



מכון ויינשטיין | תשפ"ב • 2022  
BERT B. WEINSTEIN WINTER LEADERSHIP  
TRAINING CONFERENCE PROGRAM GUIDE







Ramah Berkshires, 1960s



Ramah Poconos, 2019

I am who I am the rest of the year, in the rest of my life, because I learned how to “be” here at Camp Ramah. Why I’m still here? Because I’m an incomplete project and always will be. And as long as I’m learning how to be me, I feel the pull back to camp to keep trying, keep making mistakes, keep growing.

Jon Adam Ross (JAR),

Jon is the founding artist and the managing director of The In[HEIR]itance Project and a lifelong camper at Camp Ramah in Wisconsin.



<b>DAY 1:</b> Wednesday, January 5 2022 ג שבט תשפ"ב	
12:00 - 12:45	ברוכים הבאים Welcome & פעולות לשבור את הקרח
12:45 - 1:00	חופש (Break)
1:00 - 1:45	Electives by Cohort
1:45 - 2:00	חופש (Break)
2:00 - 2:30	Quick Bites (Back-Pocket Activities for Madrichim)
2:30 - 2:45	חופש (Break)
2:45 - 3:30	Program Sharing & Sessions by Cohort
3:30 - 4:00	Meetings by Camp
4:00 - 5:00	חופש (Break) / Office Hours
5:00 - 6:00	Ramah Family Feud Live: Directors Face Off!

<b>DAY 2:</b> Thursday, January 6 2022 ד שבט תשפ"ב	
12:00 - 12:45	Beyond Camels and Kibbutz: Sculpting our Aspirations for Israel at Camp (led by Hartman Faculty and Maslul Fellows)
12:45 - 1:00	חופש (Break)
1:00 - 1:45	Electives by Cohort
1:45 - 2:00	חופש (Break)
2:00 - 2:30	Back-Pocket Mental Health Strategies
2:30 - 2:45	חופש (Break)
2:45 - 3:30	"Big Picture" Ramah Topics
3:30 - 4:00	Ramah at 75: Honoring Rabbi Mitch Cohen
4:00 - 5:00	חופש (Break) / Office Hours / קהילת LGBTQ+ All LGBTQ+ identifying people are invited to gather for casual conversation and connection, facilitated by Daniel Olson & Deret Musselman.
5:00 - 6:00	משמר: Pre-Shabbat Musical Experience

**COLOR KEY**

- All-Group Session (one Zoom with breakouts)
- Electives (choose your session)
- Sessions by cohort or by camp
- Breaks/Optional Drop-ins

## ELECTIVE OPTIONS

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### ELECTIVES BY COHORT | 1:00 PM ET



#### MANAGING BEHAVIOR AND DISCIPLINE

**Rabbi Ami Hersh**  
Director, Ramah Nyack



#### TECHNOLOGY AND ITS IMPACT ON CAMP

**Rabbi Joel Seltzer**  
Executive Director, Ramah Poconos



#### A PRACTICAL FRAMEWORK FOR TEFILLAH AT CAMP

**Rabbi Noam Kornsgold**  
Director of Education &  
Programming, Ramah Berkshires



#### JUSTICE AS A JEWISH VALUE IN THE ISRAELI-PALESTINIAN CONFLICT

**Rabbi Justin Pines**  
Director of Youth and Young Adult Initiatives,  
Shalom Hartman Institute



#### CAMPER CARE & MENTAL HEALTH: MAKING EACH CAMPER FEEL 10 FEET TALL

**Michelle Sugarman**  
Assistant Director,  
Ramah New England



#### ROSH EDAH SESSION: SUPPORTING COUNSELOR MENTAL HEALTH

**Dr. Aviva Levine Jacobs**  
Director of Camper Care and  
Staff Wellness, Ramah California

### RAMAH FAMILY FEUD LIVE: DIRECTORS FACE OFF! 5:00 PM ET



#### Featuring:

**Rabbi Ami Hersh**, Ramah Nyack  
**Rabbi Ethan Linden**, Ramah Berkshires  
**Anna Serviansky**, Ramah Darom  
**Michelle Sugarman**, Ramah New England



### YOUTH MENTAL HEALTH FIRST AID TRAINING AND CERTIFICATION

WEDNESDAY, JAN. 5 & SUNDAY, JAN. 9, 7:00 - 10:00 PM ET

This program will train you to recognize and respond to signs and symptoms of mental illness in young adults and to implement an action plan to assess for safety and to connect youth to appropriate care and support.

