



THE JEWISH CAMP COUNCIL OF TORONTO

Proposed Board of Directors

To be voted upon at the March 18, 2024 Annual General meeting

BIOGRAPHIES

1. **Garry Wise, Director (Board Member since 2019)** – Garry was born in Toronto and graduated from Osgoode Hall Law School in 1984. He was called to the Ontario Bar in 1986. He founded Wise Law Office in 1986. He has completed advanced training in Family Law Mediation and a Bachelor of Arts degree in Psychology. Garry's Toronto law practice focuses primarily in the areas of Employment Law, Family Law, Civil Litigation, Personal Injury litigation, Estate litigation and Small Business Consultation. Garry J. Wise currently serves as Chair of the Legal Committee of the Jewish Camp Council of Toronto. He is a prior Chairman, Legal Affairs and Advocacy Committee, Big Sisters Association of Ontario, where he also served as a member of the Executive Committee for two years.

He is primary contributor to the award-winning Wise Law Blog and was named in 2017 to the Canadian Law Blog Awards Hall of Fame. Garry has contributed to Bar-eX News, SlawTips, Huffington Post, CCH Labour & Law Newsletter, Canadian Bar Association's Solo and Small Firm Addendum, Divorce Magazine and CCH Canadian Family Law Guide. He has been a Continuing Legal Education presenter on social media, legal ethics, Web 2.0 and security issues, and has been featured in the National Post, Toronto Star, LawPro Magazine, Lawyer's Weekly, Canadian Lawyer Magazine, CCH Student E-Monthly and Toronto's Now Magazine.

Applying his interest in new technologies, Garry has developed Wise Law Pro, a law office practice management tool, as well as WiseLii, Canada's Mobile Legal Research Tool, an iPhone app that was in service from 2012-2018. Garry was a camper from ages 9 through 15, worked on kitchen staff at Parry Sound under Franz and Norbert and then was a counsellor for three summers in the 70's and early 80's.

2. **Sean Abenstein, Director (Board member since 2020)** -- Sean is a senior Sales, Operations and Valuation professional for one of North America's most recognized sources for Recycling and Construction equipment. In his role as Chief Commercial Officer for Gensco Equipment Inc. and Gensco America, Sean is responsible for coordinating Sales operations and Strategic Marketing while supporting the company's global vendor network. With close to 20 years of industry experience, Sean has garnered a reputation as a trusted source and consultant for small business and large corporations in a variety of industrial markets. Prior to his career at Gensco, Sean provided Advisory Services in the areas of Corporate Restructuring, Asset Recovery and Asset Based Financing.

Sean went to Camp Northland as a camper and went on to become a specialist on Water Ski, Canoe and Kayak, finishing off his camp experience as Head of Paddle Sports. He and his wife Nicky, who

was also a camper and staff member at NBB, have three children, Noah, Madison, and Tyler who attend Camp Northland. Sean is excited to join the Camp Council of Toronto and assist in the effort to promote camp, fundraise, and carry out the goals of the Board. The friendships, life skills and personal development Sean engages on a daily basis can be credited to his experiences at Camp Northland. The camp has had a huge impact on shaping his life and goals.

In addition to balancing family, professional career and coaching minor sports, Sean sees the value of dedicating his spare time to helping Camp Northland thrive. Although he brings a modern approach to overnight camping, he feels strongly about preserving its integrity of being a traditional and inclusive community based Jewish Camp that offers a diverse selection of programming and entertainment that children enjoy.

- 3. Ned Blinick, Director (Board member since 2020)** -- Ned is a husband, grandfather, and father. In his personal life, Ned has fulfilled many roles as a Board Member of the Baycrest Foundation (4 years), past president of the Men's Service Group (Baycrest), a loan officer at Free Loan Case (Federation). As a father Ned has coached his son's baseball and hockey teams. Early in his career (1960s) Ned was a counsellor, Head of Land Sports (NBB Senior Camp), Section Head (NBB Junior Camp).

Ned Blinick is the Chief Product Officer and founding partner of Blinco Systems Inc., the developers of 3rdwave Global Sourcing, Logistics, Trade Compliance, and Distribution solutions.

Ned's been a speaker at ICPA, CSCMP, the National Defense University, and published many blogs and articles about Trade Compliance, Transportation, and Global Supply Chain Management. His extensive 30+ years experience in global commerce, both as a practitioner and advisor ensures practical solutions to global commerce issues. He's past President of one of the largest independently owned food importer in Canada and was a Director of the Canadian Food Brokers' Association. He has an exceptional grasp of the inherent complexities in the global supply chain and the ways to simplify processes and drive value.

- 4. Jodi Lieberman, Director (Elected March 28, 2022)** -- Jodi is the Chief People, Culture and Brand officer who joined Canadian Apartment Properties REIT (CAPREIT) in 2009 and has been instrumental in developing its people and defining its culture, making CAPREIT one of the best places to work in Canada. Jodi has over 20 years of professional Human Resources experience with large organizations such as Labatt Brewing Company, TELUS Mobility and Bentall Kennedy. Jodi is responsible for leading and implementing CAPREIT's People Culture and Brand strategy in alignment with the company's growth-oriented business goals. Jodi has contributed significantly to the creation of a collaborative and highly engaged team, capable of meeting CAPREIT's growing needs and is ultimately responsible for the employee experience. This includes ESG, training and development, talent acquisition and retention, wellness, employee relations, corporate services and compensation. As recognition for Jodi's and her team's accomplishments, CAPREIT has been consistently recognized as one of the 50 Best Employers in Canada since 2014. Jodi has an Honours BA in Sociology from York University and a graduate Certificate in Human Resources from Seneca College.

