



THE ETZ CHAIM BULLETIN

PARSHAS MATTOS-MASEI

CANDLE LIGHTING TIMES FRIDAY, JULY 13 ROSH CHODESH AV

Mincha	6:30PM
(Earliest Time to Light)	7:04PM
Candle Lighting	8:12PM

SHABBOS MORNING

Daf Yomi Class	8:15AM
Shacharis	9:00AM
Sephardic Minyan	9:00AM
Latest Shema	10:03AM

Following services, everyone is invited to
kiddush in the social hall.

SHABBOS AFTERNOON

Pirkei Avos Class with Rabbi Fisch	7:10PM
Mincha	7:55PM
Followed by Seudah Shlishis Maariv & Havdallah	9:13PM

SERVICES THIS WEEK: SHACHARIS

Sunday	8:15AM
Monday-Friday	6:45AM

MINCHA

Sunday-Thursday	8:15PM
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TORAH READING

Parshas Mattos
Haftarah Masei

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MESSAGE FROM THE RABBI

As we approach Tisha B'av once again, it is important to recall and reflect on what tragic events occurred on this day. One of the calamities that occurred was the fall of Beitar. It is not a well-known story, so it's important to review what happened.

Following the destruction of the Temple, there were remnants of Jews throughout Israel and waged a rebellion against the Roman Occupation. After many years of hostility and oppression, the Jews were led by a dynamic and heroic leader who managed to keep the mighty Roman Army at bay for nearly three years. Bar Kochba organized a large guerilla army and succeeded in actually throwing the Romans out of Jerusalem and Israel and establishing, albeit for a very brief period, an independent Jewish state.

At the time, however, Bar Kochba, who was a man of tremendous leadership abilities, managed to unite the entire Jewish people around him. Bar Kochba initially was effective in uniting the factions, and the Jews were a force to be reckoned with. They overran the Romans, threw them out of the land of Israel, declared independence and even minted coins. The Romans pushed back and began to suppress the Jewish rebellion. Bar Kochba made his final stand in the city of Beitar, which is to the southwest of Jerusalem. The city fell on the saddest day in the Jewish calendar – the 9th of Av of the year 135, the same date as both the First and the Second Temple fell. The Romans did not want to allow the Jewish bodies to be buried; they wanted to leave them out in the open to rot. According to tradition, the bodies lay in the open for months but did not decay. Today, when Jews say the Grace after Meals, Birkas HaMazon, they add a special blessing (ha tov u'mativ) as a way of thanking God for this act of mercy in Beitar.

Many have wondered about the appropriateness of the blessing of Hatov U'mativ which means that G-d is good and bestows good. True, the bodies didn't decompose after so many Jew were killed in the battlefield at the hands of the Romans. However, it was a gruesome defeat which was the final nail in the coffin that the Romans nailed in and pretty much wiped out the Jewish presence from the Land of Israel for many hundreds of years. Is this the time to start praising G-d for being good and bestowing kindness??

The Meshech Cochma provides a fascinating insight into this. After the defeat of Bar Kochba and the Jews in Beitar, the obituary on Klal Yisroel was being circulated throughout the world. After all, the mighty Roman Empire had destroyed the mighty Jewish Temple and displaced the Jews into exile. The last hurrah that was waged by Bar Kochba in Beitar was squashed and there was simply no way that Jews would have any future. It seemed that G-d had finally abandoned the Jews and we would be relegated into the dustbin of history. Sometime later when they noticed the bodies didn't decompose after several months, they realized there was a broader message beyond this specific incident. It was a sign from G-d in arguably the darkest chapter of Jewish history that despite the terrible defeat and destruction the Jewish people would continue to endure and see brighter days ahead. That is the more profound message of this blessing of HaTov U'mativ.

Have a great Shabbos,
Rabbi Yaakov Fisch

PARSHA SYNOPSIS

Moshe conveys the laws governing the annulment of vows to the heads of the tribes of Israel. War is waged against Midian for their role in plotting the moral destruction of Israel, and the Torah gives a detailed account of the war spoils and how they were allocated amongst the people, the warriors, the Levites and the high priest.

