

# TEAM Spirit

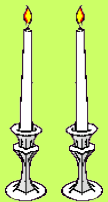
MAY 2, 2014

## STAR STUDENTS

### פרשת אמר

CANDLE  
LIGHTING

7:34 pm



Avia Bennett – T.S.  
Aliza Bokor – T.S.  
Leah Corcos – S.S.  
Shaindel Farmer – S.S.  
Elly Feldman – S.S.  
Tziphora Holzer – S.S.  
Batsheva Nightingale – T.S.  
Ariella Paritzky – T.S.  
Abigail Rubinov – T.S.  
Faigy Schloss – T.S.  
Goldie Schneck – T.S.  
Tehila Sosnow – S.S.  
Abigail Tangir – S.S.  
Esti Weinberger – S.S.  
Tamara Yeshurun – T.S.

Ephraim Berkowitz – T.S.  
Daniel Chattah – S.S.  
Zachary Dennis – S.S.  
Nesanel Garfinkel – T.S.  
Yosef Gelman – T.S.  
Aaron Ginsburg – S.S.  
Avraham Goldenberg – T.S.  
Shlomo Goldenberg – S.S.  
Dovid Leubitz – S.S.  
Zusha Licht – S.S.  
Yehuda Pomper – T.S.  
Zevi Raab – T.S.  
Aaron Rosenberg – T.S.  
Yehoshua Sharbani – S.S.  
Avrohom Mordechai Sharfman – T.S.  
Yaakov Simkins – S.S.  
Zachary Verbitsky – S.S.  
Yisrael Winter – T.S.

Tzivia Ahava Botton  
Shifra Braunshweiger  
Chani Dreyfuss  
Avigayil Feld  
Rochi Gassner  
Chaya Ora Goldenberg  
Shoshana Blima Goldenberg  
Hadassa Harrel  
Racheli Heller  
Tziphora Holzer  
Tessie Koot  
Kayla Bracha Lefkowitz  
Denise Mann  
Naomi Rubinov  
Rivka Sapiroman  
Myriam Sipper

## TEAM PLAYERS

Aviel Bayles  
Simcha Bistriz  
Netanel Dovid Corcos  
Simcha Gassner  
Asher Greenberg  
Sam Kaplan  
Noah Kurlansky  
Matisyahu Meiner  
David Sharbani  
Aryeh Sova

**DON'T  
FORGET!**

SAFETY KIDS™—PROGRAM—ONE WEEK AWAY!

MONDAY NIGHT, MAY 12 AT 8:00 PM IN SCHOOL AUDITORIUM

## YEDIOS HATORAH BONUS POINTS

All students who correctly answer these questions by Tuesday, May 6, will receive bonus points on the next test!

### Last week's questions:

1. What is the third question of the **מה נשתנה** ?
2. Which one of the **חגים** begins in one month but ends in a different one?

Answers:

1. **שבכל הלילות אין אנו מטבילין אפילו פעם אחת. הלילה הזה שתי פעמים.**

On all other nights we do not dip even once, tonight, we dip twice.

2. **חנוכה** begins in Kislev and ends in Teves.

### This week's questions:

1. What is the Mitzva of honoring parents called?
2. What is the third Sefer in Navi?

## SAFETY KIDS™—ONE WEEK AWAY

The long awaited launch of the community wide Safety Kids Program in South Florida takes place the week of May 12. Parents are expected to come to the parent training for Toras Emes parents on Monday evening, May 12 at 8:00 PM in the school auditorium. Please make arrangements now to attend this critically important event to ensure the safety and well being of our children.

## PARSHA QUIZ



### Last Week's Question:

**Which 3 letter word appears four times in one *Possuk* in פרשת קדושים?**

### Last Week's Answer:

**The word צדק, discussing being honest with weights, appears 4 times in פרק י"ט פסוק ל"ו**

### This Week's Question:

**Who is the only woman mentioned in this פרשה ?**

## PLEASE NOTE! CALENDAR CHANGE

Our standardized testing week will run from Tuesday, May 20 - Tuesday, May 27. (One week later than the school calendar). Please mark your calendars and make an extra special effort to avoid outside appointments for your children during school hours that week.



## MAZEL TOV

To Rabbi and Mrs. Mordechai Palgon and family on the



engagement of their daughter, our alumna, and 4th grade Tefila teacher, Deena to Simcha Striks of Los Angeles.

To Rabbi and Mrs. Shmuel Jeger and family on the birth of a son and to Dr. and Mrs. Allan Jacob, the proud grandparents.



To Rabbi and Mrs. Moshe Lehrfield and family on the birth of a granddaughter, born to their son, our alumnus, Menachem and Sarala Lehrfield.



