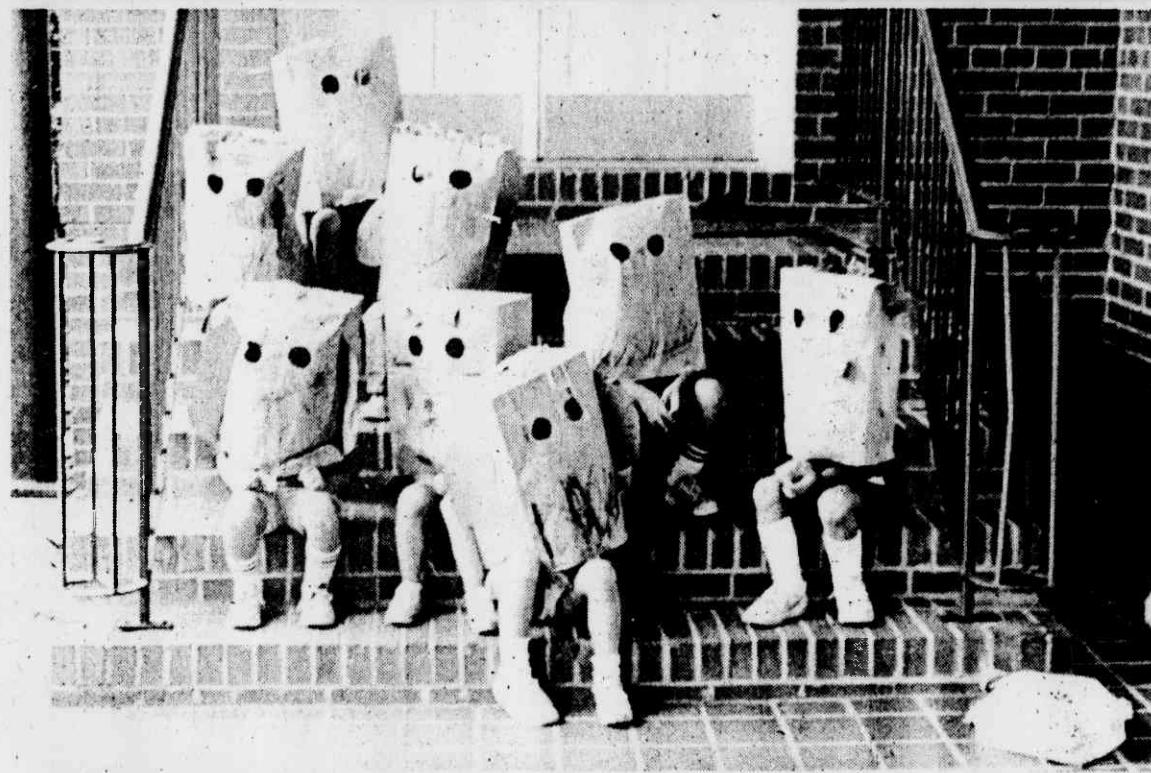


The Charlotte Jewish NEWS

Vol. 3 No 8

Charlotte, North Carolina

September 1981



"THE SHORT PEOPLE." JCC Day Campers had a great summer! Full coverage will appear in next month's issue.

Banquet Honors Swim and Tennis Team Members

The annual JCC sports banquet was held on August 27 to honor the members of the swim and tennis teams. Preceding the awards, everyone enjoyed a chicken dinner and watched a slide show, produced by Harold Josephson, highlighting this year's swim season. Coach Ellen Skurla praised all the swimmers and congratulated them on their fine spirit.

Swim Team Awards

The Robert Musler Award, the most prestigious of the awards, was presented to Jeff Shapiro this year. Jodi Mond captured the Overall Team Spirit and Effort Awards. Most Valuable Swimmer went to two of the younger swimmers: Alexis Lerner, who swam in the 8 and under category and went undefeated the entire season, and David Fox who swam in the 9-10 category. Cher Fox and Richy Young were named as the Most Improved swimmers of the season.

Awards as "Most Valuable Swimmers" based on their point standing were given to the following swimmers: 8 and under, Abby Weisman and Chris Tritten; 9-10, Elise Labovitz and Danny Thyer; 11-12, Missy Davis and Alan Karben; 13-14, Lisa Josephson and Evin Somerstein; 15-18, Eric Warshawsky and Jeff Shapiro.

The Team spirit and Effort age group awards went to the following: 8 and under, Emily Dembeck and Mitchell Scharf; 9-10, Kelly Thyer, Stephanie Davis and C.J. O'Neil; 11-12, Tricia Ades and Tom Tritten; 13-14, Lisa Perlin and Eric Lerner; 15-18, Elaine Shuman and Jered Mond.

Mrs. Pat Somerstein was

given special recognition as the outstanding booster of the team.

