

NHBZ Shabbos Bulletin

June 22, 2013

Welcome to Nusach Hari B'nai Zion

14 Tammuz 5773

Affiliated with the Union of Orthodox Jewish Congregations of America

Torah Portion – Parshas Balak:
Haftorah:

Numbers 22:2 – 25:9
Micha 5:6 – 6:8

Stone Chumash pages 856-875
Stone Chumash page 1189

Thanks to sponsors of our Shabbos Bulletin this week:

Happy 45th Wedding Anniversary to Keith and Karen Zeff from your children Sarah & Carl Aschkenasi, Benjamin & Nikki Zeff, Dana & Eric Emmenegger, and Molly Zeff; and grandchildren Akiva, Ayelet, Yeshaya, Yosef, Yaakov, Noa, Eli, IJ, and Izzy! You're an inspiration to us!"

In honor of my granddaughter Hannah Novack, recent graduate of Barnard College in New York, beginning a new position with an architectural firm in Manhattan. With love from proud grandmother Ruth Alper.

Erev Shabbos - Friday, June 21

- **Mincha & Ma'ariv** (7:00 pm)
- **Candle Lighting** (8:11 pm)

Shabbos - Saturday, June 22

- **Shachris & Musaf** (9:00 am) - Thank you for leading services:
 - Pesukei D'Zimra: **Howard Sandler**
 - Shacharis: **Dr. Ethan Schuman**
 - Leyning: **Max Gornish**
 - Haftorah: **Reuven Tzadok**
 - Drasha (Sermon): **Rabbi Ze'ev Smason**
 - Musaf: **Dr. Ethan Schuman**
- **Mincha, Shalosh Seudos, Ma'ariv** (7:55 pm)
- **Shabbos Concludes** (9:14 pm)



MINYAN! IT'S GOOD FOR US & GOOD FOR YOU!!!

<i>This Week At a Glance</i>	Shabbos June 22	Sun. June 23	Mon. June 24	Tues. June 25	Wed. June 26	Thurs. June 27	Fri. June 28	Shabbos June 29
Shachris	9:00 am	8:00 am	7:00 am	6:45 am	7:00 am	7:00 am	7:00 am	9:00 am
Mincha/Ma'ariv	7:55 pm	7:00 pm	7:00 pm	8:00 pm	7:00 pm	7:00 pm	7:00 pm	7:55 pm
Events – see times in Event Planner Box	ORDER CASH CARDS!	Special Gifts Appreciation Dinner ~ 5:30 p.m.	Woman's Tefilah Class; 7:00 pm at the home of Norma Rubin	*Fast of Tammuz *Monthly class w/Rabbi Smason-office of David Rubin	Rabbi Smason: Weekly Lunch & Learn, 12:15pm	ORDER CASH CARDS!	Erev Shabbos	Dedication Shabbos; Lunch sponsored by Fabian & Francine Attoun and David & Keri Simon

Nusach Hari B'nai Zion
650 N. Price Road
Saint Louis, MO 63132

Ze'ev Smason, Rabbi
Aaron Borow, Rabbi Emeritus
Janet Haber, President
Dr. Ethan Schuman, Chazan

Office Phone 314-991-2100
Chapel Phone: 314-991-2100
Webpage: www.nhbz.org

NHBZ Event Planner (Check 'Coming Events' for time, date or location changes.)
Call the office at 314-991-2100, ext. 2, to confirm the date and time of any event.

Weekly at NHBZ

SHABBOS

- Child Care (10:00 am – Noon) kids 3 & under in the Children's Room
- Youth Programming (10:15 am – 11:00 am) children 4-8, in the Youth Lounge.
- Learners Service (10:15 am) led by Rabbi Ze'ev Smason in the Chapel
- Shabbos Tanach (Bible) Study Group (45 minutes before Mincha)

SUNDAY

- Mishna Learning (after Shachris) with Rabbi Chanan Swidler of Aish
- RAP with the RABBI Teen Group (10:15 am) with Rabbi Smason @Starbucks Olive & Price
- Mystical Moments with Rabbi Max Weiman (between Mincha & Maariv.)
- Tanya (8:00 pm) with Rabbi Shaya Mintz of the St. Louis Kollel

