

THE CHARLOTTE JEWISH NEWS

P.O. Box 13369, Charlotte, NC 28226

Published monthly by:

Charlotte Jewish Federation . . . Michael L. Minkin, Director
 Foundation of Charlotte Jewish Community &
 Jewish Community Center . . . Barry Hantman, Director
 Lubavitch of N.C. . . . Rabbi Yossi Groner, Director
 Editor . . . Rita Mond
 Advertising Asst. Blanche Yarus
 Editorial Board Joel Goldman, Chair
 Phil Joffe, Sally Schrader, Marcia Simon,
 Dr. Selwyn Spangenthal, Barry Wohl, Barbara Ziegler

Copy deadline the 10th of each month

The CJN does not assume responsibility for the quality or kashruth of any product or service advertised.

Publishing of a paid political advertisement does not constitute an endorsement of any candidate, political party or political position by this newspaper, the Federation or any employees.

Editorial

CJN to Meet Challenge of the '90s

We are entering not only a new year, but a new decade. It is the time for planning and The Charlotte Jewish Federation approaches the 1990s excited about the role of **The Charlotte Jewish News** in our community.

In 1989, the Federation formed the first CJN Editorial Board to ensure an even better and more representative paper. The Board is comprised of Joel Goldman, chair; Phil Joffe, Sally Schrader, Marcia Simon, Dr. Selwyn Spangenthal, Barry Wohl and Barbara Ziegler.

Always aware of the tireless effort put forth the past eleven years by Editor Rita Mond, the Board looks towards the new decade with the belief that increased staff support and widening of community coverage are essential to continued growth.

Recognizing that a paper is only as good as the input it encourages from its readers, the Board anticipates distribution of a readership survey. Such a survey will allow you, The CJN reader, to inform us of what features you wish to see added or deleted from the existing format.

In this same spirit, we intend encouraging participating in a meaningful "Letters to the Editor" section. We also envision publication of a more representative selection of editorials from all organization leaders. And, we look forward to an Op-Ed section, all of which will give our readers a greater voice in The CJN's future.

Exploration has begun to incorporate a desk-top publishing system that allows for much needed automation in routine publication procedures. We are examining ways to increase advertising revenue to successfully meet the constantly increasing costs of publication.

We anticipate an expanded coverage of youth events and more reporting of community athletic competition. And, last but not least, we are investigating the bringing on board of additional professional staff support in the areas of reporting and advertising.

The Editorial Board sees the future of our paper as unlimited. We intend doing all that is possible to make **The Charlotte Jewish News** nothing short of the best Jewish community newspaper in the country. However, the bottom line reads that The CJN is our paper, and we look forward to you joining us in making it a valued and representative forum of the future.

On behalf of our Editor and Board, I wish all of our readers a healthy and happy new decade.

— Joel Goldman
 Editorial Board Chair

Important Notice

So that **The Charlotte Jewish News** can be an even more committed paper to the needs of our community, the Editorial Board has established the following guidelines for submission of all articles:

- 1) Closing date for all articles is the 10th of each month prior to publication. * Therefore, deadlines for any article appearing in February's issue will be January 10.
 *Periodically it may be necessary due to holidays, etc. to change this date. If this occurs, notification will appear on the editorial page.
- 2) All articles are to be typed in upper and lower case (not all in caps), double spaced, with paragraph indentations.
- 3) All articles must have name of writer as well as phone number and date of submission. If article is submitted by other than the writer, please also show name and telephone number of submitter.
- 4) Please show organization submitting the article. Such identification should be at top of first page.

Please note that **The Charlotte Jewish News Editorial Board** reserves the right to limit the size of any submitted article based upon space available.

It was a Privilege to be Part of Federation's Growth

By Bobbi Bernstein
 CJF President

As I complete my tenure as President of the Charlotte Jewish Federation, I thank you for the extraordinary opportunity you have offered to me. The awesome responsibility of heading this multi-faceted organization brought many challenges. I am grateful for the diligence, hard work and support of my executive officers, Emily Zimmerman, Paul Putterman, Shelton Gorelick, Alan Blumenthal and Steve Menaker. The other members of the executive committee who deserve thanks and praise are Paul Edelstein, Meg Goldstein, Phil Joffe, Ron Katz, Harry Lerner, Matthew Luftglass, Baila Pransky, Sara Schreiber and Lynne Sheffer. They are the unsung heroes; the ones who spend countless hours away from business and family to devote themselves to 'kol yisroel' — building community. I thank our Executive Director, Mike Minkin, for his tireless efforts on behalf of our community. His optimism, enthusiasm, energy and knowledge of Fed-

eration has been invaluable. He has guided me with a gentle hand and challenged me to stretch my abilities to serve this community. If we have been successful in reaching our goals, it is due to the combined efforts of all those mentioned above, as well as the other members of our Board of Directors, committee chairs, solicitors and all of you in our community who have so generously supported the Federation.

