

Chabad Lubavitch of Your Town

soulwise

FALL 2017 / HIGH HOLIDAYS 5778

A LITTLE NOSH FOR THE SOUL



*Wishing you a sweet
New Year!*

To: M 173

From: Rabbi & Mrs. Chabad
Join us for High Holiday Services!
Address and Time Here





DEDICATED TO THE LOVE
AND INSPIRATION OF THE
LUBAVITCHER REBBE

{CREDITS}

soulwise

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{FROM THE RABBI'S DESK}

Dear Friend,

Rosh Hashanah is the beginning of the Jewish year, and the anniversary of creation of man. At the brink of a new year it is most appropriate to reminisce and evaluate the past year. It is a time for comprehensive analysis of our lives thus far and some spiritual accounting to plan the year ahead.

At Chabad we endeavor to uplift, inspire and educate you on an individual basis as well as a community focus and center. In this spirit we bring you this magazine and sincerely hope you enjoy it and find it informative and inspirational.

It comes filled with thought-provoking articles, fun insights, and other delicacies to enjoy. You'll also find a synopsis of the High Holidays observances and some discussion of their meaning. Included also are dates and candle lighting times needed.

We hope you will enjoy this publication and consider joining us this year for the High Holidays. At Chabad everyone is welcome no matter their religious, educational or economic background.

May G-d Grant you and yours a joyful, prosperous, sweet new year and may you be inscribed and sealed in the book of life happiness and health.

Shana Tova!

Rabbi Shliach

Director, Chabad Jewish Center

Don't miss the Rabbi's Thursday Torah Class 7:00 pm

This is Jewish Thought 101. For thousands of years, the Torah has been the Jewish national treasure, and now is your chance to claim your inheritance.

From Moses to David to You!

Join the class by calling 987-654-3210 or logging onto www.Chabadofnow.com.

Join us Shabbat Morning at 10:30 am

Join us for weekly Torah study and service. Our friendly, Non-Judgmental atmosphere, offers a place to talk to G-d in Hebrew and English. Kids are welcome. ***There are never any tickets or membership or affiliation required.***

For more info call Rabbi Shliach at 987-654-3210

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Some call it a kipa or a skull cap, but we call it a yarmulka. It's actually pronounced with some silent letters making "yamaka" a short hand slang for the original Yar-mul-kah. (The Aramaic reminds us of our fear of Heaven.) // The Ballad of the Yarmulka Kid makes the perfect gift for an Upsherinish boy. Disney artist Marc Lumer teamed up with Jewish music's rock band 8th Day to create a one-of-kind children's book dedicated to wearing a Yarmulka. Sold at www.Kebot.com

Year Round Up



Meet NYC's King of Brisket

> The Brisket King of NYC competition was held in the old Paramount theater at the Food Sciences Academy of Long Island University Brooklyn and, you guessed it, a Kosher brisket grabbed first place! (Keep clapping)

Jews everywhere applauded a young Chabadnik named Izzy Edelman of Izzy's Smokehouse in Brooklyn on becoming NYC's King of Brisket. We recommend you visit and check him out at www.lzzysSmokeHouse.com

"This bijou smokehouse tucked into the Crown Heights section of Brooklyn is a treasure. The heart and soul behind the restaurant was seen as soon as you walked in. The aroma of the apple wood smoke along with the smell of the spices, capped off with Izzy himself carving up a brisket front in center brought you into the front lines of true Texas BBQ."

— Jonathan Margolin of toqueandscalpel.com



More and more people are going Kosher, and Kosher options continue to expand to provide for the growing market.

Check www.OK.org for the latest in Kosher products and practice.



The World's Most Famous Upsherinish

> This year an estimated 2.6 million Instagram followers virtually attended an ancient Jewish tradition called "Upsherinish."

Just in case you've never heard of it: Upsherinish (a Yiddish word that simply means haircut and refers to the first haircut a boy gets when he turns three) has soared in popularity lately. Upsherinish is a celebration that marks the end of babyhood and beginning of childhood. The boy now gets his sideburns (peyot) and yarmulka and his Jewish education formally begins. The Chasidic masters loved this tradition and in fact over sixty years ago the Lubavitcher Rebbe was encouraging people to make "Upsherinish parties" and to share the pictures.

Recently, Rachel Zoe of Bravo's The Rachel Zoe Project shared a picture of her son's first haircut (pictured) with her 2.6 million followers on Instagram, making it perhaps the world's most famous Upsherinish. (And with celebrity stylist Joey Maalouf doing the cutting we may just see the world's most fashionable peyot!)

I Don't Know How to Put This, But, You're Kind Of A Big Deal

What it means to be a Jew

Imagine you get a call from a big name attorney informing you that you are the beneficiary of large estate in the Middle East, a literary trove that has shaped humanity, and you'll now be getting spiritual royalties from the works of King David and Moses. You would be excited, you would be a big deal. And you are. Consider this that phone call and the key word here is: *Inheritance*.

The exact word used by the Torah to describe your Jewishness is "Inheritance." And I quote: Deuteronomy 33:4, "The Torah that Moses commanded us is the inheritance of the congregation of Jacob." This implies that Judaism is the birthright of every Jew, regardless of how "Religious" you are.

But what does it mean to be a Jew? "Jewish law states that the acceptance of the principles and practices of Judaism does not make a person a Jew. ... Those born Jewish do not lose that status because they cease to be observant Jews, even if they adopt the practices of another religion." – Wikipedia

You're probably now having your friends refer to you as Jewish Prince or Jewish Princess, but before you quit your job keep reading.

We weren't always called Jews. Over 3500 years ago the Torah calls Abraham "the Ivri." Commonly known as the father of the Jews, Abraham himself never heard the word Jew. He was actually called an "Ivri" (Hebrew) and his kids were the Hebrews. **This could be for a few reasons:** 1) **Ancestry:** Ever (usually Anglicized as "Eber"), great-great-grandson of Noah ancestor of Abraham was one of the bearers of the monotheistic tradition. Perhaps, as his descendant and disciple, Abraham was called an Ivri. 2) **Language:** Modern Hebrew today is still called Ivrit and that could be why Abraham was called Ivri (Hebrew) simply referring



to the language he spoke. 3) **Faith:** The word "Ivri" means "opposite side." Abraham believed in one G-d, and the rest of the world worshipped idols. Ivri means, "Abraham stood on one side, and the entire world stood on the other side." 4) **Geography:** Abraham the "Ivri" came from the "other side" of the Jordan River and was not a native Canaanite. Do you feel like it's you against the world? Well, now you know where that comes from.

