

2017 JCamp 180 Annual Conference Workshop Speakers

Diana Bloom, Productivity and Efficiency Coach, Mike Scott and Associates

Productivity and Efficiency Coach Diana Bloom travels throughout the United States teaching take-away actionable systems to achieve higher productivity and efficiency in all areas of an organization.

Diana spends her summers as Head Counselor at URJ Camp Coleman in Cleveland, Georgia 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 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 sharpen delegation, improve project management, strengthen communication and eliminate mistakes, while creating a Totally Accountable culture.

Diana grew up in Rockville Centre, Long Island and graduated from Binghamton University with a BA in Judaic Studies. Diana earned her Master of Arts degree in Jewish History from NYU where she attended as a Fellow of the Skirball Center.



Larry Cohen, Board Member & Development Chair, Shalom Institute

Larry is a founder and the managing partner of Glyphix Advertising. For the last 23 years, Glyphix has been providing strategic thinking, brand building and creative development to companies large and small. Larry serves on a variety of Jewish boards throughout Los Angeles and is a Wexner Alum. When he's not working for, raising or giving away money, he can be found hiking around the mountains of LA. Larry got his first kiss at Camp JCA Shalom, spent 3 years there as a camper and has been on the Shalom Institute Board for 6 years. There is no kissing allowed on the board.



Lou Cove, Senior Advisor, Harold Grinspoon Foundation

Lou Cove was an editor and journalist for the first ten years of his career, but his *Man of the Year* experience got him hooked on campaigns: as a senior advisor at the [Harold Grinspoon Foundation](#) he has helped build a \$25 million Alliance of national funders to support one of his favorite programs: [PJ Library](#). He has advised CEOs and boards of trustees at numerous national non-profits, including the [American Institute for Architects](#), [Represent.Us](#), [Double Edge Theatre](#) and [Girls Leadership Institute](#).

Lou is former Executive Director of [Reboot](#), a network of leading young Jewish creatives devoted to “rebooting” modern Jewish culture: digital entrepreneurs at Google and YouTube; creators of TV shows and films like *Lost*, *Orange is the New Black*, *Transparent*, *Anchorman* and *Star Trek*; journalists from NYT, *Wired*, and WSJ, etc. Under his leadership, Reboot launched and attracted millions to projects like [National Day of Unplugging](#), [10Q](#) and [Sukkah City](#). Lou was also Vice President of the [National Yiddish Book Center](#).



Steve Engel, CEO, Tamarack Camps

Steve Engel is CEO of Tamarack Camps. He joined Tamarack in December, 2010. As a long time Jewish communal professional, he has previously served as the camp director for two JCC resident camps - the Ranch Camp in Colorado and Camp Sabra in Missouri - as well as overseeing large day camps and the resident camp as the Associate Executive Director of the St. Louis Jewish Community Center. A graduate of the University of Wisconsin, he earned my master's degree in social work (MSW) from Denver University and also hold a master of business administration (MBA) from Fontbonne University.



Nanette Fridman, Founder, Fridman Strategies

Nanette Fridman founded Fridman Strategies in 2006 to assist nonprofit organizations with the strategies, structures and training to advance their missions and maximize their impact. Today, her work focuses on strategic planning, governance, financial resource development, and leadership coaching. Nanette's clients range from small start-up organizations to large international organizations.



Nanette is the author of [On Board: What Every Board Member Must Know about Nonprofits and Board Service](#) (2014), and she blogs about nonprofits at Nanette's Nonprofit Notes (nanettefridman.wordpress.com). Nanette is a sought after public speaker known for informing and energizing audiences in trainings, workshops and keynote addresses.

Before founding Fridman Strategies, Nanette was a corporate attorney and helped launch her firm's Israel business practice. Prior to her legal career, Nanette was the national field director for an advocacy organization in Washington, DC.

