



THE
CHABAD HOUSE
ASHEVILLE

MULTI-MEDIA RESOURCES AND PUBLICATIONS

THE CHABAD HOUSE SYNAGOGUE

COMMUNITY

JEWISH EDUCATION

WHAT IS CHABAD?



Asheville

CHABAD-LUBAVITCH WORLDWIDE

IMAGINE


Imagine a place where every person **feels at home**.

Imagine a place where children play, learn, and develop their identities; where young adults and seniors share their wisdom; where parents transmit the **joys and beauty of our heritage** to the next generation.

Imagine a place where learning and laughter, sacred and secular, spiritual and physical, come together in an inviting atmosphere of **warmth and belonging**.

You have just imagined The Chabad House of Asheville —

Welcome Home.



*“We really are all leaves
on a single tree, cells of
a single body, all a
part of one soul.
'Outreach' is a word
that creates artificial
distinctions. It
implies that some of
us are 'out', and
some of us are 'in'.
So we don't reach
out to anybody.
We gather
all together.”*

RABBI SHAYA SUSSKIND,
DIRECTOR & SPIRITUAL LEADER,
CHABAD-LUBAVITCH—
WESTERN NORTH CAROLINA

*“When Jews from various locations meet...
They are not separate entities who happened to meet by
chance. Quite the contrary; they are one entity, one people
who just happen to be dispersed. And when they meet,
their inner truth is revealed—that they are one people.”*

THE REBBE, AUGUST 19, 1976

WHAT IS CHABAD?

AN ORGANIZATION CHABAD-LUBAVITCH

Chabad-Lubavitch, an organization that derives its impulse and inspiration from a passion for Judaism and a love for Jewish people, and all mankind, the call has always been the same. Governments change, the map is rearranged, yet Chabad-Lubavitch never stops responding to the call of the Jewish soul. Indeed, actions of loving-kindness, and Jewish living and learning are not items on our agenda. They are the agenda. Yesterday, today and tomorrow.

Chabad's international network of over 4,000 Chabad-Lubavitch centers in more than 65 countries, has created a living Jewish community within the reach of any Jew, nearly anywhere on the globe, ensuring universal Jewish awareness with the eternal promise of Jewish continuity.

A PHILOSOPHY CHABAD-LUBAVITCH

The word "Chabad" is a Hebrew acronym for Wisdom, Comprehension and Knowledge. The movement's system of Jewish philosophy, teaches understanding and recognition of the Creator, the role and purpose of creation, and the importance and unique mission of each Creature.

"Lubavitch" is the name of the town in White Russia where the movement was based for more than a century. Appropriately, the word

Lubavitch in Russian means the "city of brotherly love." Thus Lubavitch conveys the essence of the responsibility and love engendered by the Chabad philosophy toward every individual.

THE CONNECTION THE CHABAD HOUSE OF ASHEVILLE

With a love for Jewish life and an ardor for living Jewishly, The Chabad House provides social, educational, and religious opportunities in Asheville, satisfying the hearts and minds of all. The Chabad House – a Center for Jewish Living and Learning is open to everyone. At Chabad, a human life is a Universe... and The Chabad House is designed to house it.

WHO WE SERVE

The Harvard senior, the teenage trekker, the Asheville artist, the Israeli soldier, the Talmudic scholar, the new parent, the relocated newcomer, the community leader, the counter-culture editor, the high-powered lawyer, the curious gentile, the struggling entrepreneur, the new convert, Orthodox, Conservative, Reform, Reconstructionist, atheist, humanistic, unaffiliated—all feel comfortable with and rely upon The Chabad House.



Inspiring
Jewish learning
citywide, **The
Chabad House
transforms
Jewish life,** and
unites the Jewish
community
through
Torah study.

WHAT IS CHABAD?

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“Chabad’s Hebrew School of the Arts meets the highest standards of a Sunday and Hebrew School education, and then offers more. Our spiral hands-on curriculum, involving all types of learners, enjoys a well-earned reputation for excellence in Jewish Education. Families of all backgrounds and levels of observances feel comfortable and welcomed. Each child is considered a precious asset to our class. That is why families like yours, have called our place, home.”

