

INSTALLATION AND WELCOME TO NEWEST BOYNTON BEACH RABBI

On the weekend of Shabbos Miketz, Rosh Chodesh Teves, December 11th and 12th the Anshei Chesed Congregation of Boynton Beach Florida will be celebrating a milestone event as it formally welcomes Rabbi Avi Billet as its spiritual leader.

An erev Shabbos, mid-Chanukah oneg will include Rebbetzin Rookie Billet, Rabbi Billet's mother sharing her thoughts followed on Motzaei Shabbos with a formal gala installation. Participating and speaking in the evening's festivities will be Rabbi Efreim Goldberg, Rabbi of the Boca Raton Synagogue followed by Rabbi Herschel Billet, Rabbi of the Young Israel of Woodmere and Rabbi Avi Billet's father who

will serve as the installing officer.

Ten years ago a core group of residents started a minyan locally.

With the hope and expectation of future growth the funds were raised from some very special members and a beautiful new building was built in the heart of the community in 2012.

The growth of the shul's membership has exceeded all

expectations with numerous programs, shiurim, classes, nearby yeshivos, a wonderful and involved sisterhood and so much more feeding the enthusiasm. Anshei also makes a special effort to attract younger families recently starting both teen and pre-teen minyanim. New members



RABBI AVI BILLET

Saftlas Helps Businesses Grow Their Bottom Line

Morgan James's new release, So What's The Bottom Line? 76 Proven Marketing Tips & Techniques for Building Your Business and Personal Brand by Yitzchok Saftlas, offers key business fundamentals and proven experience-based tactics for the success-driven individual.

So, What's the Bottom Line? covers a wide array of topics relating to the business world, from marketing initiatives to communication, customer retention to strategic planning, and everything in between. With short motivational chapters and clear and concise action plans relating to

each topic, business professionals will find this new book to be easy to implement and a guarantee for success.

With over 25 years of experience in the corporate world, Yitzchok Saftlas is a marketing expert that has worked with all types of people, events, and organizations. His insights and advice compounded with his down-to-earth writing tone and personal anecdotes make for an enjoyable instructional read for the fast-paced, career-oriented individuals of today.

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are arriving from many cities nationally with membership families now approaching two hundred.

Rabbi Billet and his wife Chana have already embraced their roles in the future of the shul's growth immersing themselves in all of the above and more.

Allow me to represent

Anshei's kehila and the Boynton community at large in officially welcoming Rabbi Avi and Rebbetzin Chana Billet and their entire family. Mazal Tov and hatzlacha!

You can check all out on the shul's website at www.acccb.org with the welcome mat open to visit and spend a Shabbos.

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effectiveness for fighting for Israel and Jews." Adelson described Jon Voight as a "giant among righteous gentiles and an extraordinary defender of Israel. Your powerful words speaking the truth about the jihadist war against Jews and Christians which inspires us all."

During the VIP reception and Dinner, Jon Voight was generous with his time for fans wanting to take selfies with him. Voight thanked ZOA and the Adelsons for this great honor and gave a brief history of events leading to the creation of Israel in 1948. "After the Holocaust, when the world's sympathies were with the Jews, the world came along at the UN in a surprising -- you might say, a miraculous -- manner and offered statehood, and the Jews took it. The Arabs were also offered statehood but turned it down? Why did they refuse it, they weren't going to share anything with the Jewish people and that remains their position today." Mr. Voight continued to note Israel's remarkable achievements with many challenges and success in

establishing the most democratic and humane government in the Middle East.

ZOA National President Klein gave final remarks of the program highlighting the importance of Jews speaking the truth and fearlessly standing up for themselves. "The ZOA will continue to blow and blow and blow the horn to warn the Jewish people." Klein commented on the terrorist attacks on Paris, radical militant Islam and ISIS, the situation in Israel and thanked Dr. Miriam and Sheldon Adelson for their "truly global philanthropy and being the Rothchilds of our generation." A lavish dessert reception followed.

About ZOA: Founded in 1897, ZOA is the oldest pro-Israel organization in the United States. With offices throughout the country and in Israel, ZOA is dedicated to educating the public, elected officials, media and college and high school students about the truth of the ongoing and relentless Arab war against Israel. ZOA is also committed to promoting strong U.S.-Israel relations. ZOA is a 501(c)(3) not-for-profit organization.

