

## 2018 JCamp 180 Annual Conference Workshop Speakers



**John Anz**, Director of Development, Berkshire Hills Music Academy

John Anz became the Director of Development at the Berkshire Hills Music Academy in South Hadley, MA in January 2018. At BHMA, John is responsible for all fundraising activities for a residential and day, music-infused program for young adults with intellectual disabilities. Prior to coming to Berkshire Hills, John spent 8 years at the Becket-Chimney Corners YMCA as Director of Annual Fund & Alumni Relations where he was responsible for building and growing an integrated program of communications, events and solicitations for one of the country's most established and reputable camping organizations. And, before coming to BCCYMCA, John was Director of Alumni Relations at The Williston Northampton School in Easthampton, MA from 2002 - 2010. John is an alumnus of Williston Northampton and Trinity College in Hartford, CT. Before entering the Development world, John had a successful college coaching career at Harvard University and Trinity College.



**Ramie Arian**, Consultant, Ramie Arian Consulting

Ramie Arian is a consultant who works with Jewish camps, youth movements and others concerned with building Jewish identity and commitment in young people and adults. Current and recent clients include the Foundation for Jewish Camp, the JCC Association, the Union for Reform Judaism, Young Judaea Global, and the National Ramah Commission.

Throughout his 40-year career he has worked with Jewish education, mainly in experiential settings. He was founding Executive Director of the Foundation for Jewish Camp and has served as National Director of Young Judaea and as Vice President of the Wexner Heritage Foundation. He served for 15 years with the Youth Division of the Union for Reform Judaism, and enjoyed 22 summers at URJ camps.

A graduate of Brown University, he holds an MA, rabbinic ordination and a Doctorate of Divinity (honoris causa) from Hebrew Union College-Jewish Institute of Religion.



**Rachel (Rahel) Bayar**, Senior Consultant – T&M Protection Resources

Rachel (Rahel) Bayar joined T&M in August 2016 as a senior consultant of the Sexual Misconduct Consulting & Investigations division after serving in the Child Abuse/Sex Crimes Bureau of the Bronx County District Attorney's Office. At T&M, Ms. Bayar has developed and delivered customized training workshops across the country on sexual harassment, specialized trainings on the subject of child safety as well as developing and providing training to primary and secondary private schools.

Ms. Bayar has consulted, lectured and conducted trainings at camps and faith-based institutions on safety protocols and boundaries, as well as best practices for creating safe spaces. She is the author of a curriculum on teaching abuse prevention and was featured on a webinar hosted by the Jewish Orthodox Feminist Alliance organization on the topic of preventing sexual abuse in summer camps. Ms. Bayar, who in May 2017 was recognized by The Jewish Week 36 Under 36 2017 is a Phi Beta Kappa graduate of Rutgers University and received her Juris Doctorate from Seton Hall University School of Law.



**Joel Bennett**, Director of Human Resources, Beber and Perlman Camps

Joel Bennett is the Director of Human Resources at Beber and Perlman Camps. His first summer at camp was a two-week Rookie session in 1993 and joined the full-time team in 2008 after a run as a counselor, sailing specialist, division leader, and program director. An avid scuba diver and million-miler flyer, Joel holds a bachelor's degree in History and Political Science from the University of Wisconsin-Madison, and worked at the UW Hillel Foundation as the

Director of Engagement before returning to the Camp world. Recognized in 2014 as one of the "36 under 36" up-and-coming Jewish Professionals in Chicago, he is a Society of Human Resource Management Certified Professional and holds a Six Sigma Green Belt. Checkout his workplace Podcast on iTunes @ "All Conference". [www.linkedin.com/in/joelbennett](http://www.linkedin.com/in/joelbennett)



**David Billotti**, Director of Marketing and Communications, URJ Youth

David Billotti joined the Union for Reform Judaism in January of 2017 as the Director of Marketing and Communications, Youth. A long-time nonprofit professional, he worked in a similar capacity for the Jewish Community Center in Manhattan, The Educational Alliance, and JTA. Immediately preceding this experience, David worked for The Center for Arts Education, promoting the value of integrating arts into the school day and supporting advocacy and

fundraising efforts. For much of his career, David has explored the possibilities of using digital storytelling to define real-world experiences.