Hebrew / Israelites: In the book of Genesis, Abraham's grandson Jacob wrestles with an angel and wins. The Angel gives Jacob the new name of Israel (Yisroel). Now the Torah starts calling the Hebrews the Children of Israel, the Israelites. The Holy Land is now called the Land of Israel. **Duality of a People:** Jacob (Yakov) is the Hebrew word for heel, as he was grabbing his older twin brother's heel as he emerged second from the womb. Born the underdog, the struggling one, the heel, Jacob is later renamed Yisroel meaning victorious over an Angel. The Israelites are still called by both names The Children of Jacob and The Children of Israel indicating our dual personality of both struggling with our mission and being victorious. Can you



relate? It seems struggle is in our DNA, it's part of our mission.

Hebrew, Israelite, Jew: The term "Jew" is first found in the name of Jacob's fourth son, Judah—*Yehudah*. Perhaps, at first only Judah's kids were called the Jews and the other tribes still called themselves the Hebrews, but by the 5th century BCE, the ten tribes were exiled and lost. The only remaining Israelites were the residents of the Kingdom of Judah, and the term "*Yehudi*" or "Jew" came to refer to all the Hebrews, regardless of their tribal ancestry.

Personality: *Yehudah* shares the same root as the Hebrew word *hoda'ah*, which means acknowledgement or thankfulness. The Jew naturally acknowledges the existence of a Higher Power and is thankful for everything. Can you relate?

What's the big deal about being Jewish?

Jews defy all conventional definitions of a "people" or "nation." We lack a common race or culture. While we all share our

eternal rights to the Land of Israel, although the majority of Jews have not been to the Jewish homeland.

Six out of ten Jews today do not identify as "Observant" or "Religious," yet, I don't know how to put this, but, you're kind of a big deal. We did our research and went back to the original verse and it says G-d chose the Jews to be His "cherished treasure from all the nations... a kingdom of priests and a holy people" (Exodus 19:5-6).

I know what you're thinking "Me holy? Are you kidding?" and "What about if I'm a skeptic only reading this article to disagree?" We knew you would ask, so we looked that up as well and we found that in Leviticus 16:16 the Torah itself says that G-d "dwells amongst them in the midst of their impurities" — that His relationship with His people remains unaffected regardless of their behavior. In the words of the Talmud (Sanhedrin 44a), "A Jew, although he has transgressed, is a Jew."

Clearly, being a Jew is not something you need to do, it's what you are. It's like a

birthright or an inheritance that you can't escape from.

The *Zohar*, the basic work of the Kabbalah, agrees that you're a big deal on a very deep level:

There are three connections ('kisbrin') that are bound to each other: G-d, the Torah, and Israel—each consisting of a level upon a level, hidden and revealed. There is the hidden aspect of G-d, and the revealed aspect; Torah, too, has both a hidden and a revealed aspect; and so it is with Israel, who also has both a hidden and a revealed aspect.

The Midrash also thinks you're a huge deal:

Two things preceded G-d's creation of the world: Torah and Israel. Still, I do not know which preceded which. But when Torah states "Speak to the Children of Israel..." , "Command the Children of Israel..." , and so on, I know that Israel preceded all (Tana D'vei Eliyahu Rabba, chapter 14).

This means that G-d's relationship with Israel "pre-dates" (in the conceptual sense) the Torah, for the Torah comes to serve that relationship. When you realize your history and inheritance it empowers you to move mountains and escape the highest gates of any Egypt.

So, no matter what you call yourself, remember you are kind of a big deal.

Rabbi Shmuel Marcus is the editor of Chabad's national magazine. He lives with his wife and kids in Los Alamitos California where they run ChabadLosAl.com.

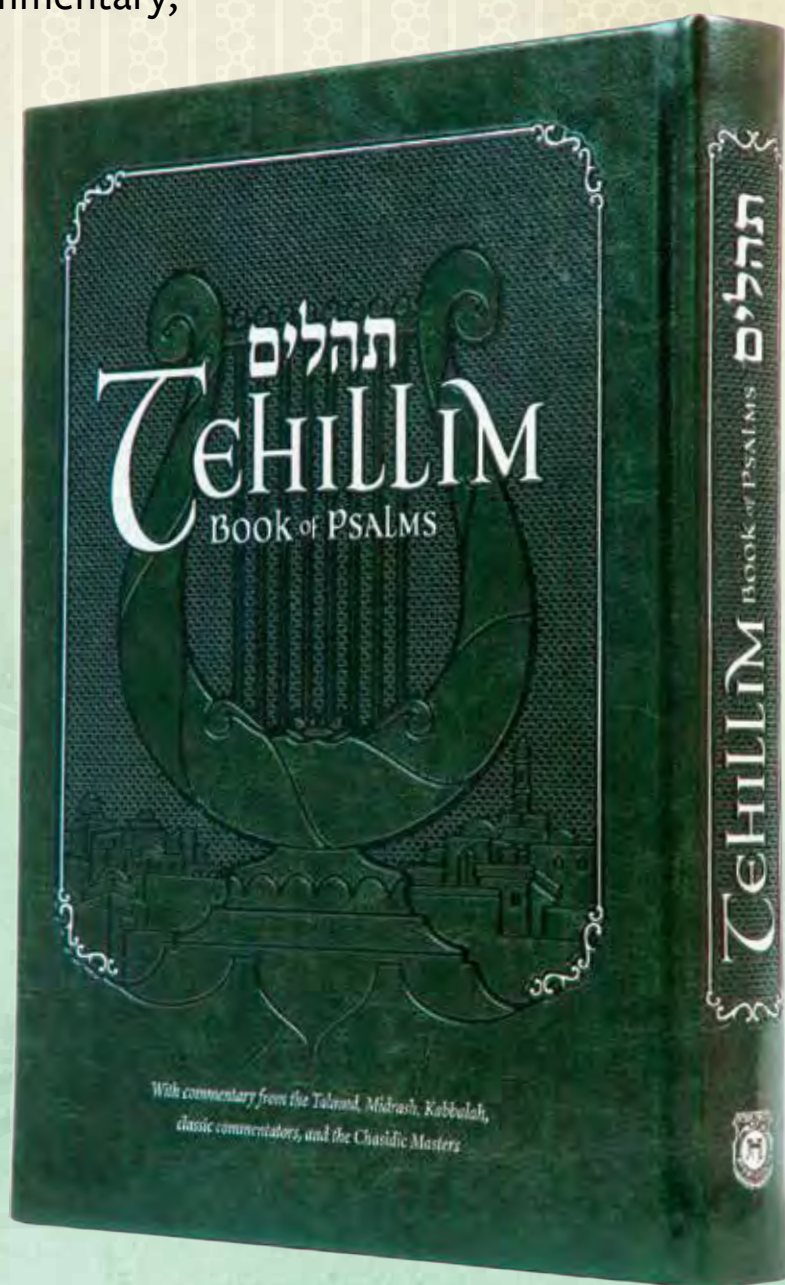
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Rejoice! IT'S TISHREI



THE MONTH BEFORE:

During Elul, the month before the High Holidays, we begin practicing blowing the shofar daily and reciting **Psalm 27** in our daily prayers. The code of Jewish Law encourages people to visit the resting place of a great tzadik to pray to G-d before the High Holidays. Many people today use the online form at www.OhelChabad.com to send their letters for blessings to the resting place of the Rebbe.

