

JULY 31, 2010

20 Av 5770

Parshat Ekev

Orthodox Union-West Coast Offices: 9831 W. Pico Blvd., LA CA 90035 [www.ouwestcoast.org](http://www.ouwestcoast.org)

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. There is a lot of talk these days about investment strategies. Lately, most of them include putting cash under a mattress, but in general you find that there is a classification of investors in terms of their willingness to accept risk. Some people look for conservative and low risk ventures, while others will be more willing to put everything on the line in search of that big score.

What you may not have realized is that Rashi in this week's Parsha addresses these same two attitudes regarding religious observance – spiritual investing if you will.

The Pasuk in the beginning of the Parsha highlights what appears to be a quid pro quo – we listen to G-d' commandments and he provides us with bounty and sustenance.

But the word the Torah uses is “Ei-kev” and Rashi explains that this word (which means heel) refers to those mitzvot that are easy to fulfill, and yet often get trampled under our heel. It is those mitzvot that are the key to the rewards promised in the continuation of the Parsha.

The reason why the Torah formulated it in this way was to send a message to those who follow a high flying spiritual investment strategy, looking only for the difficult and “big deal” mitzvot while being willing to let the small and easy ones fall by the wayside.

And many commentaries explain that what we are dealing with is a fundamental point that the Torah is making about human nature.

Often people thrive on confrontation and difficulty; we shine the brightest when we rise to the occasion. So perhaps one might think, I will struggle and grapple with all of the things that are difficult for me, and *that* is how I will get closer to G-d.

The lesson of this week's Parsha is that people mature and grow in a variety of ways.

Sometimes it is the crisis moments when we have that flash of lightning that changes everything. The Google IPO of spirituality. The time we are so con-

flicted, in such dire straits, and we hope somehow to rise to the challenge.

However, we also mature through steady and gradual osmosis, naturally absorbing from our environs, and *harmoniously* incorporating life's lessons into the way we live.

And this Parsha is telling us that waiting for that flash at the expense of our daily observance and values is a flawed investment strategy.

Thank G-d we live in a world in which we can grow without having to fight all the time. We have the opportunity to love a lifestyle where we have opportunities day in and day out to practice kindness, to follow halacha, to enhance our community, without sacrificing everything that is important to us.

Thank G-d we have the opportunity to live an *everyday* Kiddush Hashem, whether at home, at work, in shul or in the outside world.

And yes, struggle and crisis are often a test of who we are, but the times that we are not in crisis, are just as much if not more of a test of who we can be.

**Rabbi Adir Posy**

Assistant Director,  
Orthodox Union-West Coast

**OU Job Board** is here to serve, help and provide Chizuk (uplifting of spirit) to those who need it most. We are not trying to set any agenda, make an appeal or ask for money. What we are trying to communicate is that the OU Job Board is here to help; if any of your Baalabatim (members or friends) have any jobs to offer, please have them send it to the **OU Job Board** ([jobs@ou.org](mailto:jobs@ou.org)) for posting. Additionally, please help spread the word that we are providing re-tooling/training with ONLINE classes to help people get jobs and enter the workforce.

Please urge people to post their resumes on the Job Board in the strictest of confidence and confidentiality ([www.oujobs.org](http://www.oujobs.org)), and that we would like to share our many tools to help those move forward in the workplace.

Best Regards,  
Michael Rosner-International Director  
OU Job Board  
Synagogue Services Special Projects  
P.212-613-8129 F.212-613-0644

## UPCOMING EVENTS @ OU WEST COAST

### October 22-24

Come join us for an

**OU Weekend in La Jolla, CA**

With Scholars in Residence:

Rabbi Alan Kalinsky

Rabbi Adir Posy

Chazzan Nati Baram

@ Sheraton Hotel--La Jolla

Meals at Adat Yeshurun

\$350 per/couple

Info: [EstherR@ou.org](mailto:EstherR@ou.org)

310.229.9000 x 201

**OCT 11 & 18, 7:30pm**

**Kallah Klass Part II**

*Basics that your Kallah teacher*

*never taught you!*

Free Seminar open to

women of all ages.