**Diana Bloom**, Productivity Consultant; Head Counselor, URJ Camp Coleman

Productivity and Efficiency Coach Diana Bloom travels internationally, teaching take-away actionable systems to achieve higher productivity and efficiency in all areas of an organization. She spends her summers as head counselor at URJ Camp Coleman supervising 7 unit heads who oversee 80+ bunk staff and over 400 campers per session.

Participants around the country have gained knowledge and tools during her seminars, conference workshops, and executive coaching sessions that have enabled them to immediately implement permanent changes in their personal and professional lives. Her techniques are presented in a manner that can be quickly understood with measurable results.

Diana's humorous, engaging and straightforward training style has assisted thousands of people achieve dramatic change in their lives. Her workshops and executive coaching sharpen delegation, improve project management, strengthen communication and eliminate mistakes, while creating a Totally Accountable culture.



**Allison Boaz**, Chief Operating Officer, In the City Camp

Allison Boaz is Chief Operating Officer of In the City Camp. She began working with In the City Camp in the fall of 2013.

Allison oversees all organizational operations including communications, staffing, facilities, fundraising, legal, and marketing activities.

Prior to working with In the City Camp, Allison spent seven years managing global digital initiatives for The Coca-Cola Company. She also worked at two digital advertising agencies and, in 2011, formed her own digital communications company.

Allison attended JCC day camp and was a camper and counselor for 11 years at Camp Barney Medintz. She is a firm believer in the power of Jewish camp to build self-esteem, create lifelong friendships, and connect youth with the Jewish community.

Allison earned a BSM from the Freeman School of Business at Tulane University.



**Amy Case, Managing Director, Case Strategy LLC**

Amy Case is the Managing Director of Case Strategy LLC, the consulting firm she founded in 1999. In addition to her consulting work, Ms. Case is an international speaker and facilitator on topics of the “Value Disciplines”, Marketing, and Business Strategy.

Prior to founding Case Strategy, Ms. Case spent three years as a Partner at Treacy & Company, a Boston-based boutique strategy firm. At Treacy & Company, Ms. Case led the Industrial & Distribution practice, and wrote and delivered the training programs for the entire consulting staff.

From 1985 until 1996 Ms. Case was at Bain & Company, headquartered in Boston. While at Bain & Company Ms. Case earned their company-wide honor – the Bright-Dix award – for excellence in training and development.

A resident of the Seacoast area of New Hampshire, Ms. Case’s commitment to her community is evidenced through her volunteer work as a Board member on local non-profit agencies as well as the United Way of the Greater Seacoast where she serves as Board Chair. She also volunteers her time for not-for-profit organizations through pro-bono speaking appearances.

Ms. Case graduated from Johns Hopkins University in Baltimore, Maryland, with general and departmental honors. She has completed The Executive Program at the Darden School of Business at the University of Virginia in Charlottesville, Virginia.



**Tina Cheplick, Senior Consultant, Informing Change**

Tina Cheplick is Senior Consultant with Informing Change, a strategic learning and evaluation firm in Berkeley, CA. Tina has held lead roles in Informing Change’s evaluations of the Foundation for Jewish Camp’s Specialty Camp Incubator, the Koret Foundation’s Jewish Peoplehood Initiative at six Bay Area Jewish Community Centers, Genesis Philanthropy Group’s Russian-speaking Jewish Camper Outreach Initiative, and multi-year

Jewish teen initiatives in Los Angeles, Denver, and Boulder, CO. In addition to her evaluation work, she has helped foundations and nonprofit organizations develop theories of change, logic models, strategic and tactical plans, program designs, funding proposals, and organizational policies and procedures. Prior to working as a consultant to nonprofits, she directed a nonprofit volunteer resource center for 10 years, managed statewide youth service projects, helped develop the initial programming for the federal AmeriCorps national service program, and served as a national program consultant for Girl Scouts of the USA, with a focus on cross-cultural training and program development. Early in her career she was the

camp director of a 200-bed Girl Scout resident camp, and a community organizer in small towns and rural communities in Pennsylvania and in the Pacific islands of Micronesia.