## CALLING ALL PUSHKAS...

As we wind down this school year, please collect your full (or not so full) pushkas and send them in to the school office. Remember to write your name on the canister so we can give you credit. *Tizku L'Mitzvos!*



## REFUAH SHELAIMA

Miriam Gitcha bas Yetchka

Raitz bas Sarah

Yitzchok Shmuel ben Pesha Sara



## CHESED OPPORTUNITY

The Financial Office is looking for a parent volunteer to help convert our pushka change to dollar bills. TD Bank, as well as other banks, has a change machine that can be used by people who have accounts at that bank at no charge. If you are able to help the Yeshiva with this chesed, please call Rashi Levy at 305-944-5344 X221.

## DON'T DEHYDRATE

We cannot stress

enough the importance of bringing a water bottle to school every day—due to the return of the hot, humid Florida weather. We are insisting that all students bring a water bottle to school with them on days that they have PE. Thank you for your cooperation.





YESHIVA  
TORAS CHAIM  
TORAS EMES  
**KLURMAN  
ELEMENTARY SCHOOL**

Erev Shabbos Parashas Emor 5774

***Roshei HaYeshiva***

Rabbi Binyomin Luban  
Rabbi Yisroel Y. Niman  
Rabbi Mordechai Palgon

***Founding Rosh HaYeshiva***

Rabbi Bentzion Chait

***Principal***

Rabbi Kalman Baumann

***Secular Studies Principal***

Dr. Deborah Lerer

***Assistant Principal***

Rabbi Noam Grossman

***President***

Dr. Allan I. Jacob

***President***

Dr. Jonathan Rubin

***Vice President***

Rabbi Moshe Lehrfield

Dear Parents,

I came across the following article which I wanted to share with you. It contains information which may or may not shock you – either way – **it's worth reading and knowing** about. With the realization that railing against the institution of social media puts one in the same category as the Luddites – the 19<sup>th</sup> century movement to reverse the advance of the Industrial Age – this article helped me realize once again, why Torah Jews (should) find many aspects of social media so distasteful. We allow anti-Torah attitudes **and practices to subtly become the new 'normal', tearing** away at the fabric of our Torah values.

Have a truly likeable Shabbos,

Rabbi Kalman Baumann

Please see article on reverse side.

# Watch for fakes on social media



David Horowitz is a leading consumer advocate. David's daughter Amanda Horowitz is the CEO of Fight Back! and co-founder of FightBack.com. Email David and Amanda at [info@fightback.com](mailto:info@fightback.com).

LAST YEAR I met with representatives from a reputable social media company to discuss our accounts. They presented a formula to grow our audience, suggesting that we utilize their fake followers to generate conversation and increase engagement from real users and that we purchase "likes" so we would appear to be more successful. Because, let's face it: In today's world, clout and value are gauged by the number of social media followers, views and "likes" an organization or individual has.

The problem is that that clout and value can be an illusion. The business of selling fake followers, fake views and fake "likes" can be lucrative. And it's the reason you can't trust that all of the numbers and conversations you see online are actually real.

Obviously we didn't jump on that train, because we're not in the business of duping people. But in the social media world, using fake user accounts and clicks to up one's numbers and visibility is not outside the realm of what is sometimes suggested.

A recent Associated Press examination found a growing global marketplace for fake clicks. And although many tech companies crack down on the purveyors of fake clicks, as with any other type of fraud, the schemes keep getting more and more creative. It's a game of cat and mouse, and sometimes Whac-A-Mole.

While the Federal Trade Commission (FTC), the nation's consumer protection agency, has policies against deceptive advertising and fake endorsements, it has no categorical approach to dealing with potentially deceptive "likes." The FTC has not sought any legislation or any changes to the Federal Trade Commission Act (the primary statute that the agency enforces) with regard to social media clicks.

FTC spokesperson Betsy Lordan says there is

no immediate plan to issue any guidance concerning social media "likes," because "it is not clear what consumers' understanding and expectations are, nor is it clear how much weight consumers actually give to 'likes.' Nor is it even clear that they constitute commercial speech."

There is a gray area if people are given incentives to post their "likes" online. Take the example of an employee of a company writing a review of the company's product and not disclosing his or her relationship (or "material connection") to the company: A consumer could logically infer that the review is unbiased, and could therefore be deceived. "When it comes to 'likes,' it is not clear that consumers have the same expectation that the 'likes' will be unbiased," Lordan says.

The FTC would likely consider buying fake "likes" and views and using them to sell a product or service a deceptive practice. The same goes for fake followers touting products and engaging real users.

Followers, "likes" and views can come at a low price. If you do an online search for fake "likes" you will see many sites selling them. One site sells 5,000 YouTube views for \$9.99. You can buy 500 Twitter followers for \$5. Another advertises 5,000 Facebook "likes" for \$54.99.

