

# The Charlotte JEWISH NEWS

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## Gorelicks Honored Joint Venture Agreement Signed

The single largest turnout of Charlotte Jewish leadership was seen on Sat. Evening, Feb. 4 when the Federation paid tribute to the accomplishments of the Gorelick Family.

The event was the Major Gifts dinner of the 1984 Men's Campaign. Special featured speaker for the evening was Senator Joseph Biden of Delaware. Senator Biden is well known for his outspoken support of Israel. Stan Greenspon, Federation president and Major Gifts Chair for 1984 said, "The Gorelick Family is well deserving of this honor. Their long standing concern for Judaism has led each and every member to become active in at least one aspect of community life. Temple Israel, the Federation, the Foundation, BBYO, the JCC and others have all been beneficiaries of the talents and the skills of this remarkable family.

Three generations of Gorelicks have helped to make Charlotte the wonderful place it is today and I think we can look forward to many more generations of civic leadership for them."

The dinner took place at the



Shelton Gorelick



William Gorelick

new Marriott Hotel (I 77 & Tyvola). A cocktail reception preceded the meal.

I know just how much such an occasion can mean," said Alvin E. Levine, honorary chair of the evening and,

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## Act of Faith Completed

Friday, January 6, 1984, the Joint Venture Agreements and Leases, legally binding together the Community Project, were signed by all the participating institutions (see photo story on page 16).

With this official act, four years of intensive work and effort came to a successful conclusion.

"We have been operating under Letters of Intent," said Mark Bernstein, attorney responsible for drawing up the almost 100 pages of legal documentation. "The letters said each institution would look with favor on the idea. That's all they said. The cement that has bound us together has been faith — a faith in our common destiny and a faith in each other."

"Those of us who signed today are the inheritors of the efforts of all those presidents who preceded us." The speaker was Alvin Levine, Foundation President who went on to say, "There should have been a place to sign for those other greater leaders. If



The Institution Presidents are shown toasting the signing of the Joint Venture Agreement. (l-r) Stan Greenspon (Federation), Jerome Levin (Temple Israel), Alan Gordon (Beth El), Mike Shapiro (Academy), Harold Josephson (JCC), Alvin E. Levine (Foundation).

each and every one of them hadn't been a diplomat and a 'mensch', today would never have happened."

The signing was held in the offices of Bernstein's firm, Parker/Poe, and the ceremony lasted for almost two hours. The completed documents will be bound in sets in leather and given to each institution for permanent keeping.

Herman Blumenthal, the Foundations' first President and Harry Swimmer, Chairman of the successful Capital Drive, spoke about the future. "The bid for the site work was extremely acceptable thanks to the efforts of Leon Levine," said Blumenthal. "If the weather is with us we should be moving dirt in January."

"We still have pieces of the campaign to complete," noted Swimmer. "We intend to build everything everyone asked for and dreamed about. That is

going to take another \$500,000 in new gifts and increased gifts. I know that we will finish the job and finish it right. This community has shown it can do whatever it wants and it wants to do this project right."

During the ceremonies each of the two Temples received the deeds to approximately 8 acres each of the total 54 acres. On these deeded sites the Temples will build their new sanctuaries and social halls in the second phase of the project. Phase I, the joint educational-recreational facilities are expected to be completed in the last Spring of 1985.

## Women's Division To Present Showing

Women's Division of the Charlotte Jewish Federation will present "A Splash of Spring" on Sun. Feb. 19 at the home of Mr. and Mrs. Harry Swimmer, announced Louise Bernstein chairperson for the day.

This event will feature a Gottex swimwear fashion showing presented by Hank Greenberg of Coplon's and modeled by professionals. It will take place around the uni-

que setting of Marilyn and Harry Swimmer's indoor swimming pool.

Gottex swimwear is an international company headquartered in Tel Aviv. It was started in the early '60's by Leah Gottheim who continues to be its owner and chief designer. Gottex has long been recognized as a leader and innovator in the swimwear industry. Its swimwear is noted for the vibrant colors and bold

patterns used in each design.

In addition to the exciting fashion showing an informal lunch will be served and more will be heard about Israel's outstanding achievements in goods exported to all parts of the world.

This delightful program is open to any person making a \$250.00 minimum pledge for the 1984 Women's Division Campaign. For more information, call the Federation Office: 372-4688.

## Campaign Tops \$700,000 Super Sunday New Approach

With the 1984 Campaign already past the \$700,000 on the way to an alltime high, Ron Katz, Men's General Campaign Chair, described a new approach which has been used successfully this year - Superior Sunday.

"Super Sunday has been a proven benefit to campaigning," said Katz, "Superior Sunday is based on the same basis of completing a large part of the campaign in one day. Only, in this instance, prospective donors are seen face to face."

Katz explained that appointments to discuss pledges

can be very difficult to obtain, especially if the solicitor asks to come to the prospects home. "The prospective donor doesn't want to have two people sitting in his home for hours twisting his arm," said Katz, "and, we don't want to do that either." Superior Sunday overcomes the problem two ways: 1) The visit is guaranteed not to exceed a half hour and 2) the amount the prospective donor is asked to consider is sent in a letter a week in advance.

"We send enough information in that letter so the donor knows the need and has time

to think it over before the doorbell rings," said Katz. "We have taken what used to be a pretty uptight situation and turned it into a fair and honest discussion between people who care about Jewish life. At the end, regardless of the amount of the pledge, we part friends."

To date there have been two Superior Sundays. As much as \$50,000 has been raised from 24 people in a single day. Moreover, the increases have been in the range of 25% and higher for the day.

"On Superior Sundays we

meet and talk with people who have proven how much they care by being long standing contributors. More than anything else, this way of campaigning lets us say thank you in person to people we respect for their philanthropy." Participating in Superior Sunday as solicitors have been: Mike Schreiber, Simon Estroff, Ben Massachi, Jules Buxbaum, Sandy Berlin, Bennett Lyons, Stan Tullman, John Pransky, Bill Applebaum, Phil Guller, Richard A. Klein, Stan Greenspon, Larry Gerber, Larry Widis and Ron Katz.

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#### Together We've Begun

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