



Does Israel Really Control the Meoras Hamachpeilah?

The Yated was on scene as Knesset members protested the ongoing neglect of the holy site



Stories: Yours. Theirs. Ours.

Coverage of the 97th National Agudah Convention



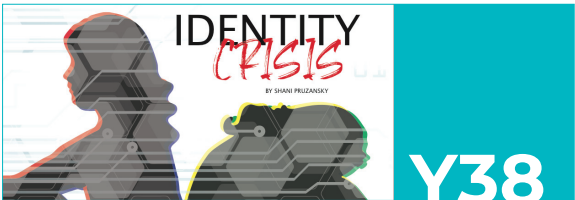
3 Minutes with Daniel Eleff

The founder of Dans Deals shares his favorites with the Yated



I Have a Secret Family Situation

When should I tell the boy I am dating?



New Serial: Identity Crisis

Shani Pruzansky's latest gripping tale

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Hadlokah and Plag are for Erev Shabbos, December 6. All other zmanim are for Shabbos, December 7.

שקיעה שבת	סקס גר"א שבת	סקס פ"א שבת	הדלקה עש"ק	פלג עננה עש"ק		שקיעה שבת	סקס גר"א שבת	סקס פ"א שבת	הדלקה עש"ק	פלג עננה עש"ק	
4:43	9:36	9:00	4:25	3:44	Baltimore	4:27	9:28	8:52	4:10	3:29	Monsey
4:12	9:18	8:42	3:54	3:14	Boston	4:11	9:33	8:57	3:53	3:16	Montreal
4:19	9:23	8:47	4:01	3:22	Chicago	4:29	9:27	8:51	4:11	3:30	New York
4:56	9:58	9:22	4:38	3:58	Cleveland	4:48	9:31	8:55	4:30	3:47	Norfolk
4:35	9:29	8:53	4:17	3:36	Denver	4:29	9:28	8:52	4:11	3:30	Passaic
5:00	10:06	9:30	4:42	4:02	Detroit	4:35	9:30	8:54	4:17	3:36	Philadelphia
4:31	9:27	8:51	4:13	3:32	Lakewood	4:53	9:50	9:14	4:35	3:54	Pittsburgh
4:44	9:15	8:39	4:26	3:41	Los Angeles	4:40	9:29	8:53	4:22	3:40	St Louis
5:31	9:34	8:58	5:12	4:24	Miami	4:41	9:53	9:17	4:23	3:44	Toronto
4:32	9:51	9:15	4:14	3:36	Minneapolis	4:35	8:58	8:22	3:55	3:32	Yerushalayim



3 MINUTES WITH

Daniel Eleff

Daniel Eleff is the founder and CEO of DansDeals, the largest and most prominent Jewish deals site, with more than 100,000 daily viewers. DansDeals was voted as the #1 points and miles blog in the world by USA Today. His knowledge and expertise have helped millions navigate the world of savings, miles, and travel since 2004.

What is the first deal you ever posted?

I was sent on *bochur shlichus* to a yeshiva in Sao Paulo, Brazil that was broke. After going several days without toilet paper in the bathroom, I found a deal online for free toilet paper. The light bulb went off and I realized that I could help out friends and family by opening a blog and sharing what I found. On Black Friday in 2004, I posted the free toilet paper as my first deal. (It also happened to be my 20th birthday!) For several years, I blogged just for fun and to help people out. The thought of turning it into a business didn't start until several years later. I would never have believed back then that I'd be doing this for a living 15 years down the road.

How many miles do you have?

I've burned through 20+ million miles over the years. Luckily, I still have more than that amount ready to use.

Was there a breakout moment when DansDeals went from being a small blog to a worldwide phenomenon?

Viral posts are certainly what contributed. Off the top of my head, some of those include:

- Free all-expense-covered vacation to Las Vegas (2010)
- \$335 El Al tickets to Israel (2012)
- \$50 Delta first-class tickets to California, Alaska, and Hawaii (2013)
- The story of the travel agent who refused to book his Jewish client on MH370 due to *Shabbos* and wound up saving his life when the plane disappeared in the greatest mystery of the 21st century (2014)

It's still funny to me when I'm traveling and get asked for a selfie, but it keeps happening more and more often, no matter where in the world I find myself. It never happens when I'm home in Cleveland, though!

What's the wackiest question someone ever asked you?

What was it like seeing polar bears in Antarctica?

What would you consider the best deal you've ever posted?

That's like asking which of my kids I love best.

What is one hotel with amenities so outlandish that it blew you away?