The tribes of Reuben and Gad (later joined by half of the tribe of Manasseh) ask for the lands east of the Jordan as their portion in the Promised Land, these being prime pastureland for their cattle. Moshe is initially angered by the request, but subsequently agrees on the condition that they first join, and lead, in Israel's conquest of the lands west of the Jordan.

The forty-two journeys and encampments of Israel are listed, from the Exodus to their encampment on the plains of Moab across the river from the land of Canaan. The boundaries of the Promised Land are given, and cities of refuge are designated as havens and places of exile for inadvertent murderers. The daughters of Tzelafchad marry within their own tribe of Manasseh, so that the estate which they inherit from their father should not pass to the province of another tribe.

NCSY & YOUTH

Yom Rishon Enrichment Program-Sunday, July 15 from 9:15am-10:15am

CAMP SHEVES ACHIM

Still time to register for the 3rd Session of Camp, starts July 16th and ends July 27th.



DAILY CLASSES

Daf Yomi

Weekdays **6:15am**
Shabbos **8:15am**
Sundays & legal holiday **7:45am**

Please join us each morning before services in the Mirkis Chapel. Hot coffee is served.

Limud Yomi

Rabbi Fisch will teach a brief lesson on gratitude following Minyan every morning.

Mishna Yomi

Rabbi Fisch will teach a brief Mishna between Mincha & Maariv every evening. We are studying Tractate Bava Kama.

SPOTLIGHT

2018-19 Etz Chaim Yearbook

*We invite you to purchase your
new year's greeting or
advertise your business.*

*We welcome all your photos of synagogue activities,
and lifecycle events to include in the yearbook.*

Please call the office with any questions. 262-3565 x7
email jeannie@etzchaim.org or ecoffice@etzchaim.org

DEADLINE TO PLACE YOUR ORDER IS AUGUST 22, 2018



**If you would like to place a New Year's
greeting or advertise your business please
contact Jeannie@etzchaim.org or
262-3565.**

A LOOK INSIDE CAMP SHEVES ACHIM



HAPPY BIRTHDAY

Shira Zaguri
Alla Mahktina
Aliza Rosenbaum
Karen Wolfson
Louise Levine
Sacha Ackerman
Elyse Whitman
Jeff Beyer
Rena Schochet
Elad Ohayon
Vanessa Solomon
Michael Shields
Dari Ben-Naim

REFUAH SHELEMAH

Paul Yarish
Richard Browdy
Barbara Feldman
Martin Schwartz
Murray Husney
Jay Lipper, nj jbk
Abe Goldenthal
Phyllis Sprecher
Susan Goldman
BeOrtica Hubsch

YAHARZEIT

Anna Bursack
Moshe Goldenthal
Eugen Goldfarb
Benjamin Joseph
Daniel Reiz
Enya Cherkinsky
Samuel Phillips
Daniel Hubsch
Katherine Yarish
Semen Tulchinsky
Reubin Roth

5778 Tisha B'av Schedule

Shabbos, July 21

5:30pm Mincha
No Seudah Shlishis served

8:26pm Fast Begins

9:15pm Maariv and Megillas Eicha

Sunday, July 22

8:15am Shacharis

9:15am Explanatory Service of Kinnos

11:00am Youth Program

Following services there will be a showing of the Chofetz Chaim Heritage Foundation, (Program A) and the Orthodox Union/Yeshiva University videos

No charge for admission of presentations

SPECIAL THANKS TO MICHAEL & ELISHEVA SHIELDS FOR SPONSORING THIS EVENT

6:30pm Mincha (with Tefillin)

Following Mincha there will be another showing of the Chofetz Chaim Heritage Foundation (Program B) video

8:45pm Maariv & Kiddush Levana

9:07pm Fast Ends

Those who mourn for the destruction of Jerusalem will merit to see it be rebuilt.

KOSHER CORNER



Source: Gesher K
Rabbi Yaakov Fisch – Rav Hamachshir
Rabbi Brown-Administrator

I have spent this week in Baltimore taking a course in Kosher certification. I have heard from some of the world's foremost experts in kashrus, in areas including bug checking, schechita, kashering, appliances on Shabbos and Yom Tov, chemical manufacturing, systems of supervision, and many others. Together with other kosher workers from around the world, we visited a number of manufacturing and retail sites to see both the methods of production and the way the agencies supervise them. The knowledge, techniques, and skills learned this week will be used to enhance the quality and quantity of kosher food available to our community.

