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THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

INCOMING

MEC001

DATE RECEIVED: AUGUST 16, 1990

AUG 21 1990

NAME OF CORRESPONDENT: MR. IRVING M. ROSENBAUM

SUBJECT: REQUESTS A MESSAGE FOR THE NOV 12 90 TRIBUTE
DINNER HONORING RITA AND IRWIN HOCHBERG BY
THE AMERICAN FRIENDS OF THE OPEN UNIVERSITY
OF ISRAEL, INC.; NEEDED BY OCT 1 90

	ACTION	DISPOSITION
ROUTE TO:	ACT	DATE
OFFICE/AGENCY (STAFF NAME)	CODE YY/MM/DD	TYPE RESP D YY/MM/DD
LINDA DEHART	ORG 90/08/16	90/08/17 TC
REFERRAL NOTE:		
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COMMENTS: ENCLOSURES

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES: 4610 4400

MI MAIL USER CODES: (A) MESS901112 (B) (C)

ACTION CODES: *DISPOSITION *OUTGOING *CORRESPONDENCE:
*A-APPROPRIATE ACTION *A-ANSWERED *TYPE RESP=INITIALS
*C-COMMENT/RECOM *B-NON-SPEC-REFERRAL *OF SIGNER
*D-DRAFT RESPONSE *C-COMPLETED *CODE = A
*F-FURNISH FACT SHEET *S-SUSPENDED *COMPLETED = DATE OF
*I-INFO COPY/NO ACT NEC * *OUTGOING
*R-DIRECT REPLY W/COPY * * *
*S-FOR-SIGNATURE * * *
*X-INTERIM REPLY * * *

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LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
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TAMMY BLOOM

Addressed to:

Mr. Irving M. Rosenbaum

Letterid:

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FORM LETTERS USED:

smg-71

Print Date:

901001

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ENVELOPE

\$DATE\$

Dear Mr. Rosenbaum

On behalf of President Bush, thank you for your message. He appreciates the time you took to tell him about Irwin and Rita Hochberg. Your organization's pride in the Hochberg's is certainly understood.

Regrettably, this must be a disappointing response to your request for a personal message from the President. The great number of similar appeals that the President receives daily precludes his responding to them all. I know you will understand.

With the President's best wishes,

Sincerely,

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Shirley M. Green
Special Assistant to the President
for Presidential Messages

DRAFT OF SMG LETTER

DRAFT DATE:	9/25/90	COMPUTER DRAFT DOCUMENT TITLE:	
INITIALS:		CC:	SMG - 71
SMG	1BAG, 9/25		
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ENCLOSURES, SPECIAL INSTRUCTIONS:			

8 Linda DeHart



167410
American Friends of
The Open University of Israel, Inc.

August 13, 1990

TD
Paul

Oct 1 for Nov 12

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National Director

*Also Members of the
Executive Committee

President George Bush
The White House
1600 Pennsylvania Avenue
Washington D.C. 20500

Dear President Bush:

The Open University of Israel will honor one of New York's leading couples, Irwin & Rita Hochberg, at a dinner on November 12, 1990 at the Pierre Hotel in New York City. Both Irwin and Rita have served numerous organizations and have truly provided two very bright "points of light" in the voluntary sector for many years.

Mr. Hochberg is currently Chairman of the Overseas Division of United Jewish Appeal-Federation of Jewish Philanthropies of New York City and a National Chairman of National United Jewish Appeal. Irwin and Rita Hochberg will be receiving the Yigal Allon Award, named for the late Israel Government leader and military hero who was instrumental in the founding of the Open University, while serving as Israel's Minister of Education.

Rita Hochberg is a past President of Women's American ORT and past Vice-President of the Eleanor Roosevelt Chapter of American Jewish Congress, of which she was the recipient of the coveted Eleanor Roosevelt Award.

We would be honored if you would consider writing a tribute letter to Irwin and Rita Hochberg. It will appear most prominently in the commemorative journal being prepared for the occasion. We would greatly appreciate receiving it by October 1.

Thank you for your kind consideration.

