

# OUTPOST

March 2011—Issue #241

PUBLISHED BY AMERICANS FOR A SAFE ISRAEL

## The Herb Zweibon I Knew

William Mehlman

Courage and total independence defined Herb Zweibon, traits all too uncommon among contemporary Jewish organizational leaders. They informed every decision he made, every word he set to print as chairman of Americans For A Safe Israel. His context was the unsailable right of the Jewish people to the Land of Israel, to its defense and to an indivisible Jerusalem as its capital. To its deniers and defamers he gave no quarter.

When locking horns with any of the Big Three networks would have been regarded as unthinkable by the Jewish establishment in America, AFSI took on the National Broadcasting Co., exposing and rebutting its tendentious reporting of Israel's 1982 war in Lebanon with the heralded documentary "NBC in Lebanon." It was a campaign reflective of the truth-unvarnished hallmark of *Outpost*, AFSI's monthly journal, one Herb unfailingly burnished in his front-page columns. Forty one years after its inception, *Outpost* remains in a class by itself among Zionist-oriented publications.

Herb never sought to enlist AFSI in the ranks of the Presidents' Conference of Jewish organizations, recognizing early on that its weak-kneed "consensus" theology would prove inimical to the organization's independence of mind and action. It took all of that to trigger AFSI's groundbreaking alliance with the Pat Robertson-Ralph Reed National Christian Coalition on behalf of Israel at a time when none of the predominantly liberal Jewish organizations would have dared associate themselves with the powerful evangelical group. From prayer breakfasts in Tennessee, regional conferences from Portland, Oregon to Green Bay, Wisconsin, all the way to the Executive Offices of the U.S. House and Senate, he pursued his vision of a binding spiritual tie between a beleaguered Jewish State and 70 million Bible-oriented American Christian Zionists and their representatives in Congress. That vision, which he imprinted on the late Member of

Knesset Yuri Shtern, was ultimately globalized with Shtern's creation of the Knesset Christian Allies Caucus, an Israel support structure with affiliates on five continents.

The seeds Herb planted continue to bear a wide spectrum of political dividends. A signal personal Capitol Hill conquest was his conversion of the late Senate Foreign Affairs Committee Chairman Jesse Helms from a caustic critic of Israel into one of its staunchest supporters. It was under AFSI's auspices that a galaxy of Israeli luminaries of the national Zionist persuasions initially made their presence felt on the Congressional scene, including, inter alia, the current Ministers of Finance and Strategic Affairs Yuval Steinitz and Moshe (Bogie) Ya'alon, Infrastructure Minister Uzi Landau, Likud MK Ayoub Kara, Israel National Union's Aryeh

Eldad, former Knesset members Michael Kleiner and Bennie Elon and former Arab Affairs minister Professor Moshe Sharon.

Herb left us much too soon, but he lived just long enough to savor the huge success of his last major contribution to the national Zionist cause: the AFSI-sponsored 2010 Jabotinsky National Essay Contest for Israeli high school students. Marking the 70<sup>th</sup> anniversary of Jabotinsky's passing, it drew entries from some 600 students, competing for 15 cash prizes with essays on the various aspects of the life and works of Zionism's foremost writer and orator. Knesset Speaker Reuven Rivlin, who graced the December awards ceremony in the Knesset's main auditorium, summed it up in describing Jabotinsky as Zionism's most existentialist figure – "not just a thinker but a doer." No better description could be appended to Herb Zweibon's legacy.



### Tributes by:

William Mehlman, Rael Isaac, David Isaac, Ruth King, David Wilder, Michael Kleiner, Edward Alexander, Fred Ehrlich, Midge Decter, Richard Hellman, Seth Lipsky, Moshe Phillips, Helen Freedman, Don Feder

# Herbert Zweibon: An Indispensable Jew

Rael Jean Isaac

Editors Note: *This tribute and the subsequent one by David Isaac were given at the funeral on December 21 at the Greenburgh Hebrew Center in Dobbs Ferry, New York.*

Herb Zweibon was one of the few indispensable people.

Many people are indispensable to their families and Herb of course, as you have heard was that—a wonderful, kind and generous husband, father and grandfather.

But Herb was also indispensable to the Jewish people. He took over the leadership of Americans for a Safe Israel and made it the voice in this country for those who believe that the Land of Israel belongs to the Jewish people, sadly today a controversial position even among Jews.

My husband and I launched AFSI in 1970 at the prodding of Shmuel Katz, the only person we have known who was as dedicated and selfless as Herb. Its purpose was to spread the ideas of the Land of Israel Movement in the United States. This was an across the political spectrum Israeli movement which had grown up in the immediate aftermath of the Six Day War to emphasize that a strong Israel in defensible borders was in the interests of both Israel and the United States.

Like Herb, my husband and I were members of the Greenburgh Hebrew Center. And that's how it came about that my husband roped Herb into assuming the leadership of AFSI. That included transferring to him the mentoring-lecturing of Shmuel Katz. Only half jokingly Herb would often say that we had inflicted on him Katz's curse. Katz's curse was the single-minded commitment and dedication to a cause that brooked no rest.

Herb built AFSI into a national organization with chapters around the country and annual national conferences. AFSI has put out a monthly publication, *Outpost*, now in its 42nd year, with Herb's editorial unflinching on its front page. Now that he is gone we begin to learn of their impact. One of the many tributes to Herb that poured yesterday into Ruth King's website came from a woman named Tanya Gorlin who wrote "I have read all Herbert's articles in *Outpost*. Herbert was one of the few people who helped me to shape a very strong Zionist position. It was very important for me as a refusenik from the Soviet Union."

AFSI also put out a series of publications exposing Israel's enemies and exposing media bias--this in the days before CAMERA took on this important work. But what was most important to Herb was that AFSI never equivocated, never trimmed sails, never bowed to the popular or the expedient. For example,

there were one or two other Jewish leaders who were dubious about the famous scene on the White House lawn with Clinton beaming as Arafat and Yitzhak Rabin shook hands. Behind the scenes they would say it was politically impossible to oppose the Oslo "peace process"; all that could be done was to insist on "compliance" by Arafat with its terms. But Herb didn't mind being a voice in the wilderness in denouncing Oslo as a snare, a delusion and a moral disgrace--he said and did what was right in his own eyes.

