



DATA of Plano

Parshas Netzavim | 28 Elul 5778 | September 8, 2018

Sermon

with Rabbi Zakon



The Tishrei
Warmup

Friday

Mincha: 7:00

Candle lighting: 7:25 (Earliest time:
6:24)

Shabbos Day

Shacharis: 9:00

Latest time for shema: 10:15

Learners' Service: 10:30

Kiddush following services at
11:45

Mincha: 7:00

Shabbos ends: 8:28

Learners' Service



A Rosh Hashanah
Primer

From the Desk of Rabbi Yogi

A FRESH PERSPECTIVE ON "FIXED-MINDEDNESS"



I'd like to share with you a response I received to my last column:

Dear Rabbi Robkin,

I read your article regarding Stanford psychologist Carol. S. Dweck's dichotomy of having a "growth mindset" versus a "fixed mindset". Your article describes the fixed mindset in man as one who "places artificial limits and avoids failure," whereas the growth mindset generally "thinks big, exhibits more positive effort, and experiences less helplessness."

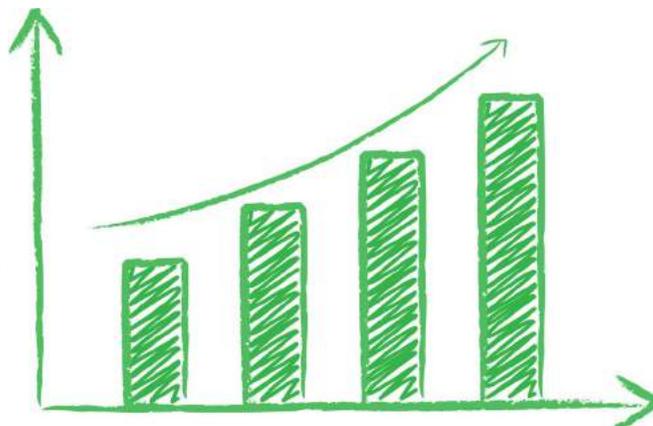
You then described an experiment where Apple executive Scott Forstall nurtured a group of growth minded individuals within a company think tank. These individuals were predisposed towards risk taking in order to fulfill Forstall's charge to "do something that we will remember for the rest of our lives." And it was these members who ultimately created the iPhone.

You then challenged us readers to adopt a growth mindset in preparation for the High Holidays so that we might break out of our adopted molds and grow to our potential.

I have several problems with this piece, but let's start with the "experiment". I am skeptical of the true risk taken by the company. Apple wasn't the trillion dollar behemoth that it later became, but it did have capital. This think tank may have been a risk, but I imagine the true risk was not for the company. The risk was taken on by the individuals within the think tank, some of whose ideas might not have panned out. Mr. Forstall does not let us know whose proposals were rejected, who left the company, and who was fired.

Growth minded individuals, who as you say, are less risk averse, sometimes succeed. We see this throughout history. There's a reason that we discovered the western hemisphere, visited the moon, and yes, invented the iPhone. And then there are the failures that are too many to name. They jumped off of the Eiffel tower with strap-on-wings, explored the Antarctic, climbed mount Everest, and died. They lost their money in risky stock purchases. They put all of their funding into developing a car and lost it all. They flew to Hollywood to start a career in acting and ended up addicted or in debt. Society as a whole is not impacted by these failures. Collectively we may even benefit from them, learning what not to do and moving on from there. But for the majority of the growth minded, the results of risk taking are not as rosy as we'd like to make out.

Then there are the success stories, like Steve Jobs, Elon Musk, Christopher Columbus, Alexander the Great, Napoleon Bonaparte, Howard Hughes, Thomas Edison, Harvey Weinstein, and well, Donald Trump. These people are successes. There is no doubt about it. They are also highly controversial figures! There is a consequence to beating the odds. You develop an ego, take more risks, and build up casualties. You may be fine, but you may leave a trail of misery in your wake. I think there is something to be said for having checks to unbridled growth. There is a difference between fear of failure and avoidance of risk. The Fixed-mindset as laid out in your article may not build trillion



dollar companies, but it will have a better chance at maintaining that company. The fixed-mindset may make a lousy firefighter or cop, but it will make a great breadwinner and family member. Growth with balance is the key. We have a word for unchecked growth in the medical world - It's called cancer.

As always, it was a pleasure reading your article and your insights. I look forward to your next column. Sincerely,

Dr. Shimshon Kaplan
Cleveland, Ohio

I accept Dr. Kaplan's assertion that unbridled and unchecked growth-mindedness has its drawbacks and risks and I equally concur that fixed-mindedness is an underappreciated asset with considerable value to both the individual and society at large. I would only

add that, even as the examples in my article are secular in nature (from both psychology and business), leaving room for Dr. Kaplan's compelling counter-examples, the aggressive growth-mindedness I am endorsing is specifically the spiritual kind.