WANT MORE DETAILS?

Check out the complete High Holiday Guide on the next two pages!

sunday	monday	tuesday
<p>Did you know?</p> <p>The Shofar is made of a ram's horn to recall the Binding of Isaac which also occurred on Rosh Hashanah, in which a ram took Isaac's place as an offering to G-d. We evoke Abraham's merit as we pray for a year of life, health and prosperity.</p>	 <p>SEPT 19 ELUL 28</p>	
<p>SEPT 24 TISHREI 4 <i>Fast of Gedaliah</i></p> <p><i>Fast day mourning the assassination of the Jewish royal Gedaliah ben Achikam in 423 BCE</i></p>	<p>SEPT 25 TISHREI 5</p> <p><i>The great Talmudic sage, Rabbi Akiva, was taken captive by the Romans on Tishrei 5 of the year 3894 from creation (134 CE). His subsequent torture and execution is recalled in the stirring Eleh Ezkarah poem of the Yom Kippur service.</i></p>	<p>SEPT 26 TISHREI 6</p> <p><i>Passing of Rebbetzin Chana Schneerson (1879-1964), mother of the Lubavitcher Rebbe.</i></p>
<p>OCT 1 TISHREI 11</p> <p>Start building sukkah. Don't forget to order your set of the Four Kinds.</p> 	<p>OCT 2 TISHREI 12</p> 	<p>OCT 3 TISHREI 13</p> <p><i>Yahrzeit of Rabbi Shmuel of Lubavitch, 4th Chabad Rebbe who authored many books and traveled throughout Europe to pressure the Czarist regime to halt its instigation of pogroms against the Jews.</i></p>
<p>OCT 8 TISHREI 18 <i>Chol Hamoed</i></p> <p>Shake the Lulav and Etrog All meals in the sukkah <i>Tonight's Guest: Aaron</i></p>	<p>OCT 9 TISHREI 19 <i>Chol Hamoed</i></p> <p>Shake the Lulav and Etrog All meals in the sukkah <i>Tonight's Guest: Joseph</i></p>	<p>OCT 10 TISHREI 20</p> <p>Shake the Lulav and Etrog All meals in the sukkah <i>Tonight's Guest: David</i></p>

On Simchat Torah when we conclude the Torah, it is customary for every man to get called up to the Torah, i.e., to receive an aliyah. The children, too, receive an aliyah! After the final aliyah of the Torah, we immediately **begin a new cycle** from the beginning of Genesis; this is because as soon as we conclude studying the Torah, G-d's infinite wisdom, on one level, we immediately start again, this time to discover new and loftier interpretations.

It's that time of year when we swap beach bags for tallit bags, and Twitter for the siddur. The month of Tishrei is full of momentous occasions and meaningful customs and rituals that it's like the free Wi-Fi zone at the airport where you download everything you'll need before you take off into a fresh new year.





wednesday	thursday	friday	shabbat
<p>SEPT 20 ELUL 29 Erev Rosh Hashanah</p> <p>Shofar is not blown Give extra charity. Girls and women light candles 18 minutes before sunset. Bless your friends with the words "May you be inscribed and sealed for a good year."</p>	<p>SEPT 21 TISHREI 1 Rosh Hashanah Day 1</p> <p>Hear the shofar Do Tashlich at a body of water Light candles after sundown <i>Happy Birthday Adam & Eve. On this day 5777 year ago G-d said: "Let us make Man in Our image."</i></p>	<p>SEPT 22 TISHREI 2 Rosh Hashanah Day 2</p> <p>Hear the shofar Girls and women light candles 18 minutes before sunset. Kiddush & dip Challah in honey! <i>On this day in 1677 BCE our matriarch Sarah passed away after hearing the good news that that her husband Abraham had not sacrificed her only son Isaac.</i></p>	<p>SEPT 23 TISHREI 3 Shabbat of Return (Shabbat Shuva)</p> <p>Torah Portion: Ha'azinu Kiddush & dip Challah in honey! Havdalah after sundown <i>Fast of Gedaliah postponed because of Shabbat.</i></p>
<p>SEPT 27 TISHREI 7</p> 	<p>SEPT 28 TISHREI 8</p>	<p>SEPT 29 TISHREI 9 Erev Yom Kippur</p> <p>Kaparot Give extra charity. Girls and women light candles 18 minutes before sunset. Fast begins Remove leather shoes Kol Nidrei Prayer</p>	<p>SEPT 30 TISHREI 10 Yom Kippur</p> <p>No eating or drinking Sounding of shofar at conclusion of Neila Havdalah & break-fast after nightfall <i>On this day G-d said: "I forgive the Jewish people" (for the sin of the golden calf) and G-d gave Moses the 2nd Tablets).</i></p>
<p>OCT 4 TISHREI 14 Erev Sukkot</p> <p>Girls and women light candles 18 minutes before sunset. Kiddush and all meals in the sukkah and dip challah in honey! <i>On Sukkot supernal "guests" grace our sukkah. These guests are known as Ushpizin. Tonight's Guest: Abraham</i></p>	<p>OCT 5 TISHREI 15 Sukkot Day 1</p> <p>Shake the Lulav and Etrog Kiddush and all meals in the sukkah and dip challah in honey! Light candles after sundown <i>Tonight's Guest: Isaac</i></p>	<p>OCT 6 TISHREI 16 Sukkot Day 2</p> <p>Shake the Lulav and Etrog Kiddush and all meals in the sukkah and dip challah in honey! Light candles 18 minutes before sunset. <i>Tonight's Guest: Jacob</i></p>	<p>OCT 7 TISHREI 17 Chol Hamoed</p> <p>It's Shabbat: DO NOT shake the Lulav and Etrog Kidush and all meals in the sukkah and dip challah in honey! Havdalah in the sukkah after nightfall <i>Tonight's Guest: Moses</i></p>
<p>OCT 11 TISHREI 21 Hoshana Rabba</p> <p>Shake the Lulav and Etrog All meals in the sukkah Perform Hoshanot Light candles 18 minutes before sunset Outside of Israel: Perform Hakafot</p>	<p>OCT 12 TISHREI 22 Shemini Atzeret</p> <p>Perform Hakafot Recite Yizkor Memorial Prayer Begin Prayer for Rain Light candles after sundown Perform Hakafot and dance with the Torah</p>	<p>OCT 13 TISHREI 23 Simchat Torah</p> <p>Perform Hakafot and dance with the Torah Kiddush and all meals in the house and dip challah in honey Light candles 18 minutes before sundown</p>	<p>OCT 14 TISHREI 24 Shabbat Bereishit</p> <p>Torah Portion: Bereishit Kiddush & dip Challah in salt Havdalah after sundown</p>


➔ Visit www.JewishNewYear.com for complete calendar of events.

