מוקדש לחיזוק ההתקשרות ל**כ"ק אדמו"ר**

נדפס *ע"י* הרה"ח ר' **עמרם ומשפחתו** שיחיו **מארגענשטערן**

One by One

THE RO'EH NE'EMAN OF OUR GENERATION

Halacha teaches us that a "tzibur"—a community cannot disappear.

On an individual scale: there are *nashamos* that are "private" and there are *neshamos* that are "*tzibur*"—the *neshama klalis* of each generation.

What is the meaning of a "tzibur" neshama?

Various sources explain that the word צבור contains the roshei teivos אריקים בינונים ורשעים. In other words, the neshama klalis of the generation includes within itself each and every type of Yid: tzaddikim, beinonim, and those who are (for the time being) considered resha'im. (The neshama klalis, however, sees them for who they truly are, which is their potential to do teshuva and return to Hashem.)

Connecting with each and every Yid in his generation at their level is actually the trademark quality of the nossi. As the Midrash tells us about the first nossi, Moshe Rabbeinu, as well as Dovid Hamelech: Hashem tested their capability as leaders by first having them care for sheep.

"What did he [Dovid] do? He would first allow the very young to graze on the soft grass, then the elderly sheep who would eat the average grass, and only then would he let out the middle-aged sheep to graze on the hardest type... Hashem then said, 'If someone can care so deeply about sheep, tending to each one at their level, he should tend to my people as well..."

This is what makes someone a true *nossi*: His ability to tend to each and every Yid individually, whether a *tzaddik*, a *beinoni*, or a *rasha*; all the components of a *tzibur*.

In accordance with the abovementioned *halacha*, the life of a *tzibbur* is everlasting. In the same vein, the life of a "*tzibbur-neshama*," a *neshama klalis*, is also everlasting...

(Sichas Motzei Shabbos Parshas Beshalach, Yud Shevat 5717)

One of the important ways of connecting to the Rebbe is by

contemplating how connected the Rebbe is to us.

Reading the Rebbe's letters and sichos, we often find how the Rebbe instructs Chassidim to think deeply about the Rebbe's connection to them, until it is etched in their minds.

To a Chossid who wasn't well and as a result fell into depression, the Rebbe wrote:

"To think about your own situation, there are specific times. But for the remainder of your time, it is more appropriate to think about the Rebbe; how he is always with his *mekusharim* and guides their each and every step..."

In a letter about the day of Beis Nissan, the day the Frierdiker Rebbe became *nossi*, the Rebbe instructs:

"Each and every one must contemplate, and affirm in his mind and heart (במוחו ולבו), that our shepherd did not forsake his flock, chas v'shalom..."²

In another letter the Rebbe uses similar exceptional terms:



"Each and every one of us must know and contemplate deeply, and fixate his thought on this (מחשבתו בזה להעמיק דעתו ולתקוע), that the Rebbe is the nossi and the rosh, and through him we receive all hashpa'os, material and spiritual..."3

This is one of the reasons why hearing and telling stories of the Rebbe is so important. In addition to the many lessons in *avodas Hashem* that we can glean from these stories and the important guidance they give for our own lives, the stories have value in and of themselves. It is with these stories that we can better understand and appreciate the Rebbe's love and care for each and every Yid, and to feel the truth of the Rebbe as

the *roeh neeman*, the faithful shepherd of our generation.

This in turn, will solidify our conviction that רועי ישראל לא יפרדו מעל

the Rebbe is with us now more than ever, until the coming of Moshiach speedily.

To this end, JEM has released a brand-new book with sixty-six beautiful stories of the Rebbe, as related by the people with whom these stories occurred. These represent the best of all the popular "Here's My Story" weekly publications in bookform.

We all know about the Rebbe's complete and total devotion to the wellbeing of the Yidden in our generation, both on the global scale and—perhaps more importantly—with each and every individual. There is nothing that drives this message home more than hearing and reading these first-hand encounters.

Not surprisingly, many of these stories often grace the pages of the monthly Derher magazines, as you, our readers know very well. It is precisely these stories that help us understand and teach what the Rebbe means to all of us, and they strengthen our *hiskashrus* in a real and meaningful way.

One by One is a collection of more than 300 pages, where the stories are brought to life; an opportunity to bring the Rebbe to ourselves, our families, baalei-batim, and acquaintances.

As we approach Gimmel Tammuz, what better way could there be to "contemplate and affirm in the mind and heart (בלהתבונן ולקבוע במוחו ולבו), that our shepherd did not forsake his flock, chas v'shalom..."

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Email orders@jemedia.org for bulk discounts.

- 1. Igros Kodesh vol. 3 p. 419.
- 2. Ibid. p. 256
- 3. Ibid. p. 332