Originally from Rhode Island, Nanette earned her Juris Doctorate, cum laude, and Masters in Public Policy from Georgetown University. She received her BA, summa cum laude, in political science from Tufts University and was elected to Phi Beta Kappa. Nanette also studied at the Hebrew University in Jerusalem. Nanette is honored to be a Harry S. Truman Scholar and has received numerous other academic, professional and philanthropic awards for her work.

Nanette is the President of the Board of Camp Yavneh and serves as a Trustee at Temple Emanuel in Newton and on the NICU Advisory Council at Beth Israel Deaconess Medical Center. Nanette lives in Newton, Massachusetts with her husband and two children.

Debra Pittorie Forand, DP Forand Nonprofit Management Consulting

Debra Pittorie Forand is a results-oriented professional with a strong record of leadership, strategic analysis and creative problem-solving. She provides planning, external affairs and governance consulting services to nonprofits and public sector agencies, helping them build capacity, improve internal operations and increase revenue.



Prior to launching her own consulting practice in 2012, Ms. Forand's twenty-eight-year career included senior management positions in the nonprofit sector, including senior development positions at The Bushnell Center for the Performing Arts and Hartford Stage Company, and Director of Planning at United Way of Central and Northeastern Connecticut, where she helped establish community indicators and worked with community organizations to evaluate and enhance the

impact of their programs. She also managed constituent relations, policy, and communications on staff at The Connecticut General Assembly, and worked as a community liaison, field director and strategist for several local, state and national political campaigns. Most recently she served seven years as Director of Development and Communications at Riverfront Recapture, where she oversaw all aspects of fund development, marketing and communications, governance, and government relations.

Ms. Forand's nonprofit and government experience extends beyond her professional roles. She has served as an elected official, foundation representative, board member, volunteer and donor, all of which inform her work as a consultant.

A graduate of Colgate University and Columbia University Business School's Senior Leaders Program for Nonprofit Professionals, Ms. Forand is also a BoardSource Certified Governance Trainer.

Judy Gadiel, Senior Consultant, Team Leader, Giving Tree Associates

Judy Gadiel has over 25 years of experience working within nonprofit organizations as a skilled manager, fundraiser, trainer, and clinician. She currently works at Giving Tree Associates as a Senior Consultant and Team Leader. Her expertise lies in the areas of campaign management, board and leadership development, major gift development, special event planning and grant writing/foundation relations.

Judy graduated from the University of Wisconsin, Madison and went on to complete masters' degrees in both social work and nonprofit management. Active in her community, Judy currently sits on the board of Emanuel Congregation and is a trustee with the Jewish Women's Foundation of Metropolitan Chicago. She lives and plays in Chicago with her husband and three children.



Ruthie Giles, Senior Researcher for Prospect Management, Mount Holyoke College

Ruthie Giles is the Senior Researcher for Prospect Management at Mount Holyoke College. She has worked in prospect research and management since 2000. Prior to Mount Holyoke College, Ruthie worked at the Harold Grinspoon Foundation, The Loomis Chaffee School, and The Williston Northampton School. Ruthie holds a BA from Smith College, MBA from University of Massachusetts at Amherst Isenberg School of Management, and MS in Nonprofit Management and Philanthropy from Bay Path College. She is a graduate of the Leadership Institute for Political and Public Impact, through the Women's Fund of Western Mass. Ruthie has worked as a volunteer for the AIDS Foundation of Western Massachusetts, Women in Philanthropy of Western Massachusetts, the Women's Fund of Western Massachusetts, SABIS International Charter School of Springfield, House Rabbit Connection, and Dakin Pioneer Valley Humane Society.



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 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, Deputy Director of Development, AIPAC & AIEF

Graham Hoffman is Deputy Director of Development at AIPAC and Deputy Director of AIEF, where he oversees major gifts, legacy campaign, and grants processes, develops activist engagement and stewardship strategies, and empowers regional development staff to secure new and increased commitments to advance the organization's strategic growth plan. Graham has lived in Washington, D.C., for over 14 years. A graduate of Washington University in St. Louis Olin Business School, he began a successful career in consulting at Accenture, specializing in organizational change management, operations improvement, and strategy. Prior to AIPAC, Graham spent a decade at Hillel International in senior strategy roles, ultimately as Associate Vice President for Strategy. Graham was responsible for pioneering and advancing Hillel's engagement & education strategies including Hillel's Campus Entrepreneurs Initiative, engagement internships, and Senior Jewish Educator projects. Graham is a proud alum and Camp Committee Member of Camp Interlaken JCC in Eagle River, WI. He believes passionately in the importance of Jewish residential camps having worked and volunteered at both Camp Interlaken JCC and Capital Camps.



