

# L'CHAYIM!

The Bulletin of Baron Hirsch Congregation

February 2010

Adar 5770

*Published in Memory of Louis and Sade Cooper*

## Grand Community Purim Seudah & Carnival!

Sunday, February 28th at 4:30pm



**Marsi Moss Social Hall  
at Baron Hirsch**



Enjoy a Festive Dinner of fried chicken, mashed potatoes, veggies & more!  
Adults \$20, children 12 & under pay their age

Costume contest for all ages! \* Live music!

Purim carnival & prizes for children! \* Fun for adults!



Call the office at (901) 683-7485 to reserve early!  
This will be a sellout!



**D'VAR TORAH FROM  
OUR SENIOR RABBI  
SHAI FINKELSTEIN**

The Talmud in tractate Taanit 29-A says "When the month of Adar begins we increase our joy." But we need to understand this Talmudic statement. In our lives we search for happiness and joy, so why does the Talmud

instruct us to increase our joy during this time? What does it mean to be happy and to feel happiness?

The Sefat Emet explains that the happiness that the Talmud refers to relates to the Biblical commandment of collecting donations for the building of the Tabernacle. As we know, the first special Torah portion that is added at the beginning of the month of Adar is Parshat Shekalim. Hashem commands Moshe to collect half a shekel from each Jew for the building of the Tabernacle. Later on, this money was used to buy communal sacrifices and to maintain the Temple facilities.

According to this explanation we see that happiness is not necessarily associated with the saving of the Jewish people from the hands of Haman. The happiness that we need to increase is not because we received something but rather because we give something. The generosity of our hearts to help others and to be part of something that is bigger than us provides happiness and fulfillment.

The theme of Purim is giving; two of the four mitzvot of Purim are about helping the poor and needy and sending mishloch manot to one another. This act of giving provides us with a recognition of how fortunate we are and as the mishna says in Avot, "Who is wealthy? The one who is happy with his lot." The happiness of Adar starts with giving and reaches its peak on Purim Day. This is a process of understanding ourselves and how blessed we are, it is a process of realizing other people who are not as fortunate as we are. It is about created friendships and relationships, it is about giving.

On this Purim we should try to increase happiness by being thankful for what we have, by understanding our responsibilities of helping others and bringing happiness to the entire Jewish people.

**L'CHAYIM!**

Bulletin of Baron Hirsch Congregation  
400 South Yates Road  
Memphis, Tennessee 38120  
www.baronhirsch.org  
*Affiliated with the Orthodox Union*

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L'CHAYIM! is published in memory of  
**Louis and Sade Cooper,**  
for the advancement of the synagogue, Torah,  
and Judaism, as a gift from the Cooper family.

## Purim Laws & Customs

*Purim is one of the most joyous days on the Jewish calendar, and a special time of togetherness at our shul. Lchayim provides you with this description of the holiday's mitzvot and customs, along with instructions for fulfilling them at Baron Hirsch.*

### **Ta'anit Esther**

The day before Purim is known as Ta'anit Esther, the Fast of Esther; it commemorates the fast proclaimed by Esther for all the Jews prior to her plea to King Achashverosh on behalf of her people. The fast begins at dawn and concludes at nightfall. This year, since the day before Purim is Shabbat, the fast is observed on Thursday, February 25th. The fast begins at 5:24AM, and ends at 6:32PM. Shacharit services are at 6:45AM, and Mincha is at 5:25PM.

### **Machatzit Ha-Shekel**

Before the reading of the Megillah, every adult contributes half of the unit coin of the land to charity in remembrance of the Biblical tax of one-half shekel assigned toward the maintenance of the Mishkan (Tabernacle). Today, it is customary to give three half shekels (half dollars) to charity because in the Shekalim portion of the Torah the word Terumah (offering) is written three times. During services on the Fast of Esther, February 25, there will be a basket for you to place your Machatzit HaShekel donation.

### **Megillat Esther**

The most prominent feature in the observance of Purim is listening to the reading of the Megillah (Scroll of Esther). The Megillah is read twice—once in the evening and again on Purim day. One must hear every word of the Megillah so, during its reading, one is not allowed to talk. Since Purim marks the salvation of all Jews—men, woman and children—it is the obligation of all Jews to hear the Megillah reading both times. We will read the megillah on Saturday night, February 27 at 7:00PM (Maariv is at 6:50PM). On Sunday, February 28, the Megillah will be read during the morning minyan at 8:00AM and again at 11:00AM.