CHANA SUSSKIND, DIRECTOR,
CHABAD HEBREW SCHOOL OF THE ARTS

JEWISH EDUCATION CHILDREN CHABAD HEBREW SCHOOL OF THE ARTS



“Our daughter has been attending Chabad Hebrew School of the Arts for three years. She loves it and really never wants to miss a day! Aeden is six years old and already has become highly engaged in Jewish learning, understanding its application in daily life.”

SHIFRA & JORDY AHLERS, AEDEN'S PARENTS

“We have been amazed how much Hebrew our daughter has learned in only a single hour a week. The program is certainly challenging, somehow combining games and crafts with academic rigor. The source of our daughter’s love for Hebrew School lies in Chana’s excitement and gift for teaching.”

ELIZABETH & JOSH BERNSTEIN, ANNA'S PARENTS

“My daughters love Hebrew School, because they have fun while learning about Judaism. In fact, all of my family members appreciate this creative learning environment where we all are made to feel welcome.”

CHARLIE & LARA HUME, JAZLYN & TOVA'S PARENTS



**An eternal gift that lasts forever:
A Jewish Education at Chabad that will
keep children passionate about Jewish
Learning and Living for a lifetime.**





Bat Mitzvah Club

For American Jewish Girls

JEWISH EDUCATION

COMMUNITY

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MULTI-MEDIA RESOURCES AND PUBLICATIONS



BAT MITZVAH CLUB

The newest club in town, for American Jewish girls...turning 12. Open to all girls in the community regardless of affiliation, the Bat Mitzvah Club is for girls, by girls, and starring girls. Activities, meaningful learning, trips, friendships, and service projects ensure that the girls celebrate one of the most special times in their lives, in a most meaningful and fun way!

JEWISH EDUCATION TEENS

JLI Teens was conceived and developed with today's teenager in mind.



Courses such as "MySpace/YourSpace: Is My Life Any of Your Business?" and "Welcome to Hollywood: Jewish Wisdom on Fame, Romance, and the Pursuit of Happiness," are two examples of the fresh and fascinating curriculum that is taught in a JLI Teen class.



Youth is life at high intensity. The Chabad House provides a Jewish focus for just that passion.



"JLI Teens provides an environment in which I am able to quench my

thirst for Jewish knowledge. Through collaborative exploration and discussion, we analyze various perspectives on controversial issues, and are thus able to solidify our personal views."

ELIZABETH GERGEL, 11TH GRADE,
ASHEVILLE HIGH SCHOOL



"I like JLI Teens because we talk about things that we don't usually talk

about at school, like the value of money and real happiness. It is a nice, laid-back environment where we're not forced to learn but we enjoy learning."

TAL AVISHAI, 10TH GRADE,
AC REYNOLDS HIGH SCHOOL



"I really enjoy JLI Teens because I get to socialize with other Jewish

kids my age and eat some good food while discussing issues important to us, learning to connect these issues to Judaism. Rabbi Susskind is a great teacher and the discussions he leads are thoughtful and eye-opening."

ERIN PALY, 10TH GRADE,
CAROLINA DAY SCHOOL

JEWISH EDUCATION ADULTS

ASHEVILLE JEWISH LEARNING INSTITUTE (JLI)

Aspiring to be the pre-eminent provider of adult Jewish education, the students at the Asheville branch of the worldwide Jewish Learning Institute are made up of people from all walks of life. Drawing on research-based instructional design and cutting-edge approaches to adult learning, JLI's innovative presentation of traditional Judaism is designed to be both intellectually rigorous and highly accessible.



"Bernie and I found the classes thought provoking, intelligent, very interesting and enjoyable. We especially liked the way the Rabbi responded to questions and statements from the students. He always shows respect and thoughtfulness in his responses. He carries a wealth of knowledge – that is obvious; however, he always came across as interested in what we had to say. A wonderful teacher... we will come back for more classes. Thank you so much for all we have begun to learn at Chabad." **BERNIE & ARLENE FARROW**

JEWISH WOMEN'S CIRCLE



Designed for the contemporary Jewish woman, the Asheville Jewish Women's circle is an ever-growing group of women who come together to socialize, learn, and discover the power of Jewish femininity in today's world. Open to the entire community, the JWC offers innovative workshops, discussions, and creative activities, exploring current issues and relevant topics that lie at the hearts of us all. It is always a special ladies night out, rejuvenating body and soul!