The full course includes 2 hours of pre-work, a 6-hour training held over Zoom, and a post-training quiz to receive your certificate. **You must attend both sessions to complete the training.**



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5:00 - 6:00	משמר: Pre-Shabbat Musical Experience

### ELECTIVES BY COHORT | 1:00 PM ET



**VATIKIM (SENIOR COUNSELORS) SESSION:  
ROSH EDAH PANEL**  
Amy Skopp Cooper  
Director, National Ramah Commission



**MIDAH L'EDAH: BRINGING MIDOT  
(JEWISH VALUES) TO LIFE AT CAMP**  
Ariella Moss Peterseil  
Camp Director, Ramah California



**STRATEGIES FOR WORKING WITH  
YOUR CO-COUNSELOR**  
Ayala Wasser  
Assistant Director, Ramah Darom



**DEVELOPING A DAILY ROUTINE FOR  
YOURSELF AND YOUR TZRIF**  
Sami Eisen  
Program Director, Ramah Canada



**DEVARIM SHEBALEV:  
EXPANDING PRAYER TO MAKE IT PERSONAL**  
Gedalia Penner-Robinson  
Artist-in-Residence



**BUILDING INCLUSIVE COMMUNITIES**  
Orlee Krass      Dr. Daniel Olson  
Tikvah Director,      Director of Strategic  
Ramah Poconos      Initiatives and Research, NRC

### BIG PICTURE RAMAH TOPICS | 2:45 PM ET



**RAMAH BEHIND THE SCENES:  
THE BUSINESS OF CAMP**  
Rabbi Joel Seltzer  
Executive Director, Ramah Poconos



**RAMAH IN THE AGE OF COVID**  
Rabbi Ami Hersh      Rabbi Joe Menashe  
Director,      Executive Director,  
Ramah Nyack      Ramah California



**NAVIGATING MENTAL HEALTH  
DURING CAMP & PANDEMIC**  
Rachael Abrams      Dr. Audra Kaplan  
Camper Care Director,      Chief Program Officer,  
Ramah Poconos      Keshet

### RAMAH AT 75 | 3:30 PM ET

Early in his tenure as Director, Rabbi Mitch Cohen articulated three key challenges for National Ramah, to strengthen existing camps, build new camps, and extend the Ramah mission. By all measures, Ramah, during the last two decades, has been overwhelmingly successful, poised to continue on a trajectory of growth for decades to come. New day camps, Tikvah programs, and specialty overnight camps were created, enrollment increased substantially, and programs in Israel were strengthened. Ramah has expanded LGBTQ+ inclusion efforts, and there has been an explosion of innovative Ramah initiatives year-round.



## PROGRAM TRACKS

### BERT B. WEINSTEIN INSTITUTE

The Bert B. Weinstein Institute is the National Ramah Commission's signature counselor training and leadership program for incoming senior counselors. Participants work with Ramah directors and senior staff to hone critical skills, enhance programming, and share best practices from across the Ramah movement.

### VATIKIM: LEADERSHIP INSTITUTE

The Vatikim Leadership Institute is a program designed for experienced senior counselors. Geared toward upper-level students (returning for their third summer as a counselor), this track focuses on more advanced topics of culture-building, staff dynamics, mentorship, and other leadership development skills.

