

# DATA of Plano

Parshas Ki Seitzei | 14 Elul 5778 | August 25, 2018

## Sermon

with Rabbi Zakon



**LET IT  
PENETRATE**

## From the Desk of Rabbi Yogi

### The iPhone and Elul



While you've certainly heard of the iPhone, few know of the revolutionary process that went into recruiting the talented team that would eventually create this incredibly popular device.

The story starts with the groundbreaking research of Carol S. Dweck, a psychologist at Stanford University. Dweck studied the science of how our self-conceptions influence our actions. Her work with children revealed two mindsets in action - a "growth" mindset that generally thinks big and

seeks growth and a "fixed" mindset that places artificial limits and avoids failure. Growth-minded students were found to employ better learning strategies, experience less helplessness, exhibit more positive effort, and achieve more in the classroom than their fixed-minded peers. They are similarly less likely to place limits on their lives and more likely to reach for their potential.

On to the scene arrives Scott Forstall, a senior vice president at Apple, who read Dweck's book on

**Friday**  
**Mincha: 7:00**  
**Candle lighting: 7:43 (Earliest time: 6:39)**  
**Shabbos Day**  
**Shacharis: 9:00**  
**Latest time for shema: 10:12**  
**Learners' Service: 10:30**  
**Childcare: 10:45**  
**Kiddush following services at 11:45**  
**Mincha: 7:15**  
**Shabbos ends: 8:46**

## Learners' Service



**ELUL POWER**

mindsets and was so inspired by her findings that he decided to identify and recruit a team comprised of solely growth-minded individuals for his brand new, top-secret project. To separate the growth-minded employees at his company from their fixed-minded peers, Forstall delivered a curious pitch to superstars across the company and watched carefully for their responses.

Forstall warned that this top-secret project would provide ample opportunities to “make mistakes and struggle, but eventually we may do something that will remember the rest of our lives.” Those who immediately jumped at the challenge were accepted as part of the team, while those who did not were left off. Forstall surmised that he had found his group of growth-minded individuals who, far from growing dismayed or discouraged by the tremendous challenges that lay ahead of them, would remain inspired, curious and committed through it all. And it was this team of growth-minded individuals that just so happened to go on to create the iPhone the world has grown to love. (from “The One Thing - The Surprisingly Simple Truth Behind Extraordinary Results” by Gary Keller)

As evident, the effects that our mindsets have on what we go on to accomplish in life is truly remarkable and at the same time incredibly frightening. The good news, as Dweck points out, is that mindsets can and do change. And like any other habit, you can set your mind to it until the right mindset becomes routine.

While a Jew should always be growth-minded, it is during the month of Elul, the Hebrew month before the High holidays, that we are reminded to switch gears if we have reverted to a life-model of fixed-mindedness. Beginning in the month of Elul, the resonating sounds of the shofar echo in synagogues throughout the world before our morning prayers,

reminding us to wake up from our spiritual slumber and meet the challenges of the moment.

Elul invites us to reconsider the possibilities of our lives - how we might proceed forward toward a life of meaning, commitment and purpose and how we might return from the wayward paths we have claimed as our own. Yes, growth in all of its forms invites challenge and therefore the possibility of failure as well. But with a growth-mindset by our side, the high expectations that come with the new year can be met with an equal amount of excitement and determination to make this year the best ever!

Growth-Minded Challenges For the Month of Elul: Consider adopting a mitzvah this month that

you've been putting off but feel inspired about putting into practice.

- Commit to learning Torah 10-15 minutes a day.
- Pencil in a coffee date with yourself and journal about your spiritual dreams and aspirations - authentically consider whether you are on the path to achieve those ambitions and, if necessary, consider what it might take to get you on that desired path.
- Pursue one quiet act of kindness a day.
- Practice the art of gratitude.
- Ask those you have hurt for forgiveness and wholeheartedly forgive those who have hurt you.

Shana Tova!



- Sunday school begins-** Sunday, August 26
- "Stepping into the Greatest Version of Yourself"** with Aliza Mann- August 16
- Mommy and Me-** August 29 at 10:30 a.m.
- Rabbi Zakon's High Holiday Prep Workshop-** Monday, September 2 at 8:15 p.m.
- Rosh Hashana begins-** Evening of September 9
- Yom Kippur-** Evening of September 18
- Sukkot Carnival-** September 20

Kiddush is sponsored by the DATA of Plano community in honor of Rachel Evans, as a token of gratitude for all she consistently does for the shul.  
Good luck in Israel!

A photograph of a wooden desk with office supplies: a ruler, paperclips, a black paperclip holder, and a pair of scissors. A white box with the text "DESIGNING YOUR NEW YEAR" is overlaid on the bottom right.

DESIGNING YOUR NEW YEAR

Rabbi Zakon's workshop on maximizing the High Holidays to plan for the best year of your life.

MONDAY, SEPTEMBER 3RD | 8:15 P.M.

# Mommy & Me

ROSH  
HASHANAH  
THEME!



**Wednesday, August 29th @ 10:30am**

Led by **Shifra Robkin, OTR/L**

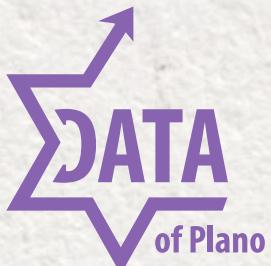
*Shifra Robkin is a beloved rebbetzin, occupational therapist, and mother of five.*

Bring your toddler or young child for this sensory-focused Mommy and Me series with a Rosh Hashanah twist.



[info@dataofplano.org](mailto:info@dataofplano.org)

3251 Independence Parkway  
Plano, TX 75075



Interactive  
Learners'  
Service

# 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](http://www.dataofplano.org)

For questions, contact [nzakon@dataofplano.org](mailto:nzakon@dataofplano.org)  
3251 Independence Parkway, Plano, TX 75023

Impactful  
Youth  
Programming

Lively  
Traditional  
Service

Devoted  
Childcare



# 5779/2018 LULAV & ESROG ORDER FORM

**ORDER ONLINE:** [www.esrogfarm.com](http://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/supervisor, 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 AVAILABILITY!**

## 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 <b>GUARANTEED</b> (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 C I B T H	

## IMPORTANT DATES

1<sup>st</sup> 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](mailto:orders@esrogfarm.com)