MONDAY

- Women's Tefila Class (2nd & 4th Mondays, 7:00 pm) with Rabbi Smason at the home of Norma Rubin

WEDNESDAY

- Rabbi Smason's Lunch & Learn (12:15 pm – 1:00 pm) now studying Pirkei Avos

Monthly at NHBZ

- Irvin Alper Social Club (First Sunday)
- Women's Home Study Group (First Tuesday, 2:30 pm) with Rabbi Shaya Mintz, of the St. Louis Kollel at home of Jackie Berkin
- Shabbos Parsha Class (4th Tuesday, 12:30-1:30 pm) with Rabbi Smason, for men & women, at the offices of David Rubin
- Morris Lenga Yiddish Club (First Thursday, 7:30 pm)
- Dine-In Pizza Night (Last Sunday 5:00 pm – 7:00 pm) Carry-Out Pizzas also available. Pick up time 4:30 pm. Place orders: 314-991-2100, ext. 2.
- Sisterhood (Third Tuesday) (**4th Tuesday in July.**)

NHBZ Signature Events

- Synaplex Shabbos
- Shabbos Lunch & Learn
- I-Chat

COMING EVENTS

- **Bi-Monthly Women's Tefila Class.** Led by **Rabbi Ze'ev Smason**, the class meets on the 2nd and 4th Mondays of the month, 7:00 p.m., at the home of **Norma Rubin**. Next class: This Monday, June 24. The focus of our class is the structure and deeper meaning of the Shabbos morning service and prayers, and how prayer can be used as a basis for our own communication with G-d. All women welcome!
- **Fast of Tammuz** ~ This Tuesday, June 25. The Three Weeks begin. The fast begins at 4:24 a.m. and concludes at 9:12 p.m.
- **Please join us for a class series with Rabbi Smason**, for men & women, at The Law Offices of **David A. Rubin, L.L.C.** – NEAR THE "J" – 10880 Baur Blvd., 63132. Now meeting on the 4th Tuesday of the month, 12:30 to 1:30 p.m. Next class: This Tuesday, June 25: Balak: Bilaam; a Non-Jewish Prophet?
- **Dedication Shabbos & Lunch ~ Next Shabbos, June 29.** Please join us as we dedicate the Commemorative Plaques that honor and memorialize the Loved Ones of Donors to our Capital Campaign. These donors made significant contributions to formally name various rooms, areas and objects in our beautiful new building. You can still honor your loved ones ~ many dedication opportunities are waiting for you. Thanks for enhancing the lunch menu to **Fabian & Francine Attoun in honor of the Attoun Family Reunion** and to **David & Keri Simon in honor of their New Baby Girl AVITAL NAVA, born April 8, and big brother LEVI and big sister NOA!**
- **All You Can Eat Pizza Buffet and Carry Out Night ~ Sunday, June 30, 5:00-7:00 pm.**

COMING EVENTS

- **Legacy Shabbos ~ July 6.** Honoring those who have made arrangements to give to the Legacy Program of the St. Louis Jewish Federation; the Legacy Program will benefit our Shul. The theme of our Legacy Program is **לִבְנוֹת** - *Livnot* (to build) – in essence, building toward our future. Come and honor the Legacy participants, their vision and commitment. Thanks to **Lenny Alper** for sponsoring the Shabbos Luncheon in honor of the July birthdays of his wife **Fran**, and daughters **Joanna** and **Caryn**.
- **Rosh Chodesh Av ~ July 8.** The Nine Days begin.
- **Ari Weekend ~ July 12 & 13.** Celebrating the life and observing the yahrzeit of Ashkenazi Rabbi Isaac Luria, the ARI. Friday evening, July 12, 6:30 p.m. ~ weather permitting and as was the custom of The Ari, we will welcome Shabbos outdoors, on the Kaiser Terrace at Nusach Hari B'nai Zion. Join us for a lively and spirit-filled Kabbalat Shabbat. Shabbos morning, July 13, regular services at 9:00 a.m., children's programming at 10:00 a.m., Learners' Services at 10:15 a.m. led by Rabbi Smason. All followed by a Lunch & Learn in honor of July birthdays and wedding anniversaries.
- **Erev Tisha B'Av – Monday, July 15; Tisha B'Av – Tuesday, July 16.** The Holocaust Museum and Learning Center will screen a special film, on Tuesday, July 16, 2:00 p.m. in the HMLC theatre, J.Fed Kopolow Building. "*Nicholas Winton, The Power of Good*," a documentary in English, tells the inspiring story of how one person's actions can make a difference. In 1938, while on a pleasure trip to Prague, 28 year old Nicholas Winton saw Czech refugee children. Realizing they were in peril, he organized a rescue operation that saved over 650 children, before the outbreak of WWII. At his own wish, his heroism went unrecognized for over 50 years. In 2003, Mr. Winton was knighted by Queen Elizabeth II, and in 2008 he was commended by the U.S. House of Representatives. **Rabbi Ze'ev Smason** will lead a discussion following the screening. This program is free and open to the public. For details please call 442-3714 or email dreich@jfedstl.org.
- **Kiddush & Lunch ~ July 20.** Sponsored by **Kurt Kahn** in honor of the birthday of his wife **Sandy Kahn**, and by **Frances Feder** in honor of the 90th birthday of her aunt **Esther Levine**.