{ complete high holiday guide }


Rosh Hashanah


 **DEFINITION:** **Rosh Hashanah** (Head of the Year). The Kabbalists teach that basically what your brain is to your body, Rosh Hashanah is to the year. It's the Head of the Year, it's the nerve center of the year, what happens on Rosh Hashanah impacts the entire year.

 **ALSO KNOWN AS:** **Yom Hazikaron** (Day of Remembrance). This is the name of the holiday used in our prayers, blessing at candle lighting, and in the kidush.


 **BIBLICAL VERSE:** "...Speak to the children of Israel, saying: In the seventh month, on the first of the month, it shall be a Sabbath for you, a remembrance of [Israel through] the shofar blast a holy occasion." – *Leviticus 23:24*

Rosh Hashanah is the day we proclaim G-d King of the Universe. Each year on Rosh Hashanah, "all inhabitants of the world pass before G-d like a flock of sheep," and it is decreed in the heavenly court "who shall live, and who shall die . . . who shall be impoverished, and who shall be enriched; who shall fall and who shall rise."

 **OBSERVANCE:** Hear the **Shofar**. The shofar, the ram's horn, which was used to warn people of approaching danger or to call them to return and regroup, was also used to coronate kings. The Heavenly shofar was heard at Mount Sinai and the Heavenly shofar will again be sounded in the future to herald the arrival of the redemption. On Rosh Hashanah make sure to hear the Shofar on both days.


 **DO IT YOURSELF:** The shofar has three sounds: 1) the long blast of **tekiya** 2) the three shorter blasts of **shevarim** and 3) the nine rapid blasts of **teruah**. The length of each of the three sounds should be the same so that the one tekiya is the length of the shevarim or teruah. Of course that's not true of the final **tekiya gedola** (the large tekiya) that can go as long as you can hold the note. Do not place the shofar in the center of your lips like a trumpet, rather use the right side of your mouth. Practice


to blow from your stomach not your cheeks, so if your cheeks are puffed up right now, you're doing it wrong.

 **CUSTOMARY FOODS:** Eat **apple dipped in honey** on the first night, to symbolize our desire for a sweet year. (See blessing in Machzor page 46.) Some have a **head of a fish**, ram, or other kosher animal, to symbolize our desire to be at the "head of the class" this year. **Pomegranates** symbolize our wish for a year full of mitzvot and good deeds as a pomegranate is filled with seeds. Throughout the meal, it is customary to also eat foods whose names in the vernacular allude to blessing and prosperity. For example, many have the custom of eating a carrot dish, because in Yiddish the word for carrots, **meren**, means to multiply.

Eat a **new fruit** on the second night and recite the Shehecheyanu blessing. (See Machzor page 46)


TASHLICH: On the first day of Rosh Hashanah, a special prayer is said near a body of water with fish in it. Water is a symbol of Divine kindness and fish a symbol of an ever-open eye, making it the perfect place to pray for Divine mercy. (See Machzor page 291.)

 **PRACTICAL:** Find a **High Holiday service** near you, or call the number on the back of this magazine, and hear the shofar on both days.


 **BUY:** You must get the book, and I recommend *Kehot's Machzor for Rosh Hashanah –Annotated Edition with English Translation* sold at www.TheRabbiShop.com. You'll have all the prayers and instructions right there in your hands.


You could get yourself a shofar and learn how to blow it yourself. Visit www.TheRabbiShop.com for a full selection of shofars (lessons not included).


Yom Kippur


 **DEFINITION:** **Yom Kippur** means "Day of Atonement." Yom Kippur is the holiest day of the year—the day on which we are closest to G-d and to the


quintessence of our own souls.


 **BIBLICAL VERSE:** "...On the tenth of this seventh month, it is a day of atonement, it shall be a holy occasion for you; you shall afflict yourselves..." – *Leviticus 23:27*

 **OBSERVANCE:** 1) Abstain from food and drink. 2) Do not wash your body. 3) Do not anoint your body with creams or lotions. 3) Do not wear leather footwear. 5) Abstain from marital relations.

 **DO IT YOURSELF:** In the early morning hours before Yom Kippur we take a white rooster, or fish, or money and give it to charity in what is called the **Kaparot** ceremony. (See Kehot's Machzor for Yom Kippur page 2.)

 **THE DAY BEFORE:** Request and receive **honey cake**, should you ever need to ask for anything this year, let it be a piece of cake. Eat a festive meal; immerse in a mikvah; and give extra charity. In the late afternoon we eat the pre-fast meal. Ask your parents for a blessing and bless your children, light a memorial candle (if applicable). Girls and women **light candles** 18 minutes before sunset.

 **WHAT TO WEAR:** It is a custom to **wear white** as a sign of purity. Men bring your tallit to services Yom Kippur eve as it's the only night service that the tallit is worn.

 **PRAYERS:** In the course of Yom Kippur we hold five prayer services: 1) **Maariv**, with its solemn Kol Nidrei service, on the eve of Yom Kippur; 2) **Shacharit**, the morning prayer, which includes the Yizkor memorial service; 3) **Musaf**, which includes a detailed account of the Yom Kippur Temple service; 4) **Minchah**, which includes the reading of the Book of Jonah; and 5) **Neilah**, the "closing of the gates" service at sunset.

The closing Neilah service climaxes in the resounding single blast of the shofar, followed by the proclamation, "Next year in Jerusalem." We then perform the Havdalah service and Blessing of the New Moon, and partake of a festive after-fast meal, making the evening after Yom Kippur a yom tov (festival) in its own right.

✓ **PRACTICAL:** Find a **High Holiday service** near you, or call the number on the back of this magazine.

🛒 **BUY:** I recommend *Kehot's Machzor for Yom Kippur—Annotated Edition with English Translation* sold at www.TheRabbiShop.com. You'll have all the prayers and instructions right there in your hands.

