

# The Charlotte JEWISH NEWS

## Federation Puts Emphasis On Fall For '84 Campaign

By Marvin Bienstock

1984 - The MILLION DOLLAR YEAR!

That's the pledge made by the three campaign chairpersons for the 1984 Federation/UJA campaign.

When Stan Greenspon, Major Gifts chairman for men's campaign; Ron Katz, General Men's Campaign chairman; and Bobbi Bernstein, General Campaign chairman for Women's Division, make such a pledge they have the track record to back it up.

After a number of years of a campaign hovering around six hundred thousand dollars, this dedicated trio promised a two campaign move to a million dollars. The first half of the promise, to reach \$800,000 in 1983, stands almost totally fulfilled as of this issue of the paper.

All three attribute the 1983 success to a combination of outstanding campaign

workers and a community which understands Jewish needs and is willing to back their understanding with dollars.



Campaign chairs Stan Greenspon, Ron Katz and Bobbi Bernstein celebrating \$750,000 mark of '83 campaign.

"We are focusing on a fall campaign," says Greenspon who will again chair Men's Major Gifts. "We will begin the campaign on Tuesday, September 13, between the high holidays, with a FLY-IN for major givers. This innovation will bring to Charlotte for the second year

a team of national Jewish leadership coupled with outstanding Israeli leadership. Key major givers will be invited to come and meet



with the team to discuss the issues of the campaign and to make their 1984 pledges."

The FLY-IN concept will be repeated for other groups including the medical profession who conducted an extremely successful FLY-IN last year.

Super Sunday, the one day telephone campaign reaching out to more than 1,000 members of the Charlotte Jewish community, has



traditionally been conducted in January. However, the campaign committee was so pleased by the number of Super Sunday donors who immediately sent in their pledge payment that the decision has been made to hold Super Sunday on December 4 in order to give

contributors the advantage of taking their contributions as tax deductions for 1983.

"Holding Super Sunday on December 4 will coincide with Hanukkah," says Bobbi Bernstein. "It is very fitting because Hanukkah is recognized by all of us as a time for giving of ourselves to others."

### Men's Major Gifts Dinner On Sunday December 11

Men's Major Gifts Dinner for contributors of \$3,000 and over will be held Sunday, December 11, in the new dining facilities of the Sheraton Plaza.

Arrangements are now being concluded for a nationally recognized personality to be the speaker at both the dinner and at a public meeting to be held immediately following the dinner in one of the new Sheraton ballrooms.

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## Jewish Social Services To Change Director

L. Louis Albert has resigned his position as Director of Jewish Social Services and has moved to Toledo, Ohio, where he will be the Director of the Jewish Family and Children's Service in that city. Mr. Albert was in Charlotte for three years and was instrumental in establishing the very fine Social Services program that now exists as part of the Jewish Federation. Mr. Albert was originally hired to provide services to the elderly and meet the vocational needs of the community. Under his guidance, the program expanded to include a full range of social work services. His staff included a part-time vocational counselor, Jan Willett, and a part-time secretary, Goldie Weinreb.

Mr. Albert wrote a monthly column in the Charlotte Jewish News, served on the board of Shepherd's Center, participated in the Roundtable for Service Providers for Senior Citizens, and

maintained contacts in the general Charlotte community.

A search for a new Director of Social Services has resulted in the hiring of Mr. Nathaniel Greenwood. Mr. Greenwood received his undergraduate degree from John Hopkins University and his M.S.W. from the University of Pittsburgh School of Social Work.

Mr. Greenwood is fluent in both French and Hebrew. He has taught in Israel and has had extensive experience in both the clinical and administrative areas of Social Work. His speciality lies in the area of family and marriage counseling along with a recent focus on service to the elderly.

Mr. Greenwood comes to us from Jacksonville, Florida, where he has been the Assistant Director of the Jewish Family and Children's Service. He and his wife have three children. He will be assuming his duties here August 1.

## JCC Seeks New Director

By Harold Josephson  
President

Ben Jaffa Jr. is heading a search committee to find a new executive director for the Jewish Community Center of Charlotte. Harold Cohen, who served as executive director from July, 1981, resigned following a special Board of Directors meeting on June 20. Other members of the search committee are Robert Abel, Paula Musler, Miles Levine, Lynn Sheffer and Harold Josephson. Two candidates have been brought to Charlotte for interviews and the committee expects to make its recommendation to the Board in the near future.

In the interim, the responsibilities for running the day-to-day operation of the Center has fallen to Cary Bernstein, the senior program director, and to Mary Hogan, administrative assistant. They have been assisted by Jim Oddo, who has taken full responsibilities for the pools, Abby Hoffman, director of adult activities, and Lisa Teitelzweig, the Center's receptionist-secretary.

Despite the lack of an executive director, the JCC has been running very smoothly: Day Camp has been a great success; athletic activities, including softball and tennis, have been providing

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## Community Project Begins Program Planning Process

By Marvin Bienstock

"A lot of exciting questions need to be asked and answered in the next 18 months," said Harry Lerner, Chairman of the Federation Long Range Planning Committee.

Mr. Lerner was reacting to the day-long visit of Dr. Gary Tobin, urban sociologist from Washington University in St. Louis. On June 21, Dr. Tobin spent the day in Charlotte meeting with representatives from all the institutions participating in the Community Project.

"Now that you have almost accomplished your community goal of being able to build the best possible facilities, it is time to turn the attention of the community to the programs and to the needs of the people who will be using those facilities."

More than 50 people participated in the various segments of the day-long visit. From the many issues raised by Dr. Tobin, based on his numerous studies of other Jewish communities, were the following:

1. The concerns and needs of the Jewish community are no longer homogeneous. The community contains many segments with different interests, backgrounds and needs. The leaders of the institutions and the project should gather the facts about



Dr. Gary Tobin

these subgroups through face to face contact and to involve these groups in planning how the facilities will be used.

2. Among the many subgroups, three stand out. These are older, singles and working women. These groups deserve special and particular attention because they are growing in size and represent new issues and concerns for the Charlotte Jewish community.

3. Planning and even the beginning of the programs must come before the doors open. The grand opening must be the culmination not the start of the planning process.

4. Having excellent facilities will be marvelous for the Jewish community as individuals. What happens inside those facilities must be planned to be marvelous for Judaism. In working together the institutions are

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