"It is so nice to be able to get together with other Jewish women, enjoy their company, have a great time during the program and take home tools that I can use as a Jewish wife and mother as well."

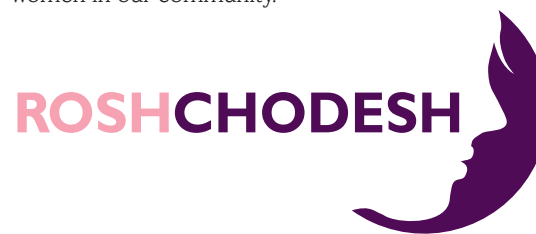
DEVORAH HOLAN

"I grew up in a small town that only had two Jewish families. When I look around the room at the Women's Circle, I see a room full of Jewish women, and I feel like I belong. It is always so warm and welcoming, and I always learn something new about my Jewish heritage."

CINDY FEILER

ROSH CHODESH GROUP

Join an intriguing and personal monthly Torah discussion at the Rosh Chodesh group. You'll appreciate the seamless blend between the practical and the mystical, and the contemporary relevance to the life of the Jewish woman. Hosted by a different community member each month, light refreshments are always served. The Rosh Chodesh group is free of charge, and open to all Jewish women in our community.



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*Built for the
whole community...*



*"It's the warmth
and spirituality
that draws me
to Chabad. I
have always
felt strongly
about being*

*Jewish. Chabad reinforces my
Jewish identity and brings me
back to my grandparents and
all those beginnings which
defined who I am as a Jewish
person today."*

ARLENE DOLOBOFF,

ASHEVILLE RESIDENT OF 50 YEARS
Jack and Arlene were one of
the founding families of
The Chabad House.

*"They're looking out for you.
Once you go to The Chabad
House, you feel connected. It's
a support system. You feel they
really care. You feel welcomed.
You're not just an individual.
You're part of a community."*

GABE ROSENBERG,

STUDENT, UNC-ASHEVILLE
Gabe is a Mass Communication
major at the University of
North Carolina-Asheville.



LIFE CYCLE EVENTS



“The Rabbi and Chana were so amazing and supportive to us when our daughter

Thalia was born. Chana prepared food for us to last several weeks and actually delivered it to the hospital. Rabbi Susskind tailored the naming ceremony to our family’s needs and the community was there to share this special time with us.”

JENNIFER & HENRY WATKINS

“My life changed drastically when David died and they were very supportive. They lifted me up. It wasn’t that I needed spiritual support. They were giving me human support. ... They were and continue to be there for me.”

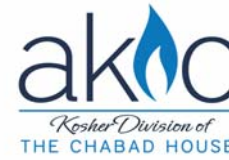
JILL ZIMERMAN

“Chabad embraced our whole family. From our 5 year old through our children’s grandparents, everyone is valued. We have enjoyed seeing how the Rabbi interacts with our children. He’s not only interesting, he’s interested. This is true whether it’s the 5 year old or the 15 year old. He adjusts his style accordingly, and is flexible in his interactions even while sticking to tradition.”

JONATHAN & STACY FELDMAN

“When I came to Asheville two years ago, I looked for a place where my son could study for his Bar Mitzvah. At Chabad, they make you feel that whatever kind of Jew you are, you are welcomed. It was heart-warming that somebody actually wanted my family without any strings attached. I feel so indebted to Chabad for everything.”

SIGALLY CHEEK



**ASHEVILLE
KASHRUTH
COMMISSION**

Established in 2006 by the Chabad House, the AKC provides Kosher catering, supervision, facility rental, and support to the Asheville Jewish community as well as its visitors. Whether you already do keep Kosher, or are beginning to think about keeping a Kosher home; or are visiting the area and need to arrange for kosher meals during your stay, the Chabad House is there for you to make it happen.

“We just arrived home in Monsey, and wanted to thank you so much for the wonderful Kosher meals you provided for our short stay in Asheville. You have to let us know the secret to that unbelievable bread in the chicken sandwich! Thanks for being so helpful in organizing everything, and for taking the time to chat with us when we stopped by Chabad House. You should be successful with all you are doing for the Asheville Jewish Community.”