Sincerely,

Irving M. Rosenbaum
Irving M. Rosenbaum
National Chairman

Because this is
foreign based
state we should
TD

National office:
Western region:

330 West 58 Street, Suite 4A
5950 Canoga Avenue, Suite 130

New York, NY 10019
Woodland Hills, CA 91367

(212) 713-1515
(818) 999-4149

RITA AND IRWIN HOCHBERG

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National Director

*Also Members of the
Executive Committee

Rita and Irwin Hochberg are among the most active, admired and respected couples on the New York Jewish leadership scene. Both have been singularly generous and assiduous in their multi-faceted Jewish charitable involvement.

Irwin Hochberg

Mr. Hochberg has served as a member of the Executive Committee of American Friends of The Open University for several years. For the 1989 Yigal Allon Award Dinner, Mr. Hochberg served as Tribute Committee Chairman.

Irwin Hochberg serves on the Board of Directors of the United Israel Appeal and is a National Vice-Chairman of the United Jewish Appeal. He was recently appointed as a Governor of the Jewish Agency for Israel. Mr. Hochberg is a member of the Board of Governors of the UJA/Federation of Greater New York, Chairman of the Overseas Affairs Division, former Chairman of the New York UJA/Federation Jewish Agency for Israel Committee, the former Vice Chairman of Major Gifts and Chairman Emeritus of New York UJA/Federation Project Renewal-Hatikvah Committee.

Irwin is a trustee of the Great Neck Synagogue and was a founder of Mid-Island Hebrew Day School in Nassau County, New York. He is a member of the Board of Directors, Jerusalem College of Technology and Trustee of Migdal Ohr, Migdal Ha-emek, Israel.

Irwin is a member of the Board of Directors and Chairman of the New York Prime Minister's Club for State of Israel Bonds.

A Certified Public Accountant in the State of New York, he is Senior Partner and President of Bloom-Hochberg & Co., P.C., CPA's, which has provided professional and consultant services during the past 40 years to numerous individuals, corporations and financial institutions.

National office:
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330 West 58 Street, Suite 4A
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American Friends of
The Open University of Israel, Inc.

Rita and Irwin Hochberg
Page 2

Rita Hochberg

Rita Hochberg is an art and travel consultant. Along with her husband, she has served as a founding member of the Executive Committee of American Friends of The Open University for many years.

Rita serves on the boards of J.D.C. (Joint Distribution Committee) NYANA (New York Association for New Americans) and HIAS (Hebrew Immigration Aid Society).

Rita is a member of the New York UJA/Federation Distribution Committee, Sub-Committee on Community Centers and Sub-Committee on Community Development. She is also a member of the New York UJA/Federation Communal Planning Committee, Sub-Committee on Early Childhood and the Communal Planning and Distribution Committee on Immigration and Refugees. She is a member of the Board of both the UJA/Federation Building Arts Committee and the Human Resources Committee. She is past Chairperson of the Great Neck Women's UJA/Federation Campaign and past Chairperson of the Long Island Women's Project Renewal Committee.

On the Overseas Affairs Division of UJA/Federation, Rita is a member of the Jewish Agency Committee, the Legacy Committee, of which she chairs the Sub-Committee on Yad Vashem, a member of the Missions Committee and the Executive Committee of Project Renewal. She is a leading member of the National U.J.A. Women's Division - Atlantic Seaboard Region.

Rita is a member of the American Jewish Congress Commission for Women's Equality and a member of its National Governing Council. She also serves as member of the New York Executive Committee of AIPAC.

Rita is a past President of Women's American ORT, past Vice-President of the Eleanor Roosevelt Chapter of American Jewish Congress, of which she was the recipient of the coveted Eleanor Roosevelt Award and past Vice-President of the Sisterhood of Great Neck Synagogue.

Rita and Irwin Hochberg reside in Great Neck, N.Y. and are the proud parents of three sons and a granddaughter.

Quality and Equality in Higher Education

The Open University of Israel is a distance study University, designed to offer the highest standards of academic studies to students all over Israel. Its home study method allows capable and talented students throughout the country to pursue a higher education, whenever and wherever convenient, without interfering with their other vocational and personal obligations and without having to relocate to attend a University. Authorized by the Israeli Council of Higher Education to confer academic degrees, the Open University of Israel has a student enrollment of 12,000 students per year and offers 200 courses in the Life Sciences, Natural Sciences, Mathematics, Computer Sciences, Social Sciences, Management, Humanities, Judaic Studies, Education, Music and Art. The flexible method of studies effectively surmounts the obstacles of distance and time making academic studies available to additional populations hitherto prevented by the technical difficulties. The opportunity of academic study at the Open University is open to anyone interested in studying, with successful completion of the difficult and rigorous requirements of each course as the University's criterion of the student's achievements.