To this extent, consider this mishnah in Pirkei Avot (Chapter 2:7) which discusses excess, and by extension the topic of growth-mindedness.

One who increases flesh, increases worms; one who increases possessions, increases worry... one who increases maidservants, increases promiscuity; one who increases manservants, increases thievery; one who increases Torah, increases life; one who increases study, increases wisdom; one who increases counsel, increases understanding; one who increases charity, increases peace.

The mishnah is juxtaposing the acquisition of physical goods and pleasures with the acquisition of their spiritual counterparts. And whereas exorbitant physical

indulgences and their associated drives come with an exhaustive laundry list of detrimental personal costs, the same cannot be said of an ever-growing spiritual ambition and arsenal. Rather, "One who increases Torah, increases life."

All that said, growth mindedness in spirituality isn't without its risks. To be open to growth is to be open to personal experimentation, and experimentation isn't a one way street. A common fear that I hear from outreach professionals like myself is that as quickly as a student can experiment themselves *into* Judaism and observance they can experiment themselves *out*. And so we cling to the hope that our students will be growth minded in their personal receptiveness to positive change, but fixed minded enough to remain steadfast in their newfound commit-

ments. A tall order in deed!

How beautiful, then, is the imagery of Torah as a tree of life. For a living tree grows and flourishes over time, while its roots, dug deep in the ground, serve as a resolute anchor, holding its fixed position in place and guarding it from the mighty winds that would uproot it. And so it is in Torah. We must always be growth minded, adding new layers and fresh dimensions to our life's spiritual edifice, and at the same time, we must be fixed-minded, establishing sacred anchors that keep our course straight and guard us from destroying all that we have built. Growth paired with stability. Two necessary components for the spiritual life.

1. It is customary to sample a morsel from the head of a fish on Rosh Hashanah, symbolizing our wish to be "a head and not a tail."

2. Rosh Hashana is one of actually four different Jewish New Years on the calendar

3. On both days of Rosh Hashanah we read about the life of Isaac. On the first day we read about G-d

granting Sarah's wish and blessing her with a son, Isaac. On the second day we read how Abraham almost sacrificed him on an altar.

DID YOU KNOW?

4. It takes up to two million flowers and 556 bees to make one pound of honey.

5. It is not too late to register for your seats at DATA of Plano. You can do so on our website at www.dataofplano.org.



- ☑ **Rosh Hashana begins-** Evening of September 9
- ☑ **Fast of Gedaliah-** Wednesday, September 12
- ☑ **"Testing, Testing..." Workshop with Mrs. Shifra Robkin-** Sunday, September 16 at 8:30 P.M.
- ☑ **Yom Kippur-** Evening of September 18
- ☑ **Sukkot Carnival-** September 30 at 12:00-3:00



Preparing the building for High Holidays



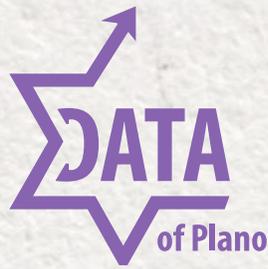
Rosh Hashana Simanim workshop



Construction begins on the center next door!



We love Sunday school!



High Holidays

for the entire family

Rosh Hashana Evening

*Sunday Evening, September 9th
7:25pm*

Rosh Hashana Mornings

*Monday and Tuesday, September 10th & 11th
10:30am - 1:00pm*

Yom Kippur Evening

*Tuesday, September 18th
7:15pm*

Yom Kippur Morning

*Wednesday, September 19th
10:30am - 1:00pm*

Ne'ilah Service

*Wednesday, September 19th
6:30pm*



\$36 First Time Family

\$180 per Individual | **\$360** per Family

Childcare and youth programming will be available during the daytime services.

Register at www.dataofplano.org

For questions, contact nzakon@dataofplano.org
3251 Independence Parkway, Plano, TX 75023

Interactive
Learners'
Service

Impactful
Youth
Programming

Lively
Traditional
Service

Devoted
Childcare

DATA of Plano- High Holidays 5778

Selichos

Monday, September 3 – Friday, September 7	6:25 A.M.
Sunday, September 9	8:00 A.M.

Rosh Hashana

Sunday evening, September 9

Candle lighting	7:23 P.M.
Mincha	7:25 P.M.
Class with Rabbi Zakon	
Maariv	8:00 P.M.