Sukkot

📖 **DEFINITION:** **Sukkot** literally means "Huts". The Jews enjoyed the protection of the miraculous "clouds of glory" as they traversed the Sinai Desert following the Exodus. That's something we should not forget. We are commanded to dwell in a **sukkah**—a hut of temporary construction with a roof covering of branches—for the duration of the Sukkot festival (on the Jewish calendar Tishrei 15-21).

✿ **ALSO KNOWN AS:** **Z'man Simchateinu** (The Time of Rejoicing). All Jewish holidays are a joyous occasion, however, Sukkot is the only holiday called "The Time of your Rejoicing." The nightly evening-to-dawn festivities held in the Holy Temple in preparation for the drawing of water for use in the festival service, was considered an unparalleled joyous occasion.

🗨️ **BIBLICAL VERSE:** "For a seven day period you shall live in booths. Every resident among the Israelites shall live in booths, in order that your [ensuing] generations should know that I had the children of Israel live in booths when I took them out of the land of Egypt. I am the L-rd, your G-d. — *Leviticus 23:42-43*

📖 **OBSERVANCE:** Eat all your meals in the sukkah hut and otherwise regard it as your home.

Take the Four Kinds: a) an **etrog** (citron), b) a **lulav** (palm frond), c) three **hadassim** (myrtle twigs), and d) two **aravot** (willow twigs). On each day of the festival (besides Shabbat), we recite a blessing over them, bringing them together in our hands as we wave them in all six directions: right, left, forward, up, down and backward. Taking the Four Kinds are also known as "**Shaking the Lulav**." For complete directions and instructions visit www.JewishNewYear.com.

🛒 **BUY:** You could get your very own

Lulav and Etrog Set and have it shipped to your door, prices start at only \$45 at www.TheRabbiShop.com.

👍 **DO IT YOURSELF:** If you're handy you could build your own sukkah, if not, you could buy a pop-up sukkah, so visit www.TheRabbiShop.com and search keyword "sukkah."

📖 **DEFINITION:** **Chol Hamoed** (literally, "the weekday of the holiday") refers to the "intermediate period" of the festivals (Tishrei 17-20). We eat in the sukkah, shake the Lulav, drink wine and rejoice, and but work is permitted.

📖 **DEFINITION:** **Hoshana Rabbah** Great Salvation (Tishrei 21) is the seventh day of Sukkot is called and it closes the period of Divine judgment that begun on Rosh Hashanah. On this day we encircle the bimah (synagogue reading table) seven times while holding the Four Kinds, it's also traditional to take a bundle of five willow branches and beat them against the ground five times. (See Kehot's Siddur—Annotated Edition page 368 for complete instructions).

Shemini Atzeret

📖 **DEFINITION:** **Shemini Atzeret**, literally The Eighth (Day) of Restriction (Tishrei 22-23), is a biblical festival that comes right after the seven days of sukkot, that's how it got its name "The Eighth Day."

🗨️ **BIBLICAL VERSE:** "[For] a seven day period, you shall bring a fire offering to the L-rd. On the eighth day, it shall be a holy occasion for you, and you shall bring a fire offering to the L-rd. It is a [day of] restriction. You shall not perform any work of labor."—*Leviticus 23:36*

[G-d says to Israel,] "I have detained you [to remain] with Me." This is analogous to a king who invited his sons to feast with him for a certain number of days, and when the time came for them to leave, he said: "My sons! Your separation from me is so difficult, please, stay with me just one more day!" — *Rashi's commentary ad loc*

JOY: This holiday is characterized by utterly **unbridled joy**, which surpasses even the joy of Sukkot.

ISRAEL VS. DIASPORA: In the Diaspora Shemini Atzeret is a two-day holiday, the second day is known as Simchat Torah. In Israel, Shemini Atzeret is a one-day holiday (which includes Simchat Torah).

📖 **OBSERVANCE:** Shemini Atzeret is observed as a biblical Holiday with candle lighting 18 minutes before sundown and a **festive meal** that begins with Kidush over wine. Shemini Atzeret evening service features the seven **Hakafot** and dancing with the Torah similar to Simchat Torah, and the morning service features the annual prayer for rain as we officially start the rainy season in ritual prayer. The **Yizkor** memorial service is observed (if applicable) after the Torah reading. It's not sukkot, so no need for shaking the lulav, but many have the custom to still eat and drink in the sukkah without making the special blessing upon the sukkah.

✓ **CUSTOM:** Sometime before sundown, it is customary to go into the sukkah, have a bite to eat, and "bid farewell" to its holy shade. As the sun sets and Simchat Torah begins we no longer use the sukkah, all eating and drinking returns to our homes.

Simchat Torah

📖 **DEFINITION:** **Simchat Torah** means the "The Joy of the Torah." The most joyous occasion as we celebrate our Divine inheritance and our intrinsic inner connection to the Torah.

📖 **OBSERVANCE:** Simchat Torah features the **hakafot**, held on both the eve and the morning of Simchat Torah, in which we march and **dance with the Torah** scrolls seven times around the reading table in the synagogue. We won't be celebrating by studying the Torah, rather, we will be dancing with the Torah while it is closed. Showing that the joy is from our inner supra-rational essential connection to the Torah.

✓ **CUSTOM:** Children dance with Simchat Torah **flags**. The custom is to eat stuffed cabbage on Shemini Atzeret and Simchat Torah.

🛒 **BUY:** Find the perfect Simchat Torah dancing partner on www.TheRabbiShop.com. Choose from plush Torah scrolls to decorative Simchat Torah flags.

"When Kevin was traveling to Florida last December his Menorah and candles were waiting for him at his hotel, thanks to MyBoxMitzvah!"

— A Happy Mom

"Alice was studying hard for finals and was surprised when she got a hand-baked shmurah matzah from Israel, she invited friends and celebrated Passover in her dorm all thanks to MyBoxMitzvah!"

— A Proud Dad

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How do I sign up?

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www.MyBoxMitzvah.com

Guy Finds Out He Is **JEWISH,**

You'll Never Believe What the Rabbi Says
(Must Read)

DEAR RABBI,

Last week, I visited my mother in the hospital, and she told me that she's Jewish. I asked why she had never told me before, but she didn't want to say. But she told me about her parents who were Holocaust survivors. It was pretty clear she wasn't making this up. I talked with a Jewish friend about it, and he said that if my mother is Jewish, that makes me Jewish too. The truth is, most of my friends are Jewish. And I always took an interest in all things Jewish. But being Jewish? If I'm Jewish too, I better find out what that means. Where do I start?

—*New Jew That Never Knew*



► **DEAR JEW,**

Funny thing, nobody is ever shocked by the discovery that their mother is Korean. Or Slovakian. Or even Inuit—although that would be pretty interesting.