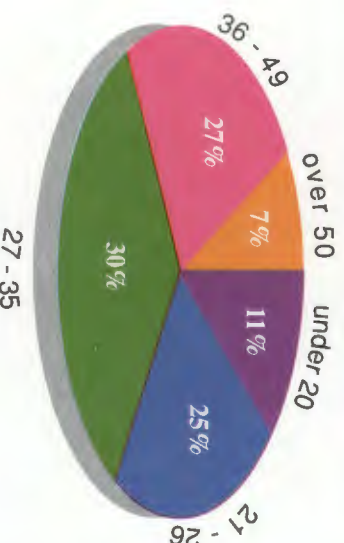
Multi-Media Study Program

The study method at the Open University integrates written textbooks for individual, home study with an exacting battery of assignments and exams, optional tutorial sessions held once every three weeks in study centers throughout Israel, and a broad spectrum of audio-visual aids, such as home laboratory kits, computers, audio-cassette recordings, video programs, slide shows, as well as a regular schedule of radio and television broadcasts. The written textbooks, meticulously formulated and attractively designed, are prepared by Israel's foremost scholars in their respective fields.

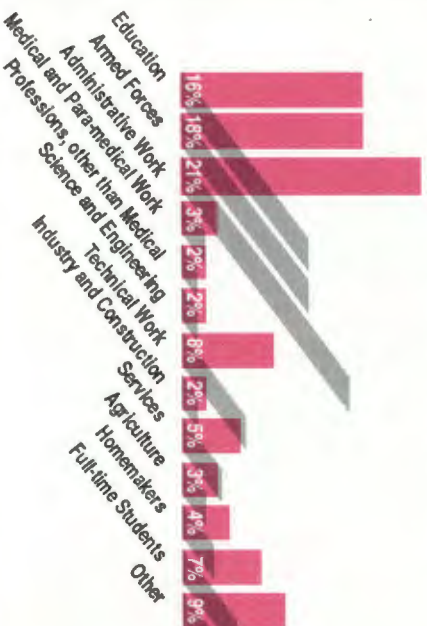
Who are the University's Students?

The Open University's students hail from virtually every sector of Israeli society including: kibbutz members, who can pursue academic studies without leaving the kibbutz; soldiers, who want to make good use of three years of compulsory military service; school teachers and principals seeking a B.A. or interested in improving their education; clerical and administrative workers; technical and technological personnel; and academics wishing to broaden their education and explore additional fields. The average age of the students is approximately 34 years of age.