**Allison Cohen**, Principal, Orange Door Strategies

Orange Door Strategies (ODS) works with ambitious nonprofits and youth – focused businesses eager to build magnetic brands. ODS serves a diverse group of clients — from established organizations looking to evolve to innovative entrepreneurs launching the next generation of beloved brands.

After 7 years as the VP of Marketing at Foundation for Jewish Camp and a combined 20 years in senior marketing roles at Newsweek and SmartMoney, Allison was looking to cultivate her passion for creating new ways for you to stand out, helping you think different about growing your business, and building bold brands. She has an affinity for meaningful work and a desire to partner with people who dream big and take risks.

When she isn't tinkering with beautiful language or choosing perfect color palettes, you can find her attempting to keep up with her family on a ski slope, hunting down a great sample sale or baking something delicious.



**Nora Gorenstein**, PJ Library

Nora Gorenstein is a passionate and committed Jewish educator with a background in middle school English teaching, religious school/Hebrew education for all ages, teen leadership, and technology. She coordinates the North American Grinspoon Awards for Excellence in Jewish Education and supports other programs of the Harold Grinspoon Foundation, including PJ Library's content and engagement initiatives.



**Aaron Greenberg**, Senior Consultant for Day Camps Initiatives, JCC Association of North America

Aaron Greenberg is the head of day camping at the JCC Association of North America. He received his BA from Brandeis University and MSW from the University of Pennsylvania. He was the camp director at the JCC Camps at Medford (NJ) for 16 summers. Aaron is the proud father of four children, all of whom are growing up at camp.



**Graham Hoffman**, President & CEO, Jewish Community Foundation of Southern Arizona

Graham Hoffman is President and CEO of the Jewish Community Foundation of Southern Arizona. The Foundation aids the Tucson community in securing legacy commitments, managing endowments on behalf of local agencies, stewarding donor advised funds on behalf of local philanthropists, and offering grants to local organizations looking to advance offerings to the Jewish and broader Tucson communities.



**Jason Kunzman**, Chief Program Officer, Jewish Community Center of Greater Pittsburgh

Jason Kunzman joined the Pittsburgh JCC in January 2017 as Chief Program Officer with the primary responsibility for leading and providing ongoing supervision and support of major service areas of the agency. Jason brings with him a wealth of experience in working with people, service delivery systems, client outcomes and care, and operational/financial management.

He spent six years in both the public and private sectors of health care in the Washington, DC, area serving as a Deputy Director with the Office of the National Coordinator for Health Information Technology, and as Director of Account Management at RxAnte as part of a management team that led a venture-backed health IT/analytics start-up. Prior to this, Kunzman served as the Chief Operating and Financial Officer at the Jewish Healthcare Foundation and its two supporting organizations. Kunzman has a Bachelor of Arts in Criminology from the University of South Florida and a Masters of Business Administration from the University of Baltimore.



**Josh Levine**, Executive Director, Camp Alonim

Josh Levine is Executive Director of Camp Alonim, a non-denominational Jewish overnight camp and day camp in Southern California serving over 1,000 campers each year. Since joining Alonim in 2010, Josh has overseen the largest sessions in the camp's history, significant increases in fundraising for scholarships and major facility improvements, and innovations in the camp's teen experiences, arts programs, and year-round offerings. He is a graduate of the Foundation for Jewish Camp's Executive Leadership Institute, as well as the FJC and JCC Association's Lekhu Lakhem Fellowship. In 2017, Josh was

selected as one of 15 Jewish professionals nationwide for the inaugural cohort of the Wexner Field Fellowship.

Josh attended Brown University, where he delivered a commencement speech that was broadcast on C-SPAN. He was a Coro Fellow in Public Affairs in New York and was an American Jewish Committee Goldman Fellow. Josh holds a law degree from UC Berkeley, where he edited the law review, and previously worked as an attorney and federal law clerk. In his spare time, Josh enjoys the Dodgers, SoulCycle, documentaries, mockumentaries, Israeli music, and exploring new neighborhoods and trails.