On the other hand, suddenly discovering that you're Muslim, Bahai or Buddhist is not even a possibility. Those are religions, and if you don't believe, in what way are you a member? But it happens quite often that someone wakes up one day to discover, hey, I'm Jewish.

So there's something unique in that. And I suppose that's really what you're asking: What's unique about being a Jew that you can discover you are Jewish, not out of belief or affiliation, choice or inclination, upbringing or community? It's so strange: You can discover you are Jewish just because your mother one day says, "Guess what? I'm Jewish, so you are too." (Of course, you'll need some credible evidence that this is for real.)

The answer is that we Jews are one big family, all brothers and sisters, all

“And you’ll say, “Yes, but all of humanity is one big family.” So I’ll answer that Jews are a family held together with super glue. Divine super glue that lasts forever. We are eternally bonded by an eternal covenant and a common mission that our ancestors accepted at Mount Sinai.”

children of Abraham and Sarah, Isaac and Rebecca, Jacob and Rachel and Leah. If your mother is Jewish, you’re part of that family. And you’ll say, “Yes, but all of humanity is one big family.” So I’ll answer that Jews are a family held together with super glue. Divine super glue that lasts forever. We are eternally bonded by an eternal covenant and a common mission that our ancestors accepted at Mount Sinai.

The covenant is with the Creator of Heaven and Earth, who liberated us from the oppression of our taskmasters to fulfill His will with love and joy so that we will inherit the Land of Israel in peace. The mission is to be a light to all the nations of the world, so that they too will learn to fulfill their role in filling this entire world with freedom, peace and harmony, as its Creator designed it to be. That covenant and that mission melds us together as a single being, many bodies with one soul.

Both the covenant and the mission are embodied in the Five Books of Moses and the rest of the Hebrew Bible, along with an enormous body of commentary and discussion composed over many millennia—all of which we call Torah, which means “the teaching.” The Torah teaches us how to live in a Divine way here on earth, in every time and in every situation. A deed prescribed by the Torah is called a mitzvah. The practical instructions are called halachah—which means “the way.” And all this works together to hold our global family together over space and time.

Almost 4,000 years have passed since Abraham, the first Jew, began to teach the world that G-d cares for His world and its creatures. Over 3,300 years have passed since Abraham’s children entered into a covenant at Mount Sinai.

Since then, the Jewish people have made an immeasurable impact on the way people think about themselves and about

our world, igniting the human spark with ideas that were once radical and revolutionary but now are almost universally embraced. For example:

the notion of liberty (think Exodus),

a vision of world peace (think of the U.N. wall with the quotation from Isaiah, “. . . and they will beat their swords into plowshares”),

the sanctity of all human life without discrimination,

the right of the common man to his own property,

the need to educate every child,

equal rights for all before the law,

the supremacy of the law over the monarchy,

government-mandated social welfare,

tolerance of the foreigner who does not share your religion,

. . . and the concept of progress over time—one that leads to a world filled with an awareness of the divine “as water fills the ocean bed”—may that time arrive much sooner than we can imagine.

We brought these ideas to the world not by the sword and not by threat of force, but by example and by perseverance through the greatest hardships, so that they seeped through many streams and wellsprings into the beliefs of other peoples, until those peoples came to adopt them as their own.

Let me put it this way: Other peoples are defined by their geography. We, the Jewish people, are defined by the Torah and its story of us.

So that is us, and you are one of us, and wherever you go, anywhere in the world, you will be one of our family. You can walk into any synagogue or Jewish community center and say, “Hello, I just discovered I’m Jewish,” and you will be embraced as a long-lost sibling. Which is what I suggest you do right now. You can find the closest Chabad center online at chabad.org.

When you’re adopting Jewish practices, you’ll need to do that step by step. It’s not an all-or-nothing proposition. And learn. You may not find yourself agreeing with everything you learn, but that shouldn’t stop you from studying and questioning and studying more. Because it is that study and dialogue over our Torah that, more than anything else, has bonded us together in our common destiny over these many millennia. And it is there, within that Torah that G-d has given us, that we discover ourselves as one eternal being.

Tzvi Freeman is a senior editor at Chabad.org. He is also the author of two volumes of Bringing Heaven Down to Earth -- collections of meditations based on the teachings of the Lubavitcher Rebbe -- as well as numerous articles and essays on Jewish mysticism, philosophy and practice.



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Top 5 KPI's FOR YOUR soul

A Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs to evaluate their success at reaching targets. And we've created the first KPIs for your soul.

The high holidays are the perfect season to take inventory of your Jewish productivity, so take a minute to analyze these spiritual KPIs and score yourself accordingly.

Whether you're running to a business meeting or prayer service, posting a picture to Facebook or a mezuzah to your doorpost, reading revenue reports or the Torah portion, no matter if you're a corporate whistleblower or Rosh Hashanah shofar blower, in today's world it's difficult to know if you're spinning your wheels or reaching your goals. That's why we have created the top 5 KPIs for your soul.

1 CHECK YOUR SURROUNDINGS. When you get home simply look around. Do you see Jewish items near you? Is there a mezuzah on the doorpost? Like any business, you need to create the environment for success. The mezuzah on your home or office door is much more than just a sign of your Jewishness, it actually changes everything. The home becomes a Jewish home and your office becomes a hub of activity for a Higher purpose.

2 CHECK YOUR DIET. Don't expect great performance out of any car or machine that's using the wrong fuel. The Jewish dietary laws are not for cleanliness or physical health, they're all about your soul's food allergies. That's right, your Jewish soul is allergic to bacon. Are you feeding your soul lots of good kosher stuff? Increase your kosher living and you'll be shocked at your new spiritual performance level.

3 CHECK YOUR CALENDAR. Do you have a Torah class planned? When it comes to getting things done we need a budget and a timeframe. Many good ideas are still out there waiting to happen simply because they haven't been put on your schedule. You may have tennis at 11am every Thursday or you may have a 9pm show you can't miss, so why not have a set time for Torah study? With online classes on every thinkable topic at TorahCafe.com and Jewish.tv, the Torah will be there at any time you set. So make a date with your Heritage, you'll both be happy you did.

4 CHECK YOUR BANK STATEMENTS. Do you see charges for charity? Making a living is most definitely a noble pursuit, but providing life-sustenance for the needy is Divine. Giving charity transforms your job and hours of paperwork into a force for goodness in the world. All of a sudden you need to win that account so a homeless man will have what to eat. Now you need to make that sale so an orphan child can attend summer camp. Is there a visible charity box in your home and office? Ask yourself this - is there a problem in the world you would like to solve? Is there a charity that calls you a partner?