Breakdown of Students by Age Groups



Breakdown of Students by Occupation





Catching a quiet moment for studies



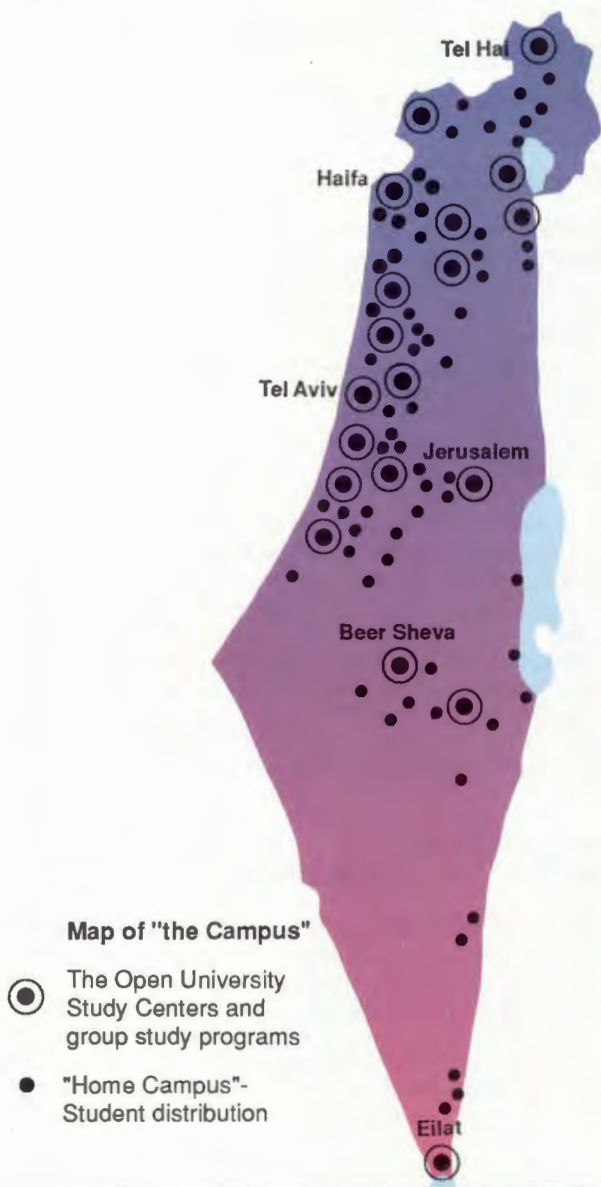
The Open University library

A few of the University's textbook publications -
of the 200 courses offered.



The Country Is Our Campus

The Open University renders every home a classroom and the entire country its campus, bringing higher education to every sector of the population throughout Israel.





A laboratory experiment

Special Programs

School of Technology

A newly founded School of Technology at the Open University of Israel was established by the Rothschild Foundation and the Barecha Foundation and brings updated and modern education in rapidly advancing fields of technology to interested and capable personnel all over the country using the same distance study method.

Soldiers and Pilots

The distinctive method of the Open University is particularly suited to soldiers whose primary obligation is the security of the country. Soldiers in distant outposts and in combat duty can use their free time productively for self-advancement in broadening their education. Academic Courses of the Open University have been integrated into the program of the Flight School of the Israeli Air Force. The Open University also teaches academic studies in social sciences focusing upon management at the Aviation Institute.

The Histadrut - General Labor Federation Study Program

Bringing higher education to the workers and laborers of Israel, who have long-since left the classroom desk and whose formal education is less than 11 years, the University, in cooperation with the Histadrut -- General Labor Federation, runs a program called "Kalanit," which combines preparatory teaching and a group framework with intensive tutorial guidance. About 2,000 students take part in this program.

Study Groups

Banks, the Police Force, Military Industries, El-Al Airlines, the Defence Ministry, the Aviation Institute, municipalities, the Israel Defence Force and other notable concerns run special group study programs in a broad spectrum of courses designed to enhance the overall level of education of their employees.

Academic Studies alongside Professional Training Technological Training

The Open University of Israel teaches academic studies in technological institutes, such as the Hadassah Community College in Jerusalem and the Beer Sheba School of Technology. These joint programs are based on the principle that these institutions are qualified and proficient in professional and technological training, while their academic study program towards a Bachelor's Degree is run by the Open University, qualified and authorized to teach academic studies.

Teachers' Training Seminars

Along the same guidelines, hundreds of students studying towards their teaching certificate in Teachers' Training Colleges take their academic study program with the Open University in group sessions of guided and supervised courses. Their teacher training is administered by the Teachers' Seminar or College, while the Open University teaches the Bachelor's Degree program.



Geology field trip



The Open University, Ramat Aviv Campus

The Open University of Israel - A Profile

- 12,000 students - from all over Israel and from abroad as well
- 35 study centers throughout Israel
- 200 courses
- 600 academic tutors all over the country
- individual home studies, whenever and wherever convenient
- established in 1974 by the Rothschild Foundation and the Ministry of Education and began teaching in 1976

The Method of Study

Each course at the Open University is composed of most or all of the following elements:

- | | |
|--|---------------|
| ■ textbooks | ■ field trips |
| ■ accompanying texts | ■ symposia |
| ■ assignments | ■ libraries |
| ■ audio-visual aids and/or laboratory kits | ■ final exam |
| ■ television and radio broadcasts | |
| ■ tutors | |
| ■ study centers | |
| ■ group sessions | |
| ■ tutoring by telephone | |

The Open University of Israel

For further information please contact:

In Israel:

The Open University of Israel

16 Klausner St.

Ramat Aviv, Tel Aviv 61392

Israel

Telephone: (03)410751

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American Friends of The Open University of Israel

330 West 58 Street - Suite 4A

New York, N.Y. 10019

United States

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