### RASHEI EDAH

Rashei Edah are division leaders who will be returning to camp as supervisors this coming summer. At the conference, they will be learning from Ramah senior staff, leading and facilitating sessions for other cohorts, and overseeing components of the Weinstein Institute, providing them with hands-on opportunities to practice organization and executive functioning in a camp environment.

### RAMAH COLLEGE NETWORK

Ramah College Network (RCN) Coordinators implement Ramah-style programs on their university campuses. Events range from Shabbat and holiday celebrations to social and learning opportunities. At the conference, RCN Fellows will develop leadership skills and applications for community engagement on campus.

### RAMAH SERVICE CORPS

Ramah Service Corps (RSC) Fellows work with their home camps to create experiential programs, as well as assist with local recruitment efforts. At the conference, the RSC cohort will reflect on their past semester of work, brainstorm effective programming, and develop new educational resources to bring back to their home communities.

### TIKVAH

Tikvah is Ramah's movement-wide network of programs for children, teens, and young adults with disabilities. Our Tikvah staff participants at the conference will be focusing on strategies and educational methods relating to building daily routines, nurturing independent living skills, collaboration with families, and strengthening inclusion efforts.

### VOCATIONAL EDUCATION

The Vocational Education (Voc-Ed) Track provides leadership training and skill development to Ramah staff and vocational education participants with disabilities. For the first time, Tikvah-supported staff members from various Ramah camps will come together to network and develop skills for Kayitz 2022 and beyond.

### MASLUL YISRAEL FELLOWS

Maslul Yisrael convenes a group of returning Ramah staff with faculty from the Shalom Hartman Institute of North America, as they utilize Jewish texts, values, and ideas to explore how Israel fits into their North American Jewish identities. Maslul Yisrael Fellows will develop a set of tools and frameworks to foster substantive and compelling educational experiences about Israel at camp.





Ramah is grateful to the Jim Joseph Foundation; Legacy Heritage Fund; The Immerman Foundation, a supporting foundation of the Jewish Federation of Cleveland; Jewish National Fund & Nefesh B'Nefesh; Leo Oppenheimer & Flora Oppenheimer Haas Foundation; and the Shalom Hartman Institute for their generous support.



Weinstein 2017



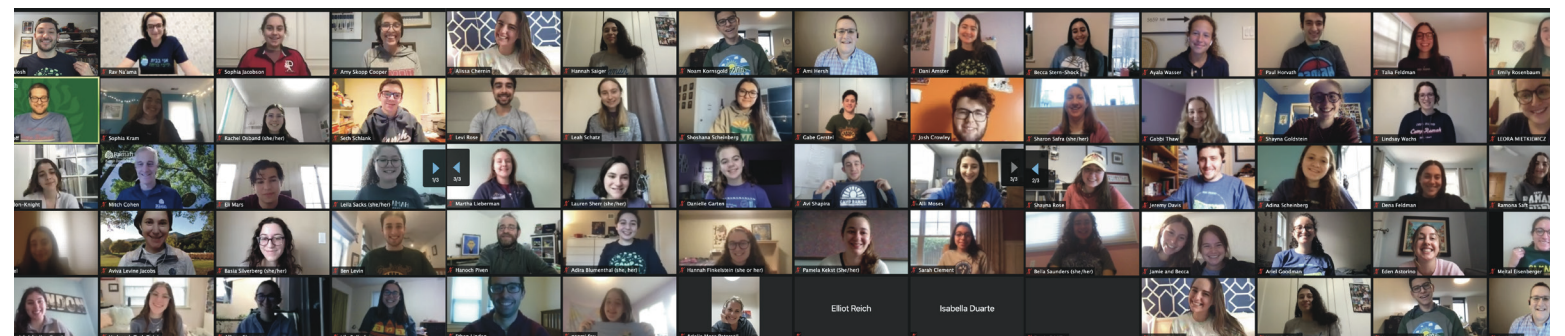
Weinstein 2018



Weinstein 2019



Weinstein 2020



Weinstein 2021



## RAMAH SENIOR STAFF AND FACULTY



**RACHAEL ABRAMS**

Rachael is the director of camper care and staff development for Ramah Poconos. She is a Licensed Clinical Social Worker (LCSW-C) with an MSW from University of Maryland, and is a certified thanatologist, specializing in grief and loss. Prior to this role, she spent many years as a clinician in the Baltimore Jewish Community. A long time camper and staff member, Rachael also served on the board of directors. She met her husband Josh at camp, and their two boys are proud Poconos campers.