5 CHECK YOUR WEEKEND PLANS. You probably know when your next oil change is due and a red light tells you when the coffee machine needs more beans, but what about your soul maintenance? Do you have a reminder every Friday night 18 minutes before sunset to light candles? The weekends are all about soul re-Jew-ovation. When was the last time you let your soul enjoy a Shabbat of total relaxation?



Rocking a Kippah IN PUBLIC

Exclusive Interview:
Alex Bodnar, Jewish Rocker,
Composer, Inventor



What Jewish Education did you have as a child?

I didn't have any Jewish education until my family moved to Brooklyn from Ukraine in 1989. I met the Rebbe on the same day that my dad and I had our circumcision in 1990. At that time I started going to a local Yeshiva, but I only lasted a year there after being expelled almost ten times, probably because we didn't practice at home what the yeshiva was teaching and they didn't seem to know what to do with me.

How did you spend your early 20's?

At 20 I became the Lead Guitarist for Utada Hikaru from Japan. Utada had sold more than 52 million albums worldwide and working with Utada led to my first guitar endorsement from PRS Guitars. Most of my twenties were spent touring around the world.

As a musician and composer, can you tell us about the bands you've worked with?

After touring with Utada I went on to play for gold-selling rock band Course of Nature, and was the Musical Director for multi-platinum pop group RBD for their U.S. promo tour. I actually lived in the home of Grammy Winning Artist Scott Stapp of CREED for years while writing, composing and performing as his lead guitarist. I also wrote and

produced the music on the first two albums for the national rock band Madison Rising.

When did you reconnect with your roots?

My Jewish education started up again years later when I was 27 and living in Bushwick. I was searching for the meaning and purpose of life in every place where it might be. After watching a few lectures by Rabbi Akiva Tatz and after a friend wrapped Tefillin on me, I was inspired to meet a Rabbi and searched Google for the nearest one. As Divine Providence had it, Rabbi Menachem Heller of the Chabad of Bushwick was the closest Rabbi to where I lived. He was the perfect Rabbi to re-educate me on everything I knew or thought was Jewish! In short, he showed me the light of Torah and of Chassidic teachings which till this day fuel my life goals and values. Thank You Rabbi Heller!

What was a big Jewish Moment for you?

When I decided to wear a kippah outside of home without a baseball cap on top. That was a big moment for me. For several months I was covering the kippah with the baseball cap and now I felt exposed, naked and nervous of what people would think of me, even complete strangers who I didn't know. This showed me just how much my identity was dictated by society and others and not by my true self. This was a key time for me in self discovery and self actualization. For the first time I didn't do something because others would think it's cool, or because I thought it was cool.



This time I was doing something because I knew it was the truth, It was the right thing to do, even though some people might not think it's cool at all, people will just have to accept me for who I am. Next came a strictly Kosher diet, Shomer Shabbos, a beard, marriage, and now Baruch Hashem I have three kids, a 2.5 year old daughter and two twin boys, with more to come be'ezrat Hashem.

I'm told you're also an inventor, what exactly is your invention?

I invented the Guitar Triller. It's a Hammered Dulcimer like tool for playing guitar and other string instruments. Instead of picking or plucking the strings, you would use this to strike the string and get a bouncy percussive sound instead. This sound is quite unique and noticeably different from the sound of using picks and fingers. It's currently available online and in all Sam Ash Music Stores. It has also been featured in most of the leading guitar magazines and my Triller videos have millions of views.

So, what's Next for Alex?

One thing that people have been telling me to do more and more is to take my guitar and my story on the road. To use my music and my unique journey as a tool to inspire others and to help other Jews find themselves and strengthen themselves with Torah and Jewish life as I was fortunate enough to do. I'm definitely feeling inspired to do this more often, and with G-d's help, I hope that it will make a meaningful difference in people's lives.

*Read more about Alex at:
www.BodnarMusic.com*



Inscribe Us in the FACEBOOK of Life

Gleanings from social media and some of this year's best posts

"You could be anywhere on Facebook but you are here. Do we direct all our actions or sometimes do your actions direct you? Did you ever end up somewhere and think, hey, why would I need to be in this place at this time? Well, if it's your wedding day and you're standing under a canopy I think we can all agree on how and why you got there. But what about a gas station along the I-10 on a long journey that included at least two missed exits and a frozen GPS that insisted you were walking? What about those moments in our lives where we really can't make heads or tails of why we are there?"

The founder of Chasidic Philosophy, the great Israel Baal Shem Tov said that nothing happens by chance and if you end up somewhere it's all part of your personal mission to leave this world holier than when you got there. So, perhaps you could say a blessing on that Dr. Pepper you just bought at that Mini Mart, or read a verse of Psalms while standing in line at Starbucks. Perhaps that blessing will leave a spiritual mark on that location for a very long time. Now, enjoy searching the rest of Facebook knowing that Divinity has already found you."

"On Sunday we had a BBQ and all the guys did the mitzvah of Tefilin. Later I noticed that the joy and happiness of a great burger lasts a few hours, but the joy of a mitzvah connects us with a timeless Divinity that transcends time. So, my point is that the only product that can really have a lifetime guarantee is a mitzvah, a Divine commandment. So, the next time someone posts a picture of themselves on a private jet enjoying an artisan burger while checking out views of southern France be happy for them, for a while. But when they post a mitzvah pic be happy that they transcended time for that moment. Hit 'like' because they touched infinity, escaped human limitation for that moment. But also take time to eat a good kosher burger, no one likes a hungry Jew."

Art & Soul

Meet our favorite artists and enjoy their latest works.



▲ *Apples and Honey* by Yitzchok Mouly

ABOUT THE ARTIST: **YITZCHOK MOULLY**, a rabbi, a man of learning, and a brilliant artist dwells majestically in the world of pop art, and post-pop art rather tactfully. With works that blend the modern twists of aesthetics with the old teachings of Judaism, he manages to plunge the viewer into the imperceptible realm of non-contradictory dualities. —*Milad Doroudian*

See the full gallery at moulyart.com



▲ *Across the street from 770* by Annita Soble

ABOUT THE ARTIST: **ANNITA SOBLE** lives with her husband and five kids in the chassidic community of Crown Heights in Brooklyn, New York. Her unique style graces wine bottles and book covers and Soble has quickly attracted a worldwide following. Soble's original art and animation has already been viewed by over 1 million people on YouTube. Soble's new gallery has attracted much attention from Jewish art collectors worldwide.

