

voured by a beast. Upon showing Yaakov the blood-drenched coat the Torah says, “*Va’ye’maen l’hisnachem.*” Yaakov refused to be comforted. The reason, *Chazal* tell us, is that the notion of comfort and consolation are only natural vis-a-vis the dead but not someone who is still alive. Yaakov refused to lose hope and confidence in his son Yosef because despite the bleakness of the situation, Yosef was still living. It was Yaakov’s undying hope in his son Yosef that gave Yosef the strength to persevere when confronted with the advances of the wife of Potiphar. This is the significance of Yosef seeing the visage of his father Yaakov at that moment.

This relationship between Yaakov and Yosef is akin to the undying love, hope, and confidence that G-d has in each of his children regardless of their current spiritual standing—and no one realizes this and actively expresses this knowledge more than P’eylim / Lev L’Achim. Under the auspices of Rabbi Yosef Karmel and Mr. Yanky Arem, it has developed into a massive *kiruv* task-force operation with over 3,000 volunteers as well as offices across Israel in Netanya, Jerusalem, Bnei Brak, Rehovot, Modiin, Petach Tikvah, Hadera, and Haifa, addressing the needs of the not-yet-frum and newly observant men, women, and children at each of their respective stations in their journey towards a fully committed and observant lifestyle.

It is our duty to see to it that Lev L’Achim continues to succeed in bettering the lives of the people it comes in contact with because they are doing our work. As Rabbi Jacobson said during a *melaveh malkah* at the home of Mr. and Mrs. Ephraim Tempelman, the *Baal HaTanya* explains that in a deeper level the *mitzvah* of *piryah v’riyah* is for one Jew to make another Jew. Aside from its biological implications, this *mitzvah* enjoins us to facilitate other lost Jews to reclaim their Jewishness. One of the four questions we are asked after 120 years is, “Did you engage in *piryah v’riyah*?” On the metaphysical level the answer to this question is not answered merely by the number of biological children one has produced but rather the number of lives that one has touched throughout his or her time in this world. It is incumbent upon us to partner with Lev L’Achim in doing this holy work because it is not just their work but indeed our own.

We urge you to visit LevLachim.org to learn more about their lifesaving work as well as donate to help them continue to thrive and see the continuation of *Yiddishkeit* for the millions of young and old, men and women, who through no fault of their own were not given the same opportunities as we have been given. ■

The Winning Edge 2018 Was Met With Waves Of Positive Feedback

On Monday, June 18, executives, entrepreneurs, and key business celebrities flocked to Montclair State University to spend the day learning strategies and tactics toward business growth.

Celebrated business expert and sought-after keynote speaker Jeffrey Hayzlett ushered in the day with an electrifying lecture on the art of being relentless, radical transparency, and key methods for overcoming the fear



Stephen Shapiro delivering his keynote on innovation



Yitzchok Saftlas of Bottom Line Marketing Group addressing a breakout session



Allen Fagin, executive VP of the OU, speaking about leadership

that stands in the way of success. With fascinating anecdotes and deep insights from his years of experience as CMO of Kodak, Hayzlett addressed the necessity for business owners to define their core reason for existence and embrace customer behavior in order to drive change.

“Kodak’s mistake is that they weren’t in the business of film. They were in the business of memories,” he shared.

The next portion of the day brought an engaging and interactive series of breakout sessions which addressed everything from financial, health, and legal matters to leadership and marketing hacks. Presenters included Saul and Simeon Friedman of Saul N. Friedman and Co.; Michael Macintyre of HSBC; Bradley Nash and Solomon Klein of Schlam Stone & Dolan LLP; Dr. Firzouz Daneshgari, founder of BowTie Med-

ical; Eli Rowe, CEO of World Medical Bank; Moishe Katz; founder of United Refuah HealthShare; Michael Langer, founder and CEO of Gulliver’s Gate; Allen Fagin, executive vice president of the Orthodox Union; and Yitzchok Saftlas, founder and CEO of Bottom Line Marketing Group.

“At the end of the day, a leader must be the one to make a decision in every situation,” Allen Fagin shared, reminding us of Harry S. Truman’s famous mantra that “the buck stops here!”

A trailblazer in the field of health-care management, Eli Rowe shared that leaders must know their weaknesses, step back, and surround themselves with teams of talent. He reminded attendees that even innovators like Bill Gates, Steve Jobs, and Mark Zuckerberg never finished college and are still extremely successful executives.

The day culminated with a riveting Brass Tacks panel followed by an engaging closing keynote address from “innovation instigator” and business adviser Stephen Shapiro. In his signature, captivating style, Shapiro provoked the audience out of their comfort zones and into new ways of thinking about change.

The overwhelming positive responses and still-palpable excitement following the conference are testimony to the great success of the Winning Edge 2018.

Attendee Joel Whitehouse, president of Empire Benefits Solutions, shared: “The diverse personalities, ideas, and opinions were so unique. I am excited to hit my desk this morning and start putting their advice into motion!”

Winning Edge 2019, here we come! ■

340 Olim On 17 Flights Land This Week In International Fellowship Airlift

Three hundred and forty new immigrants on seventeen different flights from eight countries arrived at Ben-Gurion Airport this week, thanks to the International Fellowship of Christians and Jews (IFCJ).

Monday, June 25, proved to be the busiest day, as 237 *olim* from Brazil, Colombia, France, Uzbekistan, Argentina, and Ukraine arrived at the airport, with 219 of them coming from Ukraine. Some of these *olim* are escaping battle zones in the ongoing Russian-Ukraine conflict, while others are fleeing economic distress.

Supported by hundreds of thousands of evangelical Christians, IFCJ is playing an increasingly major role in bringing new immigrants to Israel. While IFCJ has helped bring hundreds of thousands of *olim* in partnership with the Jewish Agency and Nefesh B’Nefesh, the organization it helped start, IFCJ began independently bringing *olim* in late 2014. Since then, IFCJ has brought nearly 13,000 new immigrants to Israel from 26 countries where Jews are facing rising anti-Semitism, threatened by terrorism, or suffering economic crises.

“The flights of *olim* that landed this morning from the Ukraine represent a special hope, since they include 69 children under the age of 10—literally the future of the Jewish state,” said IFCJ’s founder and president, Rabbi Yechiel Eckstein. “I am proud and excited to see these *olim* starting a new chapter in their lives here in their Jewish homeland, and I wish them much success.”

IFCJ works extensively to ensure all immigrants it brings enjoy a successful absorption into Israeli life. Once the *olim* arrive in Israel, IFCJ provides grants for appliances, furniture, housing, and employment assistance, in addition to the standard government grants *olim* receive. “We do everything we can to ensure that all of our *olim* will begin successful new lives in Israel,” Eckstein said.

This week’s new arrivals are expected to be absorbed in 35 cities across the country, with 40 settling in Haifa, followed by Netanya (34), Ashdod (29), and Bat Yam (26). The youngest newcomer is a one-year-old baby girl, and the oldest is an 82-year-old woman,

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