Andy Kaplan, Board Member & Treasurer, Camp Havaya (formerly Camp JRF)

Andy Kaplan is Managing Partner of Education Growth Partners. He has spent his entire career in the education industry, half as an operator of education businesses and half as an investor in quality education companies. Andy began his career developing educational software for Scholastic. After becoming Director of the Educational Technology Group, he led the creation of WiggleWorks and other award winning products. Andy then became a senior executive at Kaplan, Inc., where was responsible for leading several technology enabled services businesses and the migration to technology and the Internet throughout the company – a key part of a strategy of diversification from Kaplan's test prep business.



In 2000, Andy became a General Partner in Quad Partners, a private equity firm focused exclusively on the education industry. Andy leveraged his deep education industry experience and operating ability to drive investment returns across several subsectors within the education industry. In addition to serving on the board of Camp Havaya (formerly Camp JRF), Andy is a board member and Music Director at Congregation Beth Hatikvah in Summit, NJ. Andy holds an MBA from NYU's Stern School of Business and BA in Computer Science from Brandeis University.

Rabbi Bill Kaplan, Executive Director, Shalom Institute

Rabbi Bill Kaplan is the Executive Director of Shalom Institute, a year-round experiential Jewish education center and retreat center in Malibu, Ca. and the home of Camp JCA Shalom, a JCC overnight camp. Bill is entering his 28th year with Shalom Institute. Located on 220 acres in the beautiful Malibu mountains, Shalom Institute provides high quality experiential retreats and programs year-round for synagogues, day schools, JCCs, Jewish federations, and other Jewish communal institutions.



Niki Lamberg, Principal/Consultant, Nicole Lamberg & Associates

Niki Lamberg is a creative strategist, marketer and writer with 25 years' experience in both non-profit and corporate communications and management. Her consulting practice, Nicole Lamberg & Associates (nlamberg.com), specializes in growing audiences, funding and impact for non-profits and corporate social responsibility initiatives. She came to consulting after six years as Marketing Director for Boston Children's Museum and a decade building websites and managing Emmy-winning creative services for TV news and syndicated movies in Atlanta, Boston, and Chicago. She has worked closely over the last few years with The Cohen Camps and has two daughters who have loved attending Jewish camp.



Joseph Lash, Board Member, Tamarack Camps

Joseph Lash is a shareholder in Seyburn Kahn PC in Southfield, Michigan. He specializes in business law and real estate matters. Joe and his family have been involved with Tamarack Camps for 4 generations. His grandparents were campers in the 20's and 30's, his mother and father were campers and staff in the 50's and 60's, and his children were campers as well. Joe was a camper at Tamarack in the 70's and then worked at Tamarack for several years, including at Camp Kennedy (our small outpost in the Upper Peninsula) and as a leader on our Alaskan Adventure travel trip. Like his father, Joe met his wife while working at Tamarack Camps! As a Board Member, Joe has served as Treasurer, Vice President, Chairman of the Property Committee and Chairman of the Farber Farm Task Force, responsible for the development and management of our new \$2 million Farber Farm. Joe is currently the First Vice President and has been involved with several other committees, including our Master Planning Committee. Joe has had a front row seat (from the lay leadership standpoint) for all of Tamarack's construction projects over the last 10 years.



