



Shabbat Announcements

PARSHAT VAYECHI

Chazak Chazak VeNitchazek

חזק חזק ונתחזק

Friday, January 2

Candle Lighting: 5:13 pm

Mincha: 5:10 pm

Shabbat, January 3

Shacharit: 9:00 am

Mincha: 5:00 pm

Shabbat ends after 6:22 pm

KIDDUSH

Cholent Kiddush is sponsored by **Paul and Kathy Pollack** in honor of the Chevra of the Indy Kollel and by **Rabbi and Rebbetzin Teitelbaum** in memory of Rabbi Teitelbaum's sister Chaya of blessed memory

Seudah Shlishit is sponsored by **Helen Goldstein** in memory of her husband of blessed memory

WEEKDAY CLASSES

- Weekly Classes Daf Yomi: Every morning at 6:15, 7:45 on Sundays.
- Mishna Class: Every morning after Shacharit.
- Nosh and Drosh: Sunday morning at 9:30
- Lunch & Learn: Meets Mondays at noon. Rabbi Hasten is teaching the book of Melachim.

SHABBAT CLASSES

- Shabbat Youth Groups: On break this week
- Parshat HaShavua: One hour before Mincha on Shabbat
- Seudah Shlishit Class: Rabbi Perlow will be speaking.
- Indy Kollel Chill Zone

- Halacha Class: between Mincha & Maariv, Sunday through Thursday. Rabbi Teitelbaum is teaching the laws of Pat Akum.
- Business Halacha: Every Tuesday after Maariv.
- Tehillim for Women: Wednesday at 7:30pm in the library.
- Men's Mishmar: Meets on Thursday nights, at 8:00 pm. Learn with a chavrusa or join a class.
- Night Seder: Sunday through Thursday after Maariv.

DONATIONS

General Donations:

- Ivor Brown
- Nathanael Thompson
- Michael Ben Avraham
- Alan Cohen

Yahrzeit Donations:

- Norman and Gail Ettinger
- Helen Goldstein

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Parshas Vayigash

What is the key to success? Much ink has been spilled trying to pinpoint that ever elusive trait.

Many attribute success to grit and perseverance; others to confidence or personality. But the Torah, in this week's Parshah, highlights a different attribute—one that often gets overlooked.

As Yaakov prepares to put his affairs in order before his imminent passing, he calls for Yosef and asks him to place his hand on Yaakov's thigh. He makes a specific request that he not remain buried in Egypt. Yaakov is deeply concerned that if he were buried there, Pharaoh and his people would turn his burial place into a shrine and ultimately deify him.

(Some wryly point out that Yaakov had no such concern while he was alive—people generally prefer dead gods who can't talk back and give instructions.)

Yosef immediately responds in the affirmative. Yaakov then adds an additional request—that Yosef swear to fulfill it.

This raises two questions. First, when Yaakov initially makes the request, there is no mention of an oath; it is only after Yosef agrees that Yaakov asks for one. Second, did Yaakov not trust Yosef's word?

The answer is that Yaakov understood that his request was nearly mission impossible. He knew Pharaoh would resist. After all, having the revered Yaakov buried in Egypt would be a tremendous symbol of prestige. Why would Pharaoh agree to give that up? Indeed, Yaakov's desire to be buried elsewhere might even be perceived as an insult.

Now consider Yosef's exact words when he responds. He does not simply say, "Yes." Rather, he says, "I will do as you say." While this sounds like a straightforward affirmation, the Midrash teaches us that Yosef was actually saying: I will do the same as your words—meaning, just as you are asking something of me, I will one day ask the same of my own brothers, to. If I fulfill your request, I will then have greater leverage when I make a similar request of them.

While this reasoning is fair and understandable, Yaakov is nonetheless concerned.



For in the eyes of the Torah, the key to success is *lishmah*—sincerity. Hashem created a world that responds to sincerity and genuineness. This is true even in the non-spiritual realm. The most effective salesman is not necessarily the one with the best product, but the one who genuinely believes his product is the best. His sincerity penetrates the listener's heart and moves him.

A great rabbi once remarked that the early success of Communism and Marxism—in that much of the world embraced its ideas at the start—stemmed from the fact that their founders sincerely believed in their ideology.

This is even more so in the spiritual world. When a person sincerely desires to grow, teachers somehow appear and doors unexpectedly open to facilitate that growth.

The Kotzker Rebbe, in characteristic sharpness, once declared that the reason Christianity has billions of adherents despite its many falsehoods, while Judaism has so few despite the unquestionable truth of its origin, is because "they approach their falsehoods with truth (sincerity), and we approach our truths with falsehood (insincerity)."

With this in mind, we can now understand why Yaakov insisted that Yosef swear. Yaakov was relying on Yosef's success in securing his burial outside of Egypt based on Yosef's pure sincerity. But once Yaakov perceived that Yosef also had a personal interest, an ulterior motive—his sincerity was no longer absolute.

And thus, the key ingredient that guarantees success was missing.

Yaakov therefore turned to Plan B. He required Yosef to swear, so that even if sincerity alone would not carry the mission through, Yosef's commitment would ensure his tenacity. He would succeed because he had no choice—he had given his word.

In a world that views success as the product of power, influence, or force, the Torah reminds us that a person's success corresponds directly to their sincerity.

Let us conclude with the words of the Rambam's golden pen, in which he defines true service of Hashem (*Laws of Repentance*, 10:2):
One who serves God out of love occupies himself in the Torah and the mitzvot and walks in the paths of wisdom for no ulterior motive: not because of fear that evil will occur, nor in order to acquire benefit. Rather, he does what is true because it is true, and ultimately, good will come because of it.

Have a wonderful Shabbos!

~ Rabbi Yisroel Teitelbaum



B'nai Torah
welcomes the community for a

Friday Night Shabbos Meal

Jan. 30th-Parshas Beshalach

Shabbos Shira

Mincha 5:40

Candlelighting 5:43

Musical Kabbalas Shabbos
Meal following davening



Catering by Keisari
Reserve at bit.ly/BTshabbos
by Thursday Jan. 22nd

\$30/Adult
\$18/Child ages 3-12
\$120 Family Cap

Sponsorship opportunities available



Calendar Download

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