Come join

**Sharona Kaplan**

The OU's Torah Educator at the Harriet

Seif Jewish Learning Initiative on

Campus (JLIC) at UCLA

as she discusses:

“Rethinking Basic Needs:

Examining the Response to  
Emotional Needs in the Home”

and

“Back to the Basics:

A Torah Perspective on Intimacy”

Location TBA

**Programs in the works:**

Attorney Continuing Education

Medical Ethics Conference

Parenting Workshop

Israel Advocacy Event

Trustees Event

**Annual Torah Convention**

THURS, DEC 23 --

SUN, DEC 26, 2010

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## OU SYNAGOGUES AROUND THE REGION

Beverly Hills: Cong. Beth Jacob (310) 278-1911

**Beverly Hills: Young Israel-North BH:** (310) 276-7650 [info@YINBH.org](mailto:info@YINBH.org)

- **Shabbat JULY 31:** Guest Rabbi Bentzion Kravitz, Jews4Judaism
  - **Shabbat AUG 14:** Guest Ofir Fisher, of The OR Movement
  - **Shabbat AUG 21:** Guest Rabbi Baruch Sufrin, Harkham-Hillel Academy
  - **Shabbat AUG 28:** Guest Rabbi Zvi Schindel, Maimonides Academy faculty
- Calabasas Shul: (818) 591-7485

Canada-Calgary: House of Jacob-Mikveh Israel (403) 259-3230

Canada-Edmonton: Beth Israel (780) 488-2840

**Canada-Vancouver: Schara Tzedek** (604) 736-7607

- **FRI night OCT 22:** South African Dinner
- **Spring 2011:** Shul Retreat

**Denver, CO : BMH-BJ Cong** (303) 388-4203

- **SUNs AUG 1:** Rebuilding & renovating the Shul Sukkah

Denver, CO: EDOS (303) 322-7943

Irvine, CA: Beth Jacob (949) 786-5230

LA: Adas Torah (310) 203-9659 [www.adastorah.com](http://www.adastorah.com)

**LA: Aish Hatorah** (310) 278-8672 x 305 or [tsullivan@aishla.com](mailto:tsullivan@aishla.com)

- **THURS AUG 5, 8pm: Part I-10** Reasons Why People Marry the Wrong Person –with Rabbi Dov Heller. RSVP 310-659-7449. \$5p/p
- **THURS AUG 5, 8pm: Part II-10** Questions to Ensure You Dont Marry the Wrong Person –with Rabbi Dov Heller. RSVP 310-659-7449. \$5p/p

**LA: B'nai David-Judea** (310)-276-9269 or [amram@bnaidavid.com](mailto:amram@bnaidavid.com)

- **SUN JUN 5:** Annual Tribute Dinner

LA: Etz Jacob (323) 938-2619

LA: Mogen David Cong. (310) 556-5609

LA: Young Israel of Century City: (310) 273-6954

LA: Young Israel of Hancock Park: (323) 931-4030

**LA: Yeshiva of LA (YOLA)** 310-203-3197 [yeshivarabbi@juno.com](http://yeshivarabbi@juno.com)

- **MINCHA/MAARIV: SUN-THURS,** 15 minutes before Shkiah;
- **LATE MAARIV: SUN-THUR 10pm.** M-TH am/pm: adults/students chavrusas

Laguna Woods, CA: Beth Torah (949) 587-1967 (a retirement community)

**La Jolla: Adat Yeshurun** (858) 535-1196

- **OCT 22-24: OU Shabbaton in La Jolla.** Info [EstherR@ou.org](mailto:EstherR@ou.org)

**Las Vegas, NV: Shaarei Tefila** (702) 384-3565 (Mikva 384-3317)

- **SUN NOV 7:** Annual Gala

Oakland, CA: Beth Jacob (510) 482-1147

Palm Springs, CA: The Desert Synagogue (760) 327-4848

**Palo Alto, CA: Emek Beracha** (650) 857-1800 (Mikva 493-5555)

- **Shabbat JUL 31:** Guests Rabbi Moshe Shur & Rabbi & Mrs. Yehoshua Liff
- Phoenix, AZ: Beth Joseph (602) 277-8858

**Portland, OR: Kesser Israel** (503) 222-1239

- **SUN AUG 1, 5-7:30pm:** Community BBQ.

**Sacramento, CA: Keneset Israel Torah Center** (916) 481-1159

- **Shabbat AUG 6-7:** Mini Shabbaton with Rabbi Elly Storch. Friday nite dinner reservations with Debby Stoller ([dstoller@surewest.net](mailto:dstoller@surewest.net)). Price: \$20 adults; \$12 ages 5-12; free ages 0-4.

San Diego, CA: Cong. Beth Jacob (619) 287-9890

San Diego, CA: Kehillat Ahavat Yisrael-KAY (858) 633-0181

San Francisco, CA: Adath Israel (415) 564-5665

**Seattle: Bikur Cholim Machzikay Hadath** (206) 721-0970

- **SUN AUG 15, 12-3pm:** Annual BBQ. *Food-Fun-Friends-Attractions-Fair!* Contact info: [Julie@bcmhseattle.org](mailto:Julie@bcmhseattle.org)