Tennis Team Awards

Junior Queen City Tennis League play ended with the presentation of the following awards by Susan Sadri, our tennis pro:

Most Valuable Player Awards were presented to Laurie Goldman, Debbie Ostrow, Mindy Levine, Allon Schwartzman, David Van Glish and Gary Lerner.

Team Spirit Awards were given to Debra Perlin, Shelley Mendel, Kim Kort, Spencer Friedlander and Lawrence Greenspon.

The Most Improved Player trophies went to Julie Lerner and Adam Cohen.

The Andy Musler Award

given to a player who has shown great interest in tennis, good sportsmanship, team spirit and in all around devotion to the sport was received by Laurie Goldman.

The consensus of all who attended the banquet was that the dinner, the swim season and the tennis season were very successful. Congratulations are in order for all award recipients and for all who didn't get a trophy this year there is always next year.

All the team members showed that they are winners for the effort and sportsmanship they displayed at all the meets. A special thanks goes to all the parents who encouraged their children and gave their "all", win or lose.

B.B.W. Personal Giving

by Susan Bruck

As the New Year rolls around, B'nai B'rith Women throughout our country are planning their PERSONAL GIVING CAMPAIGN. Charlotte Chapter will launch their third annual Personal Giving Luncheon on September 15, at Temple Israel at 11:45 a.m. The theme for this year's campaign is "A Time to Care".

Right now, when the voices that speak for women, for Israel, for Jews, for youth and for human rights must be made stronger, B'nai B'rith Women, throughout the U.S., Canada and abroad are functioning as a strong advocacy organization. Giving moral and material assistance to the State of Israel is one of BBW's foremost commitments, in addition to maintaining our own Children's Home in Israel.

Through its support of the world's largest Jewish youth movement, the B'nai B'rith Youth Organization, BBW is working to foster a strong sense of Jewish identity among young people. This of course continues through the B'nai B'rith Hillel Foundation on college campuses.

This year, our luncheon program will be highlighted with

(Continued Page 8)

Address Correction
Requested

 Non-Profit Organization
BULK RATE
U.S. Postage PAID
Charlotte, N.C.
Permit No. 1208

Box Score

Survey Says 'Yes' To Project

In the past month 202 Charlotte Jewish families took 15 minutes or more to answer some very important questions about the future of our community.

They were responding to a professional survey authorized by the Foundation and approved by the Presidents of the three Temples, JCC, Academy and Federation. Chosen completely at random and with an absolute guarantee of anonymity, these 202 families (20% of our community) spoke their hearts and their minds about the proposed

Project. The results were encouraging beyond all expectations:

The bulk of respondents support the Project completely. 77% of those who are members of Temple Israel were completely in favor. 77% of those who are Beth El members agreed. 79% of those who are JCC members said they supported the Project and 100% of those with children at the Academy concurred. Even among persons not affiliated with a Temple there was 79% support. The balance of those called were evenly split between opposed and undecided.

There were 35% of the respondents who said they felt that cohesiveness within the entire Jewish Community has increased in the last year or so due primarily to the "joint venture" of the new project which produced "common goals" "bind everyone together". Only 2% felt cohesiveness was decreasing.

Respondents during the recent Jewish community survey of the project were asked: "About how thoroughly do you read the NEWS?" They responded:

All
51% Read nearly everything
16% Read important things only

18% Read only a few articles
14% Read hardly anything

This compares very favorably with general readership throughout the Charlotte area.

In a recent (privately-conducted) study of Charlotte newspaper readership, 22% of the population did not read a newspaper at all (compared with 14% in this survey); and 65% read in a limited fashion (compared with 34% in this survey) and, only 13% read "nearly everything" (compared with 51% in this survey). The NEWS is more thoroughly read among its constituency than other Charlotte newspapers.

The NEWS also has an excellent evaluation for its

(Continued on Page 5)

The most frequently expressed concern was, "can our different institutions and leaders work together long enough and strong enough to make it happen?" The answer to that question is yes! Your proof began several weeks ago with the printed list of facilities. This letter and the contest is further evidence, and we will continue to send you descriptions of the positive decisions which have been made and which guarantee the success of the project.

Based on the results of the survey the Foundation is offering you the unique opportunity to be the one who gives the Pro-

(Continued on Page 8)

In The News

JCC Adult Class Schedule - p.6-7

Cultural Sampler - p.12

Older Adult Luncheon - p.5

Academy News.....	p.4
Bar/Bat Mitzvahs	p.9
Bulletin Board	p.8
Calendar	p.9
Candlelighting	p.9
Classified Ads	p.12
Editorials	p.2
For the Record	p.5
JCC News	p.10-11
L'Chaim	p.3
Lubavitcher Rebbe	p.4
Random Thoughts	p.3
This 'n That	p.5
World Beat	p.4
Books in Review	p.12