Herb was a man of ideas, of vision and of action; he saw ahead what others failed to see, he recognized what needed to be done, and in his quiet, understated, determined way, he did it. Before anyone else, Herb saw the importance of the evangelical

movement in the United States as a bastion of support for Israel and he set about building bridges to its leaders. One of his favorite events was the Prayer Breakfast for Israel which he attended for many years. He reached out to members of Congress on the political right, a group long neglected by advocates for Israel.

This last year Herb embarked on one of AFSI's most important ventures, launching the Zeev Jabotinsky National Essay Contest in Israel. Herb did this because he saw an urgent need to rekindle Zionist feeling in Israeli youth. Belief in Zionism had been undermined by decades of teaching in Israeli high schools that made Zionist history hostage to universalist, often blatantly anti-Zionist myths. In last month's *Outpost* Bill Mehlman, AFSI's chairman in Israel, reported on the awarding of the prizes by Israel's Education Minister Gideon Saar and Knesset speaker Reuven Rivlin at a ceremony conducted in the Knesset. As a result of this AFSI program Israel's Education Ministry has undertaken to add an in-depth Zionist history review to the high school curriculum. This is a major achievement.

It was not only what he did but how he did it that made Herb so exemplary. Herb exemplified "hadar", the code of personal behavior that his great hero Zeev Jabotinsky held out as the ideal for a Jew. Hadar entailed not only behaving as a gentleman in one's personal life but moral hadar: generosity, kindness, modesty, self-sacrifice, integrity—every word must be a word of honor and every word of honor firm as rock. Herb's word was rock-solid, and this was why all those in his life knew they could trust and depend



(L to R) Knesset speaker Reuven Rivlin, Michael Kleiner and William Mehlman and one of the winners of the Jabotinsky essay contest.

on him. Physically Herb may have been a small man but he harbored a great soul.

Responding to the feeble state of Jewish leadership, Herb took to heart the words of *Pirkei Avot*: In a place where there are no men, strive to be a man.

## About Herb

David Isaac

I was roughly eight when I first met Herb Zweibon. He'd visit my parents to talk Israeli politics. When he came he always remembered to bring chocolates for my brother and myself. After the first couple of visits, we were, of course, the first to greet him at the door. He would wink and slip miniature snickers bars to us—the kind you give out on Halloween.

Little did I know that those chocolates may have been a means to lure us to the Zionist cause. If so, it worked, at least with me. Those sweets began a lifelong affection for Herb, one that burgeoned into genuine friendship when I came to work at Americans for A Safe Israel, or AFSI, in the early '90s.

I would hitch a ride to work with Herb each morning together with his son Mark. The three of us commuted in Herb's Nissan Maxima, 'Imus in the Morning' playing on the radio. AFSI was then located at 147 East 76th Street off Lexington Avenue. AFSI's office and Herb's real estate office each occupied one side of the building on the second floor.

Herb made his living at real estate but his passion was for Israel. I once asked him why he became involved in Israeli affairs. "Because real estate doesn't keep me up at night," he quipped. Herb's language was, shall we say, colorful and most of his jokes can't be repeated here, but he had a wonderful sense of humor and a quick wit. I remember joking to him once, "It's not easy saving the world." "Oh, saving the world is easy," he immediately rejoined, and, squeezing his thumb and forefinger together, "It's saving that one little part of it that's hard."

I also recall Herb telling me about the time he was walking away from one of his rental properties and a large woman, angry about something, shouted from a window, "You short, bald, Jewish, motherf\*\*\*er!" To which Herb responded, "Short?! Short!?"

Americans for A Safe Israel, the organization which Herb ran for several decades, was actually founded by my father, who was in Israel on sabbatical when the Land of Israel Movement was active. The Land of Israel Movement was an organization whose platform maintained that all lands won in the Six Day War must be kept by Israel. At one of the group's meetings, my father raised his hand and said, "Your

All of us who knew and loved Herb and shared in some part of his life must echo the farewell words given to another fine man: Our loss is irreparable; our gain beyond calculation. •

organization should be active in America." I don't think he realized that by raising his hand he was also volunteering.

It was Shmuel Katz, an important figure in the Land of Israel Movement, who, so-to-speak, "volunteered" my father to create an American counterpart to the movement. In Zionism it seems the way it works is a lot like tag. You're 'it' until you tag someone else and they're 'it'. My father and Herb both attended Greenburgh Hebrew Center—Herb was synagogue president then—and my father saw Herb's qualities and realized that here was someone who also could be 'it'—a better 'it' than he. My father always considered Herb his greatest single contribution to AFSI.



Herb loved AFSI and how it enriched his life. He got to work with senators, congressmen and Knesset members, and to meet many wonderful and dedicated people who devoted their energies to defending Israel.

He became especially close to Shmuel Katz, whom he would often host at his home on his frequent trips to America. Of

Shmuel, Herb wrote, "For me, meeting Shmuel Katz was a life transforming experience. I had been active in my synagogue, a buyer of Israel Bonds, typical of the vast majority of Jews who supported Israel and were comfortable in their confidence that Israel's government knew and did what was best for the country's future. Katz made me recognize that this was not the case, that the (then) Labor government was profoundly wrong in looking upon the territories Israel had taken in the Six Day War as bargaining chips for 'peace' and that United States policy, wedded to the same false idea, had to be challenged."

I worked with Herb shortly after the Oslo Accords were signed. It was an exciting time to be at AFSI, but also a distressing one. The wind was in the sails of our political opponents and AFSI, virtually the only organization willing to say from the start that the agreements with Arafat would end in disaster, was largely side-lined. Of course, today you would be hard-pressed to find a single soul who would call the Oslo Accords a success.

In a sense, Herb really became AFSI. It's doubtful whether AFSI would have lasted as long as it has without him. He floated it when times were lean. His generosity extended to Israelis who came into town looking for help with various causes. He would donate money, host fundraisers and occasionally lend

them space in our offices to use as a base.