See the full gallery at AnnitaSoble.com



◀ *Moses in Me Mug*

About the Artist: **8TH DAY**, one of Jewish music's biggest names, recently released a music video for their hit song "Moses in Me." The group teamed up with graphic artist and photographer **NECHAMA MARCUS** to create a one-of-a-kind coffee mug. Marcus clearly has a pension for typography as she uses her innate artistic soul to create visual messages that inspire and stir the imagination.

See more at MosesInMe.com

{ HOLIDAY SERVICES & CANDLE LIGHTING TIMES }

{ BLESSINGS }

ROSH HASHANAH

Wednesday, Sept. 20, 2017

*Make Eruv Tavshilin***

Light Candles at: 0:00 pm

Say Blessings 1 & 4

Evening Services: 0:00 pm

Community Dinner: 0:00 pm

Thursday, Sept. 21, 2017

Morning Services: 0:00 am

Shofar Sounding: 0:00 am

Tashlich Service: 0:00 pm

Evening Services: 0:00 pm

Community Dinner: 0:00 pm

Light Candles* after 0:00 pm

Say Blessings 1 & 4

Friday, Sept. 22, 2017

Morning Services: 0:00 am

Shofar Sounding: 0:00 am

Light Shabbat Candles* before 0:00 pm

Say Blessing 5

Evening Services: 0:00 pm

SHABBAT SHUVA

Saturday, Sept. 23, 2017

Morning Services: 0:00 am

Evening Services: 0:00 pm

Shabbat Ends at 0:00 pm

FAST OF GEDALYA

Sunday, Sept. 24, 2017

Fast Begins: 0:00 am

Fast Ends at: 0:00 pm

Learn more @ chabad.org/TzomGedaliah

YOM KIPPUR

Friday, Sept. 29 2017

Kaparot: 0:00 am

Morning Services: 0:00 am

Afternoon Service: 0:00 pm

Light Candles at 0:00 pm

Say Blessings 2 & 4

Fast Begins at: 0:00 pm

Kol Nidrei Services: 0:00 pm

Saturday, Sept. 30 2017

Morning Services: 0:00 am

Yizkor Memorial Service: 00:00 am

Afternoon Service: 0:00 pm

Neilah Closing Service: 0:00 pm

Fast Ends at: 0:00 pm

Followed by light refreshments

SUKKOT

To purchase Sukkah or a Lulav and Etrog set, please call 123-456-7890.

Wednesday, Oct. 4, 2017

*Make Eruv Tavshilin***

Light Candles at 0:00 pm

Say Blessings 3 & 4

Evening Services: 0:00 pm

Thursday, Oct. 5, 2017

Morning Services: 0:00 am

Evening Services: 0:00 pm

Light Candles* after: 0:00 pm

Say Blessings 3 & 4

Friday, Oct. 6, 2017

Morning Services: 0:00 am

Evening Services: 0:00 pm

Light Shabbat Candles* before 0:00 pm

Say Blessing 5

Evening Services: 0:00 pm

SHABBAT CHOL HAMOED

Saturday, Oct. 7, 2017

Morning Services: 0:00 am

Evening Services: 0:00 pm

Shabbat Ends at 0:00 pm

Hoshanah Rabbah

Wednesday, Oct. 11, 2017

Morning Services: 0:00 am

SHEMINI ATZERET & SIMCHAT TORAH

Wednesday, Oct. 11, 2017

*Make Eruv Tavshilin***

Light Candles at 0:00 pm

Say Blessings 3 & 4

Evening Services: 0:00 pm

Followed by Kiddush & Hakafot

Thursday, Oct. 12, 2017

Morning Services: 0:00 am

Yizkor Memorial Service: 00:00 am

Evening Services: 0:00 pm

Followed by Kiddush & Hakafot

Light Candles* after: 0:00 pm

Say Blessings 3 & 4

Friday, Oct. 13, 2017

Morning Services: 0:00 am

Followed by Kiddush & Hakafot

Light Shabbat Candles* before 0:00 pm

Say Blessing 5

Evening Services: 0:00 pm

SHABBAT BEREISHIT

Saturday, Oct. 14, 2017

Morning Services: 0:00 am

Evening Services: 0:00 pm

Shabbat Ends at 0:00 pm

BLESSING #1

ברוך אתה ה', א-לקינו מלך העולם, אשר קדשנו
במצותיו, וצונו להדליק נר של יום הזכרון.

Baruch Atah Ado-noi, Elo-hay-nu Melech Ha-olam, Asher Ki-de-sha-nu Be-mitz-vo-tav, Ve-tzi-vanu Le-had-lik Ner Shel Yom Ha-ki-ka-ron.

BLESSING #2

ברוך אתה ה', א-לקינו מלך העולם, אשר קדשנו
במצותיו, וצונו להדליק נר של שבת ושל יום הכפורים.

Baruch Atah Ado-noi, Elo-hay-nu Melech Ha-olam, Asher Ki-de-sha-nu Be-mitz-vo-tav, Ve-tzi-vanu Le-had-lik Ner Shel Shabbat V'Shel Yom Ha-ki-pu-rim.

BLESSING #3

ברוך אתה ה', א-לקינו מלך העולם, אשר קדשנו
במצותיו, וצונו להדליק נר של יום טוב.

Baruch Atah Ado-noi, Elo-hay-nu Melech Ha-olam, Asher Ki-de-sha-nu Be-mitz-vo-tav, Ve-tzi-vanu Le-had-lik Ner Shel Yom Tov.

BLESSING #4

ברוך אתה ה', א-לקינו מלך העולם,
שהחיינו וקיימנו והגייענו לאמן הנה.

Baruch Atah Ado-noi, Elo-hay-nu Melech Ha-olam, She-heh-chi-yah-nu Ve-ki-ye-mahnu Ve-hi-gi-ahnu Liz-man Ha-zeh.

BLESSING #5

ברוך אתה ה', א-לקינו מלך העולם, אשר קדשנו
במצותיו, וצונו להדליק נר של שבת קדש.

Baruch Atah Ado-noi, Elo-hay-nu Melech Ha-olam, Asher Ki-de-sha-nu Be-mitz-vo-tav, Ve-tzi-vanu Le-had-lik Ner Shel Shabbat Kodesh.

* Light only from a pre-existing flame
** To learn more about Eruv Tavshilin
visit www.chabad.org/eruv

Note: For Candle lighting times in other areas, visit
ChabadofYourtown.com/times.

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WEDNESDAY, SEPT. 20, 2017
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FRIDAY, SEPT. 29, 2017
SERVICES AT LOCATION
123 MAIN ST, CITY

For a full schedule of services and programs please see inside back cover.
There is NO CHARGE for seats; your donation is greatly appreciated. Advance reservations are suggested.

For more info and reservations:
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