Melissa Leifer, Reshet Ramah Alumni Relations Manager, National Ramah Commission

Melissa Leifer works on Reshet, the Ramah alumni network, at the National Ramah Commission. Melissa graduated from Binghamton University with a dual degree in math and business management, with a concentration in leadership and is currently pursuing an MBA at Baruch College. Melissa worked for a financial consulting company after graduation and now is happy to work for an organization close to her heart, Ramah. Melissa spent 16 years at Ramah Day Camp in Nyack and loves all things camp!



Anne Manner-McLarty, President & Lead Donor Recognition Strategist, Heurista, Co.

Anne Manner-McLarty is lead strategist for the donor recognition firm, Heurista and managing editor of the *Journal of Donor Relations and Stewardship*. She founded Heurista in 2011 to address the growing complexities of donor relations and stewardship. She and her team work with nonprofits to develop authentic, sustainable programs that provide meaningful connections between mission, beneficiaries, and donors.



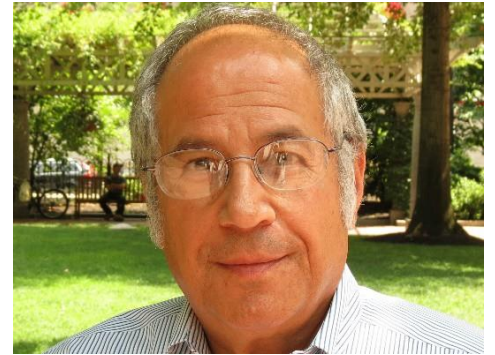
Nicole Morell, Social Media Manager, MIT Alumni Association

Nicole Morell has been working in social media and digital content producing for nearly a decade. Working with startups, small companies, and higher education she has learned ways to connect with all kinds of audiences and fans. She currently manages social media for the award winning program at the MIT Alumni Association. Her passion is storytelling and she finds new ways to do it each day with the help of alumni and new digital tools. She earned her BA in journalism from the University of Rhode Island.



David Orlinoff, CFO, Facing History and Ourselves

David Orlinoff is an experienced financial officer and consultant in the nonprofit community. He is currently the full-time CFO of Facing History and Ourselves in Brookline, MA, and has previously served as a full-time or interim CFO or as a consultant with about 65 different nonprofits in and out of the Jewish world. He also teaches graduate courses in financial management for nonprofits at Boston University and Tufts. David is an alumnus of UCLA, Harvard Business School, and Bentley College, and he has great memories of his time as a camper at Habonim Camp in Southern California in the 1950s.



Richard Parker, AIA, LEED AP

Rick is a principal with Brandstetter Carroll, Inc. He is an architect and planner who collaborates with camp, retreat, and environmental education clients in the United States and Canada. His experience is diverse and spans nearly 35 years. Each client, site and project is unique and his approach is developed to serve the specific needs, dreams and expectations of the project initiative. Engagement is the basis for all project strategies. He seeks to understand the essence of each community to better inform the planning and design approaches and implementation objectives.



Current and recent projects and clients include: Tamarack Camps, Beber Camps, Camp Daisy and Harry Stein, and Camp B'nai B'rith. Other current and past clients include several Girl Scout Councils, YMCA's, Ramah Camps, Captial Camps, JCC Cleveland, and Boy Scouts of America.

Eric Phelps, Principal, RAINMAKER Consulting

Known for his extraordinary results, kindness and creative wit, Eric Phelps puts the "zing!" in fundraising! Eric brings more than 30 years of experience in nonprofit management, executive leadership, fundraising, program development, and strategic oversight. Prior to joining RAINMAKER, Eric served as Vice President of Development for VentureWell, where his team increased annual revenue from \$4 million to \$10 million, including new funding from the National Science Foundation, Bill & Melinda Gates Foundation, Intel Foundation and USAID. Eric previously served as a Mentor and Director of the Grinspoon Institute for Jewish Philanthropy – now JCamp 180. Eric has consulted with numerous nonprofits in organizational development, board development, fundraising strategy and strategic planning. Eric holds a BA from the University of Massachusetts and a degree in American Sign Language from Georgia Perimeter College. He Eric enjoys writing music, reading, cycling and spending time with his family.



Deborah Kaplan Polivy, Ph.D.