Systems on Facebook and YouTube detect and block accounts that are being used for fraudulent purposes and help to identify suspicious behavior. However, if one user account gets shut down, another could be opened by the same individual, even though systems are in place to help detect and block further abuse by a particular user. And, of course, the user always has the option of opening up shop on another social media site.

Although fraudulent activity violates the terms of service of social media sites and action is taken to shut down activity when it is detected, there's just too much traffic and information to police by hand without automated systems.

So what can you do? Report suspicious behavior by other users to whichever social media site you are on. And look critically at "likes" and endorsements as you research the purchases you make. ☞



# chosen words

## Personal Growth

### The 48 Essential Qualities for Learning

*If you want to acquire Torah, all you have to do is study. Right? Surprisingly, Pirkei Avos tells us that study is just one of 48 qualities necessary to successfully acquire Torah, to truly make it yours*

Among the others named in the Mishna are joy, modesty, slowness to anger, a good heart, and closeness with peers. According to Rav Chaim Volozhiner, you attain Torah in direct proportion to your efforts in developing these traits. Without them, Torah can't be fully grasped.

#### Quality #6: Apprenticeship to a Teacher

Unlike other forms of learning, Torah cannot be acquired from texts alone, no matter how brilliant the student. In fact, Chazal say that *shimush talmidei chachomin*, apprenticeship to a Torah scholar, is actually more important than study itself. The relationship between rebbe and student is seen as a symbiosis that's essential to the lives of both.

The concept is brought out in the Gemara's ruling that, if a student is exiled to a city of refuge (for committing an accidental homicide), his rebbe should go with him. This isn't because there are no books or learning in the city, but because his rebbe is considered a necessity of life for him, who shows him *how* to live and gives him access to the World to Come.

Yehoshua and Moshe are considered the paradigm of the rebbe-student relation-

ship. The Torah says that Yehoshua never left Moshe's tent. He learned not only from Moshe's words, but from his every act, and because of this, the leader-

## Torah Tools for Personal Growth

Inspiration

Ideas

Excellence

Success

ship role fell to him rather than Moshe's own sons. When a student draws close to a teacher, he receives far more than facts and *continued on back*

## Effective Prayer

### Rusty Gears

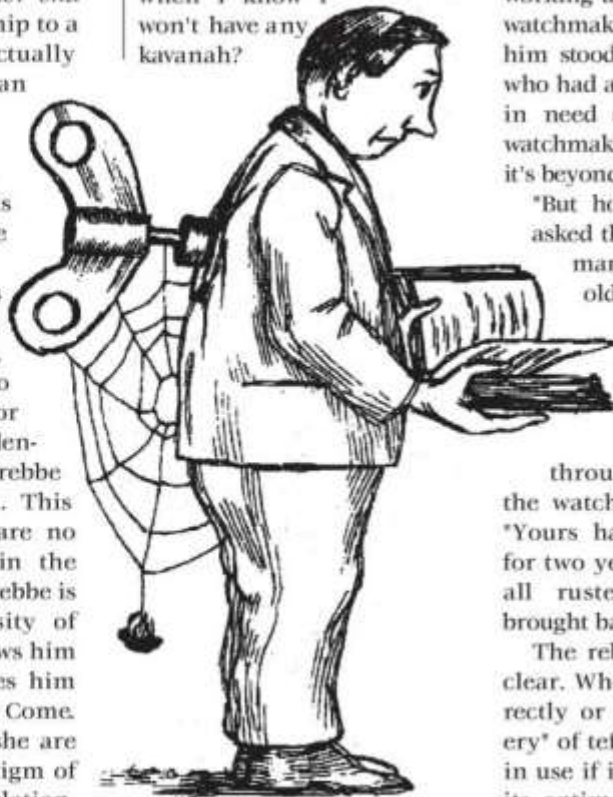
A chassid came to his rebbe with a question: "There are times when I'm just too preoccupied to concentrate on davening. Should I daven anyway, when I know I won't have any kavanah?"

The rebbe answered with a story: A customer came to a watchmaker's shop with a watch that hadn't kept correct time for six years. "Leave it here and I'll soon have it working as good as new," the watchmaker told him. Behind him stood another customer who had a two-year-old watch in need of repair, but the watchmaker told him, "Sorry, it's beyond repair."

"But how could that be?" asked the man. "The other man's watch was much older, yet you said you could repair it."

"The other man wound his watch regularly throughout the years," the watchmaker explained. "Yours hasn't been wound for two years. The gears are all rusted and can't be brought back to life."

The rebbe's message was clear. Whether it works correctly or not, the "machinery" of tefillah must be kept in use if it is to someday do its optimal job of connecting us to Hashem.