**TOBI AFRAN**

Tobi is the program director at Ramah Poconos. She was a long-time camper and staff member at Poconos, including four as a rosh edah. Tobi graduated from Drexel University with a BS in visual communications and worked as graphic designer before pivoting to work full-time for Ramah.



**MAYA ALBIN**

Maya is the TikvahNet program coordinator at National Ramah. Maya spent many summers at Ramah Canada as a camper and tzevet member. She also worked at Ramah Darom to help establish their vocational education program. Maya completed her BAH in psychology at Queen's University, and her MSc in speech-language pathology at McMaster University. Maya lives in Toronto, Ontario, and works as a speech-language pathologist (SLP).



**RABBI MITCH COHEN**

Mitch is senior advisor to the National Ramah Commission, having served as national director from 2003-2021. After graduating from Brown University, Mitch attended the NYU School of Law before enrolling in rabbinical school at JTS. He worked at Ramah California between 1979 and 1988 and served as director of Ramah Canada for 11 years, 1990-2000.



**AMY SKOPP COOPER**

Amy is the director of the National Ramah Commission (NRC). She served as associate director of the NRC from 2004-2021 and as director of Ramah Nyack from 1997-2017. She holds degrees in Jewish history and Jewish education from Hebrew University. She received her master's degree from Brandeis University in Jewish education and communal service. Amy is a recipient of the 2011 Covenant Award for outstanding Jewish educators.



**ARIEL GOODMAN**

Ariel is a program director of the National Ramah Commission. Originally from Evanston, Illinois, Ariel spent five summers at Ramah Wisconsin. A graduate of Washington University in St. Louis, Ariel completed the Avodah Jewish Service Corps fellowship in Washington, DC and worked in both homeless services and education before joining National Ramah.



**RABBI AMI HERSH**

Rabbi Hersh is the director of Ramah Day Camp in Nyack and has worked at Nyack since 2000. Ami, an alum of the Wexner Graduate Fellowship, was ordained at JTS in May 2012 and also received an MA in Jewish education from the Davidson School of Jewish Education in 2013. A graduate of the University of Hartford, he holds degrees in elementary education and Judaic studies.



**PAUL HORVATH**

Paul is the program coordinator at Ramah Nyack. He has been at Ramah since he was a camper at Nyack, and then as a camper, counselor, and rosh edah at Ramah Berkshires. Paul studied politics and computer science at Princeton and was a fellow on the Nachshon Project. Paul is best known for his role in the Machon 2013 production of the Prince of Egypt as "the Hebrew that Moses saves from the Egyptian."



**DR. AUDRA KAPLAN**

Dr. Audra Kaplan, a Clinical Psychologist and leader in Jewish non-profit organizations with a passion for building inclusive communities. As Chief Program Officer at Keshet, she oversees programs for individuals with disabilities throughout their life span. Before joining Keshet, Dr. Audra Kaplan was the Associate Camp Director and Head of Tikvah Support and Community Care at Ramah Darom. Dr. Kaplan was the founding director of Ramah Darom's nationally recognized Tikvah Support Program.



**RABBI NOAM KORNSGOLD**

Rabbi Noam Kornsgold is the director of education and programming at Ramah Berkshires. Originally from East Windsor, NJ, Noam has been part of the Ramah Berkshires community since 2009. He was graduated from List College/Columbia with BAs in Talmud and History, and received his ordination and MA in Talmud from JTS. He's currently working on a PhD in the development of medieval Jewish law at Yeshiva University.