Deborah is a Fund Development Consultant and author. Her newest book, *The Donor Lifecycle Map: A Model for Fundraising Success*, was recently published by Charity Channel Press. Deborah began her career at Allied Jewish Community Services in Montreal and then helped establish two successful Jewish Federation foundations. She also served as the Director of Total Financial Resource Development for the Jewish Federation of Greater New Haven. As a consultant, Deborah has trained numerous boards and development professionals on the use of the Donor Lifecycle Map for achieving fundraising success.



Deborah served as a research associate at Yale University's Program on Nonprofit Organizations where she conducted studies on the United Way and corporate charitable payroll deduction programs. She has taught at McGill University, Smith and Trinity (Hartford, CT) Colleges, and has published numerous articles on fundraising and the nonprofit sector. Deborah's doctoral degree is from The Heller School for Social Policy and Management at Brandeis University where she is member of the Board of Overseers. Her website is www.deborahpolivy.com.

Wayne Reckard, Marketing Director, TKWA UrbanLab

As Marketing & Planning Director at TKWA Wayne has played a central role in a diverse number of studio master planning and design projects, with a particular focus on sustainable design, nature and interpretive centers, and historic preservation/adaptive re-use. Wayne is a member of the International Living Future



Institute and serves as Advisory Board member for Bjorklunden, a residential environmental and cultural retreat center located along the shore of Lake Michigan in Door County, Wisconsin. An accomplished photographer, Wayne's images have appeared in National Geographic Online, New York Times Online, Wisconsin Trails, and other publications including the hardcover book titled *Capture Wisconsin: Through the Eyes of Wisconsin Photographers*. Wayne is a supporting member of the Brandenburg Prairie Foundation, an organization dedicated to preserving and restoring native tall grass prairie habitat founded by National Geographic photographer, Jim Brandenburg.

Danielle T. Reddy, Director of Student/Alumni Relations,
Massachusetts Institute of Technology (MIT)

Danielle Reddy is a Boston-based advancement professional with over a decade of experience in the education and non-profit sectors. As the Director of Student/Alumni Relations at the MIT Alumni Association, Danielle leads a team responsible for a variety of programs aimed at connecting undergraduate and graduate students, young alumni, and graduate alumni to one another and to the Institute. She also oversees the MIT Parents Association, which works to engage MIT families in helping to shape their students' experiences. She previously served as Director of Class Giving at MIT.

Her professional experience also includes past positions at her alma mater, Emerson College, where she served as the Director of Annual Giving and as a member of the Emerson Alumni Association Board of Directors; and in Major Giving at Dana-Farber Cancer Institute. Danielle holds a B.S. in marketing and management from Emerson and a J.D. from Suffolk University. She makes her home in Cambridge, Massachusetts.



Christina Rizer, Web Production Coordinator, Harold Grinspoon
Foundation

Christina Rizer, Web Production Coordinator, manages nine of the Harold Grinspoon Foundation's 10 internally-run websites. She works alongside program directors in defining specifications for new web projects and contributes to front-end design and development. With a keen interest in data-driven decision making, Christina is always monitoring the Foundation's analytics services looking for opportunities for improvement.

Prior to her work at the Foundation, she enjoyed several entrepreneurial pursuits in Western Massachusetts. Christina studied mechanical engineering at the University of Massachusetts Amherst, which included a fellowship with the Massachusetts Space Grant Consortium working with electromagnetically levitated material in microgravity.



