

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Organizational Profile -- Jewish Discovery Center

The Jewish Discovery Center (JDC) is a local project of Chabad-Lubavitch, which is itself an international organization focused on bringing a proper and complete Jewish education to Jews found in every place in the world. Members of the Chabad chassidic community complete Rabbinical school before getting married. Some individuals apply to the Chabad outreach program, being relocated to different parts of the world, depending on where a rabbinical influence is most needed at the time.

The JDC, located in Williamsville, N.Y. is one such outpost of Jewish influence, working to serve the suburbs of Buffalo, N.Y. in every Jewish detail. Births, weddings, deaths, and all other life-cycle related moments in a Jewish person's life have traditions connecting the Jewish people to each other as well as to G-d. The JDC creates a non-profit location for everyone with a question, or suggestion, or interest to come be a part of and find ways to help bring godliness into the world along the Jewish path.

Rabbi Heschel Greenberg is the founder and director of the JDC. Rabbi Greenberg is an internationally renowned Judaic scholar, author of several books and of hundreds of scholarly and popular articles. Rabbi Greenberg has reached and touched the lives of tens of thousands of Jews and non-Jews through his weekly TV program and the thousands of hours he has spent teaching and lecturing.

Rabbi Laizer Labkovski – or "Laizer" as he is called affectionately – is the program director of the JDC. Laizer is responsible for the popular Jewish Art Calendar, Ethnic Shabbatons, Matzah Bakery, Shabbat display, Shabbat packages, and many other innovative programs. Rabbi Labkovski's energy and ingenuity have helped make the Jewish Discovery Center a Jewish organization on the cutting edge of producing quality Jewish programming.

Rabbi Yehoshua Greenberg is known among his colleagues as a walking encyclopedia. His panoramic spread of Jewish knowledge coupled with his unassuming, warm personality and infinite patience has made Yehoshua a very popular addition to the Jewish community. His official position is the JDC's education director and dean of the Institute for Jewish Literacy.

Rabbi Levi Greenberg is the JDC's director of development. His role is to reach "in" to the hearts and minds of Jews of all backgrounds and levels of observance and share his wisdom and warmth with them. Levi's congeniality and empathy endear him to hundreds of people who consider him to be their real friend.

Mrs. Lea Greenberg is the co-founder of the JDC. A Judaic scholar and mother of eleven, Lea has endeared herself to many through her informal teaching, hospitality and hundreds of hours she spends counseling. The Greenberg home – and the homes of other staff members – is literally open 24 hours a day for guests, and people who are thirsty for knowledge, warmth and a kind heart.

Mrs. Chani Labkovski is the JDC resident woman scholar. In addition to her acclaimed Hebrew classes, and her teaching responsibilities at Kadimah and the Chai Hebrew School, Chani has introduced an innovative workshop entitled "Helping moms help their kids with Hebrew homework." Chani's diverse knowledge of Jewish subjects is surpassed only by her gentle and refined demeanor.

Mrs. Brocha Leah Greenberg is the Amherst Jewish community's most dynamic educator. In the short time she has been on the JDC staff, she has started and led popular children's and women's programs. Her knowledge, rare sensitivity, as well as warm and charismatic personality are some of the assets that have established the JDC as an organization with a mind, heart and soul.

Mrs. Rivky Greenberg is the most professional and effective teacher in the Amherst Jewish community. She has taught at every Hebrew School as well as at Kadimah and the JCC. Her latest popular project, is the "Music and Movement" program for little kids ages 0-5 (and their mothers); teaching Jewish values through music.