

MAR 6, 2010 20 Adar 5770 Parshat Ki Tisa--Parah

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

KASHRUTH: 310.229.9000 EXT.1 ■ NCSY: 310.229.9000 EXT.209 ■ OU/SYNAGOGUE SERVICES: 310.229.9000 EXT.200 ■ FAX: 310.229.9011 ■ EMAIL: [westcoast@ou.org](mailto:westcoast@ou.org)

## ON LEADERSHIP

Writing about leadership is "in". Our newly minted "success" literature (Seven Habits, Good to Great, etc.), in search of the golden egg, obsesses over isolating principles and behaviors that yield great results.

Leadership, of course, come in many wonderful (and not so wonderful) flavors. Some dictate, demand or wield, while others coax and evince; a precious few inspire and empower. But for those most part (there are significant exceptions) leadership literature is **style** heavy and **essence** light - placing a premium on strategies. Herein lies the rub, for tactics are as varied as people and are only as effective as the bottom line.

Studying the **essence** of leadership though is a different matter. We seek to identify the critical *midot* of a leader. Intuitively we understand a leader must possess vision and courage. **Another most critical element emerges from our parsha.**

In the Golden Calf aftermath, Moshe says (32:32): "Hashem, forgive Bnei Yisrael and if not, then *micheini na misifrecha*, wipe me out from Your book that You have written".

What's the book? Rashi assumes we are talking about **the Book**, aka the Torah. Ramban (and Ibn Ezra) argue with Rashi's approach and wonder, of what utility and how does it better his negotiations for Moshe to be omitted from the Torah?

Therefore, Ramban identifies a different book - the *sefer hachaim* - the book of life itself. In his final ploy for forgiveness, Moshe is willing to give it all; he tells Hashem: I give up my eternity for the sake of Am Yisrael.

Who is Moshe - Intellectual titan, Torah-giver, Savior, *Malkeinu* (King)? Ultimately history records Moshe as *Rabbeinu* - for a Rebbe is neither an information automaton nor a living Torah rolodex. In classic *Behaalosecha shiur*, Rav Soloveitchik taught:

*What is an \*Omen\*? - it is a nursing mother or father. Of course, a nursing mother teaches the baby. ... But she does something else - the Rebbe teaches the talmidim. The nursing mother, in addition to teaching, carries the baby in her bosom or in her arms. "...as a nurse carries a sucking child." What does this mean? ... The teacher does teach his disciple,*

*but the disciple very seldom becomes a part of him. When the mother teaches the baby, the baby becomes a part of her. The mother, when she rears the baby, has one calling, one purpose, to protect the baby. The \*Omen\* or the mother basically do not belong to themselves. Many may be very critical of my statement but this is true according to Yahadut. A mother has no life of her own. She belongs to the infant. At least as long as the infant is helpless and is exposed to the dangers of a hostile environment.*

*Moshe discovered now that teaching is not enough for a leader of Yisrael. A teacher, no matter how devoted, has a life of his own. That his job is nursing, carrying the baby in his arms, watching every step, ... feeling pain when the baby cries and being happy when the baby is cheerful. ...*

At the heart of the matter, lies plain ole' *mesirut nefesh*. As leaders (in our families, workplaces and communities), we will only impact people when we are willing to give our most precious resource, our very selves.

**Rabbi Asher Brander**  
Westwood Kehilla, WLA

## KASHRUT ALERT!!

Several **KC Masterpiece**, Hidden Valley, and HV Manufacturing brands of sauces and marinades will no longer be certified and the OU symbol has been removed.

As always, consumers are urged to verify the presence of the OU symbol when purchasing products.



## JDC's HAITI & CHILEAN EARTHQUAKE DONATIONS

With your help, the Orthodox Union will continue to work with our partners, the American Jewish Joint Distribution Committee, the William J. Clinton Foundation, and others, to bring life saving assistance to those in Haiti and Chile.