Tom Rosenberg, CEO, American Camp Association

Tom Rosenberg has a distinguished career in the camp profession and a long resume of service to ACA. He most recently served as the executive director of Camp Judaea in Hendersonville, North Carolina. Prior to Camp Judaea, Tom spent more than two decades with Blue Star Camps in North Carolina, most of those years as a director. Tom is a past national treasurer and board member of the ACA as well as a past board president and treasurer of ACA Southeastern. A founding board member of the North Carolina Youth Camp Association, Tom was awarded the Henderson County Chamber of Commerce's inaugural Camp Industry Leadership Award as well as the American Camp Association's National Honor Award and ACA Southeastern's Distinguished Service Award. With an educational focus in business, Tom graduated with distinction from the Marshall School of Business at the University of Southern California with an MBA and from the AB Freeman School of Business at Tulane University with a BS in Management. He is also a graduate of ACA's Camp Director Institute. Tom melds his experience in the camp profession with business expertise, inspirational vision, successful fundraising experience, professional agility, organizational skills, and strategic focus — attributes that are essential to achieving success as ACA's President/CEO. We are indeed fortunate to have such a thoughtful, dedicated, and experienced leader who is willing to take his commitment to camp, youth development, and ACA to a greater level. Tom, his wife Pam Sugarman, and their son Daniel live in Atlanta, Georgia.



Marsha Rothpan, Development & Community Engagement Director, Shalom Institute, GIFT GRAD

Marsha Katz Rothpan brings more than 25 years of Jewish non-profit experience to her role as Development Director for Shalom Institute. Marsha is from Ada, OK, where she spent her summers as a camper at Campfire Girls overnight and day camps before being bitten by the Jewish camping bug as a teenager at URJ's Greene Family Camp in Bruceville, TX. Marsha is active participant in JCamp180's GIFT GRAD program. Developing the Jeffersonian Dinners was her GIFT breakthrough project 2 years ago. Prior to coming to Shalom Institute in 2013, she held programming, development, and planning positions at The Jewish Federation of Greater Los Angeles, STAR (Synagogues: Transformation and Renewal), Congregation Or Ami and Wilshire Boulevard Temple Camps. Marsha has a Masters in Jewish Communal Service from Hebrew Union College, a Masters in Social Work from USC and a BA in social work from the University of Oklahoma. She and her husband, Jeff (whom she met at Greene Family Camp) and their dog, Stokley, spend free time with friends, family and exploring the outdoors hiking, biking and through photography.



Arlene Schiff, National Director, LIFE & LEGACY program

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

Arlene currently works directly with 27 communities as well as 12 Hillel Campus Affiliates in addition to overseeing LIFE & LEGACY's implementation in 52 communities across the country. The LIFE & LEGACY program, in 4 ½ years has helped more than 450 organizations secure more than 15,700 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. During her 12 year tenure she provided visionary leadership while devising and executing strategic plans that centered on building community and garnering support for philanthropic giving. Arlene implemented a legacy giving program, in conjunction with HGF, as part of her Federation's philanthropic efforts, securing more than 60 legacy commitments and formalizing 91% during a three year period.

Arlene is a graduate of the University of Massachusetts and holds a M.A. from Harvard University.

Amy Schiffman, Principal, Giving Tree Associates

Since co-founding Giving Tree Associates in 2008, Amy Schiffman has assisted her clients in raising tens of millions of dollars via individual major gifts, foundation and corporate funding. As a principal of the firm, Amy manages campaigns, facilitates trainings, builds strategic fundraising and communication plans, and assists with the recruitment and training of lay leadership. Amy has served as a fundraising coach to dozens of executive directors, development professionals and board presidents and is a frequent presenter at local and national development conferences. She served as facilitator for the Montreal, New York, Texas and Miami Leadership Fundraising Academies and co-designed and served as lead trainer for the 2013 - 2017 PEJE/Prizmah National Endowment Legacy Institutes. Her consulting work is focused on capacity building in the education, arts, health, Jewish communal and social service sectors and her coaching work focuses on maximizing personal leadership potential. Read more about Amy at www.givingtreeassociates.com.



Gina Schmeling, Director of Development, Hazon

Gina Schmeling is Director of Development at Hazon, and has consulted on fundraising projects for Jewish and secular nonprofits. At Hazon, she works with program staff, board, lead staff and stakeholders on all things fundraising. A volunteer co-organizer in NYC for the Nonprofit Tech Network, she helps run monthly meet ups on data, development, and communications and is a regular NTEN speaker. She lives in Brooklyn, and is a trustee at Hannah Senesh Community Day School. Her undergraduate degree is from Stanford, and she has an MA from NYU in Humanities. She is a distance runner and intrigued by fitness tech and social media.