The S. Regis Maldives is one of those hotels that seems like a fantasy. It takes forever to get there, but when you arrive and see your overwater villa with a private pool and hammock over the crystal clear ocean, you know that it was worthwhile. You can Whatsapp your butler for a snack and he'll bring you a tray full of your favorite fruits. He will also set up your kosher dinner on your private deck overlooking the ocean. Free snorkeling gear, kayaks, and stand-up paddleboards to explore the ocean and the amazing sea life are also available. I think I'm talking myself right back into a return trip!

Do you have hours when you shut off your phone/computer and tune out the entire site?

After 15 years, I live and breathe DansDeals. I struggle with setting boundaries and I'm always scared I'll miss a big deal.

Shabbos and *Yom Tov* are truly special, as I can tune all of that out and really spend quality time with my family.

Photo: Ellie B Photography



What's your credit score?

821.

So much for the conventional wisdom that you shouldn't open too many credit cards!

What do you think is the biggest pitfall of this industry?

I used to say that it was people using their cards to spend beyond their means. But of late, it's people giving over their social security numbers to others to open cards for them in exchange for cash or letting people use their cards with a promise to pay off the card. I've heard from dozens of readers in financial ruin because they got caught up in one of these schemes. More often than not, it's with a relative, neighbor, or *chavrusah* who they thought was trustworthy. Yet, nobody is immune from making a mistake in business and you don't want to be the one left holding the bag.

Do airlines or banks reach out to you for your input on their loyalty programs?

A few have, though it seems like these days they are all being directed to maximize their short-term profits over engendering long-term loyalty that would lead to a more sustainable program.

Do you ever pay for flights?

I can't recall the last time I paid for one.

Which post on your website had the most views?

It's the MH370 story mentioned above, a modern-day true story of a travel agent with strong religious convictions and how *Shabbos* protects the Jews.

The next highest post was the time that Google banned everyone who was part of a Jewish buying group. They asked me to help them, and the story that I called a "digital death penalty" went viral and became the number-one tech story in Google News. That got Google's attention and they gave people back their Google accounts.

What's your personal favorite airline?

I've flown with Singapore Airlines in economy, business class, first class, and in a private suite on a last minute getaway to Paris. I've always felt treated like royalty on Singapore on every flight, and their economy class service is better than business class on many other airlines.

Your site has been featured on a lot of high-profile media outlets. Which piece (besides this one!) gives you the most pride?

In July, a United flight from Tel Aviv to Newark was diverted to Cleveland. A reader tipped me off to the diversion with a joke about United adding nonstop service between Tel Aviv and Cleveland. Thanks to the 96,000 followers we have on Twitter, I was able to get in touch with several passengers on the plane. At first, they thought they would fly back to Newark without deboarding, but as soon as they started deboarding, I sprang into action and worked with Dr. Shmulie Margolin in gathering food together for what we figured could be 100 hungry *frum* Jews. Some local *chesed* organizations reached out to the Cleveland Police Department to arrange to get food to the passengers, and they wrote not to go to the airport with food, as it wouldn't be allowed through security.

We jumped into "*lechatchila ariber*" mode that was a motto of the Rebbe Maharash, the 4th Lubavitcher Rebbe. It basically means not to try to solve every problem, but to act as if there is no problem in the first place. It's an attitude that has helped me throughout life, and it helped us get food through to the passengers despite facing resistance in the airport. The passengers wound up being stuck in the closed Cleveland airport for nearly the whole night before finally arriving home some 24 hours after they took off from Israel.

I didn't think the story would get any media coverage, but people started coming up to me on *Shabbos* morning, thanking me for the *kiddush Hashem*, as the report titled "*Nonstop Hospitality: A Cleveland's Kosher Rescue Mission*" had made the top story on the front page of Cleveland's *Plain Dealer*, one of the top 20 most circulated newspapers in the country.

What gives you the most satisfaction in your job?

I thank Hashem every day for allowing me to make a living in a job that I love. I love traveling the world and seeing Hashem's amazing creations. The experiences I have had thanks to miles and points, from snowmobiling among polar bears in the Arctic to kayaking with penguins in Antarctica, from scuba diving among sharks in the Maldives to snorkeling with millions of jellyfish in Palau, are just incredible.

But honestly, the greatest satisfaction are the emails I get from readers who tell me incredible *Hashgocha Protis* stories about how they were able to travel to Israel with a deal and wound up finding their *basherte*, visiting an elderly grandparent, or being able to make enough passive income to stay in *kollel* for years longer than they thought they would be able to otherwise. I'm thankful for my readers and it's always nice to hear people tell me how *DansDeals* has made their lives better.



Is there anywhere interesting you have yet to see?

New Zealand, South Africa, the Moon. Not necessarily in that order. :)