

## The World of *Kiruv*

# Corporate *Kiruv* With the Mentors Mission

By David Kane

*Kiruv* is no longer relegated to the realm of *kiruv* professionals. Trying to stem the losses that Klal Yisrael has sustained from massive assimilation, Danny Lemberg has mobilized an army of corporate executives. Lemberg's citizens' army of forty-five from businessmen recently spent a weeklong vacation in Yerushalayim teaching Torah to 100 college students at Yeshivas Ohr Somayach. Following are some recollections from the battlefield.

### Mission From Rome

**B**ecome informed Jews and you will become part of our leadership," implored Yaakov Kaplan of Toronto, co-founder of the Mentors Mission that met recently in Yerushalayim. At a catering hall overlooking the Kosel Hamaaravi, Kaplan addressed forty-five business executives, along with 100 college students from Yeshivas Ohr Somayach.



Mentors and students.

workers. "There simply is not enough manpower out there without *baalei batim* pitching in," Danny Lemberg, Mentors Mission founder and president, says.

"We are trying to tap into a very powerful tool that the Torah community has — the *frum* professional — and

*kiruv* bandwagon?"

Danny Lemberg definitely thinks so. Imagine spending a weekend with the CEO, the CFO, the company lawyers, accountants and department heads — all of them Torah-observant. The students verbalized amazement that all these high-level positions are filled by *frum* Jews.

reluctant to teach *baalei teshuvah* who come from such a different culture. Maurice Stein, a sales manager at Madison Title, found that his encounter with *baalei teshuvah* helped remove stereotypes regarding religious people's supposed lack of sophistication. "Although I'm a Chassidic Jew, many have been amazed at my

"The butterfly has a struggle. Without struggling, wings will never develop. We go through struggles in life. Without struggles, there's no growth," Dr. Roth explains, offering a deep lesson in human suffering to the students whom he is mentoring. In similar fashion, a new *baal teshuvah* in addition to struggling with

