

Shluchos FAX LETTER

A division of Merkos L'Inyonei Chinuch

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חודש חשון

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לע"נ רחל לאה בת משה אליקים בריעה ע"ה



Our Lifeline

דבר מלכות

You're Closest When You're Far Away

In order that the "Wellsprings" [of Chassidus] be spread outward [into the world], our *Rabbeim* have sent Shluchim to various places to expand the reach of *Toras haChassidus*. This conduct existed in every generation. However, in the most recent generations when Moshiach is imminent but is dependant on the spreading of the Wellsprings [of Chassidus], the [number of Shluchim sent] has been greatly increased and [the amount of territory covered] broadened.

Each and every one of you should know that despite the fact that you are traveling to a place that is, physically, far away and the abundant stones and soil of the physical terrain stand between us, still *b'Pnimius*, specifically within each Shliach he is connected and one with the Rebbe, the *Meshaleach*. When a Chassid is physically near the *Meshaleach* his connection is only to the Rebbe's outward influence, and through his Shlichus [to a place far away] he can connect to the essence of the *Meshaleach*.

Those who stubbornly insist on being physically near [to the Rebbe] can be compared to the groom who in anticipation for his wedding completed all of the necessary preparations, even polishing his shoes, only he never actually went to the chupah. The same applies in our case, for it is not the learning [staying close to the Rebbe and constantly drinking from "The Wellsprings"] that is essential, it is the practical application of that which is learned that is most vital, *hamaaseh hu ha'ikar*.

And again, those who remain in close physical proximity will only benefit from the [Rebbe's] outward influences, and since they are connected only outwardly, who knows how long such an external connection can remain strong. Perhaps even this connection will eventually dissolve.

So when the time to depart arrives, that "close place" is not the place for [a Chassid].

Excerpted from a Sicha of Shabbos Bereshis 5719
Free unedited translation

מזל טוב



We wish a hearty mazel tov to the following shluchim:

Boys

Rabbi Yeruchem and Nechama Eilfort, La Costa, CA
Rabbi Yosef and Mina Eisenbach, Litchfield, CT
Rabbi Elisha and Leah Greenbaum, Moorabbin, Australia
Rabbi Boruch and Nechama Greenberg, Oceanside, CA
Rabbi Moshe and Zeesy Grossbaum, Paramus, NJ
Rabbi Motty and Rivka Grossbaum, Minnetonka, MN
Rabbi Tzvi Hirsch and Chaya Gurary, Montreal, Canada
Rabbi Mendy and Altie Kasowitz, W. Orange, NJ
Rabbi Eli and Sara Langsam, Peoria, IL
Rabbi Yossi and Chaya Rochel Lieberman, W. Hempstead, NY
Rabbi Shalom and Yael Pelman, Guatemala City, Guatemala
Rabbi Yisroel and Devorah Leah Pinson, W. Bloomfield, MI
Rabbi Yossi and Miriam Esther Wilhelm, Knoxville, TN
Rabbi Yossi and Naomi Winner, Tucson, AZ

Girls

Rabbi Mordechai and Tzirel Andrusier, Pembroke Pines, FL
Rabbi Mendy and Shternie Deitsch, Chandler, AZ
Rabbi Zushe and Tzipora Gorelik, Moscow, Russia
Rabbi Menachem and Goldie Junik, London, UK
Rabbi Yossi and Lubale Lipsker, Moscow, Russia
Rabbi Yossi and Rivki Sandhaus, Toronto, Ontario
Rabbi Moshe and Devorah Schwartz, Hallandale, FL
Rabbi Yaakov and Roza Weiss, Colonie, NY
Rabbi Daniel and Esther Srugo, Bonita, CA

Twins- a boy and a girl!

