"Regard this the poets would say: Come to Heshbon -- let it be built and established as the city of Sichon."

Bamidbar 21:27

The word the Torah uses for poet, "Moshel", also means ruler. The word Heshbon is the Hebrew word for "accounting." The Talmud therefore offers this interpretation of the above verse: Those who rule over themselves can make an accounting, calculating the gains and losses in life. The gain of mitzvah, as opposed to its cost, and the cost of a sin as opposed to its gain. Much of western civilization lives under the influence of seizing the pleasure of the moment. The American economy is built upon credit, with people being urged to buy now, pay later. If people would calculate the ultimate cost of credit purchases, which may be outrageous, they might delay buying things until they can...
afford to pay for them. But persistent and impressive advertising seduces people to get what they want and to get it now. Blinded by their desires, people do not calculate. How many people who know the long-term danger of smoking ignore it, because the desire for the immediate pleasure of smoking overwhelms their rational thought? The Talmud's statement is correct and only "those who rule over themselves," who are not enslaved by their physical desires, can be objective and make an accurate accounting of the positives and negatives in life choices. Animals do not choose. They follow their instincts and do whatever is most pleasing. They are not rulers over their lives, but merely slaves to their physical drives which they cannot resist. Human beings should take pride in being rulers. Allowing oneself to be governed by a physical drive is essentially an abdication of one's humanity. The purpose of life is to be king over our emotions and desires. Only then can we make an honest calculation, gaining the most out of life.

Sefer Twerski on Chumash  
Rabbi Dr. Abraham Twerski

Wishing you an inspiring Shabbos!  
Rabbi Moshe Gruenstein

Yahrzeit Plaques Available
If you are interested in purchasing a permanent satin brass Yahrzeit Plaque for a dearly departed loved one on our beautiful automated Yahrzeit memorial displays in our main sanctuary, please contact David Herman or the Young Israel office. To order a plaque online, please use the website www.yiplaques.com.

Your vote, your advocacy, and your support all make a difference in our mission. Many new families move down to Florida in July. Welcoming a new neighbor to your community this summer? You can help them register online as Florida voters in less than 5 minutes by directing them to visit https://teachcoalition.org/fl/vote/. Every vote counts! Stay tuned for a voter registration week coming to your shul soon. For more information or questions on voter registration, email teachflorida@teachcoalition.org

HATZALAH: (305) 919-4900
• Mondays at 10:30AM – Ladies Tehillim Group in the Beis Midrash.
• Sunday after 8:00AM minyan, Monday-Friday after 7:00AM minyan – Daf Yomi with Rabbi Aryeh Citron.
• Save the date: Monday, December 2, 2019 – Violins of Hope – a premiere concert featuring an extraordinary collection of violins belonging to Jews during the Holocaust.

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**Congregational Family and Shul News**

• Mazal tov to Mali & Steve Schwartz on the birth of a granddaughter. Mazal tov to parents Debbie & Brian Schames and big sister Maddie.
• With profound sadness, we announce the passing of Clifford Restler z”l, beloved father of our esteemed member Andrew Restler.

**Refuah Sheleimah**

• We wish refuah sheleimah to Allen Packer, Shelly Lisbon.

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The Refuah Fund provides meals for families that are experiencing an illness or sitting Shiva. Please donate directly to the Young Israel indicating on your check, or alternative payment, that it is specifically for the Refuah Fund. Special thanks to Susan Gluck and Susan Packer for establishing and continuing this very important mitzvah. Thanks to everyone who already contributed to the Refuah fund!
Yahrzeits July 13– July 19, 2019

11 TAMUZ  Harry Krakowsky & Golda Brown for their son, Michael Chanoch Krakowsky, on Sunday, July 14
12 TAMUZ  Keith Berman for his father, Yosef, on Monday, July 15
13 TAMUZ  Eleaizer Hirmes for his mother, Frieda Hirmes, on Tuesday, July 16
14 TAMUZ  Steven Hamburg for his mother, Frieda Hamburg, on Wednesday, July 17
14 TAMUZ  Linda Salzhauer for her mother, Devorah, on Wednesday, July 17
14 TAMUZ  Marcia Reiter for her mother, Regina Charles, on Thursday, July 18
15 TAMUZ  Lazer & Stephen Milstein for their grandmother, Ann Milstein, on Thursday, July 18
16 TAMUZ  Linda Storch for her mother, Ruth Schwartz, on Friday, July 19

Please report any errors or omissions to the Young Israel office or email stevenbarryschwartz@gmail.com

Eruv Bal Harbour
The Eruv in Bal Harbour includes the inner (western) walking path only. The pier at Haulover Cut is not included. We would like to emphasize that every Erev Shabbos, individuals should call the Eruv Hotline to make sure that the Eruv is operational prior to carrying on Shabbos. The number is 305-866-ERUV (3788). The Eruv message is recorded approximately two hours prior to Candle Lighting. Miami Beach Eruv web page: www.miamibeacheruv.com

Shabbat Dinner
During the winter months, Shabbat Dinners are available for purchase at local area restaurants such as Kosh and Backyard BBQ, both on Harding Ave. Please contact the restaurants directly for reservations, cost and availability.

Kiddush and Seudah Shlishit
Every Shabbos, the Young Israel has a beautiful Kiddush after Mussaf, as well as a Seudah Shlishit between Mincha and Maariv. Please join us!

If you are interested in sponsoring Kiddush or Seudah Shlishis, please contact Yakira at (305) 866-0203 or Max Dekelbaum (240) 832-5054

Please submit all insertions for the Shmooze News to yakira@yicbh.org by noon on Thursday