SEE PHOTOS ON P38

Twin Sons of Mixed Jewish-Arab Marriage Celebrate Their Bar Mitzvah



Our story has a happy ending, but a very painful beginning. It starts with a Jewish woman marrying an Arab, moving in with his family and bearing him four children. Recently, the husband died of complications related to alcohol consumption, and the woman was left totally alone, abandoned by both her Jewish family and that of her Arab

husband's.

The woman wanted to return to Judaism but didn't know where to begin. Her daughter came to the rescue, phoning Yad L'Achim's hotline with a plea for help.

"My mother is determined to make her way back to Judaism, despite the difficulties," she said.

"She's even moved to the south of Israel to be able to raise her children in a Jewish environment so that they can grow up as faithful members of the Jewish people. But she needs help."

Yad L'Achim responded immediately, pairing the mother with one of its most experienced social workers.

"In our initial meetings, she couldn't stop talking about what she'd been through," recalls the social worker. "She spoke of a difficult childhood that led her to enter into a relationship with an Arab, about how her Jewish family severed ties with her and about the challenges of raising children by herself. I reassured her that from that day on she was beginning a new chapter in her life."

Yad L'Achim found someone in that Negev town to take the woman and her family under their wing. In addition, mentors were found for the children, including twin sons who were nearing Bar Mitzvah age.

The mentors taught the boys how to put on tefillin and

how to read from the Torah. Yad L'Achim purchased tefillin of the highest standards for the boys, which they began wearing daily this week after celebrating their Bar Mitzvah. The boys read from the Torah with precision and meaning in a most moving ceremony.

The emotional highlight came when two of the boy's uncles, their mother's brothers, entered the shul to participate in the event. These brothers had joined the rest of the family in writing off their sister. But after much effort made by Yad L'Achim to get the family to reestablish ties, the brothers broke down and agreed to grace the double Bar Mitzvah with their presence.

For the mother, the celebration marked a new future for her Jewish sons and a new beginning in her efforts to reconnect to her family.

For more information visit www.yadlachim.org or info@yadlachim.org. Yad L'Achim: 4018 18th Ave, Brooklyn, NY 11218. Tel: 1-866-923-5224 (1-866-YAD-LACH) Fax: (718)633-0235.

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Perfect for salespeople, marketers, seasoned executives, or entrepreneurs just starting out, *So, What's the Bottom Line?* offers clear direction guaranteed to garner results and lead to success in the field. Experience-based tactics and common-sense ideas point out the obvious yet often overlooked human aspect of business and marketing, and demonstrate how to use human relations to further your business goals.

The insights contained in these 76 short chapters are invaluable and highly motivating. For any businessperson looking to grow their bottom line and develop an informed, proven, successful

approach, Yitzchok Saftlas' new release, *So, What's the Bottom Line?* is a business library essential.

If you would like more information about this topic, or to schedule an interview with Yitzchok Saftlas, please call Pesach Tropper, at 718-412-3540.

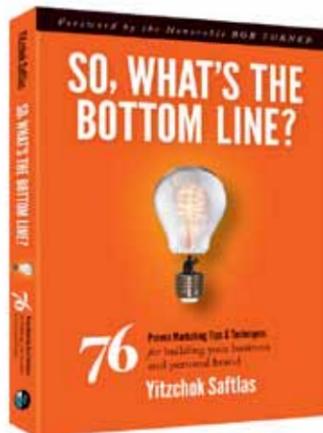
About the Author:
Yitzchok Saftlas, founder and president of Bottom Line Marketing Group has been helping hundreds of corporate, political and non-profit clients build their brands since 1989. His education

at Fashion Institute of Technology in New York City combined with years of experience in marketing and advertising has served as a

springboard for his weekly business radio show, "Mind Your Business" on 77WABC in the New York / New Jersey metro area, and his weekly marketing column in a national newspaper. Yitzchok currently lives in Brooklyn, NY.

More About This Title:

So What's The Bottom Line?
76 Proven Marketing Tips & Techniques for Building Your



Business and Personal Brand by Yitzchok Saftlas will be released by Morgan James Publishing on December 10, 2015. *So, What's the Bottom Line?*—ISBN 978-1630475246—has 266 pages and is being sold as a trade paperback for \$19.95.

About Morgan James Publishing: Morgan James Publishing (www.MorganJamesPublishing.com) provides entrepreneurs with the vital information, inspiration, and guidance they need to be successful. Morgan James Publishing, The Entrepreneurial Publisher™, has been recognized by Publisher's Weekly for three years on their fast growing press list and is reported as being the future of publishing.

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