Rabbi Levi and Shternie Krinsky, Manchester, NH

ENGAGEMENTS

Rabbi Yonah and Leah Fradkin, S. Diego, CA
Rabbi Avrohom and Rivka Leah Chazan, Milan, Italy
Son Eli Fradkin to daughter Zeldie Chazan
Rabbi Ben Zion and Esther Friedman, Kansas City, KS
Rabbi Dovid and Ruchama Thaler, Los Angeles, CA
Son Zalman Friedman to daughter Chanie Thaler
Rabbi Zalman and Fajgi Itkin, Hamilton, Ontario
Daughter Shaina to Chanoch Henocho Rosenfeld, Canada
Rabbi Mordechai and Shternie Kanelisky, Hillside, NJ
Rabbi Yehuda and Rivka Schildkraut, Chaifa, Israel
Son Avremi Kanelisky to daughter Chaya Schildkraut
Rabbi Avrohom and Hadassa Vigler, Johannesburg, S. Africa
Daughter Efrat to Nesanel Shochet, Ontario



Our Guidance

The Rebbe responded during Shvat 5744 to the letter from students who would accompany Rabbi Yosef Dovid Weitman, shliach from S. Paulo, Brazil to the Rebbe for Yud Shvat.

אזכיר בל"נ עה"צ להמצטרך לכאו"א שי הנהגה יומית עפ"י רצון השם (כבשו"ע), שהוא מקור כל הברכות. להשוואלים ע"ד (1) בריאות- כעצת רופא יד. (2) פרנסה- כעצת ידידים מבינים שעל אתר.

I will remember them at the Zion for all their needs, to everyone [who follows] a daily conduct according to the desire of Hashem (as in Shulchan Aruch), which is the root of all brochos. To those that request about 1) health-[do] according to the advice of a doctor, who is a friend. 2) Livelihood- [do] according to the advice of local friends who understand these matters.

Free unedited translation

Running through the downtown of Sarasota Springs, NY, is the main street of Broadway, lined with many quaint shops and appealing boutiques. During the summer, when tourists are many, a surprised visitor in this resort town will

encounter one particularly charming storefront that looks somewhat different from the rest. Jewish art is tastefully displayed outside, and a bright sign announces that you have arrived to 'Fiddler on Broadway', where Judaica, art, Jewish books and games are for sale. Craft sessions and running videos for kids are available and a featured *safrus* workshop attracted a crowd.

Setting: The upscale setting, a take off of a famous book store chain, includes couches to just relax and talk with the Rabbi while Jewish music plays softly in the background. It is a place to hang out, feel Jewish and enjoy the delight of the beautifully arranged and lit displays.

For added flavor and attraction during the summer, a hired local fiddler played in front of the store for 2-3 hours on a Sunday or evening (cost \$100-\$200).

Chanukah was the debut of this arrangement. Children built lego menorahs, and the place had the atmosphere of a playground. The time of year will determine the activities, refreshments and items for sale. The store is now only a seasonal project.

Displays: The entry table included chabad brochures and a guest book titled "Keep Me Posted!" with place to include contact info, program interests

The Shluchos Showcase

Project title: Fiddler on Broadway
Shlucha: Mrs. Ruchie Rubin,
 Saratoga Springs, N.Y.
Phone: 518-584-7702
email: rochierubin@hotmail.com

and comments. Rotating displays, computer games, Israeli nosh and mitzvah opportunities were offered.

Display sections were distinctly marked by the differently wallpapered or painted walls.

A collection of store items was tastefully displayed in the front window.

Hours & attendance: 11-9 p.m, or 12-5- depending on your area. During this time, 2-5000 people would view the front window daily. About 1000 would enter on *Motzoei* Shabbos, when several staggered *Havdala* services were held. Outdoor fairs attract larger crowds

Tips: Choose your location carefully. Buy everything at wholesale prices, even for smaller amounts (JET for books etc). The most popular item were velvet yamulkas (\$1.50 each from the Shluchim Office), which a shlucha customized with the Saratoga Springs logo, a Jewish star, and a horse's head (Saratoga Springs is a horse racing center). Customized T-shirts imprinted with 'Fiddler on Broadway' and Saratogachabad.com, were sold.

Do not date anything you customize, so that they can be re-used.

Income will only cover about half the cost. Rental alone can run from \$3-\$5000 a month. Sponsors are a must. Round up volunteers who can take shifts at the store.

Incorporate the store as a separate venture. The cost to do so is only about \$160.

Photos available: write to ihoen@shluchim.org for clear and detailed photos.

Dedicated to:

Rabbi & Mrs. Schneur Polter

In honor of the birth of a baby boy,
 and in appreciation of all their assistance to
 The Shluchim Office.