### **Matanot L'evyonim: Gifts to the Poor**

During the day of Purim, every person must give tzedakah (money, food, commodities) to at least two needy persons. If one is unable to personally dispense this charity, it may be accomplished through the Shul's charity fund. A number of commentaries on Jewish law explain this practice as a means of ensuring that the poor will be able to enjoy the Purim Seudah in the proper spirit of the day. At Baron Hirsch, we collect funds for Matanot L'evyonim at all readings of the Megillah. Through a wonderful

organization called Od Yosef Chai, our collections are immediately phoned in to Israel where the funds are distributed to poor families on that very day, or on Shushan Purim in the city of Yerushalayim. You may also bring a check in advance to the office for this purpose, and it will be added to the shul's total commitment.

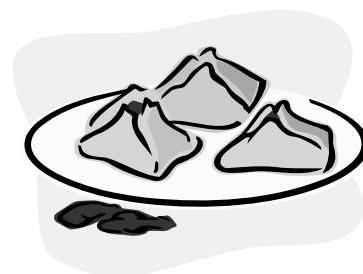
### **Mishloach Manot**

There is another Purim custom of sending gifts of food to friends through a messenger. The gift is comprised of two different foods that are in an edible state and require no further preparation by the recipient. This Shalach Manot enhances the spirit of friendliness and joy that is part of the holiday. There is no maximum to the amount of Shalach Manot that may be given. At Baron Hirsch, it is easy to fulfill this mitzvah through participating in our Sisterhood's Shalach Manot project. Please see the information on the back page of this Lchayim, and contact the office to get your order in before February 15th!

### **Seudat Purim**

The Seudah (festive meal) on Purim is referred to in the Megillah as Yemai Mishteh Simcha. The Seudah is traditionally held in the afternoon and is extended into the night. It is customary to drink wine and eat meat at this meal. This is to be a festive occasion where family and friends gather to eat at a holiday-prepared table with song and merry-making. Baron Hirsch's Grand Purim Seudah is the ideal way for you to observe this mitzvah with your family and friends. We have great food, live music, and fun for all ages. Please see the details on the cover of Lchayim and make your reservations today!

**CHAG SAMEACH TO EVERYONE!  
ENJOY A WONDERFUL PURIM!**



# L'CHAYIM!

## Life Cycle Events

**L'CHAYIM!** pays tribute to the many life cycle events experienced by the members of our congregation since our last issue.

### Births

Mazel tov to Renelle & Leslie Ballin on the birth of a granddaughter. Mazel tov to great-grandparents, Sondra & Marvin Ballin and Marty Blachman.

Mazel tov to Cindy & Bart Ehrenkranz on the birth of a grandson. Mazel tov to great-grandmother, Bernice Cooper.

Mazel tov to Geri & Hal Lansky on the birth of a grandson. Mazel tov to great-grandparents, Joyce & Bernard Lansky.

Mazel tov to Eden Friedman on the birth of a granddaughter. Mazel tov to great-grandmother, Bertel Herz.

Mazel tov to Abby & Scott Felsenthal on the birth of a daughter. Mazel tov to grandparents, Mindy & Ed Brucker; great-grandparents, Mae & Isidor Brucker and Marcia Moskovitz.

Mazel tov to Alana & Rabbi Avichai Pepper on the birth of a son.

### B'nai Mitzvah

Mazel tov to Tova & David Cooper on the Bar Mitzvah of their son, Yonatan. Mazel tov to grandparents, Bernice Cooper and Barbara & Rabbi David Radinsky and great-grandmother, Freida Cooper.

Mazel tov to Jeri & Mitch Moskovitz on the Bar Mitzvah of their son, Matthew. Mazel tov to grandmother, Marcia Moskovitz.

### Engagements

Mazel tov Lynn Belz & Keith Novick on the engagement of their daughter, Jennifer, to Efrem Weiss. Mazel tov to grandparents, Marilyn & Jack Belz.

Mazel tov to Evelyn & Marlin Graber on the engagement of their granddaughter and grandson.

