

Book of Life Society Introduces the Book of Life Display Display Plays Continuously on Main Street in LJCC

You may have noticed the new Book of Life display on Main Street in Shalom Park's main facility. The interactive display recognizes members of the Book of Life Society and was formally introduced to the community at the Inaugural Book of Life Celebration on Sunday, April 26. More than 80 guests attended the event, which was sponsored by the Foundation for the Charlotte Jewish Community. The event was co-chaired by Margi Goldstein and Jill Newman, who were joined by David Epstein, Deane Boxer, Alan Goldberg and Marcia Simon on the Book of Life Task Force.



Ellen and Dan Dubin sign their Book of Life story

and join them in supporting the future of our community.

The featured speaker for the inaugural event was President and CEO of Foundation For The Carolinas, Michael Marsicano. The Foundation awarded a \$12,500 grant to support the Book of Life project.

"Our Foundation For The Carolinas' team has been most enthusiastic in our grant assistance to help fund the Book of Life project," said Marsicano in his address. "As a community foundation, we believe strongly in the power of a legacy gift that keeps on giving now and forever."

He acknowledged the commitments of the donors by adding, "You have made a thoughtful and caring decision that your very last act in life will be an act of generosity. When you joined The Book of Life you made a planned gift in one form or another that, by its very definition, assures your last act in life will be a generous one that gives light to the lives of people you will never know but who will be forever grateful to you. How beautiful is that?"

For more information on how to add your story to the Book of Life display contact Phil Warshauer, Executive Director of the Foundation for the Charlotte Jewish Community. He can be reached at 704-973-4544 or pwarshauer@charlottejewishfoundation.org. ☆



Book of Life member Fay Green with Phil Warshauer, Executive Director of Foundation for the Charlotte Jewish Community

The Book of Life Society was established to recognize those who establish permanent endowments or planned or deferred gifts to support our Charlotte Jewish institutions. No minimum amount must be given or promised; the only requirement is a financial commitment to support the future of our Jewish community. Forty-six individuals and families are currently members the Book of Life Society. Many of these members were present at the celebration, along with their families and community leaders. More Book of Life events will be planned as generous donors continue to make long-term plans that benefit the future of our Jewish community.

Members of the Book of Life Society are asked to contribute personal stories for the display. These stories are reflections about tzedakah and the importance of perpetuating our Jewish community for future generations. During the event, members were asked to sign printed versions of their stories that will be used to create a permanent archival legacy as part of the Book of Life display. We invite you to read these stories, thank these donors for their gifts



Margi Goldstein, co-chair of Book of Life Task force



Enscribed in the Book of Life

Bobbi and Don Bernstein

Mark and Louise Bernstein

Alan and Lee Blumenthal

Tracy and Larry Brown

David and Janice Cantor

Dan and Ellen Dubin

David and Aleen Epstein

Margi L. Goldstein

Meg D. Goldstein and Matthew Luftglass

Shelton and Ellen Goldstein

Scott and Rebecca Goodman

Bill and Patty Gorelick

Rael and Gabi Gorelick

Shelton and Carol Gorelick

Stacy Miller Gorelick and Todd Gorelick

Fay and Dan Green

Stan Greenspon

Donald L. Jacobs and Susan Sachs-Jacobs

Florence Kaufman Jaffa

Lorrie and Barry Klemons and Family

Sheila and Lee Kritzer

Harry Lerner

Barbara and Jerry Levin

Donna and Norman Levin and Family

Alvin and Helene Levine

Harry Kevin Levine and Louis Arnold Sinkoe

Julie Lerner Levine

Leon Levine and Sandra Poliakoff Levine

Sol Levine

Mrs. Jerome Madans

The Meiselman Family

The Menaker Family

Paula Sigal Musler

Dr. Edwin and Jill Newman

Gale Osborne

Richard J. Osborne

Marcelle Buxbaum Oxman and Allan Oxman

Marcelle Gorelick Peck

Larry and Dale Polsky

Frank and Wendy Rosen

Gerald and Barbara Schapiro

Linda C. Seigel

Marc and Mattye Silverman

Lori and Eric Sklut

Norman Steinberger

Alene Cohen Strause and Sam Strause

Israel Opens Office of Trade and Investment in North Carolina

Israel's Ministry of Industry, Trade and Labour is proud to announce the opening of an Israeli Trade and Investment Office in Durham, NC. The center will work to further commercial and economic relationships between Israel and the state of North Carolina.

