

# Federation Embarks on Strategic Planning Process

The Jewish Federation is initiating a 14-month strategic planning process this fall that will guide the future development of the Federation. Five task forces will meet regularly between October and April to analyze and collect data and compile reports.

Chaired by Rich Osborne and Bobbi Bernstein, the strategic planning process includes a 15-member steering committee and potentially 75 members of our community who comprise the task forces. The task forces include: mission statement devel-

opment/review; stakeholder analysis; identifying best practices and the nature of our competition; assessing the external environment and assessing internal operations.

The task forces will be volunteer driven as they answer questions put forth by the strategic planning consultant Mike Austin, of the University of California at Berkeley. Austin will visit Charlotte periodically over the next year to assist in the process, including an orientation session for task force members in October.

Each task force will meet monthly for discussion and assignments.

The Federation is looking for members of the community to serve on the five task forces. Ideally, the task forces will be comprised of adult individuals representing the diversity of Charlotte's Jewish community. This includes the different neighborhoods, age groups and years in

Charlotte this community represents.



If you are interested in serving on a task force please contact Randy Czarlinsky at 704-944-6759 or email at rczarlinsky@shalom-charlotte.org. ☆

# Jewish Federation Gears Up for 2003 Campaign

The Jewish Federation of Greater Charlotte is proud to announce the 2003 Campaign Cabinet. Our 2003 Annual Campaign Chair is Lynne Sheffer, a veteran solicitor and last year's Women's Division Campaign Co-Chair. Lynne has chosen an impressive Steering Committee. Donald Jacobs will head the Men's Division, Tammy Menaker will chair the Women's Division, and Roni Fishkin will lead the Family Division. "I am very excited to have such an outstanding Steering Committee. Each division head is a well known, dedi-

cated and very capable volunteer. I am also pleased to announce that Barbara and Jerry Levin will co-chair our Major Gifts Campaign. Their long time involvement in the community will be an asset to the campaign," said Lynne.

Members of each team are as follows; however, this is an incomplete listing, as additional members not reachable in time for the CJN deadline:

**Men's Division:**  
\$3,600 - 9,999: Irving Bienstock and Peter Levinson  
\$1,800 - 3,599: Zach Geger, Craig Katzman, and Scott Menaker

\$1,000 - 1,799: Mark Goldsmith, Steve Menaker, and Morey Sheffer  
\$365 - 999: Barry Klemons, Michael Koss, Dan Levinson and Scott Moskowitz

**Women's Division:**  
**Lion's Co-Chairs (\$5,000 +):**  
Mary Wojnowich and Tracy Brown

\$1,800 - 4,999: Nancy Kipnis  
\$1,000 - 1,799: Gail Baron and Marilyn Tuckman

\$365 - 999: Ellen Engelhardt,



2003 Campaign Cabinet: Roni Fishkin, Family Division; Donald Jacobs, Men's Division; Tammy Menaker, Women's Division; Lynne Sheffer, 2003 Campaign Chair.

Stephanie Mish and Jenny Stern  
**Family Division:**  
\$1,800 - 3,599: Risa Miller

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Barbara and Jerry Levin, Major Gifts Chairs for 2003.

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