~Rabbi Yehuda Brown

ISRAEL IN THE NEWS

WITH CAMERAS AND MACHINE VISION, STARTUP SEEKS TO LIQUIDATE CHECKOUT COUNTERS ISRAEL

Computer vision startup Trigo Vision said it has raised \$7 million in a first funding round for technology that will allow customers to avoid the normal checkout process in grocery stores.

Israeli brothers Daniel and Michael Gabay, co-founders of the Tel Aviv-based startup, created a system that includes a camera set on the ceiling and machine vision algorithms that track which items customers have taken off the shelves. The camera identifies everything in the store, including the carts, baskets, people, and food items.

Once a customer has taken an item and is holding it or has put it in his cart, the system registers it as being in the customer's domain. If the customer puts the item back on the shelf, that system will delete that item from the customer's list of purchases.

Customers can pay for their items in a number of ways when they walk out of the store, and stores can choose the system they prefer.

One option is for customers to pre-register their credit card details. Cameras will identify customers when they enter the store, so they will be automatically charged for items taken when they leave.

Another option is for stores to install a payment screen at the exit. The screen will list the items that have been taken, and the customer will only have to confirm that those are correct. The customer can then enter credit card information or pay with cash.

Finally, the Trigo Vision platform offers stores the option to have customers download an app via which the customer can pay for groceries. The app will also send notifications or promotions depending on customers location within the store. The benefits of the Trigo Vision platform go beyond removing the checkout line, the company says. With the technology, stores will be able to easily stop shoplifting keep on top of inventory control.

"We know how many products are on the shelves, so if the shelf is half full, or empty, or not organized well, we can send an alert to the manager of the store or headquarter of the company that they need to refill the shelves or change things," Michael Gabay, the CEO and co-founder, explained. Eliminating the checkout station will also free up employees to interact with customers and help them find items they are looking for, rather than just swiping items behind a cash register, said COO Jenya Beilin.

Perhaps most significantly, the technology will allow stores to compile anonymous data on customers' buying behavior and shopping habits.

Because stores will be able to monitor which shelves customers are buying from, "we will have the ability to tell the retailers and the manufacturers — immediately, in real time — what's going on... and how they can improve their promotions," said Gabay. For example, a store will know if customers are buying more soda from the beverage shelf or the discount shelf, and will then be able to adjust items' locations to maximize profits.

Down the road, added Beilin, when the analytics have been gathered, stores will be designed to meet the needs and expectations of customers.

Tech giants such as Amazon and Microsoft, as well as other startups such as the Israel-based SuperSmart, are all working on solutions to make the shopping experience easier and more efficient.

Earlier this year, Amazon, the American e-commerce behemoth, introduced a new kind of store, Amazon Go, in which no checkout is required. Customers simply walk out with their items and are charged automatically as they exit. Microsoft is also reportedly working on technology that would eliminate cashiers and checkout lines from stores, in a challenge to Amazon, Reuters reported in June. Israel-based SuperSmart has created technology that uses a mobile app to enable shoppers to check out in seconds with no need for a cashier.

Even so, Trigo Vision founders believe their retail automation platform will be among the first to debut in stores. Unlike Amazon, which built its own stores, Trigo Vision technology is meant to be installed in stores that are already operating and want to be more automated. Additionally, Trigo Vision is investing less than competitors in expensive cameras. Rather, the company is focused on bettering its computer vision tracking by using artificial intelligence.

"Every big retailer right now in the world wants this kind of technology. They understand that they can't stand behind. A lot of things are changing in the retail world, and they need to be at a point where they can fight back against Amazon and other big retailers developing this type of technology," said Gabay.

So far, according to Gabay, retailers have been highly receptive to the idea. Trigo Vision is already in discussions with major global retailers and are at an advanced stage with a leading grocer. "We have cameras installed already in some of the biggest cities in the world right now," said Gabay.

