

**THE DELUXE KIDDUSH IS
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BY

the **Aron, Bortz, Datnow, Eichner, Eilemberg, Feifel, Freifeld, Gipsman, Jurkowski, Rezmovitch, Shack/Beranbaum, Shapiro, Sragovicz** and **Tzarum families**, as well as the **entire community**, in honor of the **Freeman family**. We are grateful for **Noam's** tireless dedication to the shul, and many years of flawless Torah reading. We will miss **Efrat** and all of the **lovely Freeman children**. But we are secretly jealous, and happy you are going back home. We hope to see you soon in Israel!

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Samuel and **Joanne Marcus** to thank **Adat Yeshurun** for welcoming Joanne and I back to the community, to celebrate our Wedding Anniversary and to welcome our daughter **Jenny** and son-in-law **Jon Sandler** and our grandchildren **Theo, Amelie** and **Olivia** who are all visiting us from London, and our son **James Marcus** who is visiting us from Boston.

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Julian and **Yael Aires**, and **Steven** and **Sharon Tradonsky** in honor of the first Yahrzeit of **Yael's** and **Steven's** father, **Abe Tradonsky "Avraham ben Shlomo"**. We miss him very much. May his Neshama have an Aliyah.

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Noam, Efrat, Eitan, Avigail, Daniel, Yonatan, and Adi Freeman in appreciation of the wonderful Adat community, which has been our family for the past seven and a half years. We wish to thank the **Rabbi** and **Shoshie** and the **entire Adat community** for a truly meaningful journey that we will never forget. We look forward to meeting you in Israel and we'd love to give you the opportunity to experience the Israeli version of the "warm La Jolla welcome" in our home. We will miss you all!

We wish our visitors a warm La Jolla welcome. Please introduce yourself to the Rabbi and the President so that we can meet and greet you.

In Memory of Linda Neiman

**THE CONGREGATION ADAT YESHURUN
WEEKLY NEWS BULLETIN**

Rabbi Jeffrey Wohlgelemer

Todd Salovey, President

Vol. XXV No. 42

Ekev

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This Week's Torah Reading

The Torah Reading begins on page 687 in the Hirsch and page 980 in the Stone. The Haftarah begins on page 911 in the Hirsch and page 1197 in the Stone.

THIS WEEK'S PARSHA begins with the rewards the Jewish nation will gain if they keep the Torah. Moshe promises, in the name of Hashem, that the people, the land and their livestock will be blessed above all other nations. Moshe Rabbeinu encourages the people to constantly remember they have nothing to fear because G-d, who has protected them until now, will continue to protect them when they enter the Land of Israel. Moshe Rabbeinu reminds the people that when they get into the Land of Israel it will be necessary to rout the country of its idols and its idolatrous practices. Moshe Rabbeinu warns the people to be careful when they are prosperous, not to fall into the trap of thinking it was their hands and their own strength and power which brought them their prosperity, but rather Hashem's.

DURING HIS SPEECH to the people, Moshe describes the great blessings that are to be found in the land of Israel. He tells of a good land, a land of brooks, and of fountains that spring out of valleys and hills. He also describes the fruit with which the land of Israel is especially blessed: wheat, barley, grapes, figs, pomegranates, olives and dates. Finally, Eretz Yisroel is described as a place where "you will eat your bread without poverty". Chazal explain that the entire parsha of the description of the fruits is to be used as a reference to the different types of shiurim, or sizes, that are dictated by halacha.

FOR MANY OF the laws we keep there are minimum and maximum quantities of time and space and these different categories are derived from the particular fruits mentioned. For example, wheat, or bread, is used as a measurement of time, as we find so often in the Talmud, "the time needed to eat a loaf of bread." Barley is often used as an example of the minimum size of ritual impurity of a bone from a dead body. The olive and the date are used as standards for eating. In a very beautiful explanation, the Meloh Haomer explains: when the Torah describes a land in which you lack nothing, it means that the greatest bracha of Eretz Yisroel is that people in it will be content with what they have and will be satisfied with their work.