To make a donation by mail, kindly send a check to the Orthodox Union at 11 Broadway, 14th Floor, New York, NY 10004. The check should be made out to "Orthodox Union Haiti Relief Fund" or "Orthodox Union Chile Relief Fund."

## UPCOMING EVENTS @ OU WEST COAST

[Check our website for Convention lectures & panel discussions](#)

➤➤ **Kosher for Passover** ◀◀  
**Supermarket Tours**

**at Ralphs Markets**  
➤ **MAR 9-Irvine; 10-Pico-Beverwil;**  
**11-Westwood; 15-Century City;**  
**16-LaBrea/3<sup>rd</sup>; 17-Torrance;**  
**18-Woodland Hills**

**A social evening for**

➤ **"Empty Nesters"**

**Saturday MAR 13, 8pm**

*"When You Have an Empty Nest, Build a Bird House"*

**With Rabbi Dov Heller, LMFT**

*Private home--RSVP to*

**310-229-9000 x 201 or**

[estherr@ou.org](mailto:estherr@ou.org)

➤ **Annual Manny Stern, z"l,**  
**Synagogue Leadership Seminar**  
**Sunday, April 18, 5pm**

with **Rabbi Shlomo Einhorn**

*"Storm-winds: Program Ideas That Will Blow Your Mind"*

*"On Fire: Sparking Immediate Shul Growth"*  
for OU Shul Rabbis/Presidents/Board Members/Exec & Youth Directors

*A program from OU-West Coast Community & Synagogue Services*

**Hold-the-Date**

**Tuesday, May 4, 2010**

**Tefilla Enrichment Initiative**

*A one-evening seminar featuring speakers who will inspire and encourage us to achieve meaningful tefilla experiences.*

*This program will take place at B'nai David-Judea.*

*Watch for more details.*

➤ **OU Annual Awards Banquet**

**Tuesday, June 22**

Honoring

**David & Debbie Schultz**  
**Seth & Ruth Berkowitz**

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## OU SYNAGOGUES AROUND THE REGION

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

- **SUN MAR 7, 10am:** Brunch w/Dr. Steve Tabak- "Lifestyle Modification for a Healthy Heart"- \$7/p. RSVP
- **TUES MAR 9, 8pm:** Lecture w/Dr. Wendy Mogul, \$15/p
- **SUN MAR 14, 2010:** Tiferet Award BQ honors R/M Marc Mandel

### Beverly Hills: Young Israel of North B.H.: (310) 276-7650

- **Shabbat MAR 6:** BJ-BH Choir w/Chazzan Baram
- **Shabbat APR 9-10:** RZLA w/Rabbi Yosef & Dr. Rivka Blau, Solly Sacks
- **Shabbat APR 17:** AIPAC w/ LA Director Catherine Schneider

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

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

- **SUN MAR 14:** Annual Event
- 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)

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

LA: Etz Jacob (323) 938-2619

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

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

- **Shabbat MAR 6:** S-I-R Rabbi Shmuley Boteach
- **Shabbat MAR 26-27:** S-I-R Rabbi Mark Dratch

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

### LA: Yeshiva of LA (YOLA) 310-203-3197 [yeshivarabbi@juno.com](mailto: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

- **SATs Nights, 6:45pm:** Parent-Child Learning & prizes, too
- **SUN JUNE 6:** Banquet Gala

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

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 MAR 5-6:** S-I-R Rabbi Daniel Korobkin
- **MAY 9: Annual Dinner.** Guest speaker Hadassah Lieberman

Phoenix, AZ: Beth Joseph (602) 277-8858

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

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

- **Shabbat MAR 12-13:** S-I-R Rabbi Zvi Grumet. RSVP for Dinner/Lunch

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

- **Shabbat MAR 12-13:** S-I-R Rabbi Menachem Leibtag
  - **MON Evening MAR 15:** Rabbi Chaim Nissel "Empowering Our Children"
- Seattle: Ezra Bessaroth (206) 722-5500