Herb was also quick to forgive slights, if he took offense at all. He was never bothered when Israeli politicians, who called often when they were out of power, stopped calling the moment they were in power.

And I remember one time myself being outraged when he was insulted by the head of the Anti-Defamation League. Herb thought nothing of it.

That was part of what made Herb special. He was really without ego, which for the head of a Jewish organization is the exception, not the rule.

I was lucky enough to talk to Herb the day before he passed away. He was completely lucid and was interested to hear about the progress of a new idea he came up with, and for which we had received some funding. It's called Zionism 101, an educational Web site about the people and events that shaped the

Zionist movement. Most people, unfortunately, are woefully ignorant of Zionist history and Herb wanted to do something about it. I hope to see the project through. I know Herb would have wanted it and I can't think of a better way to honor his legacy.

One other thing I want to say about Herb, and that was how he led his life. While he was devoted to Israel, he didn't let the cause consume him. Our work days were 9 to 5. Herb was crazy about tennis and always made time for it. And it wasn't too many months ago that I came over to his house to talk to him about Zionism, only to be told that I had 10 minutes, as the Jets game was almost on. Herb knew how to balance work, play, family. I think there's a lesson there for all of us.

I loved Herb. I really can't convey my shock and sadness now that he's gone. His loss is heart-breaking. •

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## Herbert Zweibon: A Great American

Ruth King

Herb Zweibon was the quintessential Zionist for a Safe America. For him the destinies of Israel and America were intertwined through mutual dependency and shared democratic values. While he openly criticized some U.S. government policies, he was unabashedly proud of being American. As an advocate for Israel, Herb never flinched from reminding legislators that Israel was a bulwark against Soviet capabilities and intentions and openly derided those who voted for foreign aid to Israel but supported policies inimical to American defense initiatives.

Herb developed many friendships with prominent conservatives and American Christian Evangelicals.

He was a friend and supporter of the late Dr. Edward Teller, the great American theoretical physicist who was a member of the Manhattan Project, co-founder and director of the Lawrence Livermore National Laboratory and early advocate of nuclear energy development and strategic missile defense.

He also counted the late Lt. General Daniel O. Graham as a good friend. General Graham had an illustrious 30 year military career with active duty in Germany, Korea, and Vietnam, and received the highest military honors. He served as military advisor to Ronald Reagan in both the 1976 and 1980 Presidential campaigns. In 1978, Graham became Co-Chairman of the Coalition for Peace through Strength. Herb was an enthusiastic and early supporter of "High Frontier" which General Graham formed in the early 1980s to promote missile defense. High Frontier

played a key role in developing the framework for President Ronald Reagan's Strategic Defense Initiative (SDI). The coalition for the Strategic Defense Initiative included the American Catholic Conference, the National Aeronautic Association, the Moral Majority, Admiral Thomas Moorer and, thanks to Herb Zweibon, Americans for a Safe Israel.

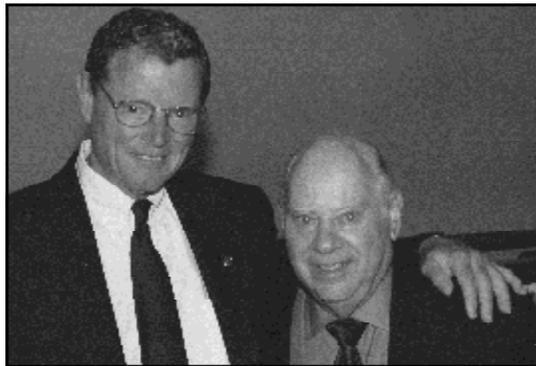
When General Graham died in 1996, Newt Gingrich said: "In formulating a vision for space development, you planted, watered, and nurtured a seed that is growing as we speak and will one day surpass our wildest imagination. Thank you Lieutenant General Daniel O. Graham for helping save America." Herb

planted and watered one of those seeds by linking AFSI to his friend's essential initiative.

I went to Washington several times with Herb to meet with members of Congress. He was always dazzled by the access of ordinary citizens to their representatives, but unimpressed by political celebrities. Once, while riding the little underground train to shuttle between meetings, we met Senator Biden, now our Vice President. Herb introduced us to a

very friendly Senator Biden as representatives of American for a Safe Israel. The voluble Senator told us he had been to Israel, liked it very much, and visited Yad Vashem. Herb did not skip a beat and told Senator Biden he should have also gone to Judea and Samaria, reminding him that even Anwar Sadat visited Yad Vashem. He then gave Senator Biden a sheaf of papers describing AFSI's mission.

In 1992, Frank Gaffney Jr., the President and founder of the Center for Security Policy in Washington, invited Herb and me to a reception honoring Mar-



Herb with Senator James Imhofe of Oklahoma

garet Thatcher, Prime Minister of England from 1979 until 1990. Frank Gaffney graciously introduced Herb to Mme. Thatcher as a “great American.” An unruffled Herb shook hands and responded that he was honored to meet a great Prime Minister.

After the reception we took a shuttle flight back to New York. I am a very nervous flyer and I ordered two little bottles of gin while Herb looked disap-

proving and ordered juice. The flight was prolonged by head winds and extremely bumpy. When the captain ordered the flight attendants to return to their seats, Herb asked for a little splash of my gin and said: “You wouldn’t deny a great American a little bit of gin, would you?”

What a man. What a friend. What a great American. What a loss. •

## A Righteous Man

David Wilder

Early this afternoon I had a few minutes before leaving the office to photograph kids planting trees and bushes here in Hebron. An envelope had been sitting on my desk for a couple of days and finally I had a chance to open it.

It contained the monthly edition of *Outpost*, a magazine published by AFSI—Americans for a Safe Israel.

AFSI is one of those rare organizations which I can define as pure. Really pure. Without any hidden agendas, without any need or desire for anything for itself. Their only concern is the welfare of Israel. And AFSI’s Israel includes places like Hebron, Kiryat Arba, Beit El, Shilo and Gush Katif. I’ve had contact with AFSI since beginning work in Hebron, about 17 years.

