDMAN

March 12, 1989

- I. Belief in Messiah provides great hope, for Jews and mankind. This belief promises:
- a) A restoration of Jews to their ancient land.
 - b) A regenerated world, where peace and prosperity will prevail.
 - c) A rebuilt Temple.
 - d) A resurrection of the dead.
- II. There are two basic positions regarding the Messianic doctrine:
1. Personal and Miraculous
 - a) Personal Messiah of Davidic line.
 - b) Preceded by Elijah announcing his coming.
 - c) Miraculous intervention by God, achieving all four items above.
 - d) None of this will occur except when the world is in the most terrible condition imaginable, namely when the final battle of Armageddon (Gog and Magog) (nuclear destruction) has been fought.

2. An Era, An Age, A Condition in the World

- a) No personal Messiah necessary. The Jewish people is the Messiah (Is. 45).
- b) Humankind, as God's partner in the world, achieves items 1.a) and 1.b) above, through human progress and perfectibility.
- c) No Armageddon is required - rather the opposite. Gradual growth toward peace.

- III. A basic division can be discerned in Jewish world today. Haredi religionists tend to believe in personal messiah. Liberal religionists, secularists, Zionists tend to believe in a Messianic age. Modern centrist Orthodox are split - a minority probably tending toward the personal, and a majority veering toward the age.
- IV. If you ask whether belief in the Messianic idea is a good ideology, or bad - whether it should be retained in the arsenal of major tenets, or discarded, the answer, it seems to me, is clear: the idea is good and useful, if not abused by fanaticism or intolerance.
- V. The fanatical position is dangerous. Gush Emunim has introduced a new kind of Jewish fundamentalism into Israel. Since its establishment in March 1987, at Kfar Etzion, it has led the way to resettlement of Judea and

Samaria, and spearheaded the struggle against territorial concessions to the Arabs.

By 1978, they were convinced Camp David was a sell-out - a punishment from God because of the Muslim infidels in their mosques on the Holy of Holies (TEMPLE MOUNT).

Early in '82, they planned to blow up the Dome of the Rock, but couldn't get rabbinical authorization. They were already committing acts of anti-Arab terrorism. Between 1980-84 they conducted many operations of "holy terror". Some of the members of their underground are still in jail.

Gush has been messianic and fundamentalist from its inception. The six-Day War convinced Zvi Yehuda Kook's students that they were living in a messianic period. The Land of Israel became the center of their holiness. Every inch was sacred. Settling J and S was participation in the process of redemption.

The Palestinian Arabs do not constitute a nation, are not entitled to political rights, are at best resident aliens (ger toshav). The State of Israel was not established to be another democracy in the world, but has only one purpose: to redeem the nation and ultimately the world.

The only reality that exists is Jewish redemption, to be realized by massive aliyah, negation of the Diaspora and building Third temple.

There may even be a temptation to hasten Armageddon in order to bring the Messiah now. Blowing up the Mosque of Omar might be pleasing to God, and incidentally bring on world War III.

- VI. The achieving of a messianic age could result in:
- a) Regeneration of Eretz Yisrael - the most important thing we can do.
 - b) Improvement of the whole world for the whole human race.
 - c) Providing room for Israel to serve as a light to the nations.
 - d) Giving meaning to the Jewish people to carry out their role as a chosen people to spread the knowledge of God.
 - e) Giving each human a sense of his/her own value as a partner in a huge inspiring mission.

Thus, belief in a world with messianic possibilities provides a VISION, a DREAM, a HOPE, a sense of USEFULNESS and FULLNESS to every person. this is gorgeous, inspirational.

I had a professor once, Henry Slonimsky, who used to inveigh against the Jewish people, comparing their shortcomings, against their potential.

Here was the greatest group ever produced by the human race, the moral genius of mankind, ~~ling~~^{living} far below its own creative level.

Then he would sigh and say: Not every pushcart peddler in the ghetto was a Messiah, but he could be....

Not every Wexnerite is a Messiah, but he/she could be. That's what we wanted to expose to you. Build and strengthen Israel. Make the world a better place for all people. Improve yourself - turn inward - Hartman's closing point.