Mazel tov to Julie Sorin & Dr. Gary Mantell on the engagement of their daughter, Shannon, to Mark Nagrodski.

Mazel tov to Eileen & Marvin Posner on the engagement of their granddaughter.

Mazel tov to Diane & Dr. Larry Wruble on the engagement of their granddaughter.

Mazel tov to Adrian & Larry Weissman on the engagement of their son, Brad, to Wendy Golubock. Mazel tov to grandfather, Larry Thomas.

### Marriages

Mazel tov to Barbara & Rabbi David Radinsky on the marriage of their daughter, Chani, to Daniel Friedman. Mazel tov to grandmother, Freida Cooper.

### We mourn the passing of

- Marcia Gross
- Rose Burson
- Beatrice Kashdan
- Aleksandr Savranskiy



## **CAMP DAROM REGISTRATION IS NOW OPEN!**

July 6-August 1, 2010

### Campers – Entering 3rd – 8th grades

\$250 discount for registering before February 15th!

Scholarships available from various organizations – deadlines are approaching!

We are please to announce that Rabbi Avichai & Alanna Pepper will be returning as directors of our program this summer.

All applications are available at our website [www.campdarom.com](http://www.campdarom.com) or at the shul office.

For more information, please speak to David Fleischhacker.

## Baron Hirsch Educational Institute

*Ongoing learning opportunities for all ages and backgrounds*

### **I.E. Hanover Lecture in World Affairs - R. Finkelstein** **Sundays, 9:15AM in the Hanover Library**

*As Jews, the State of Israel is an essential part of our life. Since its establishment, Israel has faced challenges as it continues to build itself to be one of the leading countries in the world. In this course, we will discuss current events that influence Israel, the Middle East and the entire world.*

### **Monday Night Guest Lecture Series** **Mondays, February 1, 8 & 15, 7:00PM** **Current Instructor is Yossi Cohen**

#### **His topic is "Choices in the Book of Bereshit"**

*Now in its second year, the guest lecture series features a different guest instructor each month. The series runs from November – February, with each instructor giving a 3 week series on various topics of interest.*

### **Call Torah - R. Finkelstein**

#### **Tuesdays, Noon on your phone or cell phone**

*Dial in each week to hear a 10 minute Dvar Torah on the weekly parsha. Call in from your home, office, car or anywhere in the world! Dial toll free, 1-866-266-3378, and enter conference ID 9016837485 & password 3636. If you miss dialing in, you can listen to an audio recording of each Call Torah class by going to our website at [www.baronhirsch.org](http://www.baronhirsch.org)*

### **Parsha Class for Women - R. Finkelstein** **Wednesdays, 10:30AM in the Hanover Library**

*The weekly Parsha is always an exciting text. For thousands of years, Jews have learned the Parsha and always found relevant messages to their life. In this interactive class, participants will learn about the parsha in depth. This is a great way to be ready for Shabbat.*

### **Lunch & Learn - R. Finkelstein** **Wednesday, Noon in the Hanover Library**

*Each week, we will study either a different topic from the Parsha, or a halachic issue from business or every day life.*

### **Major Topics in Jewish History - R. Radinsky** **Wednesdays; 7:30PM in the Margolin Bet Midrash**

*This class covers major themes, events and personalities in Jewish history. Special emphasis is given to the development of Jewish beliefs and practices.*

### **Halacha - R. Finkelstein** **Fridays, following Kaballat Shabbat services**

*Welcome Shabbat with the study of Torah. Rabbi Finkelstein leads this brief 10 minute class every week following Kaballat Shabbat services.*

### **Weekly Parsha - R. Finkelstein** **Shabbat, 8:15 AM in the Belz Sanctuary**

*A fifteen minute class before Shacharit on themes in the weekly Parsha.*

### **Education Minyan - R. Finkelstein** **Scheduled Shabbat mornings, 9:30-10:20AM**

#### **Upcoming Dates: February 20, March 20, April 24 & May 22**

*Have you ever felt lost during a Shabbat service? Did you ever want to stop the Chazan and ask a question? Now starting its second year, the Education Minyan attracts scores of participants at every session. Together, they study the order of the prayers, their meaning and origin, and the philosophy behind them.*

