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# The Charlotte JEWISH NEWS

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## Federation/UJA Campaign Tops One Million of \$1,255,000 Goal

With the 1987 Federation/UJA Campaign currently in full swing, the total already stands at \$1,035,000. This represents an increase over last year, by the same donors, of \$250,000.

"The response has been wonderful," says Ron Katz, Campaign cochair. "The level of commitment and generosity has made every worker feel as if they are accomplishing their goals — and, in truth, they are."

More than 70 workers have been engaged in the Campaign. Bobbi Bernstein, Campaign cochair, notes that this is the largest number of face-

to-face solicitors ever assembled in Charlotte for a Federation Campaign.

"We know that we have only seen less than half of all those who will volunteer," says Bernstein. "There are almost 100 more who have stepped forward to work on Super Sunday."

The Campaign received its initial, successful start from the newly formed Leadership Circle. The momentum has continued in all the programs and divisions of both Men's and Women's Campaign.

The work of a brand new marketing committee, chaired by Phil Joffe, has been

credited for setting the tone for the Campaign. The committee created an exciting series of mailer cards, posters and other visible reminders of the purposes of the Campaign. Credit for the design of the cards and the inserts goes to a newcomer to Charlotte, Geri Zhiss. Another newcomer, Joel Kweskin, used his talents as an artist to create the menorah, in the main entranceway, which marks the progress of the Campaign toward its goal. The editing of the copy and themes has been the work of the other members of the committee including Harvey Cohen, Mike Lewis,

Vivian Leibowitz, Marc Silverman and Ed Moline.

A special thank you goes to Rita Mond, editor of *The CJN*, who helped with this month's insert.

The face-to-face portion of the Campaign will continue through December.

"The needs of which we raise our local dollars are very immediate," says Katz. "As of January 1, our local institutions, including the JCC, Family Services, the Academy and the Consolidated High School will be dependent on our results in order to ensure

the continuance of their programs. We can't let them down because we would only be letting ourselves down."

"We will do whatever must be done," adds Bernstein. "We will work our evenings and our weekends and all our available time to make certain that we reach and explain our needs and our goals to every Jew in Charlotte."

Both agree that this year's Campaign will set new levels of achievement and a sense of pride for the community as a whole. They are confident the goal of \$1,255,000 will be reached.

## Super Sunday

### Command Central to be at Shalom Park

The first Super Sunday to be held at Shalom Park will be much more than a phonathon. Cochairs for the event, Dayle Fligel, Jack Levinson, Bob Damsky and Hal Levinson promise it will be a day filled with sights and sounds and activities for people of all ages.

"Command Central" for the 100 volunteer workers and callers will be Gorelick Hall where a special bank of phones is being installed. Balloons, prizes, awards and celebrity phone callers will be part of the show.

The goings on can be viewed from a special visitors section. Included in that area are phones which visitors can use to call directly into the workers' area in order to make their own Super Sunday pledges.

The rest of Shalom Park will be equally enticing for the day as the JCC matches the excitement of Super Sunday and its very own Super Funday. Among the special activities and services planned for the day are: Demonstrations, sampler sessions and

pre-registration for winter classes; variety of athletic activities in the gym; babysitting available.

The goal for Super Sunday is to raise \$60,000 in the one day. Last year, Super Sunday raised a total of \$54,000.

More than 1300 calls will be

made by volunteers asking for pledges to the FEDERATION/UJA '87 CAMPAIGN.

The cochairs and the volunteers have every confidence that the Jewish community will continue to make this annual event an outstanding success.



### "From Russia To Jerusalem" Is New Exhibit

An art show, "From Russia to Jerusalem", will be hung in the East and West Galleries, Blumenthal Education Building, Shalom Park in mid-December.

The works, a group of 40 prints and drawings all by Russian artists who have immigrated to Israel, is a traveling exhibition sponsored by the New England Center for Contemporary Art.

All artwork will be for sale at reasonable prices. Louise Bernstein will chair the show. Watch your mail for details or call the JCC office.

### Sandra Weinstein Chosen "Volunteer of Month"

Ask any of more than 100 newcomers to Charlotte, and they will tell you why Sandra Weinstein is the volunteer of this month.

She herself is a relative newcomer of just 3 years, but this is actually her second time living in Charlotte. She realized in coming back that there was a great need for an active program for newcomers, and she decided to see that the need was filled.

Beginning with taking responsibility for the quarterly socials sponsored by Shalom Y'All, a service of the Women's Division of the Federation, she soon made these



Sandra Weinstein

evenings a magnet for the many new faces in the Jewish community. She gives credit for her success to the firm

### Chanukah To Be Celebrated With Kosher Comedy

An exciting Chanukah program is coming to Charlotte on Wednesday, Dec. 17, 7:30 p.m. at Shalom Park. The program, which has become an annual event sponsored by Lubavitch of N.C., includes kindling of a giant Chanukah Menorah and offers an array of delicious Chanukah delights.

The main feature of the evening will be the appearance of Marc Weiner, who will entertain the participants with his unique brand of Jewish comedy. Marc Weiner, who has performed in hundreds of nightclubs, has also appeared many times on National TV with his comedy "shtick".

Mr. Weiner has recently rediscovered his Judaism which has given his comedy a new dimension. Besides "cleaning up" his act, he has given Jewish audiences all across the country a fresh opportunity to view their Judaism in a most humorous way.

Mr. Weiner makes his home



Marc Weiner

in the upper west side of Manhattan, and his show is a regular feature in many of the New York comedy clubs. His routine takes him to many communities in North America.

A raffle drawing for a camcorder will also take place at the conclusion of the event. Cost is \$6 for adults; \$2 children. For more information about the program please call the Lubavitch office at 366-3984.

foundation and reputation Shalom Y'All already enjoyed in the community.

But, she saw that such irregular social opportunities needed much more frequent back-up. The result was the weekly Newcomers Club which now has a thriving membership of over 40.

Articles in recent issues of *The CJN* have described the expanded newcomers programs in detail. What needs to be added is Sandra's concept of the group as an entry into the ongoing community life of our institutions and organizations. She feels particularly

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