Meetings

- **Board of Directors Meeting** ~ New schedule, **First** Tuesday, July 2, 7:30 p.m. after minyan.
- **Next Sisterhood Luncheon** ~ Tuesday, July 23 (the 4th Tuesday of the month. The 3rd Tuesday is Tisha B'Av.)
- **Executive Committee Meeting** ~ Tuesday, July 30, 7:30 p.m. The new schedule for Board & Exec meetings will be the 1st and 3rd Tuesdays of the month, and will allow us to avoid conflicts with meetings of the City of Olivette that occur on the 2nd and 4th Tuesday each month. (July 16, the 3rd Tuesday, is Tisha B'Av; July 23 is the 4th Tuesday.)

Reminders

- **Buy and Use Cash Cards** – call the office ASAP to order your cards and **earn free money** for NHBZ!
- **Schnucks E-Scrip Card** - Use your Schnucks Card *every time you shop*, and make it count!!!
- **Sponsorships** - If you would like to sponsor Kiddush, Soda, Shalosh Seudos, this Bulletin, or something unique in honor or in memory of a loved one, please call 314-991-2100, extension 2, to make arrangements.
- **Tributes** - Show your friends you care; a tribute is a donation in honor of a birth, a birthday, an anniversary, a healthy recovery, or in memory of a loved one, or for any reason to show you care; tributes will be listed in this bulletin monthly. For Shul Tributes call Gloria Waxman, 314-872-3296; for Sisterhood call Phyllis Silverman, 314-434-2482; for Libby Needle Fund call Sally Needle, 314-991-2575.
- **Buy a Brick Online or by Phone** - Our website now accepts online donations for the Brick and Planting Campaign; go to <http://www.nhbz.org/dedications.asp> or call the office at 314-991-2100.
- **Synagogue Honors** - It is customary to make a donation to the synagogue for an Aliyah or other synagogue honors received.

- **Shalosh Seudos**, The 3rd Meal of Shabbos ~ To sponsor Shalosh Seudos on Shabbos, which takes place between Mincha and Ma'ariv, please call the office to make arrangements. We are very grateful to those of you who sponsor the Third Meal as you observe the yahrtzeits of your dear family members.
- **Mi Shebarach List** ~ Prayers will be said for a Refuah Shelayma for your loved ones and friends. Please call the office, 314-991-2100, ext. 2, by 10:00 a.m. Friday mornings so we can include the names on our Mi Shebarach list for Shabbos. We need the names of the person who is ill AND his/her mother's name in Hebrew, or English--if Hebrew names are unavailable. Your contributions are greatly appreciated.
- **Memorial Plaques** ~ All memorial plaques from our former location are lovingly mounted in our new building. Remember your loved ones with a plaque; prices range from \$150 to \$275. Call the office for details.
- **Mishna Study** ~ Learning Mishnayos in memory of a loved one or for a Refuah Shelayma for a person who is ill is an age-old Jewish Tradition. The word Mishna (learning) is closely related to the word Neshama (soul), and we believe that learning Mishnayos in someone's name acts as a Spiritual Elevation for that person or that person's soul. Our NHBZ Mishnayos Shiur learns every Sunday following morning minyan, carrying on this tradition by dedicating the Mishnayos to our loved ones. You may dedicate Mishnayos for 1 year: \$250; 6 months: \$150; 3 months: \$96; 1 month, \$50. *May your loved one be bound up in the bond of eternal life. May HaShem be filled with compassion to restore the health of your loved one.*