Seeing *Outpost’s* headline, earlier today, took me back a year or so ago. The organization’s founder and chairman, my friend Herb Zweibon, a true Jewish patriot, decided to boost one of his favorite subjects. Via AFSI, he sponsored a national contest for Israeli schoolchildren, dealing with Zeev Jabotinsky.

Being extremely aware of Jabotinsky’s importance and significance, and knowing that certain elements of Jewish history have ways of ‘getting lost,’ Herb initiated an essay contest, offering monetary prizes for the best works written about Jabotinsky, who died exactly 70 years ago. A month or so ago the prizes were awarded at a prestigious ceremony in the Knesset, which included participation by Knesset speaker Rubi Rivlin and Education minister Gideon Saar.

Looking at the article I felt a real emotional tug: Here is a man who doesn’t just talk about his beliefs, but actually does something about them. Of course, this is not new to AFSI—this is what they’ve been doing for years. But this event, perhaps more than any other, bringing Jewish heritage to Israeli children and youth, who otherwise might never know who Zeev Jabotinsky was, is more than just impressive. It’s an action worth saluting.

A few hours later, sitting at a friend’s in Kiryat Arba, participating in a small celebration, I opened my email to check the latest arrivals. And there, to my shock and surprise, I read an article, just posted, in memory of Herb Zweibon. I had to pinch myself. But

there it was. Last night, after a short illness, Herb suddenly passed away. Despite the happiness of where I was, an overwhelming sadness enveloped me. It’s difficult to think of Herb in the past.

Every time he visited Israel, for as many years as I can remember, Herb came to Hebron. He brought friends with him, and insisted on taking a tour of the city, places he’d seen dozens of times. We walked to different sites even though his legs weren’t in great shape; he refused to give it up. We would sit and discuss current events; he praised the good while trying to find solutions to the problems.

Herb was here a couple of months ago. When he called, I already had another group planned for that day, and asked Noam Arnon to spend a couple of hours with him and his friends. I’m very sorry I missed him that day.

Herb was also very generous. When times were difficult and others, facing financial difficulties, had no choice but to cut back, Herb’s generosity continued, as if the monetary problems did not exist.

Herb’s love for Israel, for the state of Israel, for Eretz Yisrael, knew no limits. And he worked tirelessly to help Israel as much as he possibly could. AFSI is the embodiment of his love, concern and action, and as I wrote above, it is truly a ‘pure’ organization. Herb looked for nothing for himself, only for Israel.

Herb was a righteous man, and he will be sorely missed. I haven’t met many people like him, and consider it an honor to call him a friend. On behalf of the entire Hebron Jewish Community and the Hebron Fund, I wish to offer condolences to Herb’s wife of 58 years, Sheila, to his children and grandchildren, and to all the AFSI staff, who too, will feel his loss as creating an irreplaceable vacuum.

I’m sure that Herb Zweibon, where he is now, will continue to work for Israel, on a much higher plane. May his memory be blessed.

*David Wilder is a leader of the Hebron community.*



Herb with David Wilder in Hebron.

# A Passionate Zionist

Michael Kleiner

Americans who want Israel to be safe have lost a leader.

My loss is far more personal; I have lost a dear, beloved friend. What I am left with is an abiding sense of gratitude and pride that Herb Zweibon was—and will always remain—my friend.

I shared his ideological convictions, cherished his personality, and deeply enjoyed his wisdom and humor.

Thanks to modern technology, we were able to bridge our geographical distance. At least twice a week, we would enjoy lengthy telephone conversations on a wide variety of topics. He shared his dreams of saving the world, of educating Jewish youth so that they would be knowledgeable and imbued with love for their bitter-sweet heritage, and above all, his hope of improving the quality of America's and Israel's leaders. We would usually conclude our telephone meetings by taking Jabotinsky's advice to the Israelites in his famous novel, *Samson*—to add laughter to the other two essential national needs—a king and “iron.” Invariably we would end the conversation with a joke or humorous remark.

Herb was a passionate Zionist. He devoted heart and mind to the cause of the Jewish people. An unhyphenated, devoted Jew, he could simultaneously unfurl the banner of secular Jewish nationalism while serving as the unforgettable president of his synagogue who could establish dialogue with youth and “schlepp” them to minyan like no one before or since.

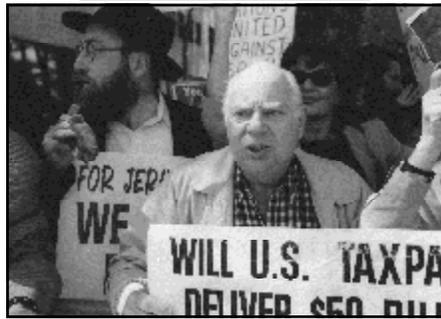
With regard to ideology and politics, he positioned himself in the patriotic, uncompromising end of the nationalist spectrum. As a devoted American patriot, he took great pride in the fact that, as a young man, he had served America on the battlefield. But above all, he wholeheartedly believed that a strong Israel is in the interest of the United States of America.

At the funeral, it was said that “they don't make them like Herb anymore”. This is only one aspect. More significant, perhaps, is the fact that it is now, more than ever before, we need people like Herb to challenge our weak Jewish national leaders, to remind them from whence they came and in which direction they should lead.

We need people like Herb, who was blessed with the gift of leading a movement consisting of first-class intellectuals, on the one hand, and devoted believers who enthusiastically take to the streets to proclaim AFSI's position, on the other. Under Herb's leadership, AFSI activities included the publication of



Michael Kleiner



*Outpost* and annual conventions, side by side with public demonstrations, tours to Israel, cooperation with Richard Hellman's CIPAC and other Christian organizations, and, of course, our joint ventures in Israel, such as the Jabotinsky Essay Competition, the protests against government corruption and territorial withdrawals (*Maspik Vidai*) and last November's Tea Party in Tel Aviv which Herb attended.