**Dr. Hal Lewis, Principal Consultant, Leadership for Impact LLC**

Dr. Hal M. Lewis is the Principal Consultant at Leadership for Impact LLC, a leadership-consulting firm serving the needs of nonprofit organizations. He served for a decade as the President and CEO of Spertus Institute in Chicago, where he is currently the Institute's Chancellor and Professor of Contemporary Jewish Studies.

Over a career of more than thirty years, Hal has held senior executive positions in a variety of nonprofit organizations. In addition, he has written and taught on the subject of organizational leadership in both the academic and popular press. His book *Models and Meanings in the History of Jewish Leadership* has been called "a must read for both current and future communal leadership." And his work, *From Sanctuary to Boardroom: A Jewish Approach to Leadership*, has been hailed by scholars, communal professionals and clergy alike.

A master educator, he has taught and served as Visiting Professor at universities around the world. He was recently asked to join the faculty of the Center for Creative Leadership in Greensboro, NC.

His extensive experience as both a scholar and a practitioner gives him a unique perspective on not-for-profit organizations. His broad range and engaging style make him an often sought after consultant, speaker and trainer.



**Chris Marshall, President, Graduway North America**

Chris is the company evangelist and ambassador for Graduway across all education verticals in North America.

Prior to Graduway, Chris was senior vice president and managing director at Grenzebach Glier and Associates. Prior to GG+A, Chris served as the associate vice president for alumni affairs at Cornell University and executive director, Alumni Association at Lehigh University. Chris is an alum of Lehigh University.



**Brenda Marsian, CFRE, Chief Development Officer, Becket-Chimney Corners YMCA, Becket MA**

As chief development officer for Becket-Chimney Corners YMCA, Brenda and her team have successfully completed a \$12.3 million (2012-2016) comprehensive campaign, the largest amount of money raised for the YMCA in its 114 year history. In 2014, Becket-Chimney Corners YMCA was recognized with the North American YMCA Development Organization's Eagle Award for Fund-raising Excellence.

Prior to joining the YMCA, Brenda was director of development for eight years at Springfield College where she led a successful \$40 million campaign. A CFRE, Brenda was a consultant with Ketchum, and managed major gifts for Western New England University, University of Connecticut and Northfield Mount Hermon School. She holds a master of arts in communications from the University of Hartford and a bachelor of arts in English from Western New England University.



**David Phillips, Principal, Immersive1st Consulting**

David Phillips is a native of the UK, having moved to the USA in 1990 after being infected by the 'summer camp bug'! David is principal of Immersive1st Consulting, a firm that specializes in assisting not-for-profit organizations in areas such as fundraising, strategic planning and analysis, capital projects, governance, program creation & implementation, lay/pro coaching and acute agency challenges.

A life-long communal professional, prior positions include president & CEO of Capital Camps & Retreat Center (CCRC) and the Jewish Federation of Palm Beach County. Over his career David has helped raise in excess of \$130 million.

He holds a master's degree in social work with a focus on community organizing and development from the University of Pittsburgh. He has a trademark British sense of humor, loves soccer and his wife, Karen (not in that order!). A resident of Jupiter, FL, David and his wife have two children, Natie and Hope.



**Brian Saber**, President, Asking Matters

Brian is one of the field's preeminent experts on the art and science of asking for charitable gifts face-to-face. He has spent more than 30 years working in the non-profit world and has personally solicited thousands of donors as a director of development, executive director, and consultant.

Brian harnessed all that frontline experience to become a sought-after trainer, coach and consultant around the country and abroad. His work is transformative. He leads workshops and trainings, presents webinars, delivers keynotes, and coaches top-level staff, taking organizations to the next level.

In 2008, Brian co-founded Asking Matters, the most comprehensive online resource on asking in the field. Asking Matters is home to the Asking Styles, a revolutionary concept in the field that helps people understand and embrace their unique strengths as fundraisers.



**Tim Sarrantonio**, Director of Business Development, NeonCRM

Tim Sarrantonio is a team member at NeonCRM and has more than 10 years of experience working for and volunteering with nonprofits. Tim has raised over \$3 million for various causes, engaged and enhanced databases of all sizes, procured multiple successful grants, and formulated engaging communications and fundraising campaigns for several nonprofits. He has presented at international conferences and is a TEDx speaker on technology and philanthropy. He volunteers heavily in

his home Niskayuna, NY.