Simchas, NEWS & FEATURES

- **MAZEL TOV ON SIMCHAS** June 15-21. **Happy Birthday to Daniel Givon, Roma Kleiman, Sanford Koenig and Phyllis Shanke! Happy Anniversary to Jeff & Irena Scheer, Richard & Mindy Woolf, Boris & Alla Yasinev and Alan & Vivian Zarkowsky!** Show your friends you care ~ send a tribute. Shul: Gloria Waxman 314-872-3296; Sisterhood: Phyllis Silverman 314-434-2482; Libby Needle Fund: Sally Needle 314-991-2575; For Chesed Fund: Drop by the office for a Card Pack.
- **Mashgiach Classes** ~ **Rabbi Smason** will be offering two classes for those interested in being a mashgiach in the NHBZ kitchens, and for NHBZ food events. If you are Shomer Shabbos and interested in assisting the shul as a mashgiach, please contact Rabbi Smason for information about the upcoming classes. We need your help!!!
- **Special Gifts Campaign** ~ Your Special Gifts support the many programs you have come to expect and enjoy, including learning, children's programming, and so much more. You have the choice of donating your pledge in full or installments, whichever is most comfortable for you. Thanks to all of you who have sent or pledged your Special Gifts! *If you haven't made a pledge yet, it's never too late! Your shul needs your help. Please give generously!!!*
- **Tomchei Shabbos Needs Your Help this Summer!!** Families need extra assistance with non-perishable food. Please pick up a bag available at NHBZ in the office, and fill it with your choices of non-perishable food items. Money donations are always welcome! For more details, or to arrange a pick up at your home, please call **Sally Needle** at 991-2575.
- **The Sarah Adelman Memorial Lecture** ~ Announcing that Dr. Smadar Rosensweig is the featured speaker to commemorate the seventh Yahrzeit of Sarah Adelman, and to benefit the Sarah Adelman Memorial Fund. Dr. Rosensweig's presentation "*What is the Impact of Haftaras Nahamu on our Concept of Nehama (Consolation)?*" will take place at the Young Israel Synagogue, 8101 Delmar Blvd. University City, MO on Sunday July 7, 2013 at 12:45 P.M. The primary focus of The Sarah Adelman Memorial Fund is to provide financial support to needy families in the Orthodox community, whose children require assistance in obtaining counseling services. The Fund is also designed to support community awareness involving mental health issues. We also help needy families in the Orthodox community defray the cost of a wedding. Minimum donation, \$18.00 per family. The Sarah Adelman Memorial Fund is recognized by the Internal Revenue Service as a 501(c) (3) organization.

Welcome to Beyond TwelveGates

This year, a father and daughter in Arizona celebrated a very special Father's Day that was 24 years in the making. Amy Roberson had been put up for adoption shortly after birth, and spent many years hoping to someday find her biological father. Her story took an interesting -- and some might say Divinely directed -- turn, when it was revealed the pair had both felt the urge to volunteer at the same charity at the same time last year.

Amy had long held out hope to meet her birth parents. She said, "As I entered my teens, I really began to wonder about the people who gave me life." After a diligent search via social media, Amy discovered that both she and her father, Pastor Will Russell, were working at the Phoenix Rescue Mission. Pastor Russell said he gave her daughter up for adoption knowing he wasn't ready at the time to raise a child. Years later, he hoped that he would someday meet his daughter, too. "I found myself just kind of drawn here. So I started serving here," Pastor Russell said about volunteering at the mission.

Though both Amy and her father worked side-by-side for a year, their first awareness of their family connection came through a phone call Amy placed upon discovering her father through the Internet. When she reached her father by phone Amy said, "I don't know how to say this, but I'm your daughter. Please say something. Anything." Pastor Will said, "I found myself smiling on the phone and said, 'It's going to be OK'. I had been praying that she would come into my life, and receiving that phone call was as if G-d said, 'I heard you.'"