It seemed as if Herb, who served the Land of Israel cause for forty years, doubled his efforts in the last two years. Moved by his deep concern for the future of Israel, he relentlessly pursued initiative after initiative. During the last days of Olmert's premiership, he set up the aforementioned *Maspik Vidai*, a blunt but brilliant internet site, condemning the political corruption and moral flaws of Israeli leadership. For Herb, clean hands and ideological integrity were two sides of the same coin.

His actions were overwhelmingly guided by his sense of justice. He knew right from wrong. He did not seek approval. Nor did he court recognition from the American Jewish establishment, refusing to join the “President's Conference.” He was well known and highly respected, nevertheless.

At the award ceremony for the Jabotinsky Essay Competition held in the Knesset last December and attended by Speaker of the Knesset Reuven Rivlin and Education Minister Gideon Saar, special tribute was paid to Herb and AFSI. I will never forget how happy he was when I told him that Speaker Rivlin had agreed to preside over the Competition and, subsequently, that the Ministry of Education had agreed to become an integral part of his competition and that as a result of Herb's initiative, the ministry would prepare a special curriculum on Jabotinsky's legacy.

I recall a very special day for us last October when Herb participated in the final meeting to coordinate Competition activities with Ministry of Education professionals. Herb basically ran that meeting, transforming it from a dry, technical gathering into a lively high-level experience. Herb captured everyone's heart with his irresistible combination of idealism and humor. The impact he had on people who had met him for the first time clearly demonstrated his leadership, charm and unique personality. This is the image of Herb's that I will carry with me until my last day.

*Michael Kleiner was a member of the Knesset for Likud and then the breakaway Herut party.*

## Tributes From Seattle

Edward Alexander And Fred Ehrlich

I never met anyone, in Israel or America, whose commitment to the safety and general well-being of Israel, the people of Israel and the land of Israel, was so all-consuming as Herb Zweibon's. His devotion was practical as well as ideological. He knew how to organize and how to think. He understood the importance of settlements and the equal or greater importance of ideas, as his ardent support of research and writing on the work of Jabotinsky demonstrated. Although passionate in his commitments, Herb was sweet and reasonable in personal relations, and never esteemed himself too grand a personage to attend to the prosaic details of planning; as Wordsworth famously wrote of Milton: "his heart the lowliest duties upon herself did lay."

Herb had an impact that extended nationally, even out here to Seattle, the Yavneh of the northwest. I offer in evidence the following memoir by Dr. Fred Ehrlich, which shows how Herb could change people's lives even as he recruited them to work for AFSI.

**Edward Alexander**

In 1965 I was sent by the U.S. Army to Fort Lewis, WA near Seattle. Soon thereafter I met my wife-to-be Lila Israel from Victoria, B.C. We dated some and she invited me to meet her parents. Her father, Harry Israel, impressed me with his war stories of his service in the Jewish Legion, a unit of the British Army, in WWI. He told me about his own exploits, such as being strapped to a cannon in the hot sun as punishment for some misdeed and getting malaria in Egypt, but also he told me about serving with "real heroes" and he spoke of Zeev Jabotinsky and Josef Trumpeldor (the one-armed officer from the Czar's army), and others I had never heard of. I regarded these stories as tales of a by-gone era and thought I'd heard their last. Today there is a museum to them called the Museum of the Jewish Legion near Netanya.

About twenty years later the PLO was making inroads into American political discourse and I thought to make an effort to stem the tide. For a time I joined the Seattle ADL chapter but was disappointed with them. I quit and became friendly with someone

named Roger Talbot who had started and then ended a group called AFSI. Roger was making aliyah (he changed his name to Israel Tal) but before he left for Israel he gave me the old records of his organization including the phone number of a guy in New York named Herb Zweibon. Herb put me in touch with a young lady in Seattle, Tasha Ballou, and together we re-started the Seattle Chapter of AFSI. Tasha, like Roger, soon made aliyah and left me alone in the Seattle political wilderness.

For the next seven years (1987-1995) I followed Herb's counsel as he recommended where I might find allies. Around this same time he developed other AFSI west coast chapters: (Portland, OR and San Francisco, CA). Whenever Herb came west I made the effort to see him and attend the event too. Usually I could enjoy a meal with him and perhaps a few others. He always had helpful advice about dealing with AFSI issues and little by little word was dropped about other matters as well. The name of Herb's friend Shmuel Katz kept coming up. Eventually I realized that Shmuel had been Jabotinsky's "secretary", and (wow!) suddenly I realized this was the same Jabotinsky my now deceased father-in-law had tried to tell me of. Suddenly it was all making sense. Herb had opened my eyes to the realities of Zionism. My Jewish education lacked what the socialist left couldn't trumpet. There was a chain of connection from Zeev Jabotinsky and my father-in-law to Shmuel Katz, to Herb and to me. Herb had put in place the link that connected us. I suddenly saw myself as obliged to continue the chain to my children and grandchildren. If possible I determined to bring other Jews along as well.

Well, it was a long road. It had taken me more than forty years, but with Herb's coaching I finally reached the place where I could see the important but almost unrecognized contribution of non-socialist Zionists to Israel's rebirth, growth and development. From this vantage I could see how my people and my family got here. This provides a tremendous advantage in life: once you know from where you came you can see where you are going. Thank you Herb.

**Fred Ehrlich**

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### From Midge Decter

In recent years I have not been much in contact with Herb Zweibon—running into him only now and then at large gatherings where talk is of necessity somewhat fleeting (and, of course, I have read him faithfully in *Outpost*.) Nor have I always found myself in agreement with him, though mostly I have. But none of this seems of the slightest moment in the face of the recognition that he is now lost to us. For aside

from what he said and what he did—faithfully, tirelessly, selflessly—there is what he was: possibly the most generous man, in both spirit and deed, on the face of the earth, and surely the sweetest.

What the state of Israel has lost in his death we can only pray it never has to take the full measure of. And what his friends have lost is, simply, immeasurable. May he rest in the peace the things he cared most about never afforded him. •

## His Legacy Lives on

Richard Hellman

Upon hearing the sad news of our good friend Herb Zweibon's passing, Miriam and I left for New York to attend the funeral. As we helped console Sheila, his sons, family and friends, I recalled Herb as a unique friend and mentor.