**Arlene Schiff**, National Director, LIFE & LEGACY program

Arlene D. Schiff is the National Director of the Harold Grinspoon Foundation's LIFE & LEGACY program. In this role she provides training and support to communities and organizations across North America to secure meaningful after-lifetime legacy gifts.

In six years, the LIFE & LEGACY program has helped more than 600 organizations secure more than 20,600 legacy commitments with an estimated value of more than half a billion dollars in future gifts to the Jewish community.

Prior to joining the Foundation, Arlene served as the Executive Director of the Jewish Federation of the Berkshires in Western Massachusetts. Arlene is a graduate of the University of Massachusetts and holds a MA from Harvard University.



**Abbie J. von Schlegell, CFRE, a. von schlegell & co**

Abbie J. von Schlegell has over 40 years of experience in development; as an independent consultant with as well as a senior development officer. She has special expertise in women's philanthropy.

Abbie held key development positions at Stanford University and at The University of Chicago. Abbie also was the chief development officer for both the Shakespeare Theatre Company in Washington, D.C., and for Enterprise Community Partners in Columbia, MD. Abbie also held senior consulting positions with Marts & Lundy and Brakeley Briscoe before starting her own advancement consulting firm in 2007. In 2012 she joined BoardSource as a

Certified Governance Trainer.

She was presented the President's Award from the National Society of Fund Raising Executives in 1990 and in 2018 was named a Distinguished Fellow by the Association of Fundraising Professionals.

Abbie's extensive nonprofit experience includes program planning, capital and endowment campaigns, major gifts programs, strategic planning, increased annual fund-raising efforts, start-up plans and programs, interim management of development programs, leadership development, and volunteer and staff training.

An alumna of the Marlborough School in Los Angeles, Abbie holds a bachelor's degree from Stanford University and is a native Californian. In 2007 she moved her business to Berkshire County, MA.



**Nancy Schwartz, Nonprofit Marketing Problem Solver and Coach, Getting Attention.org**

Marketing problem solver Nancy Schwartz helps nonprofit organizations hone messages and campaigns to grow loyal relationships with key supporters and spur them to donate, volunteer, and participate.

Known for connecting strategy with practical application, Nancy is a dynamic speaker and trainer, a motivating coach and consultant, and publisher of the Getting Attention blog. Her deep experience, insights, and passion guide clients

and audiences up and over their most daunting fundraising and marketing challenges.

Nancy is a diehard overnight camp fan, having been at Camp Louise for nine wonderful summers. She volunteers with the Interfaith Food Bank of the Oranges, her local garden club, and as a counselor for parents of children with special needs. In addition, Nancy served on the NTEN board for two terms. She also enjoys gardening, cooking, photography, and hiking with her husband, Sean, and daughter, Charlotte.



**Rabbi Joel Seltzer**, Executive Director, Camp Ramah in the Poconos

Rabbi Joel Seltzer is originally from Philadelphia, PA and he himself is a home-grown product of Camp Ramah in the Poconos. Whether as a camper, a counselor, a Rosh Edah (Division Head), or Rosh Drama (Head of Performing Arts), Rabbi Joel learned countless personal and professional life lessons from his time at camp. A graduate of the Jewish Theological Seminary of America, Rabbi Joel served as a rabbi at Temple Emanu-El in Providence, RI for four years before returning to his spiritual

home: Camp Ramah. Rabbi Joel lives in Philadelphia with his wife Eliana (whom he met at Camp!), and their daughters Ayelet, Talia, and Noa.



**Mark Shapiro**, President and CEO, Harry & Rose Samson Family JCC

Mark Shapiro is president and CEO of the Harry & Rose Samson Family Jewish Community Center (JCC), a multimillion-dollar, nonprofit social services agency serving Southeastern Wisconsin. In this role, Shapiro leads a team of over 250 professionals in a Jewish setting, with institutional expertise in wellness, education, cultural programming and camping services. As president and CEO, Shapiro works alongside the board of directors to develop the vision and strategy to ensure mission,

membership and financial success.