**Seattle: Ezra Bessaro** (206) 722-5500

- **SUN AUG 22:** 100<sup>th</sup> Gala Celebration. RSVP

Seattle: Sephardic Bikur Holim (206) 723-3028

Valley Village, CA: Shaarey Zedek Cong. (818) 763-0560

Venice, Pacific Jewish Center-The Shul on the Beach:(310)392-8749

Washington-Mercer Island: Shevet Achim (206) 275-1539

**Woodland Hills: Beit HaMidrash** (818) 999-2059 (5850 Fallbrook Ave.)

- **SUNs @ 8:30am:** following 8am minyan-Shiur-Baba Kama w/Rabbi Yaakov Rechiniz

**West LA; Westwood Kehilla** (310) 441-5288x2 [director@kehilla.org](mailto:director@kehilla.org)

- **AUG 3-10:** Group trip to the Canadian Rockies. Info at 310- 927-1853 or [asherbrander@gmail.com](mailto:asherbrander@gmail.com)

## NCSY-JSU-YACHAD ANNOUNCEMENTS/EVENTS



**Office contact:** 310-229-9000 x 209 [www.westcoastncsy.com](http://www.westcoastncsy.com)

Want to help run a chesed project? call Solly at 310-557-6582

For more info on CITY NCSY or JSU call Solly 310-557-6582

**CITY NCSY: Call Solly @** 310-557-6582 or [Shess@westcoastncsy.com](mailto:Shess@westcoastncsy.com)

**Latte&Learning**-is going strong!-**TUEs 7:30pm:**@CB&T-233 S. Beverly Dr. with **Rabbi Josh Horwitz**

**DNL** is on break for the summer - have a great summer!

**JR. NCSY:** (6-8 grade) **Call Josh** 310-694-2976 or [ncsyjosh@gmail.com](mailto:ncsyjosh@gmail.com)

... **NCSY Bar/Bat Mitzvah** tutoring available. *Talmud Torah* classes.

\***Jr. NCSY Dodger Baseball Event:** call Josh for details 310-694-2976

**YACHAD:** Call Perri @323-228-4191.

## COMMUNITY ANNOUNCEMENTS

► **SUN AUG 22, 4pm THE CANTORS-Marcus Feldman; Sam Cohen; and Nati Baram,** with a program of songs in Yiddish, Hebrew & Italian to welcome the 5771. *Plummer Park Fiesta Hall-7377 Santa Monica Blvd, WH 90046-Tickets: \$20. At the door: \$25. Sr/Child: \$15. RSVP: 323.868.2623.*

► **ONGOING: OU'S WOMEN'S TORAH NETWORK (WTN)**

**Classes with Geri Wiener-Sessions will continue after the summer**

→ **MONs-Valley** (private home): → **WEDs-City** (OU Hdqtrs):

► **WEST COAST NCSY PRESENTS TORAH HIGH,** a revolutionary after school Jewish learning program for Public School teens, grades 9-12. Torah High classes will provide meaningful and engaging Jewish learning experiences for teens, foster identification with and support of Israel, strengthen positive Jewish identity, and develop Jewish literacy. *Please call Solly Hess at 310-557-6582.*

## ISRAEL'S CONTRIBUTION TO THE WORLD

### Cutting Edge Products at Israeli BioMed Conference

ILSI Biomed 2010, this year's Israeli Life Science's Conference, showcased many new products from Israel's many companies working in the areas of biotech, pharma, and medical devices.

[http://www.youtube.com/watch?v=Lq\\_MkWYU-9k&feature=youtupe\\_gdata](http://www.youtube.com/watch?v=Lq_MkWYU-9k&feature=youtupe_gdata)

### In Israel, medicine is getting personal

Cutting through the hype, zeroing in on challenges strengths and setbacks, ISRAEL21c reviews the growing field of personalized medicine in Israel. One cure doesn't fit us all. Now a new field of medicine is emerging – personal medicine – which takes the individual into account in treatment plans. A woman undergoes radiation therapy at an Israeli hospital.

### Balancing the scales for women worldwide

Elected to a second term on the elite UN committee for women's rights, Israel's Ruth Halperin-Kaddari beat the odds stacked seemingly high against her. Doors seem to swing smoothly open in the career path of Prof. Ruth Halperin-Kaddari from Israel, the youngest woman member of the United Nations Committee for the Elimination of Discrimination Against Women (CEDAW).

### An acoustic eye to sound-out your leaks

An Israeli company may have the energy-saving, cost-effective solution to detect leaks and blockages in the pipelines of both humans and machines - and GE seems to agree.

### Israeli aid team first to reach the Congo

Once again, Israel is first on the post-disaster scene, as its specialists in burn treatment and plastic surgery rush to the aid of the Congolese following the recent tragic fire.

### A cancer turn-off

Israeli researchers believe that a biological 'switch' found in plants may hold the secret for a new cancer treatment for humans.

### Antioxidants improve cardiovascular health, say researchers

Long-term use of antioxidant supplements may provide health benefits for people with heart disease, according to a new study by Israeli scientists.

