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BETH JACOB
CONGREGATION OF IRVINE

July 12, 2018

Dear Friends,

RABBI

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I hope you and your entire family had an amazing 5778 and are enjoying a great summer! If you know me at all, you know how amazing my summer has been! If you don't know me well, you might be wondering what makes this summer so special. Let me explain. I am probably the biggest Los Angeles Lakers fan known to man; and two weeks ago LeBron James, the best basketball player on the planet, decided to join the team and make the Lakers great again! Last time I was this excited was in 1996 when Shaquille O'Neal joined the Lakers in similar fashion. I remember running like a little kid with my Lakers jersey literally screaming at the top of my lungs!

What is it that makes me and others like me so obsessed with "our" sports teams? What is it that professional sports teams sell that makes the global sports industry worth more than 700 billion dollars? Mark Cuban, the owner of the Dallas Mavericks explains: *"Think back to the first professional sporting event you ever went to. It was probably a parent taking you to the game. What do you remember? Do you remember the score? A home run? A jump shot? A pass play? Or do you remember who you were with? I remember being with my dad at a Pirates game. My dad and my uncle at a Steelers game. Think about your fondest memories at a sporting event. We don't sell the game; we sell unique, emotional experiences. We are not in the business of selling basketball. We are in the business of giving you a chance to create shared experiences."*

I would like to let you know that this exactly why I am as passionate about Beth Jacob of Irvine as I am about the Lakers! I remember who I had dinner with the first time I came to Beth Jacob, who greeted me and who invited me over to their home. Beth Jacob, for as long as I can remember, has been a place where I have been able to share unique, emotional and spiritual experiences with my family, our friends, and our community. We are not just a house of prayer...we are a true Beit Kneset...a house of gathering, where we come together to share in each other's lives in every sense of the word. I am a true fan of our shul, and I get as excited when a new family joins our team (community) as I do when the Lakers get a new world-class player. May we continue with our winning ways and traditions in 5779!

I'm so excited to have you join us for another year of friendship, personal and spiritual growth, and of course delicious Kiddush! From myself, my wife Susan and our boys, Roni and Jordan, we wish you a happy, healthy and blessed new year! Go team!

L'Shana Tova!
Allen Berezovsky