

NEW YORK: - A two week workshop for creative writing on Jewish themes - the first one ever to be held in America - will be offered this summer by the College of Education of Fairleigh Dickinson University in cooperation with the Theodor Herzl Institute, a center of adult Jewish education, sponsored by the American Section of the Jewish Agency. "New Perspectives in Adult Jewish Education - Writing and Publishing on Jewish Life" is the overall theme of this program, scheduled for the two weeks, August 16 to August 30, at the Rutherford Campus of Fairleigh Dickinson University. All inquiries and requests for the detailed program brochure should be addressed to the Theodor Herzl Institute, 515 Park Avenue, New York, N.Y. 10022.

NEW YORK: - 100 members of the Student Struggle for Soviet Jewry celebrated the February 20th birthday of Russian Premier Aleksei N. Kosygin by staging a surprise birthday party at the Soviet U.N. Mission. In comparison with the usual militant tactics, the students sought this time to utilize a personal factor to publicize their deep concern, and to remind Mr. Kosygin of his Paris Pledge of December 3, 1966 for unhindered exit.

### COMPUTER TAKES OVER HOTEL SALES

The computer will figure prominently in hotel sales in the Seventies, according to Sig Front, vice-president of sales for Hotel Sahara.

Front, who was recently elected vice president of the Hotel Sales Management Association, one of the travel industry's largest international organizations, has been named as one of the top 25 travel experts in the nation, by Hospitality Magazine.

If we want to fill our hotel in a particular month, our computers will tell us which associations might be available for meetings at the time, predicts Front. "Sales will become a highly specialized field."

Front says that "the real challenge of the Seventies will be to understand that the American people will probably treat travel as one of the true luxuries of their time."

Front, who is serving as



SIG FRONT

vice president of the 4200-member Hotel Sales Management Association, is the first hotel executive from the western region to be elected to such a position. He has been an active member of the group for 15 years.

"We have to educate the American people in how to travel," Front suggests. "I think millions of Americans are going to travel more than 200 miles from home for the first time in their lives. We have to be ready to serve them with what they want."

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