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The Charlotte JEWISH NEWS

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Federation Establishes Committee As Advocacy Group for Jewish Education

Bobbi Bernstein, president of the Charlotte Jewish Federation, recently announced the appointment of Ruth Goldberg to chair a special committee on Jewish Education in Charlotte. Mrs. Goldberg's active involvement in Jewish educational activities in Charlotte ranges from teaching at the Hebrew Academy to her current position as editor of the *American Jewish Times Outlook*.



Ruth Goldberg

Also appointed to the committee are Sol Levine, Michael Simon, Lenora Stein, David Swimmer, Peter Telem, Sally Schrader and Dr. Gary Waldman. Herman Blumenthal is serving as an honorary member of the committee because of his lifelong commitment to Jewish education.

Mrs. Goldberg states that the role of the Federation Jewish Education Committee is to serve as "an advocacy

group for Jewish education in Charlotte."

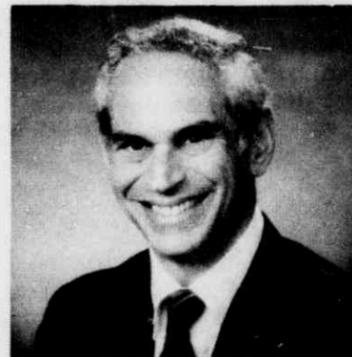
The committee's first task was bringing Rabbi David Shluker, Ed.D. to Charlotte. Rabbi Shluker is the Director of the Department of Community Consultation and Planning at the Jewish Education Services of North America, Inc. (JESNA). JESNA is the planning, coordinating and service agency for the field of Jewish education, which was

established by the Jewish federation movement of North America. Currently in his sixth year as a community consultant at JESNA, Rabbi Shluker has worked extensively with federations, central agencies for Jewish education and schools, providing individually designed consultations, assisting in educational planning, assessing educational needs, and evaluating institutions and programs.

Rabbi Shluker spent April 21 and 22 here, consulting with professional and lay leadership of Jewish education and religious organizations in Charlotte. Commenting on his visit, Ruth Goldberg said, "The committee's work will be guided by Rabbi Shluker's recommendations on how to improve the quality of Jewish education for everyone in Charlotte, from the cradle to the golden years."

Beth El V'Shalom Appoints Silverman New Building Chair

Marc H. Silverman is the General Chairman of Temple Beth El V'Shalom's new temple building project. Appointed by the Temple Board, Marc will coordinate the effort to raise funds for the building as well as oversee the design and construction aspects of the project. The new temple will be located on a tree-shaded hilltop at Shalom Park.



Marc Silverman

Sally Schrader, president of the Temple, commented on Marc's appointment: "We are fortunate to have Marc Silverman accept this project. It is perhaps the single most important challenge to our congregation in the past 5 years and Marc has the skills and experience to make it successful."

Marc, 49, and his wife Mattye have three children. Originally from Philadelphia, he was graduated from Ohio Wesleyan College and moved to Charlotte in 1962. Until recently, he was the president/owner of Schloss Outdoor Advertising Company.

In addition to his business experience, Marc has been involved in numerous community activities including the Charlotte-Mecklenburg Parks and Recreation Commission, serving as a commissioner and leading the successful Park Bonds drive. He served as vice president of the Jaycees, president of the N.C. Outdoor Advertising Association and as a national director of the National Outdoor Advertising Assoc. He is currently on the Board of the Mint Museum and the Board of Visitors of Johnson C. Smith U. and Mercy Hospital. Marc was a vice chair of the Leadership Circle of the Men's Cabinet of the Charlotte Jewish Federation this past year.



Herman Blumenthal

Marketing Committee
Designs Logo

The Marketing Committee, co-chaired by David Lefkowitz and Paul Simon, and ably assisted by Phil Joffe, has designed a new logo for the Building Campaign Project. The logo represents the bold round window and arc in the new temple design and incorporates the campaign theme of "Once in Your Lifetime." It will appear on all communications concerning the building of the new temple.

Campaign Chairs Announced

Marc Silverman commented that "...the unique qualifications and deep commitment of these individuals virtually assures a successful fund raising campaign. I'm looking forward to working closely with each of the chairs in the upcoming months." Campaign Chairman is Don Bernstein; Leadership Chairman (over \$25,000), Mark Bernstein; Benefactors Cochairmen (\$10,000-24,999): Allen Gordon, James Montag, Mark Rothman; Founders Cochairmen (\$5,000-9,999): Alan Blumenthal and Sam Zimmern; Sponsors Chairman (\$2,500-4,999), William Grifenhagen; Contributors Chairperson (\$1,000-2,499), Honey Kridel.

Herman Blumenthal Accepts Position

Herman Blumenthal, honorary Temple Beth El V'Shalom president, has accepted the position of Honorary Fundraising Chairman for the new temple project. The philanthropy of the Blumenthal Foundation throughout the community and the Carolinas has had a significant influence on the quality of life for us all. We, as a community, are indebted to Herman for his continued leadership.

Leadership Development Program Has Graduation Dinner

On Sunday, April 17 the first class of the Charlotte Jewish Federation's Leadership Development Program culminated eighteen months of activities with a "Gala Graduation Dinner." Forty-one participants received certificates for completing the program.

Keynote speaker for the event was Martin F. Stein, National Chairman of the United Jewish Appeal. Mr. Stein spoke of the importance of new leadership in being involved in all aspects of community. He charged the group with continuing their commitment to Israel and local Jewish issues. He extended congratulations on the success of the program.



(L to R) Martin F. Stein, national chair UJA, and Paul Putterman, chair of Charlotte Leadership Program.

Dr. Paul Putterman, chairman of the Leadership Program, received special recognition for his outstanding leadership of the program. Dr. Putterman spearheaded this first complete program. He now becomes an advisor to the new program chairman, Bobby Damsky.

Graduates are: Alan and Lee Blumenthal, Richard Bober, Robert Damsky, Ellen Goldberg, Scott and Becky Goodman, William and Gloria Grifenhagen, Vicki Hopkins,



Paul Putterman (R) hands over gavel and other "goodies" to new chair, Bobby Damsky.

Michael Jaffa and Debra Foster, Philip and Madeline Joffe, Alan and Barbara Katz, Philip and Dee Kridel, Alan Kronovet, David Lash and Marcia Lampert, James and Elissa Meadow, Steve Menaker, Jody Pinion, Paul and Claire Putterman, Frank and Wendy Rosen, Larry and Nancy Segal, Michael and Shari Simon, Selwyn Spangenthal, Morris and Linda Spil, Sandra Weinstein, Robert and Patti Winters, and Sam and Emily Zimmern.

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