### Seattle: Sephardic Bikur Holim (206) 723-3028

- **Shabbat Hagadol** Luncheon, MAR 27

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

- **MON APR 12:** Annual Banquet honoring Perla & Herman Muhlstein

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 @ 6:15pm:** Pre-Mincha-Shiur-Baba Kama w/Rabbi Yaakov Rechnitz

West LA: Westwood Kehilla (310) 441-5288x30 [director@kehilla.org](mailto:director@kehilla.org)

- **Shabbat MAR 5-6:** S-I-R Rav Moshe Weinberger, Woodmere, NY

## B'NEI AKIVA OF LA ANNOUNCEMENTS

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

➔ MON Evening APR 19: Yom Haatzmaut Celebration



## NCSY-JSU-YACHAD ANNOUNCEMENTS/EVENTS



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

Start planning your summer, check out our amazing summer programs @ A  
Want to help run a chesed project? call Solly at 310-557-6582

### SUN APR 18<sup>th</sup> @ UCLA: NCSY's 2<sup>nd</sup> Annual Basketball Tournament\*

Sign your team up today by calling 310 229-9000 ext. 226

\*Sponsorship opportunities available.

MAY 29-31: Spring Regional

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

DNL--MONs 7-8pm: @ Pizza World 365 S. Fairfax Ave.

Latte&Learning-TUES 7:30pm: @CB&T-233 S. Beverly Dr. w/R'Josh Horwitz

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.

YACHAD: Call Perri @323-228-4191. Ongoing activities.

## OU COMMUNITY ANNOUNCEMENTS

### ▶ ONGOING: OU'S WOMEN'S TORAH NETWORK (WTN)

Classes with Geri Wiener – Spring Sessions coming up!

➔ MONs-Valley (private home):

➔ WEDs-City (OU Hdqtrs): [MAR 10](http://www.mar10.com)

### ▶ SUN MAR 7, 9:30am, @ YOLA: Rav Moshe Weinberger, \$10p/p

### ▶ MON MAR 8, 7:30pm: @ Newman Recital Hall, USC Campus –

Free Admission – Lior Kaminetsky, Anna cho, Yeonju Kim

Recital: Mozart & Ravel. Directions–[www.usc.edu/maps](http://www.usc.edu/maps)

### ▶ SUN MAR 14th, Bikur Cholim presents KidFest at Paramount Studios with Uncle Moishy in Concert. Includes games, rock-climbing, family photos, prizes, food, and information on children's health. Concert tickets are limited and may be purchased at [www.bikurcholim.net](http://www.bikurcholim.net).

### ▶ AIPAC POLICY CONFERENCE-WASHINGTON DC-MAR 21-23

### ▶ Yom Haatzmaut-APR 19, 7pm, presented by Consulate General of Israel & Saban Theater – Hold-the-Date



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## ISRAEL'S CONTRIBUTION TO THE WORLD

### Did You Know?

**March 2, 2010** - Israeli researchers from Sourasky Medical Center in Tel Aviv have discovered that **listening to just 30 minutes of Mozart a day** can help premature babies gain weight faster and leave hospital sooner.

### BrightSource gets a billion

With over \$1 b. in US government loans, Israel's BrightSource will build the world's largest solar energy project in California, doubling the solar thermal electricity produced in the US today

### Shed weight with a 'filling' pill

Shed weight safely without surgery; grow crops with less water; heal wounds more quickly; dispose of diapers without harming the earth - Israel's Exotech Bio Solutions claims that these diverse goals are all attainable using the naturally derived, super-absorbent polymers (SAPs) that it has developed.

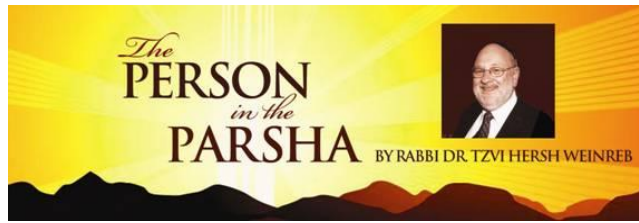
### Better Place electric cars to debut in Israel

Israel will be the first country to install Better Place's cutting edge network for electric cars, touted as affordable and attractive alternatives to combustion engine and hybrid vehicles.