An amazing source of wisdom and counsel, Herb guided us to the best Israeli leaders and thinkers, starting with Shmuel

Katz, author of *Battleground*, *The Hollow Peace* and other books we still distribute. Mookie (as Shmuel was called) when I was forming CIPAC (Christians' Israel Public Action Committee), grounded me in such basic issues as what it meant to be a good Jew and a Zionist. He was happy to brief our missions to Israel, even in his last days when it was hard for him.

I had been recruited as an AFSI board member earlier upon my return from consulting in Israel. My first key memory of Herb was when, on a day's notice, he had his staff ask me to pack an extra bag, as I was coming to NYC the next day to speak at the AFSI Conference, so I could go on to Geneva to head a truth squad to expose Yassir Arafat's lies at the December, 1988 UN General Assembly meeting. This was typical of General Herb's bold, proactive initiatives. My report of our success, "the Geneva Testimony", led to creation of CIPAC— twenty one years later, still the only registered Christian pro-Israel lobby.

Herb never failed to inspire, support and partner with us Christians as when he and I brought leaders of twenty pro-Israel groups to the White House July 30, 2001. I read a letter we all signed to thank President Bush for waiting until the parties were ready to talk peace, for not inviting Arafat to visit—as Clinton had done so often—and for promising to put our embassy in Jerusalem. (To be sure, we were too quick to praise Bush who less than a year later was to announce a two-state, i.e., destroy Israel plan, and who never kept his embassy promise).

With Herb's help, we held Israel Advocacy Days on Capitol Hill each year, led Israel missions to support settlers and opposed any withdrawals. We were honored to co-host with AFSI exhibitions at the Christian Coalition's Road to Victory conferences and later the CPAC (Conservative Political Action) conferences in Washington, actions that typified Herb's outreach to Christians. I was happy to sign on to newspa-



Herb with former U.S. Senator Robert Smith of New Hampshire and Richard Hellman

per ads with him, including a full page he bought in *The Jerusalem Post* for the day President Bush was to arrive in Israel, quoting Scripture granting Jacob and his descendants title to the Land.

A fighter who boxed in school and in the military, Herb never started scraps but knew Israel could not retreat before aggressors and that peace comes through

strength, not appeasement.

Despite his achievements, Herb remained humble, friendly and approachable. He took time to greet and help all he met, especially children, for whom he always had time and to whom his infectious humor appealed greatly. His wonderful tall story of the all-chocolate room in his house excited my granddaughter, who will never forget him.

Herb Zweibon was the most courageous and principled leader in the pro-Israel community. He is sorely missed, but his legacy lives on in all of us who learned from him never to give up on such solid core principles as the Jewish right to all of Jerusalem and to historic Israel, even in the face of worldwide opposition, and to oppose UN resolutions that contravene Israel's historic, legal and moral rights to settle all of the Land closely. We owe him more than words can say.

For these reasons and more we are dedicating our upcoming Israel Advocacy Days March 15-17 on Capitol Hill to Herb's memory. To attend and help us advance Israel's core interests, go to [www.cipaonline.org](http://www.cipaonline.org) and tell us you are coming. To give tax-free go to [www.mercl.org](http://www.mercl.org) and give generously as Herb often did, to help us bring pro-Israel forces from every state, and provide kosher refreshments.

We intend especially to urge on such strong House and Senate leaders as House Foreign Affairs Chairman Ileana Ros-Lehtinen to decisive, game-changing legislative appropriations and oversight actions. This will check and correct the administration's misdeeds and wasted opportunities. In short we intend to execute the action plan for which Herb laid the basis in many years of *Outpost* articles. You and I are the only ones who are going to take this detailed plea for action to the People's House, the last, best hope on Earth for Israel and America - before it is too late. •

# New York Sun Editorial

Seth Lipsky

Every spring in the past decade or two, we've received an urgent call from a man named Herbert Zweibon, who died Wednesday and is being buried today at Westchester. The chairman of Americans for Safe Israel, he called each spring to invite us to a gathering that he brought together each August to mark the death of the one of the greatest of Israel's founders, Vladimir Jabotinsky. The events—sometimes modest and ragtag, other times grander—were an annual marker we tried never to miss. They always crackled with Zweibon's enthusiasm and commitment, as he emerged as a keeper of the memory of one of the most underappreciated and prophetic figures of the 20th Century.

Zweibon himself was a cheerful, friendly, and enthusiastic activist. He was a member of the editorial board of the AFSI's newsletter, *Outpost*, which we invariably pause to read the moment it comes in. Zweibon explained its goal, according to a dispatch at *Israelnationalnews.com*, was not to support the government of Israel, but rather the land of Israel. He was against treating with or compromising with Israel's enemies and made no apologies for the hard line he took. "Everyone has a responsibility to prevent someone else from committing suicide," he was quoted by *Israelnationalnews.com* as explaining.

Much of his attention in recent years was de-

voted to the younger generation. This is typified by a story that appears in the latest number of the *Outpost* under the headline "A Banner Day for Zionism." It reports on a ceremony at which hundreds of Israeli high school students packed the Knesset to witness the awarding of prizes to the winners for the year 2010 of an essay contest for works about Jabotinsky's ideas and deeds. The contest was one of the things that Zweibon created that he most loved, and when the prizes were presented, remarks were made about the importance of Jabotinsky by both Israel's education minister and the speaker of the Knesset.

Yet neither Zweibon nor AFSI were part of what might be called the Jewish establishment in New York. Zweibon pointedly parked his organization on the idealistic margin of the secular Zionist struggle. We were drawn to him not only on the substance but also on the principle that the long time editor of *The Wall Street Journal*, Robert Bartley (himself now gone, alas), articulated to his own happy band of idealists—change happens on the margin. And there is no doubt that as the principles for which Jabotinsky stood gain ground among the rising generation, a share of the honors will go to Herb Zweibon.