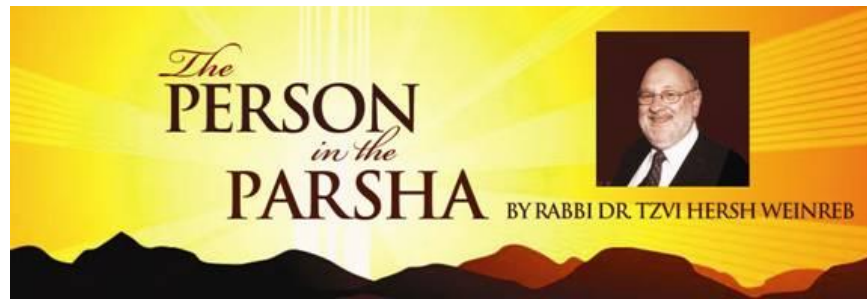
[www.israel21c.org](http://www.israel21c.org)

## B'NEI AKIVA OF LA ANNOUNCEMENTS

→ **Office:** 310-248-2450 [bnaiakivaLA@gmail.com](mailto:bnaiakivaLA@gmail.com)

→ **Upcoming Events:** *Hope you are having a great Summer!*





## Parshat Ekev

July 31, 2010 – 20 Av 5770

To read more articles and essays by Rabbi Weinreb, visit his blog at [www.ou.org/rabbi\\_weinreb](http://www.ou.org/rabbi_weinreb)

### " Discipline and Suffering "

As a parent, grandparent, and psychologist, I am often considered to be something of an expert on parenting and child-rearing. In that capacity, I have frequently been asked to review or give an opinion about any of the plethora of books on the subject of raising one's children.

Like in any genre, there are better books and worse books in this category. What I have noticed is that many of them fail to include a chapter on one of the most important components of child rearing: discipline. With few exceptions, the most that these books contain on the subject of discipline is a chapter on "setting limits".

In my opinion, and certainly in my experience, discipline is an essential component of all parenting and teaching relationships. And discipline is not just about "setting limits". It is also about "setting goals."

My reading on the subject of dealing with children, whether as a parent or as a teacher, has taught me of the importance of setting clear and achievable goals and objectives for children to reach and then to show recognition of the achievement of those goals.

My experience as a parent myself, as a teacher for many years, and as a psychotherapist for much of my adult life, has borne out the wisdom of these two steps: Firstly, lay out the expectations that you have of the child and clearly define the nature of the task at hand. Secondly, when the child has accomplished the task, even if not totally successfully, give him or her feedback and recognition, whether in the form of a verbal compliment or a nonverbal gesture.

Discipline does not just involve "setting limits". Indeed, saying "no" and issuing restrictive commands may not at all be what discipline is about. Rather, it involves "setting goals". It is about extending a challenge, with the implicit confidence that sends that child the message, "You can do it!"

This, to me, is the essence of discipline. It is not synonymous with punishment. It is synonymous with learning and personal growth.

And this is what I think is meant by the passage in this week's Torah reading, Ekev, "Bear in mind that the Lord your God disciplines you just as a man disciplines his son." (Deuteronomy 8:5)

The Torah has much to say, even if the parenting books don't, about discipline. It takes for granted that parents will

discipline their children, and that teachers will discipline their students. After all, that is why students are called disciples.

The Torah insists, moreover, that the Almighty, too, disciplines us. And He does so in much the same way as successful parents do. He sets clear expectations for us, and He shows us His favor when we meet those expectations and His disfavor when we fail to do so. The Lord really is a Father in this sense.

It is no wonder then, that the book of Proverbs cautions us to "heed the discipline of your father, and do not forsake the instruction of your mother." Notice: first discipline, and then instruction. First "mussar", and Torah only afterwards.

As usual, there is an even deeper message in the word that the Torah uses for discipline. The root "YSR" is the root of both "discipline" and "suffering".

Judaism teaches us that there is a meaning to our suffering. Sometimes that meaning is obvious to us; more typically though, the meaning eludes us, and we desperately search for it.

But one thing is clear. We learn through discipline, and we also learn through suffering.

The words of Victor Frankl, the psychologist and Auschwitz survivor, who certainly knew a thing or two about suffering, are very instructive here:

" . . . On the biological plane, as we know, pain is a meaningful watcher and warder. In the psycho-spiritual realm it has a similar function. Suffering is intended to guard man from apathy, from psychic rigor mortis. As long as we suffer we remain psychically alive. In fact, we mature in suffering, grow because of it – it makes us richer and stronger."

It is through the processes of discipline and suffering that we develop and are transformed. Both processes are painful, sometimes profoundly so. But through both, we widen our horizons, enhance our spirits, and attain a deeper understanding of our life's purpose.

Discipline and suffering: important to us all as individuals, as part of the Jewish people, and as mortal humans, struggling to cope and, ultimately, to grow.