**ORLEE KRASS**

Orlee is the Tikvah director at Ramah Poconos. Originally from Rockland County, NY, Orlee grew up at Ramah Nyack as a camper, counselor, and rosh edah. A graduate of the Nativ program, the University of Massachusetts-Amherst, and Mercy College, Orlee holds a BA and an MA in Judaic studies and education. Orlee has also served as the director of camper care at Ramah Nyack.



**RABBI JOSHUA LADON**

Joshua is the director of education for the Shalom Hartman Institute. Previously, he served as the dean of student and Jewish life at the Jewish Community High School of the Bay. Joshua received a BA from Wash. U. and subsequently lived in Jerusalem, completing an MA in Jewish thought at Tel Aviv University. He also received rabbinic ordination from the Shalom Hartman Institute, and is currently a doctoral student in Jewish education at JTS.



## RAMAH SENIOR STAFF AND FACULTY



**DR. AVIVA LEVINE JACOBS**

Aviva is the Director of Camper Care and Staff Wellness at Ramah California, working alongside Ramah's outstanding yoatzim/parent liaisons. An alumna of Brown University, she received her PsyD in clinical psychology from the CA School of Professional Psychology. She has a long history with Ramah California as a chanicha, madricha, rosh edah, and rosh mador. Aviva recently relocated to Skokie, Illinois with her family.



**RABBI ETHAN LINDEN**

Rabbi Linden is the director of Ramah Berkshires. From Pittsburgh, Ethan has worked at Ramah Canada, Darom, and New England. A graduate of Cornell University, he majored in international relations and ethics and received his rabbinic ordination from JTS in 2007. Ethan was the congregational rabbi of Shir Chadash Conservative Congregation in New Orleans for seven years before returning to Ramah.



**DERET MUSSELMAN**

Deret is the director of community care and DEI for Ramah Galim. Prior to that he worked as a social worker in Arizona schools, and served as a Tikvah counselor during the past three summers. Deret is a graduate of Arizona State University in social work, and obtained his MSW at Northern Arizona University. Deret currently lives in Scottsdale, Arizona, where he spends a lot of time enjoying the outdoors.



**RABBI JOE MENASHE**

Rabbi Joe is the executive director of Ramah California. He hails from Portland, Oregon, and has been a part of the Ramah family since 1995. Rabbi Joe received a BA from the University of Pennsylvania in 1993. He obtained a master of Hebrew letters from the University of Judaism in Los Angeles in 1996 and received his rabbinic ordination and an MA from JTS in 2000.



**DR. DANIEL OLSON**

Daniel Olson is the director of strategic initiatives and Research at the National Ramah Commission. He attended Camp Ramah in Wisconsin as a camper and worked for many summers in the Tikvah programs at Camp Ramah in Wisconsin and Camp Ramah in Northern California. He received his PhD in education and Jewish studies from NYU.



**ARIELLA MOSS PETERSEIL**

Ariella is the camp director of Ramah California. Ariella came to Camp Ramah as a shlichah and served on staff at Ramah Canada for over a decade. Before she joined the Ojai community, Ariella was the assistant director at Ramah Canada. She studied Jewish philosophy at Hebrew University and theatre production at the School of Visual Theatre in Jerusalem.



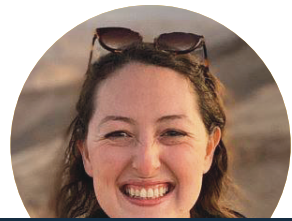
**GEDALIA PENNER-ROBINSON**

Gedalia is a former Rosh Shirah at Camp Ramah in the Berkshires. Originally from Queens, New York, he is pursuing his cantorate at the H. L. Miller Cantorial School of JTS. Gedalia is the former musical director of Y-Studs A Cappella, and was featured on the podcast 18Forty, discussing LGBTQ+ & Jewish Orthodox relations.