Shapiro joined the JCC in 2005 as associate executive director, where he directly managed the operations and success of many of the agency's core businesses, including health, recreation and fitness, early childhood education, adult and youth services and camping (residential overnight and summer day camps.) He was named executive director in 2009, and named to his current position in 2014.

Born and raised in Chicago, Shapiro studied psychology at Indiana University. Before joining the Jewish communal movement, Shapiro was part owner of Cool Runnings, a transportation brokerage firm with national operations. In 1993, Shapiro, a lifelong camper and counselor, joined JCC Camp Chi, an industry

leading program of the JCC of Chicago, as assistant director. In 2002, he was named director of the Perlstein Resort and Conference Center.

As an active community leader, Shapiro has served on the campaigns for the United Way of Greater Milwaukee and the Milwaukee Jewish Federation. He currently serves on the board of directors for JCC Association of North America. Shapiro is married to his camp sweetheart, Sharon, and together they are the proudest parents of Carli and Sophie.



**Steven Shattuck**, Chief Engagement Officer, Bloomerang

A prolific writer and speaker, he curates Bloomerang's sector-leading educational content, and hosts our weekly webinar series which features the top thought-leaders in the nonprofit sector.

Steven got his start in the nonprofit sector producing fundraising videos and other digital content for organizations like Butler University, Girl Scouts, Christian Church (Disciples of Christ) and the American Heart Association.

Steven volunteers his time on the Project Work Group of the Fundraising Effectiveness Project and the Study Fundraising Steering Group at the Hartsook Centre for Sustainable Philanthropy at Plymouth University. He is also an AFP Center for Fundraising Innovation (CFI) committee member.

Steven has contributed content to the National Council of Nonprofits, AFP, NTEN and Nonprofit Hub, and is a frequent conference speaker, having spoken at AFP International, NAYDO, Cause Camp, ADRP, the Nonprofit Storytelling Conference, and Planet Philanthropy to name a few. He is a co-author of *Fundraising Principles and Practice: Second Edition*.

In 2015, he co-founded Launch Cause, a registered 501(c)(3) not-for-profit organization dedicated to helping emerging nonprofit organizations in the Indianapolis area enhance the impact of their work.

Recipient of the David Letterman Scholarship, Steven graduated with honors from Ball State University in 2006 with a degree in Telecommunications and Creative Writing. He resides in Indianapolis with his wife and son.



**Rachael Speck**, Director of Alumni & Communications and Assistant Director, Emma Kaufmann Camp

Rachael is currently the Director of Alumni & Communications and Assistant Director at Emma Kaufmann Camp. In her dual role, she oversees all aspects of parent communication, supervises the unit head during the summer, and assists with programming and camper care. She also oversees all marketing, development, alumni engagement and camper recruitment efforts. She has held positions at EKC as a Bunk Counselor, Assistant Teen Unit Head, CIT (Counselor-In-Training) Unit Head, and as Operations Coordinator where she was involved in camp management, program development and staff engagement. Additionally, Rachael has held positions at J&R Day Camp as a Unit Head, where she supervised over 80 campers and staff, and assisted with all camp programming and daily activities. Prior to working full time for EKC, Rachael served as the Young Adult Division Director at the Jewish Federation of Greater Pittsburgh, where her duties included fundraising, leadership development, programming, budgeting and planning efforts for the Young Adult Division. During the winter months, Rachael lives in Pittsburgh with her husband Alex and 8 month old son Dylan.



**Jodi Sperling**, Head of Overnight Camping, JCC Association

Jodi was a camp director for 12 years before joining JCC Association as the VP of Camping and Teen Engagement in 2011. When Jodi made aliyah in 2014 she became the head of overnight camping for JCCA, supporting and leading the work of the 25 JCCA-affiliated overnight camps. Jodi consults with camps and other non-profit organizations on a variety of topics including change management, staff development and training, organizational culture, and camp leadership. She is also serving as the director of the new Camp Leadership Track of Young Judeaea's Year Course Program in Israel. Jodi has her Master's in Social Work and Certificate in Jewish Communal Service from the University of Michigan and her Bachelor's of Arts in Journalism and Jewish Studies from the University of Wisconsin-Madison.