Lenny Silberman, CEO, Henry Kaufmann Campgrounds

Lenny Silberman is the CEO of the Henry Kaufmann Campgrounds, a non-profit organization that serves as home to 16 independently run day camps, operating three sites, 500+ acres, and hosting more than 5000 campers and staff daily.

Before coming to the HKC in 2008, Lenny was at the JCC Association as the Vice President of Program Services, where he spent 15 years supervising the JCC Association camping, athletic and teen consultants and serving as the continental director of the JCC Maccabi Games. Prior to his time as the JCC Association, Lenny spent seven years as the camp director of Emma Kaufmann Camp.



During his time at JCC Association, Lenny spent 14 years representing the JCC Association to the United States Olympic Committee (USOC). He was the Israel Conference chairman of the North American Alliance of Jewish Youth for two years and was a member of numerous planning committees for the Foundation of Jewish Camping. He also sat on the board of directors of the American Camping Association for two years.

Since becoming CEO of the Henry Kaufmann Campgrounds, Lenny has been a fierce advocate for the importance of Jewish day camps and the need to invest in their future.

Alison Simpson, Development Associate, URJ Eisner and Crane Lake Camps

Alison Simpson is proud to be the Development Associate for Eisner and Crane Lake Camps. Alison has been part of the Eisner and Crane Lake community since 2006, working on staff at both camps, and accompanying a trip to Israel. She has been part of the full time team for three years. Alison found Jewish camping after years of protesting overnight camp with her family, worried that she wouldn't love it. Prior to working for Eisner and Crane Lake Camps, Alison spent five years working as a youth educator at a synagogue outside of Boston, MA with children preschool through high school. Alison grew up in Guilderland, NY before attending the University of Vermont, where she received degrees in Geography and Political Science. Alison is passionate about sharing her excitement for Judaism and camping with others.



Yoni Stadlin, Founding Director, Eden Village Camp

Yoni is a passionate and talented educator, activist and community builder. He founded Eden Village Camp in 2008 with his wife, Vivian Lehrer Stadlin. In 2010, the Jewish Week recognized Yoni and Vivian as two of the "36 under 36" (the 36 most influential Jewish leaders under the age of 36). Yoni holds an M.A. in Informal Jewish Education from the Jewish Theological Seminary, and directed the 92nd Street Y's science and nature day camp for two years, where he garnered rave reviews from campers, parents and staff. He is a veteran educator for the Teva Learning Center, the country's leading Jewish environmental education program. Yoni has taught Judaism and environmental justice internationally with the American Jewish World Service, taught environmental science from an educational sailboat on which he lived, co-organized earthquake relief trips to India and Turkey, and led Birthright Israel trips. In 1999 and 2006, Yoni spent several months living aloft in ancient redwood trees that were slated to be cut, as an environmental protection initiative; today, those trees are alive and well. Yoni has a natural gift for sharing his vision, leading raucous song sessions and connecting with people of all ages.



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.



Stefan Teodosic, Executive Director, Beber Camp, Perlman Camp and the Perlman Retreat Center

Stefan Teodosic is the Executive Director of Beber Camp, Perlman Camp and the Perlman Retreat Center. He has worked in the Jewish camping world for almost 25 years, including 16 at the Executive Director level. He has a B.A. in Economics and a B.A. in Spanish from the University of Michigan, as well as an M.B.A. in Strategy. Before his move to the Jewish camp world, Stefan spent several years working in the strategic financial services sector at American Express. Stefan serves on the Executive Board of of Moishe House and the board of The Community Foundation for Jewish Education (CFJE) of the Chicago Federation. He is also a co-founder, Executive Board member and member of The Association of Independent Jewish Camps (AIJC).



Alli Thresher, Social Media Manager, PJ Library

Alli Thresher, Social Media Manager, joined the PJ Library team 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.



