

# The Charlotte JEWISH news

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## '97 UJA/FEDERATION COMMUNITY CAMPAIGN AHEAD 16% CARD FOR CARD

In stark contrast to many other community campaigns in cities across the United States, the '97 Charlotte campaign is ahead 16% card for card.

"This is a remarkable accomplishment" states Bill Gorelick, '97 Campaign Chair. "Community campaigns in major cities are flat, with no increases, yet here in Charlotte we have increased giving almost the board in each of our divisions."

Gorelick attributes the campaign's success to a strong show of support by the community's Major Givers who took the lead by increasing their giving 22% this year.

Jill Newman, the Campaign Co-Chair also believes that the campaign's solicitors should receive a large portion of the credit. "We are fortunate to have a strong team of campaign solicitors who have been effective in telling the Federation story to our donors."

"We have also been able to bring in some of the best speakers in the country for our campaign events which has had a marked effect on our efforts."

The Women's Division \$365 event chaired by Anne Sinsheimer was held in a new venue this year. The evening took place at The Light Factory Photographic Arts Center which at the time featured the photographs of four North Carolinians who had traveled to Israel. Jonathan Kessler, a Israel specialist, was present to interpret the meaning behind many of the photos.

"I felt that Mr. Kessler offered new and different perspectives on Israel in 1997. His words were very informative and uplifting," said Ruth Goldberg, '97 Women's Division Chair. "We were fortunate to have



Ruth Goldberg, Women's Campaign Chair; Shannon Crystal, Dinner Chair; Gerda Weissman Klein; and Bobbi Bernstein, Lion of Judah Division Chair at the Lion of Judah Dinner.

someone with his background present to give us a more in-depth look at the photographs."

The "to \$600" Division is chaired by Alison Levinson and Susan Jacobs both of whom were present at The Light Factory. "It is not often that we have the opportunity to get such an up-close and personal look at Israel," said Ms. Jacobs. "I was glad that I was able to attend," continued Ms. Levinson. "These kinds of events really have a way of bringing Women's Division together."

The Women's Division also sponsored a lecture by Gerda Weissman Klein held on February 12. Mrs. Klein, a noted author, historian and recent Oscar award winner recounted vignettes from her life as a survivor of the Holocaust. Tammy Menaker chaired the event assisted by the \$600 Division Campaign Chairs, Alison Lerner and Donna Lerner.

"Although Mrs. Klein does speak about the horror of her experiences in the war, for the most part her message is one of hope and strength," said Phyllis Schiffman, Women's Division

President. "She is able to reach out on a very personal level and make you understand the importance of being Jewish and why we are here."

The lecture at Temple Beth El was preceded by a dinner buffet held at the home of Shannon Crystal during which six new Lions of Judah (women contributing \$5000 or more to the community campaign) were honored.

"I was so pleased to welcome 6 new Lions of Judah to our ranks" said Bobbi Bernstein, Lion of Judah Division Chair. "This is a tremendous achievement and I am thrilled to have these women step forward to assume leadership roles in the community." Tracy Brown, Stacy Gorelick, Ruth Goldberg, Dale Polsky, Ada Shapiro and Sandra Weinstein were recognized as new Lions.

The campaign will end during the first week in March. The goal for '97 is \$1.6 million, a record amount for the Charlotte community. If you have not already had the opportunity to make your '97 gift, please contact Cary Bernstein at the Federation office immediately. ✪

## SUPER SUNDAY PHONATHON REACHES ALL TIME RECORD OF \$90,000!!

In an unbelievable show of support for the '97 UJA/Federation Campaign, the Super Sunday Phonathon held on Sunday, February 23 surpassed all previous records to achieve a \$90,000 total for the day.

Debra and David Van Glish, Super Sunday Chairs, lead this year's effort to the new total. "We had originally set the goal at \$70,000," said David, "but a motivated and enthusiastic group of solicitors made the new record possible. Obviously, we are thrilled with the results!"

