Charlotte Jewish Federation

Three Special Functions Draw Participation and Dollars

Sunday, November 18, was a banner day for the Men's Federation/UJA Campaign. Three special events took place on that day involving upwards of 100 people. By late that evening the '85 Campaign was \$46,635 richer.

SUPERIOR SUNDAY AM

For Simon Estroff, the day which began at 8 a.m., was the culmination of weeks of work on SUPERIOR SUNDAY. The concept grew out of the well established SUPER SUN-DAY. But while the latter is a massive phone calling effort, SUPERIOR SUNDAY involves teams of workers making face to face calls on donors of \$500 up to.\$8000.

"This was our 2nd year," said Estroff, "and, the first one was so successful that the letter asking prospective participants to make appointments was signed by each and every person who had been seen the previous year!

"Our goal was to thank people in person for their philanthropy and to explain the needs of the '85 campaign. It also gave us an opportunity to show new campaign workers how positive and productive it is to talk with people directly. We promised that no visit would take more than a half hour, and we kept that promise.

"Next year we are hoping and planning to have SUPER-IOR SUNDAY grow until we see as many as 100 donors in the day.'

Workers participating in this SUPERIOR SUNDAY included: Phil Guller, Richard A. Klein, Allan Oxman, Larry Gerber, Harry Lerner, Stan Tulman, Stan Greenspon, Larry Widis and John Pran-

Those donors who were called on during the day included: Leo Ascher, Bob Salvin, Mel Frank, Bennett Liebstein, Gerald Hatoff, Elliot Bernat, Irving Bienstock, Joe Spielman, Elliot Gartner, Marc Silverman, Julius

Goldman, Marshall Rosenfeld, David Swimmer and Joe Cohen. Bernard Elias and Hy Spectorman made appointments and were seen later in the week.

LAWYER'S BRUNCH

The Ramada Inn on Independence was the setting for the 2nd annual Lawyer's Brunch. It began at 10 a.m. when Superior Sunday was already two hours under way. The gathering was convened by Marshall Karro, Mark Bernstein, Jon Wallas and Hal Levinson. Coordinator for the morning was Ron Katz, Men's Campaign Chairman.

Featured speaker was Professor Sherman Cohen of Georgetown University where he teaches, among other courses, about the relationship between Jewish law and American civil law. Professor Cohen is also the President of the American Section of the International Association of Jewish Lawyers and Journalists with 7000 members worldwide.

In the two hours of the morning, Professor Cohen fascinated the group as he discussed aspects of modern legal practice and their origins in Jewish religious law. Plans are under way to bring Professor Cohen back to Charlotte for a much more extensive opportunity to meet with our legal community.

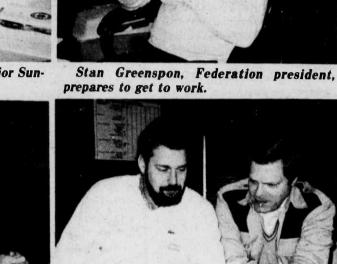
Among those attending that day were: Ed Bograd, Deborah Foster, Michael Jaffa, Moses Luski, Stan Kornfeld and Lawrence Margolis.

DOCTOR'S DINNER

The evening of Nov. 18 saw 22 doctors and their spouses or escorts gather at Valentino's for their 2nd Annual Medical/Dental/Health Professional Federation event. Superior Sunday was into its closing hours, and the lawyers were settled in their homes, as this third segment of this busy day got under way.



Simon Estroff, chairperson of Superior Sunday, prepared for action.



Stan Tulman (1) and Larry Widis discussing a pledge (?).



Larry Gerber (1) and Richard A. Klein also on Superior Sunday.

During conversation over cocktails, the participants had an opportunity to open the envelopes they had received on entering. Inside they found a note of welcome from the four conveners: Dr. Paul Putterman, Dr. Sandy Benjamin, Dr. Joe Steiner and Dr. Jessica Schorr. Also in the envelope was a 1985 pledge card with a reminder of their last year's pledge and a requested amount to consider for '85.

After dinner, Dr. Putterman presented the case for local needs and then introduced Dr. Julius Levy, general surgeon and one of the National Cochairs of the United Jewish Appeal Campaign Cabinet. Dr. Levy spoke about his recent mission to Israel and about the relationship of Jews



At Lawyer's Brunch; (L to R) Stan Kornfeld, Marshall Karro, convener; Prof. Sherman Cohen, speaker; Mark Bernstein, convener.

worldwide.

At the conclusion of his talk, those present were invited to turn in their '85 pledge cards and 21 of 22 responded for a whopping 45% increase over their 1984 pledges. The remaining card was mailed in during the following week.

Among those attending were: Gerson Asrael, James Bedrick, Ira Bomze, David Citron, Lance Deutsch, Lenore campaign, programs.

Deutsch, Alan Goldberg. Trevor Goldberg, Scott Goodman, Mark Katz, Mark Kirsch, Donald Schumacher, James Shearer, David Somerstein, Selwyn Spangenthal, Gary Waldman, Alan Resnick and Alex Kordes.

Plans are under way to bring these related professionals together during the year for appropriate, non-

Allocations will be in Feb. issue See page 14 for Super Sunday



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