

# LUBAVITCH OF N. C.

Charlotte Jewish Federation  
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## Thoughts From The Lubavitcher Rebbe

Shavuoth — 3,300 Years

By Rabbi Yossi Groner

During this month we celebrate the important festival of Shavuoth. This holiday is known, among its many names, as "Z'man matan Torosainu"—the time of giving of our Torah.

Shavuoth comes at the beginning of the Hebrew month of Sivan. That first day 3,300 years ago, the year of the exodus, the Israelites arrived in the Sinai desert and rested near the famed Mount Sinai.

Our Sages comment that the word used in the Torah is "vayicha" which means "He" rested near, opposite the mountain. The singular term is deliberately used by the Torah to indicate that all the Israelites were like One—One heart, One desire—to receive the Torah.

The Israelites were comprised of twelve tribes, in addition to the general diversity which exists among people, with individual interests and opinions. Nevertheless, when they reached the mountain they were all unified as one. How indeed did they achieve such a level of harmony?

The answer lies in the fact that the Israelites were near the mountain on which the divine Torah was given to them. This affected them to the extent that they were able to transcend their individual desires and opinions, since the One Torah that was given by

the One G-d, possesses the supernatural power of uniting people who are divided.

In other words, when people unite for one cause, a cause which will establish their daily life, with all its details in accordance to G-d's Torah, not only does this act override all differences which divide a people, on the contrary, it enables them to unite the diversity to build a complete positive structure where each person complements the other.

Events in Jewish history are not for the purpose of storytelling, rather they come to us each year with new lessons which teach us how to reinforce our commitment to our heritage.

It is even more significant this year, for two reasons: 1) This year marks 3,300 years of the giving of the Torah (3,300 indicates a completion of the highest nature); 2) This year is a Hakhel Year - a year of general assembly. During a Hakhel year, the Jews would assemble at the Holy Temple in Jerusalem to listen to the Torah reading by the King and to be spiritually inspired.

It is the hope that this thought will be reflected among our Jewish people as we prepare to celebrate the festival of Shavuoth. And praised are those who participate in this holiday. The classic Chassidic greeting for this holiday is: "May you receive the Torah with joy and innerness."

## Chabad House Dedicated in Myrtle Beach

On March 13, the Jewish community of Myrtle Beach saw a dream come true. A new Chabad House was established, a place where young children will learn about their heritage, language and religion.

The new Chabad House, which will serve as an education center, is located in the heart of Myrtle Beach and has already seen growth in its successful preschool, in addition to its popular Talmud Torah.

The dedication was attended by over two hundred people from the local Jewish community, including many dignitaries. Visitors from other Carolina communities were also present at the event.

Rabbi Doron Aizenman, director of Chabad-Lubavitch in Myrtle Beach, welcomed guests with a warm friendly smile. He noted that the new building is a strong statement about the growing Jewish community in Myrtle Beach.

The building which has recently been acquired has been renovated according to the specific needs of a Chabad House. Special gratitude goes

to Shaul Levy, owner of Wings Department stores, who gave of himself and his money to the new Chabad House.

Mayor Robert M. Grissom of Myrtle Beach greeted the participants with warmth and enthusiasm. He used humorous anecdotes to illustrate how important the Jewish community is to the growth and prosperity of the city.

A delegation of the Israeli consulate in Atlanta attended the dedication. Mr. Arthur Kohl, who led the delegation, said, "This is the first dedication I was invited to, and it is indeed a great feeling." He continued, "It is spectacular to see what Chabad has accomplished in this community."

A full spread of New York delicacies were served, including many Israeli dishes and breads. It is important to note that Leah Aizenman arranged all the technical details of the dedication which indeed was very successful. A video on the biography of Lubavitcher Rebbe Shlita was shown to the large audience at the conclusion of the event.

## Model Matzo Bakery Set Up at Chabad House

The Jewish community in Charlotte had a unique Passover experience this year with the Lubavitch Model Matzo Bakery. As people were busy preparing for the holiday, they were given an opportunity to test their hand on the art of making hand-baked Shmurah Matzo.

The model matzo bakery, presented by Lubavitch of North Carolina on March 20, was set up as a replica of the authentic hand bakery found in New York and Israel.

Special booths were built at the Chabad House to separate the flour and water. Between them stood the kneading bowl with Andy Lonon as the official kneader. The flour can not come in contact with water until the appropriate time, at which they are kneaded into a dough.

The time allotted from the beginning until the end of the baking process is 18 minutes. If it takes even a second over the time, it is not approved for Passover use. Once the dough was kneaded it was distributed by Rabbi Binyomin Weiss to the eager bakers who furiously set to work by rolling the dough balls into round flat matzos.

Rabbi Weiss, coordinator of this special project, instructed the participants with the specific rules and regulations. Once the dough was round and flat, the participants, who lined both sides of long tables, made holes in the unbaked matzo. They then handed the matzos to Boruch Schoenes



Rabbi Binyomin Weiss instructing participants how to bake matzo.



Children sampling their fresh matzo.

who managed the makeshift ovens, which were in the form of grills.

In just a few minutes the matzos were hot and crispy and ready to eat. Of course this matzo was not the authentic Shmurah Matzo, but it was close to it. The real Shmurah Matzo was available to all the participants, some even bought several matzos to use at their Seder table.

Shmurah is a Hebrew word which means guarded. The wheat is watched from the time of cutting through the grinding until it is finally baked as matzo. Many Jews have a tradition of eating

Shmurah Matzo during the Seder. Some have a custom of eating only the hand-baked Shmurah Matzo the entire holiday of Pesach.

The students of Lubavitch preschool and the Lubavitch Talmud Torah participated in this project. This was in addition to their own model Seder which they conducted in school with Mariashi Groner and Chanie Weiss.

Lubavitch also distributed Shmurah Matzo to many local people in the community. This is part of the Mitzvah campaign which is conducted throughout the year by Lubavitch of North Carolina.

## Kosher Awareness Project to be at Harris-Teeter

As part of the educational efforts of Lubavitch of North Carolina, a new project has been announced by Lubavitch. This will be the designation of May 17-20 as Kosher week in Charlotte.

This project is being done in conjunction with Harris-Teeter Supermarkets, Cotswold branch, which is located on Randolph Road near Sharon Amity. The supermarket will have all of its kosher products on special display and will also have many samples of kosher foods.

Rabbi Yossi Groner director of Lubavitch of North Carolina, says, "It is our belief that keeping kosher in this community is easier than most people think. The variety of products under kosher supervision is increasing every day."

Besides special displays, there will also be educational material about keeping kosher available. Rabbi Binyomin Weiss, program director at Lubavitch, will be on hand to answer questions and will help people with Kashruth matters.

Rabbi Weiss, who is coordinating the program, has been in contact with suppliers of kosher food, and hopes that

more kosher products will come to the Charlotte market in the near future.

"Every shopper who will come to the Cotswold Harris-Teeter store during kosher week, will be amazed to learn how many of the products they use daily could be purchased with kosher supervi-

sion," said Rabbi Weiss.

Kosher week will give an opportunity to discover what constitutes kosher and why certain foods could never be kosher. Lubavitch staff will be stationed by the designated kosher display each day of kosher week, during morning and afternoon hours.

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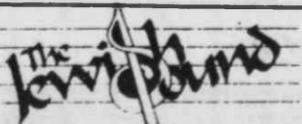
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