

THE CHARLOTTE JEWISH NEWS

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Editorial

**Did You Get One Paper?...
 Two Papers?... No Paper?**

Confusion reigned everywhere last month concerning the delivery and in some cases the non-delivery of *The Charlotte Jewish News*. The January issue was mailed on Dec. 30, 1987 at the I-85 U.S. Post Office facilities, but that was the last we saw of them for over two weeks. Investigations began one week after the mailing, and though the postal inspectors searched "every nook and cranny," they were not found. A couple of days after this, *The Charlotte Observer* came out with an "expose" of the quantity of mail, especially bulk mail, that was "disappearing."

On Jan. 13 we decided to do a "reprint" so as not to disappoint our readers and our very patient advertisers. On that morning, I was informed that papers were discovered in the Starmount/Montclair post office (one of our smaller mailing zones) and it was decided to wait an additional day to see if more would be found. On Jan. 14, some appeared in Matthews....in view of so few being found, a second run-off was done on that day. On Jan. 15, these papers found their way into your mail boxes (see, it can be done, delivery can be made within a day!) But lo and behold, simultaneously, some of you also received the "lost" papers. The more observant of you probably noted the "apology" in the second run-off plus a slight difference in the composition of the paper. As of this writing, many of the original copies of the paper have never been found.

Something is very wrong at our post office! To have several post office inspectors search for a mailing as large as ours for over a week and come up with nothing is mighty strange. And then well after two weeks to suddenly begin to surface sporadically is even stranger. This is worse than the old pony express!

I appreciate all of your many concerns when you do not receive the paper. By your calls to me, I at least know how many of you look forward to reading it. For this I am very grateful. However, I would appreciate it if each and every one of you would direct your concerns, questions and complaints to the post office. The more people who let them know how poor our service is, the more action can be taken by their staff.

Hopefully, we will never again experience anything like this again. *The Charlotte Jewish News* is generally mailed out on or about the first of every month. If you do not receive it within a week, please call the customer service division of the post office, 393-4418, and ask for Mr. Dean Chesser.

This issue, if it came late, could be due to getting a week's later start because of our big snowstorm in January. Let us hope that the weather and the post office will be more cooperative in the future. If you do not receive a copy of the paper or wish an additional copy for a friend, there are always extra copies at the front desk at the Jewish Community Center. Thank you all for your help and understanding.

—Rita Mond

**The President Speaks—
 My Mission Statement**

By Bobbi Bernstein
 President CJF

The mission of my tenure as president of the Charlotte Jewish Federation is to develop a sense of community, "Klal Yisrael," in which unity and participation are key to fulfilling the financial and human service needs of our constituents both here and abroad. It is our responsibility to create a sense of common purpose so that our concerns can translate into effective action. We must transcend our differences and build a sense of community by developing a pluralistic view of one another. We can effectively function only by consensus and we must be guided at all times by remembering the importance of charity, social justice and community. Vital to the achievement of this mission is

the development of long-range planning, the continuation of building leadership and the establishment of a sound fiscal structure which will ensure financial stability, continuity and growth.

My first goal toward accomplishing this mission is to have full board participation. Each member needs to share their expertise by becoming involved in more than a periphery manner. In other words, I expect each to carry a portfolio. It has been said that what counts in Jewish life is not so much what we profess to believe, but what we do about those beliefs. We have an opportunity to express our sense of Jewish identity through a program of Jewish action — not just through our acts of tzedakah.

My second goal is to reactivate the Federation committees which I believe are viable and vital to meet the needs of this community. It is critical that we form an active and articulate Community Relations Committee in view of what's happening in Israel and the harsh response of world opinion. I have already mentioned the importance of long range planning — we must begin to think about endowments — and the whole issue of Jewish education is critical to the future of ourselves and our children. I challenge anyone to tell me they can find nothing of interest in the important tasks for Federation.

My third goal is to revitalize the Presidents' Council. I believe there is a need for greater communication and cooperation among the many Jewish organizations in this community. Only by working together and establishing trust for one another, can we really begin to build community.

My fourth goal is the computerization of the Federation office. Based on the auditor's recommendation, we must function on a professional level designed to increase efficiency and accuracy. We are no longer a "mom and pop" organization. We are a million dollar plus business and we need to function as such.

My fifth goal is to evaluate our Federation Campaign with an eye to restructuring it. In order to continue to meet our financial obligations both here and abroad, we must develop new strategies for fund raising. Our giving base needs to increase by at least 20% and to accomplish that, we need an army of solicitors. We must also look at developing other sources of revenue, such as endowment funds, corporate gifts and/or United Way.

My sixth goal is to continue to remind the CJF board and the community that we are a part of a greater Jewish family. Our destiny is forever linked with the health and well being of our brothers and sisters in Israel and around the world. We can not push aside the issues and concerns that face them. We must stay abreast of the problems that arise and the solutions that are proposed. We must be aware of our history and never forget our commitment to Jewish survival. It is up to us to see to it that what we have built in Charlotte is more than beautiful bricks and mortar. Our legacy will be that we have helped to fill Shalom Park with Jews who are proud of who they are, have a sense of identity and purpose, and believe strongly in the future of the Jewish people.

In short, it's a monumental task. I have already spoken to the executive board and have been assured of their cooperation. Now I am asking for all your support. In my view, it is an honor and a responsibility to serve on the Federation Board. I know that I'm going to work very hard to be a president you will be proud of. I look forward to an exciting and challenging year. Thank you.



Letters to the Editor

Senator Helms Sends Message

This letter was sent to Rabbi Groner in response to an invitation to the Lubavitch 7th anniversary dinner.

Dear Rabbi:

Doubtless you may recall Tevye's song from "Fiddler on the Roof", "If I Were a Rich Man." Well, frankly, I've never really aspired to be a rich man, in the financial sense, but G-d has richly blessed me with good friends such as yourself.

I do wish, however, that I had the ability to be with you good folks as you celebrate Chanukah. Instead, I must paraphrase a heartfelt prayer — "Next year in Charlotte", G-d willing.

As you commemorate the ancient traditions of the Festival of Lights, I hope you know how much your faithfulness is a beacon of hope to all G-d-fearing believers. This is a special time, a holy season for Christians and for Jews. In an age of unbelief, may the candles of the true Light continue to permeate the darkness so the lost may find the Way. You are in my prayers, as I know dear friend, that I, most gratefully, am in yours.

Sincerely,
 Jesse Helms

We encourage our readers' viewpoints. Letters should be submitted typewritten and double-spaced and signed. Please include your address and phone number. We reserve the right to edit.

**Jewish Calendar
 Candlelighting**

Feb. 3 - Tu B'Shvat	Mar. 2 - Fast of Esther
Feb. 5 - 5:36 p.m.	Mar. 3 - Purim
Feb. 12 - 5:43 p.m.	Mar. 4 - 6:03 p.m.
Feb. 19 - 5:50 p.m.	(Shushan Purim)
Feb. 26 - 5:57 p.m.	Mar. 11 - 6:09 p.m.



Have a Happy Purim