

## CHASE THE IMPOSSIBLE

"The Rebbe wanted me to write more. He kept on urging me to keep writing—sometimes in strong terms, sometimes in gentle terms, sometimes in humorous terms, but always pushing me to write more. Every time I saw him, he would ask me, 'What's with the next book? I've been waiting for so long already...' Because of his constant prodding, I eventually came to write some 35 books."



—THE LATE RABBI DR. J. IMMANUEL  
SCHOCHET  
*professor of Jewish philosophy and mysticism*

## REMAIN OPEN

"After having met a wise man you remain the same as before—you have become neither less of a fool nor more of a sage...Not so with a believer. After having met him you are no longer the same. Though you may not have accepted his faith, you have nevertheless been embraced by it. For the true believer believes in you as well."

—GEULA COHEN  
*Israeli activist, writer and former  
Knesset Member*



## CHERISH THE JOURNEY

"We are the students who internalize best...the words of the late Rabbi Menachem Mendel Schneerson, the Lubavitcher Rebbe: In each journey of our lives we must fully be aware of where we are. We may only be passing through on our way to somewhere seemingly more important. Nevertheless there is purpose in where we are right now."

—COLLEGE SENIOR GABRIEL FELDER  
*2014 George Washington University  
commencement speech*



## LOVE COMPLETELY

"He lived a block away from us and he used to walk past our home on his way from synagogue. My brother and I were ten or twelve years old, playing in front of our house. We were fighting over the ball and he stopped and said: 'Behave yourselves. Love your brother as you love yourself and love yourself as you love your brother, because you are one...love yourself.' About twenty years later, that inspired the name of our organization: 'Love Yourself, Stop the Violence.'"



—NEW YORK PEACE ACTIVIST  
GEOFFREY DAVIS  
*on the inspiration for the non-profit  
started by his late brother, slain New  
York City Councilman James E. Davis*



◀ Pausing for a few words with a man who had participated in a *farbrengen* Chassidic gathering.  
Yossi Melamed, 1976 / JEM

### KNOWING YOUR NAME

Jerry Levine was an anchorman for Miami's Channel 10 News, and a good one. He had won an Emmy for producing programs encouraging Floridians to participate in regular medical examinations. But in 1989, Rabbi Shalom Lipskar asked him to work for his organization, Aleph, assisting Jewish prisoners and military personnel and their families.

Jerry was young and thought, "Hey, here's a great opportunity to try something new and different. And I can always get back into the news business if it doesn't work out."

So at Rabbi Lipskar's suggestion, Jerry wrote to the Lubavitcher Rebbe to ask his advice, providing many details about himself and his personal goals.

The Rebbe's response? A fax arrived on Rabbi Lipskar's desk: "Tell me all his names."

Jerry thought he had told the Rebbe all his names: Yosef ben Hirsch Leib ha'Levi. But when he went to talk with his mother about it, she told him he was actually Yosef Mordechai ben Hirsch Leib ha'Levi.

So he wrote again, this time with his full name. The Rebbe responded, telling

him to ask the advice of a good friend.

"What I got from that," Jerry says, "is that this is a different sort of leader."

Any other leader would have been concerned with "What can this person provide my organization? How can he get us better media exposure?"

**G-D GAVE ME  
MY LIFE TO BE  
ME, NOT TO BE  
CONTROLLED BY  
SOMEONE ELSE.**

The Rebbe's concern, in Jerry's words, was that a Jewish boy didn't know his own name. How did he know that? How did he recognize something was missing?

Why shouldn't he? Just as a brain knows what the stomach needs, a rebbe knows a Jew better than the Jew knows his own self.

That is the job of a rebbe—to help you

find your name, your true self, and where you belong.

But it is not the knowing that is relevant here. It is the caring. This was the Rebbe's first concern, because that is the job of a rebbe—to help you find your name, your true self, and where you belong.

### NOTHING FOR YOURSELF

Freddy Hager once came to see the Rebbe as a young man. He showed the Rebbe a picture of his grandfather, who had been a chassidic rebbe in Galicia.

The Rebbe asked him, "Do you know what it means to be a rebbe?" But Freddy didn't respond. So the Rebbe answered.

"The Baal Shem Tov was the first rebbe. He would not go to sleep at night as long as he had anything of value left in his house. Whatever he had, he gave away to those who needed it."

"That's what it means to be a rebbe," concluded the Rebbe. "Whatever you have, you have for others." ■

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