### Israeli researcher finds natural cure for insomnia

Traditional sleeping pills have many side effects. Now an Israeli company is introducing a new drug that works with the body's natural processes to induce restful, restorative sleep.

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



## Parshat Ki Tisa – Parah

March 6, 2010 – 20 Adar 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)

” ”

Times were very different then. When one of our books was torn, we didn't junk it. We took it to a little shop where a bookbinder rebound it.

When our briefcase (we didn't have backpacks then) was falling apart, we didn't discard it. Instead, we took it to that same shop where the proprietor stitched it and fixed it.

The proprietor of the shop that my friends and I frequented, down on the Lower East side of Manhattan, was an old man named Yossel.

Looking back, I now realize that Yossel, who was arthritic physically and far from genial emotionally, was a Holocaust survivor who eked out a meager livelihood by binding books, fixing broken zippers, and repairing all sorts of every day tools and trinkets.

I remember once bringing some books to Yossel for re-binding and finding that the shop was closed. There was no sign on the door indicating that he was out to lunch, or that he had gone to pray, or when he would return.

So I came back to Yossel's shop several times that week, and then but occasionally for the next two or three months. His sign, advertising his services, was still suspended over his doorway. I had every reason to assume that he would eventually reopen.

Finally, one day I approached his shop, and saw that the sign over his door was taken down. Now I knew that Yossel was out of business.

This experience, hardly significant in its own right, took on a very profound meaning for me when I first heard an explanation, given by the great sage known as the Chofetz Chaim, of why the Torah calls the Sabbath a sign in this week's portion, Ki Tisa.

"The people of Israel shall keep the Sabbath... It shall be a sign for all time between Me and the people of Israel..." (Exodus 31:16-17)

The Chofetz Chaim explained that the Sabbath is like a sign on a shopkeeper's door. However far a Jew might stray, he is still connected to the Jewish people as long as he keeps the Sabbath in some manner. As long as there is a sign on the shopkeeper's door, he may one day return and reopen for business. But once the sign is removed, once Sabbath observance is totally abandoned, then even that tenuous connection is severed.

It occurs to me that just as there are all sorts of signs, and Yossel's makeshift shabby sign was certainly very different

from signs on more luxurious stores, so too do Jews differ in the way in which they observe the Sabbath.

There are those who focus on every halachah involved in Sabbath observance. They are punctilious in following every rule contained in our code of laws.

There are others whose observance is a more spiritual one. They may keep the basic Sabbath laws in some fashion but find the joy of the Sabbath more personally rewarding. They enjoy the festive meals, and they heartily sing the Sabbath songs.

Still, others take delight in intellectual indulgences in celebration of the Sabbath. They study, they read, they converse, they teach.

Then there are those of a more mystical bent who use the Sabbath for introspection, meditation, and contemplation, and maybe even as an occasion to delve into the classics of Jewish mysticism.

For some the Sabbath is something entirely different. It is merely a day of rest, a physical respite from the toil and stress of a busy week.

Whatever your Sabbath is like, dear reader, as long as it is a special day for you in some way, the sign of Sabbath is suspended over your door. You are, at least potentially, a Sabbath observer, and that is a sign of your connection to God and to the Jewish people.

But there is a lesson here for all of us: None of us can say that our Sabbath observance is a perfect one. None of us is innocent of some minor halachic infraction. Certainly, none of us can say that our Sabbath is one of pure and untainted spirituality. We all have "a way to go".

Yet the vast majority of Jews whom I know, of whatever level of observance or denominational persuasion, have the sign of Sabbath on their shop door, in some manner or another.

As long as that sign hangs suspended over our doorway, we can confidently look forward to that day when each of us will celebrate a Sabbath worthy of the ultimate redemption of which our sages assure us. For they have said the geulah, the final redemption of our people, will come about when we fully observe two Sabbaths in succession.

Don't take down the sign!