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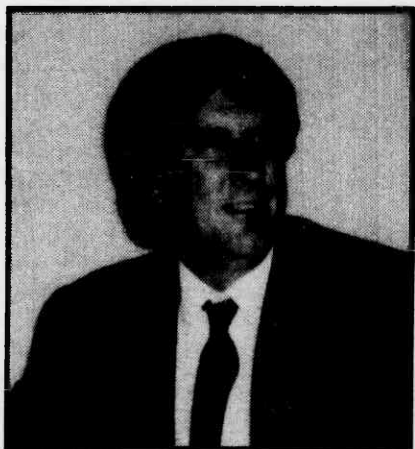
February 1997

Federation Set to Begin Demographic Study

The Jewish Federation of Greater Charlotte, in its continuing effort to better serve its constituency, is about to embark on a major community demographic study. For the first time ever, the Federation will conduct a survey of the Jewish community with a view toward determining the size of the population, the services it needs and the levels of its participation in, and awareness of, Jewish life and institutions. The study has the full cooperation of all synagogues and Jewish agencies in Charlotte.

Sara Schreibman, Chair of the Federation Demographic Study Committee, said the survey will provide the Federation with a clear profile of the geographic, demographic, religious, and philanthropic characteristics of the growing Charlotte Jewish community.

The study will be conducted by the University of Miami's Dr. Ira Sheskin, a nationally-recognized Jewish demographic expert. Sheskin has conducted



Dr. Ira Sheskin

fourteen studies of Jewish communities. Sheskin has designed a questionnaire based on input from the committee and will oversee the selection and training of the interviewers. The demographic survey will entail 400 telephone interviews conducted on a random digit-dial basis in the greater Charlotte area. Interviews will be conducted over a 2-3 week period beginning on March 6, 1997. The interviews will be done

anonymously, Sheskin said, but he added that in order for the survey to provide valid, unbiased results, it is necessary for a high percentage of the Jewish households reached to answer the questionnaire.

"That is why it is so important that the community be aware of what we're doing," Schreibman said. "If people are aware of the study, they'll be more likely to participate."

In order to heighten awareness and to maximize participation, Federation will mail out more than 2,500 postcards to everyone on its mailing list, and posters and flyers will be placed in synagogues and institutions around the community.

"This study will set the direction and the tone for the Federation as we move toward the year 2000," said Marvin Goldberg, Federation Executive Director. "It will enable us to get a true handle on the numbers and needs of our growing Jewish population." ☆

Gerda Weissman Klein to Speak at February 11 Campaign Event

Oscar award winner Gerda Weissman Klein will be in Charlotte on February 11 to share her story as a Holocaust survivor and talk about her writing on the subject. Ms. Klein's autobiography *All But My Life* has been in print for 39 years and has attained the status of a classic. The book depicts the years that she spent in captivity in the concentration camps and her liberation from a death march by her future husband.

Her story was made into the HBO documentary "One Survivor Remembers" and has won an Emmy Award and an Oscar from the Academy of Motion Picture Arts and Sciences.

Ms. Klein will speak on the 11th at 7:45 at Temple Beth El. Women making a minimum contribution of \$600 to the 1997 annual campaign are invited to attend with a guest. Alison Lerner



and Donna Lerner have joined forces again this year as chairs for Women's \$600 division and are working hard to insure a great turnout for the evening. Tammy Menaker is chairing the event.

"We are thrilled to have a

speaker of such stature come to Charlotte and we hope to have terrific attendance for the lecture," said Ms. Lerner. "Our campaign team is hard at work getting the word out to encourage men and women to take advantage of this opportunity to hear such a phenomenal speaker."

Ms. Klein will attend a pre-lecture dinner buffet at the home of Shannon Crystal which will be hosted by the campaign's Lions of Judah for women contributing \$1800 to the campaign. "It should be a wonderful evening and I am looking forward to meeting Ms. Klein and her husband," said Ms. Crystal, who is working with Lori Gordan and Mara Huber on the event.