Monday, September 10

Learners' Service and youth programming run from 10:30 to 1:00 on both days of Rosh Hashana

Shacharis	8:30 A.M.
Learners' Service	10:30 A.M.
Shofar blowing not before	10:40 A.M.
Second shofar blowing	1:00 P.M.
Tashlich (Diamondhead and Bandalino)	6:30 P.M.
Mincha (followed by a class with Rabbi Sonnenblick)	7:00 P.M.
Candle lighting (from a pre- existing flame) not before	8:25 P.M.
Maariv	8:25 P.M.

Tuesday, September 11

Learners' Service and youth programming run from 10:30 to 1:00 on both days of Rosh Hashana

Shacharis:	8:30 A.M.
Learners' Service	10:30 A.M.
Shofar no earlier than:	10:40 A.M.
Mincha:	7:00 P.M.
Maariv / Yom Tov ends	8:24 P.M.

Customs for Rosh Hashanah

The first night of Rosh Hashanah, we greet each other in the following manner:

To a man: *L'Shana Tova Techasaiv Vessaichasaim L'Alter, L'chaim Tovim U'Lshalom.*

To a woman: *L'Shana Tova Techasaivi Ve Saichasaimi L'Alter, L'chaim Tovim U'Lshalom.*

(For a good year, may you be inscribed and sealed immediately for a good life and for peace.)

The Talmud tells us that the symbolisms that we partake in at the beginning of the year are an omen for what the year will bring. We therefore have the custom of eating an apple dipped in honey along with many other foods as a sign for a good year.

(See Artsroll Rosh Hashanah Machzor, pages 96-98)



DATA of Plano Presents the annual

SUKKA EXTRAVAGANZA

SUNDAY, SEPTEMBER 30 | 12 PM - 3 PM
3251 INDEPENDENCE PARKWAY

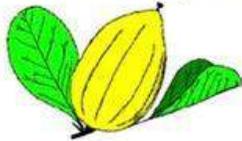
Barbecue | Live music
Bounce houses | Carnival
Games | Face painting
And much more...

*Take a picture with
Champ from the Mavs!*



In partnership with Sukkot Across America





5779/2018 LULAV & ESROG ORDER FORM

ORDER ONLINE: www.esrogfarm.com

MAIL: Zaide Reuven's Esrog Farm, PMB 408, 18208 Preston Rd., Suite D9 , Dallas, TX 75252

For details of our esrog hechsher/supervison, see our website.

SET OF FOUR SPECIES			
ESROG, LULAV, ARAVOS (willow), Hadas (myrtle)			
Subject to availability, quality and in the absence of abnormal pricing, Mehudar and Mehudar Plus sets will be supplied with "Kulo" meshulash (non-continuous)			
DESCRIPTION	PRICE	QTY	TOTAL
Mehudar Plus	\$130	_____	_____
Mehudar Plus MOROCCON PITAM	\$160	_____	_____
Mehudar	\$105	_____	_____
Mehudar MOROCCON PITAM	\$135	_____	_____
Premium	\$85	_____	_____
Standard	\$65	_____	_____
Chinuch	\$50	_____	_____

PLEASE CALL FOR YANAVER ESROG AVAILABILTY!

ADDITIONAL OPTIONS TO YOUR SET			
DESCRIPTION	PRICE	QTY	TOTAL
Aravos/Willow (EXTRA SET)	\$7	_____	_____
Hadas/Myrtle (EXTRA SET)	\$9	_____	_____
Hadas Mehudar (EXTRA SET)	\$13	_____	_____
Hadas GUARANTEED (EXTRA SET)	\$30	_____	_____
Israeli Deri Lulav (UPGRADE)	\$85	_____	_____
ONLY THE GUARANTEED HADAS CAN BE OPENED AT TIME OF PURCHASE. IF NOT GOOD THEY WILL BE REPLACED.			TOTAL \$ _____
OFFICE USE ONLY SS _____ QB _____ M Y CI B T H			

IMPORTANT DATES	
1st Day of Sukkot Evening of Sunday, September 23, 2018	PLACE ORDER BY: Sunday, September 2
PICKUP: Thurs, Sept 20 Congregation Ohr HaTorah, 6324 Churchill Way, 75230	PICK-UP TIME: 12 PM - 9 PM

CUSTOMER INFORMATION

FIRST NAME _____ LAST NAME _____

STREET _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (BEST WAY TO REACH ON PICKUP DAY) _____ EMAIL _____

PAYMENT INFORMATION

MASTERCARD / VISA / DISCOVER _____ EXPIRATION DATE _____ CVC# _____

2.5% CONVENIENCE FEE WILL BE ADDED TO CREDIT CARD ORDERS NOT PLACED ONLINE.

QUESTIONS ABOUT YOUR ORDER?
 Please call: **469-939-5596 (CELL)**
 or email: **orders@esrogfarm.com**