

The "Royals" Receive a Royal Welcome

The decision of Royal Insurance to move its corporate headquarters to Charlotte will result in an increase of more than 25 Jewish families for our community. As so many new Charlotteans know, the decision to make a move is not easy. For almost a year, hard and active work by volunteers from all segments of the Jewish community has supplemented major efforts by the Chamber of Commerce, Royal Insurance and the business, government and social leadership of the city to encourage Royal employees to "come on down!" The results have been very heartwarming;

witness the following letter:
Dear Lloyd,
Sue and I wish to again thank you for all you and your friends have done to make our Charlotte visit a most memorable and enjoyable experience.
*This trip has convinced us that we would enjoy living in Charlotte and that all our needs can be met.**

The Lloyd referred to is Lloyd Scher, who as a volunteer, has spent untold hours meeting and working with Royal employees here and in New York. In order to help Jewish employees, Ha

Lailah BBW has sponsored intimate social evenings; Women's Division Shalom Y'All has held brunches; Mark Bernstein and Morris Speizman have traveled to speak at the New York offices. Numerous individuals and couples have attended the twice weekly dinners Royal holds for visiting employees. Now, as each employee makes a decision, we have entered into a new phase. It begins with Lloyd Scher again. He has gathered the names of those who plan to come, information about their families, interests, and affiliations. All the data has been turned over

to the Federation and the names have been added to the community mailing list. Where a family has indicated an interest in affiliating with an institution or organization, the name has been sent to the president or membership chair. The intention is to have Royal families paired with comparable Charlotte families, a buddy system designed to ease the move to Charlotte and into our Jewish communi-

ty. All this hard work has established a model system for helping Jewish employees of other businesses making a relocation. As Charlotte grows so does our Jewish community; we are now ready to give everyone coming to town a "royal welcome."

**(Editor's note: This family was especially concerned about their move as they are Orthodox).*



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