If you are interested in attending please contact Cary Bernstein in the Federation office at 366-5007, ext.209. ☆

Blumenthals Will Be Honored

On March 5, 1997, two of the Charlotte Jewish community's most prominent philanthropists, Herman and Anita Blumenthal, will be honored at a gala celebration at the North Carolina Blumenthal Performing Arts Center.

The evening, sponsored by the Board of Directors of Temple Beth El, will mark the beginning of the fund raising efforts for the Temple Beth El Permanent Endowment Fund Trust, which was initiated last year by the Blumenthals' \$1 million gift.

The black-tie evening will feature keynote speakers Governor James Hunt and Rolfe Neill, editor of *The Charlotte Observer*. Other highlights will include cocktails, dinner, and performances by the resident companies of the Blumenthal Performing Arts Center.

There will be a special presentation of the Blumenthal Award, which honors Herman and Anita Blumenthal and their generous \$1 million gift which was the first major contribution to the Temple Endowment Fund. Herman and Anita Blumenthal were the inspiration for this award and this special evening is an opportunity to celebrate their philanthropy.

In addition to honoring the Blumenthals for their lifetime of giving, the Board of Directors will also announce and recognize other major gifts that have already been pledged to the Endowment Fund, and will launch the next phase of the endowment drive which will continue as a permanent part of the Temple's financial program.

For information regarding tickets to this gala event, please contact Arthur Kramer at Temple Beth El, 366-1948. ☆

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SUPER SUNDAY TO BE CHAired BY DEBRA AND DAVID VAN GLISH

What Federation committee chairmanship requires that you oversee a day of phone calling that reaches out to over 500 Federation donors? Super Sunday, of course, and the Federation is fortunate to have David and Debra Van Glash as chairs for the event.

"We are excited about working on this project," said David. "It gives Debra and me the opportunity to be involved by helping to raise a significant amount of money for the Federation while reaching out to several hundred donors during the course of the day."

The annual telethon is scheduled for Sunday, February 23 in Gorelick Hall. Debra and David have been hard at work with their committee to plan what should be an exciting schedule of events for the day with special guests, great food and terrific door prizes.

"This year we hope to spice the day up for both the solicitors and for anyone wanting to visit during the day. We are arranging visits from local celebrities and some exciting entertainment," added Debra.

She continued, "We reach out to several hundred people during the course of the day. It is a great opportunity to listen to our contributors and hear about their concerns in addition to raising money for this important cause, but we also want the day to be fun. We want to add some extras this year that will help to build enthusiasm for the effort."

Anyone interested in volunteering for the day (as solicitors or administrative support) should contact the Van Glashes or Cary Bernstein at the Federation office. ☆

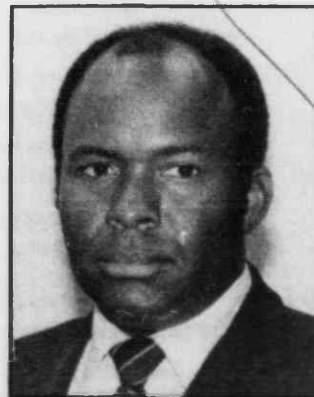
Greenberg Will Speak

By Phil Bernanke

Charleston Police Chief Reuben Greenberg will speak at Temple Israel on Thursday, March 6 at 8 PM. He has appeared on *60 Minutes*, *Larry King Live* and the *Phil Donahue* show. Greenberg will discuss how Judaism has influenced his career as Chief of Police and new ways to deal with crime and criminals.

Chief Greenberg has three degrees from California universities, including two graduate degrees. He has taught at three universities, including UNC-Chapel Hill. He is a graduate of the FBI National Academy and belongs to numerous associations, including the National Association of Black Law Enforcement Executives.

Chief Greenberg has written extensively for newspapers and is the author of *Let's Take Back Our Streets*. Mark your calendars! Don't miss this event! ☆



JCC Will Host 1998 Maccabi Youth Games

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