



SUPER SUNDAY

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The Charlotte JEWISH NEWS

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Annual Federation Meeting:

Officers and Board of Directors Are Elected

At the annual meeting of the Charlotte Jewish Federation on Jan. 19, Ron Katz was elected president for a second year. Joining him as officers for another year were: Mrs. Bobbi Bernstein, first vice president; Emily Zimmern and Dr. Paul Putterman, vice presidents; Vicki Hopkins, secretary; and Larry Gerber, treasurer.

Elected to the Board of Directors for three-year-terms were: Harry Berzack, Herman Blumenthal, Simon Estroff, Phil Joffe, Richard A. Klein, Abe Luski, Bennett Lyons, Wendy Rosen, Mike Simon and Aaron Gleiberman.

The year of 1986 was a year of great growth and development for the Federation. The move into Shalom Park meant major adjustments and changes in administrative staff assignments. The 1986 Campaign was the first in the history of the Federation to raise over \$1 million. The 1987 Campaign faced even a greater challenge. It was charged with raising the dollars needed to support the first full year of operation in Shalom Park for all the major recipients. It set a goal in excess of \$1.2 million.

New programs and ideas were created which greatly enhanced the overall Jewish community. As a result of a Federation study of Jews not affiliated with temples, the temples offered 6 months of free membership to all unaffiliated from January to June of 1986. Some 70 families and singles accepted the offer and 50 of those chose to become full members of a temple for the 1986-87 membership year.

Shalom Y'all the newcomer's welcoming service sponsored by Women's Division, expanded its activities and programs to weekly daytime meetings and monthly evening meetings, in addition to quarterly socials. The emphasis was placed on building a support system for new arrivals and helping them integrate into the existing

organizations and institutions.

In campaigning, a new Marketing Committee created and implemented a mailing campaign which included special sections in *The Charlotte Jewish News*, post cards and personal letters. On Super Sunday, the success of their efforts was shown as 320 new pledges were recorded as part of an all-time high of \$65,000.

The year-round efforts of the Marketing Committee will continue on into 1987 as will the work of Shalom Y'all. The latter is planning two new projects. The first will be to brighten the first Shabbat for new arrivals with a "Shabbat Shalom Y'all" basket. The second project involves contacting newcomers personally to obtain the kind of demographic data and information about their personal interests which will then be given to the institutions and organizations to assist them in outreach.

A major program in 1987 for the Federation is the Leadership Development Program for the Charlotte Jewish community. This 18-month undertaking brings together couples and individuals nominated for their leadership abilities by the presidents of the institutions and organizations. Together they will learn about Judaism, the Jewish community locally and nationally and about Israel. They will serve as participant observers on institution and organization boards and committees, and they will travel together to Israel in March of 1988.

All of this is coupled with the ongoing work of Women's Division, the Community Relations Committee, the newly established Jewish Community Fund, Jewish Family Services, Missions Committee, Outreach, and Jewish Education. The results continue to assure the total community of a planned and positive future through the efforts of the Charlotte Jewish Federation.

Bienstock Announces That He Is Not Renewing Contract

By Rita Mond

It has now been made official that Marvin Bienstock will not be serving as Executive Director of the Charlotte Jewish Federation after his present contract expires. The following letter was submitted to Ron Katz, president of the Charlotte Jewish Federation:

Dear Ron,

For the past eleven and a half years, I have enjoyed a unique partnership with the Charlotte Jewish community.

Together we have created a JCC, a multifaceted Federation, a Foundation, Jewish Family Services, the Jewish Community Fund and, of course, Shalom Park. Charlotte has become a model for the national Jewish community — a role it richly deserves.

The next years will be a time of consolidation as the Temples are built and as the institutions of Shalom Park build a programmatic and financial base to ensure their

continuation.

This year, 1987, is a pivotal time for change between the creativity which was so necessary and the stability which is now essential. The marked increase of the FEDERATION/UJA '87 Campaign is a good sign of the ability of the community to achieve a solid position.

Just as '87 is pivotal for the community, it is also a key year for me to assess my career. It is my considered opinion that my greatest strengths lie in creativity and community organization. These areas motivate me to my best and most productive efforts.

As proud as I am of what we have accomplished, I feel the time has come for me to seek new challenges. As a consequence, I will not be available to discuss renewal of my present contract which expires on June 30, 1987.

In these next months, as we wind down our partnership, I want to offer every assistance in finding a new director for



Marvin Bienstock

the Federation.

It is my fondest wish that the Federation and the entire Jewish community continue to go from strength to strength.

Sincerely,

Marvin Bienstock

Marvin's absence will leave a tremendous void, not only in the Jewish community, but in the entire Charlotte community. In 1981 when he assumed the added position of Director of the Community Foundation Project (now known as the Foundation of the Charlotte Jewish Community, Inc.), we wrote about him as being the "Wearer of Many Hats — Man of Many Talents." Never a truer statement was ever made! For the first six years of his being in Charlotte, he served not only as Federation Director, but as Director of the Jewish Community Center. In Aug. 1981, he resigned as JCC Director to be involved with the Foundation.

The Charlotte Jewish News came to be because of Marvin. He was highly receptive to the concept that the Jewish community needed a paper that could reach out to everyone; it was a means of consolidating the news from many institutions and saving much money by eliminating duplication of mailings, etc. Throughout the existence of the paper, Marvin has been like a right arm to me, not only with his support, but with the many hours he has put into writing the

See BIENSTOCK page 6



At the White House: A group of Lubavitch Rabbis met with President Ronald Reagan during Chanukah and presented him with a Chanukah menorah for his oval office. Shaking hands with him is Rabbi Yossi Groner of Charlotte.

photo/Bill Fitz-Patrick
The White House

Yad Vashem Additions Memorialize Children, Communities

By David Landau
(JTA)

A massive hall of haunting lights and mirrors, and a silent, artificial valley are two striking projects now under construction within the Yad Vashem Holocaust Memorial site. Together they will add a major new dimension to Yad Vashem for the hundreds of thousands of Israelis and foreign tourists who visit the unique and dignified memorial

each year.

The chamber of mirrors is an underground hall situated just east of the main buildings. It is the concept of world-renowned Israeli-Canadian architect Moshe Safdie, who has become the foremost planner, architect and executor of massive projects in modern day Jerusalem.

Indeed, some observers, not altogether in jest, have compared Safdie to Herod the Great in terms of imbuing the

city with lasting new form.

Safdie recently unveiled the first stage of the new Hebrew Union College campus on King David Street, itself a mammoth project, and that is ultimately to be encompassed by Safdie's grandly planned complete revamping of the entire area stretching from the Jaffa Gate of the Old City to the King David Hotel in the newer section.

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