

**SOVIET JEWRY RALLY  
SEPT. 23**

# The Charlotte JEWISH NEWS

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## '90 Federation Campaign Closes— '91 Campaign is Underway

Emily Zimmern, president of the Charlotte Jewish Federation, announced to the Board of Directors at its June meeting that the 1990 Campaign has officially closed at \$1,241,712, which is approximately a 1% increase over last year's campaign achievement.

Upon review of campaign results throughout the country, charitable dollars are more difficult to raise. Charlotte joins other Federations in belt-tightening and cost-reduction methods in order to set priorities and allocate dollars to those agencies and organizations that the community deems their services are critically needed in our community's and Israel's development.

Shelton Gorelick and Alan Blumenthal, co-chairs of the Allocations Committee, announced at the same time that the committee recommends a change in the allocations procedure from a pre-campaign allocating process to a prior year process. This is a shift in Char-

lotte's allocating procedure to methods that were used years ago when the community allocates actual dollars it raises based on campaign pledges from the prior year. The Federation leadership hopes that the community will respond generously as new programs are developed and the needs are presented so that Charlotte can continue to be a pacesetter community-minded spirit within the family of Federations.

### 1991 Campaign

The 1991 Charlotte Jewish Federation's annual campaign drive is officially underway. Meg Goldstein, William Gorelick and Dr. Jared Schwartz will be at the helm of this year's effort.

"1991 will prove to be a challenging year," said Emily Zimmern, "because we are mobilizing a two-line campaign which will be raising funds for the regular campaign, while at the same time asking people to make a contribution to Opera-

tion Exodus, the resettlement of Soviet Jews in Charlotte and Israel."

The campaign provides the Jewish community the opportunity to play a major role in ensuring Jewish survival and avoid duplicating strategic errors made during the 1930s. With over 65,000 new Soviet olim arriving in Israel since January, dramatic increases are projected for each month until the end of the year, and with continuing and ever increasing needs unfolding in Charlotte, the 1991 Charlotte Jewish Federation Campaign/Operation Exodus Campaign takes on a magnitude not witnessed by Diaspora Jewry in many, many years.

The Campaign Cabinet and community leadership have decided that this year's effort will reach out to the entire community by officially kicking off the Campaign this November. Hundreds of men and women will be asking the Charlotte Jewish community to make two pledges simultaneously. The first pledge will be for the regular campaign to fulfill the needs of our local, national and overseas constituent agencies. Above and beyond the regular needs, the workforce will be soliciting commitments to Operation Exodus.

Knowing this is a tremendous challenge, the community will experience several unique events designed to give momentum and needed energies to the regular campaign. On the heels of the Sept. 23 Rally for Soviet Jewry, the community will be called on Sunday, October 7 for a special Operation Exodus phonathon prior to the regular campaign. Callers, gathered in Gorelick Hall, will reach out to Charlotte to discuss this present day Exodus and to ask everyone to consider a gift of a minimum of 100% of their 1990 regular campaign pledge. This Opera-

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## Community Rally Will Kick Off Operation Exodus

The Charlotte Coalition for the Resettlement of Soviet Jews will hold a community rally celebrating the official kick off of Operation Exodus on Sunday, Sept. 23 at 7:30 p.m. in Gorelick Hall at Shalom Park.

Special guest speaker will be Rabbi Leonid Feldman, an extremely articulate personality, who completely captivated his audience when he appeared in Charlotte a couple of years ago. Take this opportunity also to meet and welcome our new families from the USSR. Also share a special thank you to all those who have worked to make Operation Exodus the success it is.

Members of The Coalition will be holding small pre-rally get-togethers with their friends and then coming to the rally. This is a wonderful opportunity for others to do the same with family, friends and neighbors. The rally is open to the entire Charlotte community. Join in solidarity behind Operation Exodus!

### Rabbi Leonid Feldman

Rabbi Leonid Feldman, CLAL Associate and the rabbi of Temple Emanu-El of Palm Beach, Florida, was ordained in May, 1987 at the Jewish Theological Seminary as the first Soviet-born Conservative rabbi. Rabbi Feldman has lectured nationally and internationally for the past six years on Soviet Jewry, human rights, and Juda-



Rabbi Feldman

ism. He has also served as a scholar for the Brandeis-Bardin Institute in California, and the Wexner Foundation in Ohio, and as Director of Programs for Soviet Emigres for the Federation in Los Angeles, and the Joint Distribution Committee in Rome, Italy.

Rabbi Feldman has a Bachelor's degree in Rabbinics from the University of Judaism, a Master's in education from the Hebrew University in Jerusalem, and a Master's in Physics and Theater Arts from Kishinev State University in the USSR.

Rabbi Feldman's varied and unusual life and educational experiences and background in a Marxist society enable him to teach and lecture on Judaism with a passion and perspective that is unique and exhilarating. He is a dynamic and exciting speaker and is well on his way to becoming a new and important figure in American Jewish life.

## Phil's Chai Party Fetes Seniors



Seniors enjoying their "special afternoon."

On August 5, Phil Levine of Phil's Deli treated approximately 130 senior citizens to a delightful afternoon. Beginning at 1 p.m., a lovely dairy lunch was served in Gorelick Hall at Shalom Park and everyone received a gift from Marcia Stern's basket. These were donated by Mike and Teri Kane.

The group comprised of members of the Charlotte Jewish community and the OWLS (older, wiser, livelier seniors) of

St. Gabriel's Catholic Church, were entertained until 4 p.m. by a comic-magician and a tap dance rendition by Phil's niece, Rebecca Levine.

Many door prizes were awarded to those in attendance. The lovely gifts were donated by Coplon's, Design 41, Bush Stationers, Brownlee Jewelers, Schrum's Gulf Station, Mann Travels, the Monds, and Al

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## Federation Welcomes New Staff Associate

Pam Appelbaum, a newcomer from Toronto, has assumed the position of Staff Associate of the Charlotte Jewish Federation. Her staffing responsibilities include the Women's Division, Leadership Development, Community Relations Council and Missions. She is also responsible for the new Young Adults division of Federation and as a young single, her rapport with this group is a definite plus.

She stated that "as a newcomer, my first impressions of Charlotte were in admiration of the lush and the greenery. However, as a Jewish newcomer, my first impressions were in admiration of the warm reception and the vitality of the Jewish community. The attributes of the Charlotte Jewish community have certainly facilitated my adjustment."

The most momentous event in her life was making Aliyah to Israel with her family in 1975, at which time she enrolled in high school there. As Olim Chadashim from Canada, they had the fortune to voluntarily decide on making Aliyah. In contrast, she says, "The Soviet immigrants currently leaving the Soviet Union in unprecedented droves, do not have the good fortune, as my family had, to voluntarily decide to emigrate.

"Israel welcomed my family with open arms. I commend the Charlotte Jewish community's efforts on welcoming our newcomers, the Soviet families."

In 1979, Pam returned to Toronto, leaving her family in



Pam Appelbaum

Israel, in order to continue her education. She studied political science and Judaic studies at the University of Toronto and while finishing her undergraduate degree, she worked part time at the Canadian Imperial Bank of Commerce. Upon completion of her degree she continued to work full time as a securities officer, an account supervisor, a marketing officer and a teller.

Pam goes on to say the "the turning point in my life was when I realized that although I enjoyed the human relations aspect of banking, the banking services per se were of no real significance to me. At that point I discovered that by focusing on Jewish communal work, I could combine my interpersonal skills with my interest in the Jewish communal work field.

"In order to pave the way, I began to volunteer as a Youth Advisor for the B'nai B'rith