**RABBI JUSTIN PINES**

Justin directs national youth and young adult initiatives for the Shalom Hartman Institute. Previously, he served as Hartman's director of New York. Prior to joining Hartman, he served as director of character development at the Ramaz Middle School. He also served as senior fellow at the JJ Greenberg Institute for the Advancement of Jewish Life. He received his BA from U. Penn, his J.D. from Harvard Law School, and rabbinic ordination from Yeshivat Chovevei Torah.



**AVIGAIL SCHNEIMAN**

Avigail Schneiman is the campus student relationship coordinator at Shalom Hartman Institute having worked at Columbia Hillel and in the Jewish non-profit world since graduating from the University of Pittsburgh. She is a graduate of The Silver School of Social Work at NYU. When not talking about identity, Avigail loves talking about Grey's Anatomy and the Philly food scene.



**ADINA SCHEINBERG**

Adina Scheinberg is the program associate at the National Ramah Commission. Since age 9, she has spent her summers at Ramah, attending Ramah Nyack and Berkshires as a camper, counselor, and rosh edah. Adina attended Brandeis University, where she majored in american studies and minored in legal studies, near eastern & Judaic studies, and history. Adina is excited to create programming for Ramah alumni that connects them to the magic of camp beyond the summer months.



**RABBI JOEL SELTZER**

Rabbi Seltzer is the executive director of Ramah Poconos. Rabbi Seltzer spent many years at Ramah Poconos as a camper and a counselor, rosh edah, and rosh drama. He is a graduate of JTS and served as a rabbi at Temple Emanu-El in Providence, RI, for four years before returning to Ramah. Rabbi Seltzer lives in Philadelphia with his wife, whom he met at camp, and his three daughters.



**ANNA SERVIANSKY**

Anna Serviansky is camp director & head of education at Ramah Darom. Anna fell in love with Ramah working at Ramah Darom in its early years. After a career as an attorney, she returned to her passion of Jewish education, working at NRC and Ramah Nyack. Prior to her current role, Anna served for six years as associate dean of List College.



## RAMAH SENIOR STAFF AND FACULTY



**ALLISON SHERMAN**

Allison is the program coordinator of Ramah Darom. She has spent the last six summers as a madricha and rosh edah at Darom. Allison graduated from the University of Florida in 2019 with a BA in education sciences.



**JARED SKOFF**

Jared Skoff is a program director of the National Ramah Commission, directing year-round leadership training for counselors and rashei edah. He has worked on the summer staff of Ramah Canada, Wisconsin, and California. Originally from Cleveland, Jared attends the Ziegler School of Rabbinic Studies in LA as a Wexner Graduate Fellow, and maintains a deli-themed Instagram.



**MICHELLE SUGARMAN**

Michelle is the assistant director of Camp Ramah New England. Originally from Scranton, PA, she was a long-time camper and staff member at Camp Ramah in the Poconos, spending 26 summers there, including 12 as the assistant and then associate director. She earned her BA in Jewish studies and MSW from Temple University, and has also worked as director of the N.A. Office of Academic Affairs of Hebrew University.



Ramah New England, 1980s



**AYALA WASSER**

Ayala is the assistant director at Ramah Darom, where she started as a camper in the gan. She is a graduate of JTS's List College and William Davidson School of Jewish Education. She spent the last three years working at RSA as the assistant director.



Ramah California, 2019





### OVERNIGHT CAMPS

Berkshires • California • Canada • Darom  
New England • Northern California (Galim) • Poconos  
Ramah Sports Academy • Rockies • Wisconsin

### DAY CAMPS

Chicagoland • Jerusalem • Nyack  
Philadelphia • Greater DC

### RAMAH ISRAEL

Ramah Israel Seminar • Tichon Ramah Yerushalayim (TRY)  
Ramah Israel Institute: Synagogue, School, Family, and Adult Trips

### NATIONAL RAMAH TIKVAH NETWORK

Programs for Children, Teens, and Young Adults with Disabilities:  
Inclusion Camping • Vocational Education  
Family Camps • Staff Professional Development