IN THIS SECTION of the Torah we also find the basic commandment for Bircas Hamazon, in the verse, "You will eat and be full and bless the Lord your G-d for the land which he has given you." Chazal explain that this is a positive mitzvah, that we are obligated to thank G-d for the food we have been provided with and recognize that our ultimate sustenance comes from Eretz Yisroel. Many of our commentaries explain that the necessity for Bircas Hamazon is that we come to a further understanding that G-d owns the world and all that is in it. G-d Himself does not need our blessings, but we need to understand the



**MIKVAH APPOINTMENTS
(858) 535-1072**

PARSHA PAGE 2

source of our sustenance. This, explains our Sages, is the reason why the commandment to say “Grace after Meals” is found in a section that deals with the dangers of becoming satisfied and overconfident with one’s position in the land of Israel. The Torah understands that when man is full and satiated, he tends to forget his Creator, Who gives food to everyone and provides sustenance to all. In order to remove these thoughts from our minds, G-d commands us that each time we eat and are satisfied, we need to say Bircas Hamazon to proclaim our faith in Hashem and our understanding that what we have just partaken of, was in fact a gift from Hashem. This perhaps explains a difficulty that we have with the first bracha in Bircas Hamazon. We know this bracha was instituted by Moshe Rabbeinu because of the miracle of the manna and yet nowhere in that paragraph do we find manna mentioned. Moshe Rabbeinu thanks G-d for the bread and for sustenance in general, but tells of no reason why this blessing was instituted. However, it is because of the manna itself. Perhaps, we can understand when we eat bread, we are meant to recognize that bread is no less miraculous than manna falling from heaven and, in fact, they are interchangeable—manna is bread and our bread is manna. We need to remind ourselves of this in order to fully appreciate the magnitude of the blessing which G-d has given us.

THE TORAH CONTINUES with the warning against self-righteousness and the reiteration of the events that took place surrounding the giving of the Torah. The fifth aliyah begins with a very beautiful verse, “And now Israel, what does G-d want of you, only that you remain in awe of G-d your Lord, so that you will follow all of His paths and love Him, serving G-d your Lord with all your heart and all your soul.” The Talmud in Brachos asks the obvious question about this verse, which seems to indicate this fear of G-d being requested from the Jewish people is a small matter, because that alone is what G-d expects from the Jewish people. Is it possible that fear of G-d as seen by the Sages of the Talmud is no big deal? The Talmud answers that, in fact, for Moshe Rabbeinu fear of Heaven was a minor matter. The Sages question this statement in the Talmud and wonder how Moshe, who always spoke to the Jewish people in terms they could understand, now speaks to them in a way that applies only to him. Perhaps we could explain that Moshe Rabbeinu was meant to serve as an example for the Jewish people, showing them what they considered to be difficult was, in fact, a very simple concept and practice to attain. Others explain that it was not merely referring to Moshe Rabbeinu, but to his entire generation and for that generation it was a minor matter. Yet others say the Torah is referring to two different types of fear of Heaven. There is the fear of Heaven, which is an intellectual fear or awe, and there is a more basic type of fear, the fear of punishment. All G-d really wants is, at least, “yiras shamayim”, the fear of Heaven, containing the fear of punishment, although it would certainly be better if the people developed a full-blown awe of G-d.

THE TORAH ALSO tells us we are obligated to follow in G-d’s ways, which as our Rabbis explain to us, means that just as G-d is merciful, we too are meant to be merciful, just as G-d visits the sick, we too are meant to visit the sick and so on. The Torah describes that Israel is a demanding land, needing much attention to ensure that the produce will grow, but that we should never fear, because the eyes of G-d are on it at all times. The parsha concludes with the second paragraph of the Shema, in which we accept upon ourselves the yoke of the commandments.

ROSH HASHANAH GREETING PROJECT WE HOPE YOU WILL PARTICIAPTE

Here’s how it works:

For just a *small donation per recipient*, you can participate in the sending of a thoughtful greeting card to anyone on our membership list. Every family on the list will receive **one** card that lists all the people who participated in sending to them. For example, if you are sent a greeting from more than one individual, you will still only receive one card; all those people sending to you will be listed on the card. These cards will be sent through the **US MAIL—NOT EMAILED!**

This Rosh Hashanah fundraiser will be run online just as we did our Purim Shalach Manot program. As many did last year, you will be able to easily place your orders at www.HappyRoshHashanah.com. We think you’ll love this ordering process and find it much simpler and easier to use than going to a store, buying cards, addressing them, etc.

What you need to do:

EVERYONE IN OUR COMMUNITY SHOULD HAVE RECEIVED VIA EMAIL OR MAIL INSTRUCTIONS ON HOW TO ORDER AND A PERSONALIZED CODE, SIMILAR TO A PASSWORD, FOR ACCESSING THE WEBSITE. You will then log onto the website and proceed from there to choose the names of people in our community that you would like to share greetings with, making a small donation in their honor. Payment will be by credit card through the secure website.