**Missy Stein**, Development Director, Camp Ramah in the Poconos

Jewish camping has been part of Missy's life since 1976 when she began as a camper not too far away from here in Palmer, Massachusetts, at Camp Ramah in New England. There, she eventually went on to become a counselor in 1984 (pictured above) and volunteered on their alumni

committee as an adult. Missy has worked in the fields of fundraising, public relations, and communications and as a public speaker for nearly 25 years. The mother of Adi & Megan, Nina, Gavi, Mia and Yasmin, she feels blessed both in her personal life and in her professional life where she is able to share her passion for Camp Ramah as the Development Director.



**Alli Thresher**, Digital Content Lead, PJ Library

Alli Thresher, social media manager, joined the Harold Grinspoon Foundation team in 2016 after a decade working in STEM fields. Most recently, Alli worked at a small video game studio, Harmonix, focusing on games like Rock Band and Dance Central. Alli wore many hats there - from PR to writing to designer/lead designer to social media/community manager and brand ambassador. Most recently Alli worked in Harmonix's publishing organization, helping to coordinate the social marketing side of the launch of their 2015 flagship product, Rock Band 4. Over the years Alli has also consulted for a number of small businesses, arts organizations, and nonprofits, helping with website reviews, social media strategies, blog design, content creation and digital marketing.



**Anne Vittoria**, Director of Gift Planning, Mount Holyoke College

Anne Vittoria is the Director of Gift Planning at Mount Holyoke College, South Hadley, Massachusetts, with over ten years of experience in the field of planned giving. She assists donors in realizing their personal, family and philanthropic goals through charitable giving that goes beyond cash and securities: bequests, charitable trusts and annuities, closely held stock, and real estate. She currently sits on the board for The Planned Giving Group of New England.



**Erica Waasdorp**, President and CEO A Direct Solution

Erica Waasdorp is president of A Direct Solution, located on Cape Cod, MA. Erica lives and breathes direct response and fundraising and can be considered a philanthropholic. She helps her non-profit clients develop appeals, monthly giving, grant writing and PR. She is also the US Ambassador for the International Fundraising Congress (IFC).

With a focus on scheduled giving, Erica published *Monthly Giving: The Sleeping Giant*, one of the few books on the topic. She created the Monthly

Donor Road Map and the e-book *Top 7 Questions About Monthly Giving*. She co-authored the DonorPerfect Monthly Giving Starter and Marketing Kits, and she regularly speaks on appeals, direct mail and monthly giving.

Erica is a master trainer for the Association of Fundraising Professionals and she is currently working on her next book, working title: *On the road to monthly donor success in one hour or less!*

For more information, contact Erica at [erica@adirectsolution.com](mailto:erica@adirectsolution.com) or see [www.adirectsolution.com](http://www.adirectsolution.com)



**Jenni ZefTEL**, Director, Day Camp and Strategic Programs for Foundation for Jewish Camp

Jenni ZefTEL is the Director, Day Camp and Strategic Programs for Foundation for Jewish Camp (FJC). Jenni joined FJC in October 2017 after a six year tenure at lower Manhattan’s 14th Street Y. At the 14th Street Y, Jenni grew from her original role as Assistant Director of the Y’s largest Jewish day camp program, New Country Day Camp, to Director of New Country Day Camp, to Director of Summer Programs, and then to Director of Youth Programs overseeing all program departments serving ages 5-18. Jenni holds a Master’s degree in Early Childhood Education from Hunter College, and while studying she also worked for a brief period as a member of the full-time team at Surprise Lake Camp, where she had been a camper and young staff member for many years. Jenni is passionate about “Open Tent Judaism” a platform she helped to develop at the 14thStreet Y used for building Jewish identity while celebrating diversity and inclusion. She is also passionate about food and restaurants, organization, seasonal décor, and her hometown of New York City. Jenni lives in northern Manhattan with her husband Jon who is also a Jewish communal professional. They met at Jewish day camp.