Jews have always appreciated the importance and centrality of a strong family unit. Abraham understood that the key to the fulfillment of his greatest desire -- bringing to the world the knowledge of one G-d -- was through a family. This concept was confirmed by G-d, who stated, "For I have loved him because he (Abraham) commands his children and his household after him that they keep the way of the Lord, doing righteousness and justice..." (Gen. 18:19). Embrace and cherish your family. Through those closest to us, we can bring the light of G-d into the world.

Parshas Balak Numbers 22:2 - 25:9

This week's portion shifts from the Jewish people's travels in the desert to the story of Bilam, the anti-Semitic prophet who attempted to curse the Children of Israel. Hired by Balak, the king of Moav, Bilam embarks upon a journey to the Israelite encampment. An angel brandishing a sword blocks Bilam's path, causing his donkey to repeatedly swerve off the road. Unable to see the angel, Bilam responds by striking the donkey three times. Miraculously, G-d causes the donkey to speak to Bilam -- shades of Mr. Ed, the talking horse in the 1960's TV show! Bilam's eyes are uncovered, and the humiliated prophet sees the angel standing in the path. The angel reminds Bilam that he may only speak the words that G-d places in his mouth. Upon arrival near the Jewish camp, Bilam repeatedly attempts to curse the people; each time G-d prevents him from doing so, but instead he ends up uttering several sets of praises, much to Balak's dismay.

The Torah portion concludes with the Jewish men's debauchery with the promiscuous daughters of Moav and Midian, and the public immoral act of Zimri (a prince of the tribe of Simeon) with a Midianite princess. Pinchas, Aaron's grandson, zealously responds by piercing them to death with a spear, halting a plague from G-d, which had broken out in the camp.

Rabbinic Ruminations

While perceptions of color are somewhat subjective, there are some color effects that have universal meaning. Red has been shown to increase blood pressure, stimulate the adrenal glands, increase one's attractiveness and compel teachers to grade papers more harshly. A recent study suggests a new item can be added to the "Red List": Tricking men into overpaying for "sale priced" items. The June issue of *Journal of Retailing* reports that in a series of experiments, male consumers perceived greater savings when prices were presented in red than when presented in black. In one experiment volunteers were asked to imagine they were setting up an apartment. They then looked at a mock retail ad featuring three toasters and two microwave ovens. Half saw a version of the ad in

which the prices were printed in black ink; the others saw an alternate version in which the figures were in red. After examining them, participants were asked to evaluate whether they felt the store was offering genuine bargains.

The results: Males perceived greater savings and felt more positively when the prices in the retail ad were presented in red. "In contrast," researchers said, "women appear immune to the effects of prices in red, due to their tendency to process ads in greater depth." The gender difference appeared, however, only among men with relatively low levels of knowledge or interest in the items. This suggests that the red-equals-savings trick only works when men aren't particularly engaged, and are thus more susceptible to such cues.

The two-part message from the *Journal of Retailing* study seems to be clear. First: The report corroborates the Torah concept that women were created with an extra dose of "inner reasoning", and that in His infinite wisdom G-d created humans as two distinct genders to enable them to complement and fulfill each other. Second: Don't send your husband to the store to buy a new microwave, or any other appliance he's uninterested in. If the store is savvy enough to print the prices in red, he's apt to come home having spent too much -- and leave you seeing red.

Quote of the Week

Nothing will make you feel younger than being a beginner at something again. -- *Sam Grossman*

Joke of the Week

Grumbled the new groom at dinner:

"Why can't you make bread like my mother does?"

Answered his bride:

"Why can't you make dough like my father does?"

SimChas, News & FEATURES

- **OU Kashrus Alert** ~ Please direct all inquiries or comments directly to the OU at 212-613-8241.
Good & Plenty Licorice Candy in 16 oz. clear plastic tubs, packaged by JLM, Warren, MI, mistakenly bears an OU symbol. This product is not OU approved, and contains carmine, an insect-derived coloring.
Noon Hour Imported Creamed Fillet of Herring is certified by the Orthodox Union as an OU D dairy product as it contains dairy ingredients. Some containers were labeled with a plain OU without the D. Corrective actions have been implemented.