### **Rabbi's Shabbat Class "Israel: Democracy or Theocracy?"** **- R. Finkelstein**

#### **Shabbat; 45 minutes before Mincha in the Margolin Bet Midrash,**

*The State of Israel is the place where the Jewish people are exercising their right to self-determination in part of its historical homeland. The state's existence, security and prosperity depend upon a sense of a shared destiny among the different sectors of the Jewish people and of mutual responsibility between them. Profound disagreements currently pose a threat to this partnership, to the point of generating baseless hatred among different groups. The covenant provides a consensual operating framework that enables the preservation of the lifestyles of the respective groups while emphasizing the common ground, can it succeed?*

L'CHAYIM!

*The 43rd Belz-Parker Artists Ascending Concert Series Presents*

**LAURA LUTZKE, VIOLINIST**



**Sunday, March 21st, 2010, 7:30PM**  
Baron Hirsch Congregation, Belz Sanctuary  
**FREE ADMISSION TO ALL**

The Baron Hirsch Sisterhood Presents

*“Spring Into Spring”*  
*a community-wide fashion show & luncheon*

**Tuesday, March 9, Noon at Baron Hirsch**

fashions by Don Caster, represented by Melinda Rothenberg  
Dinah Makowsky Millinery



Dairy luncheon \$12 per person  
Your payment is your reservation  
Contact the office at 683-7485 to reserve

**SAVE THE DATE**

**BARON HIRSCH FAMILY  
RETREAT  
MAY 7-9, 2010**

**PEABODY  
LITTLE ROCK**

**LOOK FOR DETAILS &  
PRICING INFORMATION  
SOON!**



L'CHAYIM!



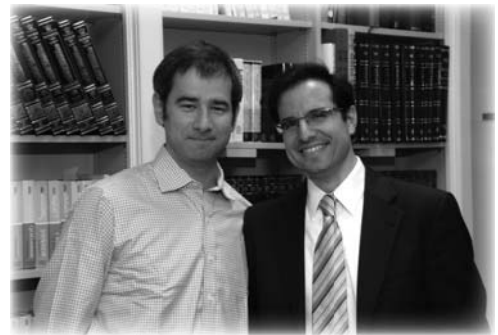
Baron Hirsch Annual Meeting & Brunch



# L'CHAYIM!

## George Gilder Lecture

*photos courtesy of Barry Markowitz*



## Monday Night Guest Lecture Series with Rabbi Uriel Lubetski Kol Rena So-Shuls Luncheon Ladies Parsha Class Lunch & Learn NCSY Jr. & Sr. Conclave



# L'CHAYIM!

*Baron Hirsch gratefully acknowledges the contributions made to the various Synagogue Funds  
from November 10, 2009-January 20, 2010*

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# L'CHAYIM!

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## Baron Hirsch Spring 2010 Calender SAVE THE DATE!

### MARCH

9 : Sisterhood Fashion  
Show & Luncheon  
17: Kol Rena So-Shuls  
Luncheon  
21: Artists Ascending  
Concert  
26-27: Pre-Pesach  
Synaplex & Shabbat Meals

### APRIL

1: Chol HaMoed Youth Day  
4: Family Zoo Day  
sponsored by the Men's  
Club  
18: Yom HaAtzmaut  
Celebration

21: Kol Rena So-Shuls  
Luncheon  
24: NCSY In-Town  
Shabbaton

### MAY

7-9: Family Retreat  
26: Kol Rena So-Shuls  
Luncheon

### JUNE

16: Kol Rena So-Shuls  
Luncheon  
20: Trivia Night  
20: Chess Tournament

BARON HIRSCH CONGREGATION  
400 S. YATES ROAD  
MEMPHIS, TENNESSEE 38120

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### *Purim Service Times*



#### **Saturday, February 27- Purim Eve**

Shabbat ends ..... 6:36PM  
*(One should make Havdalah before driving to shul)*  
Maariv..... 6:50PM  
Megillah Reading ..... 7:00PM

#### **Sunday, February 28 - Purim Day**

Shacharit..... 8:00AM  
Megillah Reading ..... 8:30AM  
2nd Megillah Reading ..... 11:00AM  
Mincha ..... 4:15PM  
Purim Seudah ..... 4:30PM  
Maariv..... 7:00PM