*"Keeping the workings of tefillah in gear."*

-CCHF

## Better Relationships

### The Right Spin

*Tenth in a Series on Loshon Hora-Free Living*

Nowadays, no politician is without his "spin doctor," the person who takes what the politician said or did and puts it in the best light for public consumption. But as Jews, we don't need spin doctors, because the Torah requires us to perform this task for each other. A person who, despite best efforts to avoid it, happens to hear negative information about a fellow Jew, is obligated to provide the "spin" himself.

The first step in doing this, the Chofetz Chaim says, is to make yourself aware that the story, in all probability, is at least somewhat inaccurate. Very few people comprehend every aspect of an event in another person's life. Who knows what went on before the event that was reported to you? Who knows what happened afterward? How can anyone know what the subject was thinking, what assumptions he held as he did what he did?

One who refuses to swallow the story whole is not naive. He is a sophisticated thinker who realizes that very little is ever reported exactly as it happened. He knows that one or two details—omitted *continued on back*



Published for Torah Emes Academy of Miami by the Chofetz Chaim Heritage Foundation

In honor of my Aishes Chayil Riva Leah (Robin) With love, Yusef (Joe) Andisman



# No Such Thing as Perfect

Part of a Series on Anger

A person seeking to overcome the trait of anger might say to himself, "Starting today, I am never going to become angry again." But if he did, he would be expecting something of himself that even the Torah doesn't expect—and he'd most likely end up more frustrated than ever.

In Pirkei Avos, four levels of anger are defined: The person who is quick to be angered and quickly appeased; one who is slow to be angered but hard to appease; one who is quickly angered and hard to appease, and one who is slow to anger and quickly appeased.

The third of these levels—the person who takes offense easily and forgives slowly, is

considered a rasha, an evil person. And the fourth—the one who rarely gets angry and forgives quickly, is considered a tzaddik. He is the top of the line, the best there can be. Nowhere in the list is there a person who never gets angry.

**"The Torah knows that sometimes we fail in our efforts to turn away from anger."**

Why not? Because the Torah knows that sometimes we fail in our efforts to turn away from anger. When that happens, the yetzer hara is right there, saying, "See, didn't I tell you not to bother? You'll never be perfect." To this, Pirkei Avos answers that perfection isn't what's expected. Striving, effort and persistence, even in the face of failure, are what Hashem requires.

**Shabbos Table Discussion:**  
In the event that you do

become angry, what is a one-sentence thought or a simple step you can take in order to "get back on track?"

*Adapted from "Anger, the Inner Teacher" by Rabbi Zelig Pliskin, with permission from the author*

## 48 Qualities

*continued from front*

information. He gets to see how Torah is lived in everyday situations, and that is the essence of learning.

**Shabbos Table Discussion:**

Think of a rabbi, rebbe or teacher you admire. What aspects of his everyday actions show you an example of good middos?

*Adapted from "Reb Chaim's Discourses", by Rabbi Chaim Shmulevitz, with permission from Mesorah Publications*

## Right Spin

*continued from front*

or exaggerated—can change the entire tone of a story. By putting the right spin on even a seemingly incriminating story, he avoids the aveirah of accepting loshon hora, and probably has gotten closer to the truth.

**Shabbos Table Discussion:**

You're sitting alone at a table at your cousin's wedding while everyone else is dancing. A woman you don't know comes to the table, opens your friend's purse and takes out a \$10 bill. What missing details might turn what you saw from an apparent robbery to an innocent incident?

—CCHF

## Dedications

This issue is dedicated in loving memory of our dear aunt,

Mrs. Shoshana Schur a"l,  
Chicago, Illinois

•

לעיני

ששנה רחוקה בת אפרים עיה

נלביע כיה ניסן תשס"א

תנצבה

*We gratefully acknowledge our generous sponsors for making this publication possible*

# A Real Prayer

While standing at the kotel, praying with what he thought was true kavanah, a man saw this scene: A blind man, a Sephardi Jew with sharp, graceful features and curly payos, was led by his companions to the kotel. There, he ran his fingers along the wall, lovingly absorbing its every crevice and crease.

Then, he began to pray. Like a man conversing with a friend, he spoke in clear, respectful, sentences, gesturing with his hands to provide emphasis. At one point, he hesitated and said, "Oh, I'm sorry. I told You that yesterday." In his simple sincerity, he felt sure that what he said yesterday had been heard and heeded.

"I turned back to continue reciting the Psalms," said the observer, "realizing that I had never really prayed before."

**Shabbos Table Discussion:**

What made the blind man's prayers more "real" than those of the observer?

*Adapted from "Generation to Generation," by Rabbi Abraham J. Twerski, with permission from CIS publications*

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**Footsteps** of  
**Pre-War Gedolim**

Be inspired by Rabbi Ephraim Elyahu Shapiro. Ruach by Abish Brodt

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Inspiration for Life**

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