"Overall, I am proud to report to you that 'this is where the action is.'"

We have completed two exciting years in the history of our Federation. It has been a privilege to be a part of that growth. Two years ago, I developed a list of priorities which, I am proud to say, we have successfully accomplished. We have moved the Campaign forward two consecutive years; we have developed an endowment fund; begun a long-range strategic planning process; hired a full-time staff associate; reinstated the Presi-

dent's Council; raised funds and initiated a task force to resettle Soviet Jewry; promoted our first community mission to Israel; established the editorial board of **The Charlotte Jewish News**; and placed Jewish education high on the community agenda. We have held the most successful kickoff event in our history and have recently initiated a Young Men/Young Women's Division which will lead the way into the 1990s. Our standing committees and ongoing program continue to be active and successful. Overall, I am proud to report to you that "this is where the action is."

I am proud to know that we are once again the central address of this Jewish community. I am proud to know that we are attracting the best and the brightest to our leadership and that our young people look to us as role models for the future.

I offer my congratulations to the next President, Executive Committee and new Board members. I have every confidence that they will meet the challenges of this next decade and move this Federation ever forward in responding to the opportunities that lie ahead. I pledge to them my full support.

Neilchu Mechayil El Chayil — may we grow from strength to strength.

LETTERS to the EDITOR

We encourage our readers' viewpoints and opinions. Letters are always welcome and must be submitted type-written, double-spaced and signed. Please include your address and phone number. Because of limitation of space, we reserve the right to edit.



"You Get What You Pay For"

By Michael L. Minkin
 Exec. Director, CJF

Harry Minkin, my father (may he rest in peace), used to say to me, "Michael, 'you get what you pay for;' 'there are no free lunches;' 'you were not put on this earth just to take;'" and the list goes on and on. Upon return from Temple Board meetings at Temple Anshe Lubavitch in Milwaukee, Wisconsin, I used to look up to my father as he would wring his hands in frustration and talk about all that had to be done and the limited resources the Temple had available. He would pretend he was talking to me, though I know he was just talking. Talking about the obligations we, as Jews, have and how we must do what is being asked of us. He realized that the new temple would not be built unless people worked hard in the special building fund campaign and gave generously. He knew that the west side of Milwaukee had to pull together as one in order to accomplish a goal. He knew that together, as one, they were a powerful force, but divided there was weakness and vulnerability. My father knew the realities that "nothing was for nothing." He knew that "you got what you paid for." He knew there were "no free lunches." He knew that in order to reach the ideal dream, the members of the Temple had to share in the dream, reach to

the stars, and move to action. The Charlotte Jewish community is once again facing what Temple Anshe Lubavitch of Milwaukee faced over thirty-five years ago. We can be proud of Shalom Park and the community's mobilization that occurred in order for this wonderful, magnificent facility to be built. The community responded generously, but now that the building is complete and Shalom Park is the envy of communities throughout the United States, our attention must be turned to its substance. We must look beyond bricks and mortar, and turn our attentions to its soul — the soul of the community.

We must remind ourselves that the dream of a bright Jewish future is etched into the reality of our ability to meet the needs — Jewish needs — of Jews in Charlotte, Israel and around the world. We are taught to maintain an ideal — to feed the hungry, clothe the naked and help heal the sick. It is a premise that we are taught early on, one that my father taught me after the board meetings at the temple, when he spoke of our collective obligation. He would tell me that we "got what we paid for." He was, in essence, saying that we must "pay for what we have (got)." The challenge never stops...Jews need never stop.

As the Charlotte Jewish Federation develops an endowment fund, works towards enhancing

Jewish education, mobilizes its annual campaigns to meet the everyday Jewish services of our community, develops young leadership and renews old, promotes a connection to the State of Israel through missions, enhances **The Charlotte Jewish News** through the development of an Editorial Board, and the list goes on and on and on, I urge everyone reading this article to accept the reality of our Jewish obligations. Though the needs will change and the priorities will shift, history teaches us that our obligations to meet basic human needs will always be there. We must do as Temple Anshe Lubavitch did, we must meet the needs.

My father would say to me, "Michael, I told you so. There are no free lunches. You get nothing for nothing."

My father was right, we get nothing for nothing. We must give...

**Deadline for:
 February CJN
 is
 Jan. 10
 March CJN
 is
 Feb. 5**