*This appeared on the New York Sun online on January 21.*

## One of Herb's major initiatives was AFSI's series of pamphlets.

**Contra Elon—The Israelis: Founders And Sons, Critiques** edited by Rael Jean Isaac (1973)

\***Breira Counsel for Judaism** by Rael Jean Isaac (1977)

\***The Palestinians—A Political Masquerade** by Arthur Kahn and Thomas Murray (1977)

\***The Friendly Perversion: Quakers as Reconcilers: Good People, Dirty Work** by David Kirk (1978)

\***Sadat's Strategy** by Paul Eidelberg (1979)

\***The Americanization of Peace Now** by Rael Jean Isaac (1980)

\***NBC's War In Lebanon: The Distorting Mirror** by Edward Alexander (1983)

\***The New (anti) Jewish Agenda** by Rael Jean Isaac (1987)

\***The Hidden Alliances of Noam Chomsky** by Werner Cohn (1988)

**The New Israel Fund: A Fund For Israel's Enemies** by Dr. Irving Moskowitz and Joseph Puder (1990)

\***Should America Guarantee Israel's Safety** by Dr. Irving Moskowitz (1993)

\***What Shimon Says** by Roger Gerber And Rael Jean Isaac (2001)

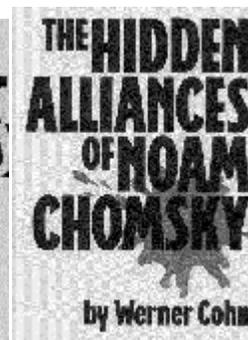
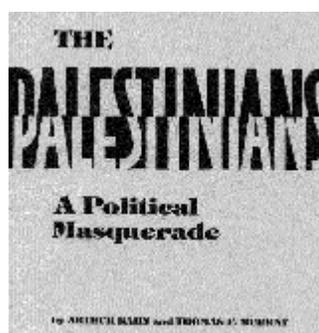
**For The Record—Outpost on OSLO Oct 1993-Nov 2000** (2001)

\***Dubious Allies—The Arab Media's War Of Words**

**Against America** by Jeff Daube (2003)

\***Jabotinsky The Man And The Vision** by William Mehlman (2010)

\*You can read the starred pamphlets at  
<http://www.afsi.org/Pamphlets.shtml>



# A Tribute To Herb Zweibon

Moshe Phillips

A true giant of pro-Israel activism in America is gone. Herb Zweibon, the founder and president of Americans For A Safe Israel died on Tu B'Shevat, January 19, 2011. It seems appropriate that someone who focused so much of his energy, money and time dedicated to bringing peace, security and prosperity to the Land of Israel should have his life forever connected to a holiday that has at its core the themes of Israel's agriculture and land, the centrality of Jerusalem and the importance of contributing to charity.

Herb was born and raised in an extended family that since the 1940s was one of the leading pillars of the Jabotinsky movement in America. He was a successful businessman, a loving family man and a highly patriotic American who served in the U.S. military in World War II.

No American did more in the last 20 years to make sure that Jabotinsky's memory was perpetuated than Herb Zweibon.

Here are just a few of the concrete things Herb brought to life to memorialize Jabotinsky:

- Under Herb's direction AFSI organized and sponsored the annual Manhattan memorial event for Jabotinsky. The keynote speaker at the 2010 event was Douglas Feith and his speech drew significant media attention.

- In 2010 AFSI distributed a biographical booklet about Jabotinsky called *Jabotinsky—The Man And The Vision* written by AFSI's Jerusalem representative William Mehlman.

- Herb was one of the key financial supporters who enabled Israeli Shmuel Katz to research and write his groundbreaking 1996 two volume biography of Jabotinsky *Lone Wolf*. Katz wrote in his introduction that Herb was "first among" the "group of friends" that provided "generous assistance" to him.

- Herb's dedication to *Lone Wolf* didn't stop there. He had AFSI continue to sell and distribute *Lone Wolf* and Katz's other classic books even after Katz's death in 2008.

Herb also wanted to make sure that Jabotinsky was taught to the young people of Israel. He conceived of a nationwide essay contest for Israeli high school students and was involved in every detail of this highly successful initiative.

In addition to memorializing Jabotinsky Herb led AFSI in continuing to focus on key issues that his teacher himself would have concentrated on had he been alive.

Jerusalem remained a central issue for Herb. *Outpost* always featured a front page column by Herb and very often he wrote about the importance of Jerusalem's security.

AFSI was opposed to any Israeli retreat from Judea and Samaria and Gaza. The Jewish communi-

ties in Gush Katif had no more committed friends in America than Herb and AFSI. And that support did not end after the so-called disengagement. Herb's aim was to make sure that Israeli settlers never felt abandoned or alone.

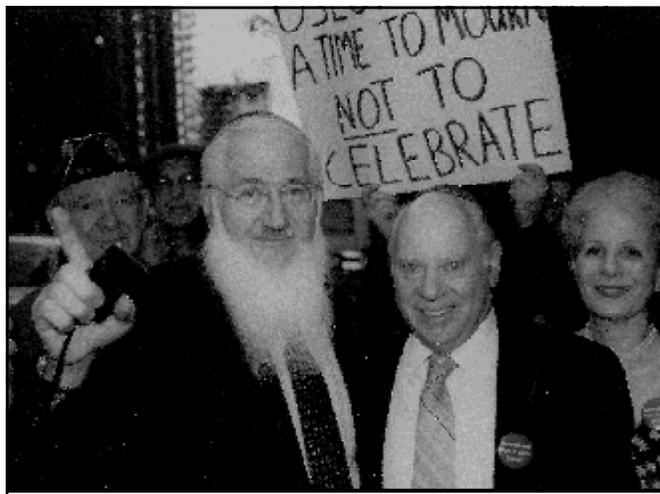
AFSI remained steadfastly opposed to the creation of a Palestinian state and sponsored speaking tours featuring Israeli spokespeople who articulated the danger that a PLO/Fatah state would mean to Israel and America.

During Israel's Operation Peace for Galilee

campaign in Lebanon in 1982 AFSI made defending Israel against defamation in the mainstream media a key objective. Before CAMERA and before Honest Reporting, there was AFSI fighting for truth. Under Herb's direction AFSI produced an hour long documentary called "NBC in Lebanon: A Study of Media Representation." The Institute for Palestine Studies book *American Jewish Organizations & Israel* by Lee O'Brien called the video "widely distributed" and he was right. No pro-Israel organization in the U.S. had ever produced anything like it.