Super Sunday relies upon a group of volunteer solicitors to reach out to the community on this special day of phoning. "This year we were able to recruit over 55 volunteers to come out and help with the calling," said Debra.

"This really made a big difference to the total. We were able to reach more than 2000 people during the day."

Debra and David were assisted by a terrific committee who were directly responsible for making this year's phonathon such a big success. Jennifer and Jonathan Lahn chaired the recruitment effort with Eric Levinson; Lorin Silverman was in charge of solicitor training; Ivan and Carolyn Kirsch oversaw purchasing giveaways and food; and Diana Ades was in charge of all the Super Sunday "Hoopla" (entertainment).

Many thanks to everyone who worked so hard to make the day such an incredible achievement and the volunteers to come out to make the calls. ✪

## Professor David Biale to Speak on Multiculturalism and the Jews

Professor David Biale will speak on the topic of "Multiculturalism and the Jews" at the Jewish Community Center on Sunday, April 6, at 7:30 pm in Gorelick Hall. A second lecture, entitled "Blood and Belief in Medieval Jewish-Christian Relations," will be given at the UNCC campus on Monday, April 7 at 7:30 pm in Room 121 of Fretwell Building. Professor Richard A. Cohen, Isaac Swift Distinguished Professor of Judaic Studies at UNCC, will introduce the speaker. Both lectures are open to the public and free of charge.

"The Charlotte community is very fortunate to have a speaker of the caliber and international reputation of Professor Biale," says Professor Cohen. "The range, quality and originality of his historical studies is breathtaking. They have not only uncovered important aspects of the Jewish past, but in doing so they have widened the possibilities of our Jewish present. I think we are in for an intellectual treat of the first order."

David Biale is the Koret Professor of Jewish History and Director of the Center for Jewish Studies at the Graduate Theological Union in Berkeley, California. In addition to having authored more than fifty articles and reviews, two of Biale's books — *Power and Powerlessness in Jewish History* (1986) and *Gershom Scholem: Kabbalah and Counter-History* (1982) — have



David Biale

won National Jewish Book Awards. Biale has also authored a myth-shattering exploration of Jewish sexuality, *Eros and the Jews: From Biblical Israel to Contemporary America* (1992). These books have been praised in the *New York Times Book Review*, *Commentary*, the *Philadelphia Inquirer*, *Publisher's Weekly*, the *Los Angeles Times* and elsewhere. Professor Biale is presently at work on a book on multiculturalism and the Jews, one of his lecture topics in Charlotte, and a three-volume history of the Jews.

Biale's lectures inaugurate the Alice Tate Lecture Series in Judaic Studies, an annual lecture-ship initiated and sponsored by the Isaac Swift Distinguished Professor of Judaic Studies, a position created through the generous endowment of the late Alice Tate of Charlotte. ✪

## Jewish Community Relations Committee to Host Breakfast Briefing with Jonathan Kessler on March 21

"The Personalities and Politics Behind the Peace Talks" will be subject of Jonathan Kessler's remarks at a breakfast briefing sponsored by the Jewish Community Relations Committee on Friday, March 21 at 7:30 in the Chai Lounge at Shalom Park. The talk is open to the community.

Mr. Kessler is president of Kessler Associates, Inc., a political consulting firm specializing in Middle East public diplomacy. He is involved in a number of projects related to the Middle East Peace process and is a consultant to a wide variety of organizations involved in Middle Eastern



Jonathan Kessler

affairs. Previously, he served as the executive director of the Center for Middle East Peace

and Economic Cooperation in Washington, D.C.

Mr. Kessler will provide the latest and most up to date information on the peace process on March 21. He met with Benjamin Netanyahu during his most recent visit to the United States in February. He will also have had the opportunity to meet and talk with Yasir Arafat and Hossni Mubarek before he speaks in Charlotte.

If you are interested in attending, please R.S.V.P. to Cary Bernstein at 366-5007, ext. 209

He will have the latest and most up to date information on the peace process. ✪