ADRIENNE & LEON S., MONSEY, NEW YORK



HOLIDAY CELEBRATIONS



THE SHUL

Step into the Shul at the Chabad House in Asheville, one of Western North Carolina's most welcoming Jewish environments. You will find the atmosphere casual, the services traditional, and the mood uplifting. Our Shul is a budding family, with participants as diverse as the Asheville Jewry.

From so many different walks of life, congregants come together to **explore** their Jewish roots, **learn**, and make **spiritual advancement**; they come for the social network and warm friendships that are an inevitable part of this vibrant, growing community.

The prayer book is bilingual and various English readings are included during the weekly Shabbat service. **Song and commentary** add meaning

and participation to the prayers. An important part of Shabbat is the **Kiddush Luncheon** that follows the Shabbat morning services, where friendships are created and nurtured and everyone's special occasions are celebrated.

When the High Holidays come around, Chabad makes sure that everyone feels right at home. Traditional prayers, song and reflection incorporate modern themes so that

first-time, occasional, and veteran synagogue-goers all experience a sense of fulfillment. A **special junior congregation** caters specifically to the up and coming generation, so that even the young congregants can enjoy a meaningful and personalized experience.





“We look forward to coming to Shul to celebrate Shabbat with our family and friends. The synagogue environment reflects love, respect and concern for each individual. We feel it every time we walk through the doorway. Our children think of Chabad as part of their family... we are blessed to be a part of this congregation.”

JORDY AND SHIFRA AHLERS

WEEKLY TORAH STUDY

It is comforting that while living in an ever-changing world, we can seek relevance and direction from a never-changing Torah. Discussing the Torah's contemporary relevance each week is a special time at Chabad, for all who participate.

“The classes have got me thinking... it is the type of learning that I can transform to real life.”

ELLIE GOLDSTEIN

“The Rabbi reveals remarkable lessons from the Torah and we are all left wanting more of his wisdom and magical stories each week. Yet everyone's ideas and questions are considered amid a lively and meaningful exchange.”

JUDY DUNCAN

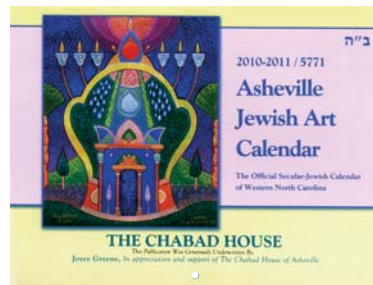


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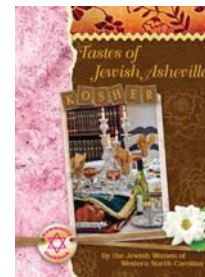
www.ChabadAsheville.org makes great on-line Jewish resources come alive—with the click of your mouse. While you sit in the convenience of your living room/office/deck/boat/golf cart—wherever you like to hang out. From Sinai to Cyberspace, Chabad's interactive website transcends all boundaries serving anyone seeking exposure to Jewish thought, history, customs, and stories that link our tradition to today's meaningful issues.

JEWISH ART CALENDAR

The Asheville Jewish Art Calendar, Western North Carolina's only secular and Jewish combined calendar, is a beautiful addition to your home or office. Mailed out annually, the calendar features business advertisements, family anniversaries, and community holiday celebrations, including relevant information, illustrations and Jewish customs pertaining to the month.



KOSHER COMMUNITY COOKBOOK



Tastes of Jewish Asheville, Asheville's Kosher Community Cookbook is a publication created from the loving kitchens of Jewish Women across Western North Carolina. This all-new 2010

Chabad publication meets the needs of today's contemporary Jewish family, by responding to current trends. With the growing interest in traditional Judaism, and more people seeking to create the unique atmosphere of a warm Jewish home, coupled with society as a whole adapting a more natural and healthy lifestyle, the cookbook intends to satisfy the souls and tastes of our community.

Chabad-Lubavitch publications of quality and depth are designed for families, adults, and children, of all backgrounds.

YOU HAVE JUST ENTERED THE CHABAD HOUSE

Welcome Home.



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