HAPPENINGS IN THE COMMUNITY

Jacksonville Torah High School is excited to announce that **Mrs. Ita Rabinowitz** will be joining the JTHS family as our new principal. Mrs. Rabinowitz has lived in Jacksonville for 13 years and has taught many women's classes during that time, in subjects including Chumash, Tefillah, halacha, and hashkafa. Before living in Jacksonville, Mrs. Rabinowitz resided in Jerusalem, where she completed the Ner LeElef training program for Jewish Leadership and Education. She has a teaching certificate from Bnos Chava Seminary and a master's degree in computer science. Mrs. Rabinowitz is also an accomplished musician and baker. We are confident that Mrs. Rabinowitz will be a valued addition to JTHS. If you would like information about **Jacksonville Torah High School**, please call (904) 990-3039.

YIZKOR MEMORIAL BOOKLET



We are preparing our **Annual Yizkor Memorial Booklet** for our departed loved ones. If you would like to participate with a new dedication please contact terri @ 262-3565 ext. 7

ecoffice@etzchaim.org

HIGH HOLIDAY SPONSORSHIPS OPPORTUNITIES

Yom Kippur Break the Fast

Special thanks to Barry & Sima Chefer for sponsoring in memory of Barry's father David Chefer.

High Holiday Explanatory

\$1000.00

Kiddush for 2 days of Rosh Hashanah

\$500.00

Candle Lighting 5779 Magnet

Special thanks to Ken & Allison Jacobs for sponsoring.

Tishrei Schedule

\$180.00

5779 Program Book

Back Page \$800

Front Page \$700

Please contact the shul office if you would like to sponsor 262-3565

SISTERHOOD EVENT

Hello ladies and girls! Ever want a **professional makeover**? Ever feel like the way you currently do your own make up might be a bit outdated? Just want to learn some tips of the trade and get personalized ideas?

Maycie Cutting will be visiting us on **July 29**, at the home of **Talia Gahanian** to provide women and girls in the community with personalized tips and color palette suggestions in private meetings for all those interested.

Appointments will be for 25 min. Maycie will spend time telling you what works for you, within your needs and style, and will provide guidance and tips for skin care. All personalized and private.

The cost is **\$15 per person**.

Please email etzchaimsisters@gmail.com your time preferences.

PARSHAS MATTOS-MASEI

In a certain sense we may view this week's Torah reading as being the concluding chapters of the written Torah of Moshe itself. Even though the fifth book of the written Torah, the book of Dvarim, is also to be treated with the holiness and eternal awe, regarding the four preceding books, there are opinions in the Talmud that they are to be assigned to a different category as far as rabbinic exegesis is concerned.

There is no question that there is a definite tone of finality in the concluding chapter of this week's Torah reading. The story of the formation of the Jewish people into a nation through its exodus from Egyptian slavery and its forty-year sojourn in the desert of Sinai is now complete. A new generation of Jews, no longer constrained and embittered by slavery in Egypt, now stands at the threshold of entering the promised land. The great leaders of Israel who have guided them to this point in their national existence have all passed on. And, in the case of Moshe, he is about to leave them for his eternal reward.

It is interesting to note that as this story of nation building concludes, the Torah chooses to record for us a review of the encampments of the Jewish people in the desert of Sinai. The Torah does not intend this to be a travelogue. Rather, it is meant to create that necessary ingredient of national memory that alone can preserve the Jewish people throughout its long history and many challenges. For without that national memory, Jews generally and individually are lost in the swirl of current events and changing fortunes.

As Rashi points out, each of the way stations and encampments listed in this week's Torah reading represents an event in the history of the Jewish people. It is not merely a list of places and oases that exist in the Sinai desert but rather it is meant to focus the memory of the people on the events, triumphs and mishaps that were experienced in the development of the Jewish nation.

The Torah could well have omitted mentioning these places and just given us a general overview of the fact that we were freed from Egyptian bondage, witnessed the Divine revelation at Mount Sinai and wandered in that desert for 40 years before finally arriving at the borders of the land of Israel. But the Torah wishes to emphasize that every step in that long journey was meaningful and taught us lessons of faith and hope and charted a course for us as to how the Jewish national entity was to be created and strengthened.

For that to happen, we have to be able to recall our errors and mishaps so that we somehow learn not to repeat them. We also have to remember our great moments of glory and of accomplishment so that these may be preserved in our memory and repeated throughout the existence of our national life. Past events, no matter how seemingly minor they may appear to be at the moment, are the stuff of nation building and accomplishment. That is why all the facets of memory are so much a part of Jewish life and observance.

Shabbat shalom,

Rabbi Berel Wein

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