AFSI executive director at the time, Peter Goldman, was responsible for the NBC exposé. He followed the video up with a 1986 book he co-wrote with Stephen Karetzky titled *The Media's War Against Israel* that featured an introduction by Jack Kemp.

Under Herb's leadership AFSI over the last several years seemed more vital than ever. As the organization approached the 40th anniversary of its founding last year many new plans were underway. Chapters were initiated and re-organized. The website was revamped at <http://www.afsi.org>. An Israeli grassroots website called *Maspik Vedai* ("Enough, already!") was given full support in 2009 and it can be seen at <http://www.maspikvedai.co.il>. A website was launched



Herb with Eliezer Waldman (a founder of Kiryat Arba and a former member of the Knesset) and AFSI board member Ellen Singer at a demonstration against the Oslo accords.

in 2010 in order to spread the writings of Shmuel Katz. The website includes a blog "Lessons For Today" written by David Isaac to apply Katz's teachings to today's events. Visit the website at [www.shmuelkatz.com](http://www.shmuelkatz.com). And Herb's guiding hand was behind it all.

Herb's enemies were frequently forced to acknowledge the success of AFSI. Herb pioneered the idea of working with Evangelical Christians in the U.S. to support the Jewish State. Israel basher Grace Halsell noted in her 1986 book *Prophecy and Politics, The Secret Alliance Between Israel and the U.S. Christian Right* that AFSI pioneered outreach to the Evangelical community. "...the actual credit for making [the late Senator Jesse] Helms do the flip flop [and become an ardent Israel supporter] goes to a conservative Israeli lobbying group, called Americans For

A Safe Israel, (they) did that..."

Herb served on the board of directors of the Freeman Center for Strategic Studies based in Houston. Bernard Shapiro, the director of the Freeman Center wrote the following about Herb the day of the funeral: "Jabotinsky and Shmuel Katz were his intellectual and ideological teachers, but Herb was mine."

Herb Zweibon was an excellent teacher to us all. He left an indelible imprint on pro-Israel activism. Our own and future generations were immeasurably enriched by the gift of his long and creative life. May his example and teachings endure, enlighten and inspire for many years to come.

*Moshe Phillips is chairman of the Philadelphia chapter of AFSI. This tribute appeared in "Accuracy In Media" ([www.aim.org](http://www.aim.org)) on January 24.*

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## The View From The AFSI Office

Helen Freedman

As executive director, I had the privilege of working with Herb Zweibon at the AFSI office five days a week for almost fifteen years. Charlotte Wahle, our dedicated part-time volunteer, joined AFSI in 1996 and has worked for us without interruption since then.

Herb's door was always open, and I would begin each morning by sitting with him and discussing the issues and events that had to be addressed that day. Often, we would be interrupted by calls from Israel, from Herb's many Christian Zionist friends, and from AFSI chapter heads and members. Herb always responded with humor, graciousness and thoughtful advice.

Herb's office reflected his interests. A large portrait of Ze'ev Jabotinsky—the inspiration for Herb's philosophy—is the first thing that catches the eye. In addition, there are moving paintings by Pat Hutchens, the wife of James

Hutchens of the JerUSAlem Connection. The new proofs for the upcoming monthly edition of *Outpost* might be on his desk, and the bookshelves are filled with copies of the books by Shmuel Katz, AFSI's founder and Herb's mentor, which AFSI is proud to distribute.

With Herb's encouragement, I began leading the semi-annual Chizuk (strength) missions. Visiting the threatened communities in Judea, Samaria, Gush Katif, the Golan, the Galilee, the Negev, Hebron, and

Jerusalem created extraordinary ties with people we have come to love. They would often visit us at the AFSI office. Herb would greet them warmly, listen carefully, and help in any way he could. We invite everyone to join us on the next AFSI Chizuk mission which will take place from May 9-June 7, 2011.

Years ago, Pastor Maurice Oguta wrote to us from Kenya, expressing his support of AFSI's message. Herb and I "adopted" the pastor and in appreciation he named two of his children after us. Pictures of Baby Herb and Baby Helen are on display in the office.



Herb with volunteer Charlotte Wahle

James McClain, a black Christian, contacted us after the August 9, 2001 terrorist bombing of the Sbarro Pizza Parlor in Jerusalem. James had seen a photo of a little girl, Shiraz, who was among the 15 killed. He was so moved by the story that he composed a song, "Children of Israel, God is on your side." He credits AFSI and Herb with giving him credibility and support in his efforts to market his songs.

There are so many personal stories that will have to wait until the book on Herb's life is written. Thanks for support are due to Herb's sons, Don and Mark, who work in Herb's Z&R real estate management office, along with their loyal support staff, Angela Cioffi and Kathleen Long. This was the "family" we shared with Herb as our leader. We were very fortunate to experience his kindness, good nature, good humor, and Zionist zeal on a daily basis. May his memory be a blessing. •

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## A Model Zionist Leader

Don Feder

Herb will be missed more than words can say. For me, he was the model Zionist leader—dedicated, tenacious, hard-working and a great strategic thinker.

I knew Herb for at least twenty years, starting when I was a syndicated columnist at *The Boston Herald*, continuing over the past nine years I've worked as a consultant and free-lance writer.

Whenever I had a question about Israeli policy, or U.S. policy affecting Israel, I always looked to Herb for input first. When I wanted ideas about working with Christian Zionists or networking generally, Herb was invaluable. He worked diligently behind the scenes (as he usually did) to make the 2003 Interfaith Zionist Leadership Summit a success.

Herb was always calm, self-assured and unassuming—a rock in the turbulent sea of Zionist politics. I'm sure he's with Jabotinsky in Heaven, trading war stories. •

### Outpost

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This is the last printed edition of *Outpost*. *Outpost* will be continued as an online publication and can be seen at two websites:

<http://www.mideastoutpost.com> and <http://www.afsi.org>.

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