The price structure for sending greetings is as follows:

- Choose 1-49 names for a cost of \$25
- Choose 50-99 names for a cost of \$75
- Choose as many names from 100+ (or the entire list) for a cost of \$100

We are also offering the opportunity for you to send additional cards to friends not on the list for \$3 per card. Please note we cannot mail cards to other countries. We will only send to U.S. addresses. Thank you.

**ALL ONLINE ORDERS MUST BE PLACED BY
SUNDAY, September 3rd at 10:00 P.M.**

Should you have any questions or would like a paper order form, please email annette@adatyeshurun.org or call the shul office at (858) 535-1196

CLASS SCHEDULE

Sunday
 Talmud in Depth.....7:45 a.m.
 Daf Yomi.....6:45 p.m.
Monday - Thursday
 Talmud I**.....cancelled
Monday - Friday
 Talmud in Depth**.....cancelled
Monday
 Daf Yomi.....6:45 p.m.
 Partners in Torah.....8:00 p.m.
Tuesday
 Women's/Mesillat Yescharim**.....cancelled
 Daf Yomi.....6:45 p.m.
Wednesday
 Daf Yomi.....6:45 p.m.
 Prophets/Mishlei**.....cancelled
Thursday
 Daf Yomi.....6:45 p.m.
 Parsha**.....cancelled
 **Rabbi's Classes Cancelled 8/3/17 -
 8/17/17 except as noted above

MINYON SCHEDULE

8/11 Daf Yomi*.....6:00 p.m.
 8/11 Mincha/Kabbalat Shabbat*.....6:45 p.m.
 8/11 Candles by*.....7:10 p.m.
 Hashkama Minyon.....7:50 a.m.
 Talmud in Depth.....8:00 a.m.
 Shabbat Morning.....9:00 a.m.
 Shema-Latest Time.....9:32 a.m.
 Daf Yomi**.....cancelled
 Contemporary Issues**.....cancelled
 Shabbat Mincha.....7:10 p.m.
 Shabbat ends.....8:19 p.m.

* Summer Schedule

**Rabbi's Classes Cancelled 8/3/17 -
 8/17/17 except as noted above

THIS COMING WEEK

Sunday Shacharis.....8:30 a.m.
 Sun. - Thur. Mincha/Ma'ariv.....7:20 p.m.
 Mon. & Thu. Shacharis.....6:30 a.m.
 Tue., Wed. & Fri. Shacharis.....6:45 a.m.

SPONSOR A KIDDUSH

For a regular kiddush the Primary Sponsorship is \$295 (designated as such in the bulletin). All cosponsors of kiddush \$175. Email Annette Olson at info@adatyeshurun.org or call her at 858-535-1196 to reserve your date.

DATES THAT ARE AVAILABLE:

August 19th & 26th
September 2nd, 9th, 16th,
23rd & 30th

YOU CAN NOW LISTEN TO THE RABBI'S CLASSES ONLINE!!

www.adatyeshurun.org
 Weekly lectures are all on the web for you to listen to anytime you

WE THANK OUR SECURITY VOLUNTEERS

Friday Evening	
6:45 p.m.	TBD
7:15 p.m.	TBD
Shabbat Morning	
9:00 a.m.	TBD
9:30 a.m.	TBD
10:00 a.m.	Rabbi Ertel
10:30 a.m.	Jeff Wechsler
11:00 a.m.	Moises Eilemberg
11:30 a.m.	Paul Datnow

DO YOU KNOW SOMEONE WHO IS ILL, COULD USE OUR PRAYERS, OR A VISIT?

If so, the Rabbi and the Shul's Board of Directors ask that you please share this with the Rabbi as he would appreciate having the information and offering his services. Please call 858-535-1196 or e-mail info@adatyeshurun.org if you have questions or information.

Volunteers Needed for Our Security Teams

BOTH MEN AND WOMEN ARE ENCOURAGED TO VOLUNTEER

If you would like to assist us in keeping our community safe, please volunteer your service or fulfill the duties assigned to you. Anyone wishing to be added for security duty can email the office.

Mazel Tov

to

Rob and Margot Hillman on the engagement of their son, **Joshua**, to **Danielle Sacks**

Lunch and Learn with the Rabbi at The Argen Corporation



Thursday, August 31st at 12:00 noon
and
Thursday, September 14th at 12:00 noon

Please Note:
Temporary NEW LOCATION:
Country Inn & Suites
5975 Lusk Blvd
San Diego, CA 92121

Sandwiches will be served. RSVP to Julie Shaeffer 858-626-8635 (tel) or (858) 626-8652 (fax) or email julies@argen.com by the Tuesday before to facilitate catering.