Though Israel is a small country with limited resources, it has distinguished itself as one of the world's most competitive economies. Israel's capacity for innovation, due to its highly-educated and skilled workforce, has played a key role in increasing Israel's rating as a high-tech center next to Silicon Valley in California and the RTP in North Carolina.

Israel's unique combination of attributes and innovative capabilities, have established a thriving entrepreneurial spirit combined with a knowledge-based, technologically-advanced, market economy have been the driving force behind some of the world's most significant technological breakthroughs. Drip Irrigation, the Disk-On-Key, the Instant Messenger, Voice Mail, VoIP, ZIP Compression, the Ingestible Video Camera and many more were all invented in Israel.

Accordingly, in 2006, Foreign

Direct Investment in Israel reached a record high of \$13.2 billion. This may be the reason that some of the world's largest companies, including IBM, Microsoft, Motorola and Intel, as well as more than 80 North Carolina firms, have found that it is indeed profitable to do business in Israel.

Selected to head the office is Bitia Puderbeutel-Guttel, who has worked in the Israeli Finance Ministry for several years after receiving her degree in political science at Hebrew University.

The Israeli Government's decision to open a center of commerce in North Carolina, according to Bitia, is based on the similarity of the two economies. The economies share similar traits such as a resilient global-orientation with a focus on advanced technology-based companies. Both Israel and North Carolina have become famous for their high-tech entrepreneurial spirit, particularly in telecommunications, information technology, electronics and life sciences. This similarity creates great potential for future cooperation that is limited only by the imagination.

Israel is one of North Carolina's top trading partners. Since 1996, Israel has purchased more than \$1 billion in goods and

services from the Tarheel State, including more than \$155 million in 2007 alone. Moreover, the two have shared millions of dollars in bi-national grants, supporting their respective universities as they strive to make new technological and medical advances.

During the recent years, about fifteen Israeli companies opened facilities in the NC, some of them are production units.

In addition, North Carolinian companies and academic institutions can benefit from the three US-Israel bilateral foundations - the Binational Industrial Research and Development Foundation (BIRD), Binational Science Foundation (BSF) and the Binational Agricultural Research and Development Foundations (BARD). These foundations provide grants to joint projects conducted by Israeli and US companies and researchers. Every year, the three foundations provide financing of about \$35M.

"Collaboration between Israel and North Carolina is a growth industry", say Bitia, "and we believe that commerce between the two regions will increase exponentially and that work on this today will generate great returns in the future." ☆

JCC Tributes

THE AUGUST FAMILY TEEN PROGRAM ENDOWMENT FUND

In memory of Eleanor August, mother of Stan August from Shellie and Harvey Barer, Evelyn Berger, the Stuart Cohen family, the Bob Comen family, Suzie and Jack DeSarno, Tammy and Ken Golder, Bari and Jeff Gorelick, Elyn and Lee Gross, the Michael Iagnocco family, Barbara and Jerry Levin, Karen and Gary Maniloff, Judy and David Miller, Risa and David Miller, Jennifer and Michael Newman, Judi and Michael Norman, the Adrian Mesoznik family, Stacey and Ira Slomka, Robin and Michael Stier.

THE DAVID SILVERMAN MEMORIAL BASKETBALL ENDOWMENT FUND

In memory of Helga Rosenberger, mother of Lynn Edelstein from Mattye and Marc Silverman

THE LJCC PROGRAM ENOWMENT FUND

In memory of Helga Rosenberger, mother of Lynn Edelstein from Roni and Glenn Fishkin

THE LJCC BUTTERFLY PROJECT

In honor of Alene and David Epstein from Judy and Stan August

THE SWIMMER FAMILY LJCC MACCABI ENDOWMENT

In honor of Carol and Larry Fleishman from Evelyn Berger