Jackie Vetrano, Social Media Coordinator, Skidmore College

Jackie Vetrano is a recent graduate of SUNY Geneseo and current Social Media Coordinator at Skidmore College as a part of the Marketing and Communications team. She is responsible for the creative strategy for all social media accounts at Skidmore, as well as overall engagement, digital marketing strategy, and content strategy for the college. Vetrano stays in touch with higher education marketers across the country by working as an editor for Link, the online journal for higher education web professionals, and co-host and producer of the Higher Ed Social Podcast. In her free time, she is usually eating all-you-can-eat sushi, posting photos of her cat to Instagram, or running, but not at the same time.



Website: jackievetrano.com Twitter: @JackieVetrano

Pam Victor, President, Happier Valley Comedy

Pam Victor is the founder and Head of Happiness - which is what they call the President - of Happier Valley Comedy where she runs the Through Laughter program for professional and personal growth and a multi-level improv comedy school as well as producing regular improv shows in Western Massachusetts. Pam is the author of "Baj and the Word Launcher: A Space-Aged Asperger Adventure in Communication" and, along with legendary improvisers TJ Jagodowski and Dave Pasquesi, co-author of "Improvisation at the Speed of Life: The TJ & Dave Book." A graduate of Smith College with a Master's in Education from Iona College, Pam has received improv training from iO Theater (Chicago), Annoyance Theatre (Chicago), ImprovBoston, and from Second City teachers. Pam is a nice person. She likes you already. For more about the THROUGH LAUGHTER Program, check out www.happiervalley.com



Kenny Weill, K. Weill Consulting

Since launching K. Weill Consulting (Brookline, MA) in 2002, Kenny Weill has worked with more than 80 nonprofits from large universities to small community based organizations. In all cases, Kenny takes a client-centered approach to ensure his customers achieve their goals. Kenny regularly conducts skill-building in-person and web-based presentations and trainings to help nonprofit professionals and volunteers build their capacity to do more good. Kenny has held management, research and direct care positions in community-based, academic, health care and government settings. He received a MS from Harvard School of Public Health and a BA from Wesleyan University. Kenny is a member of the Association of Fundraising Professionals, Nonprofit Consultants Network, Massachusetts Nonprofit Network and Nonprofit Technology Network.



Harrell Wittenstein, Board Member, Beber Camp, Perlman Camp, and the Perlman Retreat Center at Beber Camp

Harrell Wittenstein has been professionally involved in the non-profit Jewish Camping Industry for over 25 years. During that time, Harrell has worked as an assistant director, director, executive director and as a camp consultant.

As a camp consultant, Harrell has worked with the Foundation for Jewish Camp to assess the needs of camps that are struggling to meet strategic goals in areas such as; board development, camper recruitment, fundraising, professional staff hiring and development. Further, he has helped his client's implement new marketing plans, marketing collateral, camp programming, recruiting methods, budgeting and strategic planning. Harrell is currently working with Camp B'nai B'rith Montreal, Beber Camp, Perlman Camp and Camp Northland B'nai B'rith.



Key successes include working with Camp B'nai Brith Montreal and Camp Northland B'nai B'rith. The Foundation for Jewish Camp recommended Harrell to the board of directors based on decreased enrollments and a large gap in customer satisfaction. In both cases the enrollment had fallen well below 50% of occupancy. Following assessment reports, Harrell helped recruit and train new Executive Directors for both camps and to date both camps have achieved 15 – 20% growth year over year for the past two to three years.

Harrell is also an owner and developer of Crystal Park LLC, a seven building office complex in St. Petersburg, Russia. Mr. Wittenstein graduated from the University of Illinois in 1986 with a BS in Psychology and Political Science. Prior to working in the Jewish communal field, Mr. Wittenstein work for Industrial Plants Corp, preparing third party appraisals of industrial equipment for banks and other credit institutions.

Mr. Wittenstein is on the B'nai B'rith Beber Board of Directors and is currently the Treasurer of Equestrian Connection, a therapeutic horseback-riding program for children and adults with special needs.