Jodi grew up going to Camp Geshar as a camper, counsellor and Head of Swim between 1987- 1997. She met her husband David at Camp Geshar, and their daughters Noa and Neeve continue to thrive and grow at Camp Northland.

5. **Ernie Gutstein, Director (Board member since 2018)** -- Ernie was born in Buenos Aires Argentina. He immigrated to Canada in 1963 and shortly after found his first true Canadian “home” on the shores of Moose Lake at Camp Northland.

Now, married with 3 adult children Ernie continues to appreciate the outdoor lifestyle as an avid camper, canoeist and cyclist. Ernie’s passion to support new Canadian families and helping them to integrate into Toronto’s diverse and accepting Jewish Community is just one reason that he passionately supports Camp Northland. Most recently, Ernie co-chaired the camps scholarship committee with Rick Fine.

As a practicing and published lawyer (since 1979) at GOLDMAN SLOAN NASH & HABER LLP., Ernie brings exceptional negotiation skills and business savvy to his client’s files. His diverse legal expertise is brought to bear in connection with the difficult files which other solicitors are not prepared to take on. He is considered a “fixer” who is consulted by other lawyers, developers, real estate investors and business people when the going gets rough.

Ernie’s eclectic practice includes real estate acquisitions and sales, mortgage financing and enforcement, land development, professional errors and business matters, condominiums, estate matters and the resolution of all manners of business disputes, construction contracts, the structuring and management of joint ventures as well as commercial leasing, partnerships and land leases.

Ernie is preferred LawPRO counsel and in that capacity has resolved many complex errors and omission matters on behalf of other real estate solicitors. He also has an active mortgage enforcement practice acting for several financial institutions with a focus on maximizing realization on behalf of his clients. He takes a results-oriented business approach to all matters he handles on behalf of his clients.

6. **Jennifer Lewis, Director (Elected, March 28, 2022)** -- Jennifer is a lawyer in the Private Client Services Group at Torkin Manes LLP. Jennifer’s practice focuses on estate planning, where she works with clients to prepare thoughtful and effective estate plans, including multiple wills, powers of attorney for property and personal care, and testamentary trusts. She also assists clients with estate administration.

Jennifer studied law at the University of Toronto. She received a Bachelor of Arts degree in Psychology and Sociology from the University of Western Ontario, where she graduated on the Dean’s Honor List and as the Gold Medalist.

Beginning in 2002, Jennifer went to Camp Northland as a camper and staff. During her last summer at camp in 2017, Jennifer spearheaded the Weekender Program, introducing over 140 first-time campers to Camp Northland.

Camp Northland has had a huge impact on Jennifer’s life, both professionally and personally. Jennifer and her husband, Darren, met at Camp Northland.

Jennifer is thrilled to serve on the board for the Jewish Camp Council of Toronto to carry out the objectives of the Board, give back to the camp community, and support Camp Northland’s future growth and success.

7. **Amy Laski, Director (Board member since 2017)** -- Amy is Chief Strategy Officer at The Difference Lab, a leadership development company that works with teams and individuals to learn the skill of Intentional Subtraction: how to fiercely prioritize what drives business and personal value, by bravely subtracting what doesn't.

Her work with The Difference Lab builds on Amy's 20+ year communications career, in which she defied industry conventions by founding Felicity, a "brains not bricks" virtual communications agency, where clients paid for outputs (results) and not inputs (billable hours). The idea for Felicity was sparked by Amy's experiences leading communications at Coca-Cola Canada, where she drove the Company's first-ever Canadian efforts to improve the perception and consumption of sparkling beverages, and reputation in the area of wellbeing. Prior to joining Coca-Cola, Amy worked at two of Canada's top communications firms. She is a graduate of the Ivey Business School at Western University.

Outside of work, Amy started the Tween Girls' Hockey League and is advocating for a more equitable ice time allocation policy in the City of Toronto. Alongside her husband, she is raising three daughters, two of whom are the 4th generation in her family to attend Camp Northland.

8. **Lynn Kirshin, Director (Elected – March 24, 2021)** -- Lynn is a lawyer by training and is currently a Senior Policy Analyst in the Policy Department at the College of Physicians and Surgeons of Ontario, the regulatory body for physicians in Ontario. She is responsible for developing and reviewing policies that set out legal obligations and professional expectations for physicians practicing in Ontario. Prior to joining the CPSO, she worked for 10 years at the Ontario Ministry of Health and Long-Term Care, in the areas of long-term care and health profession regulation.

Lynn spent 5 summers at Camp Northland as a camper in Parry Sound and Haliburton and has fond memories of camp life (especially tuck!). Lynn and her husband's family have many connections with Camp Northland with many family members spending their summers there.

Lynn is excited that her daughter is now creating her own memories at Camp Northland.

9. **Esther Tock, Director (Elected – March 28 2022)** -- Esther is a recently retired banker, having held approximately 20 different roles at CIBC over a 35-year career. She is known as a change leader and has proven experience in program management, risk management and implementation in both front and back-office functions.

In her spare time Esther has enjoyed many volunteer roles including, but not limited to, Vice Chair of Dixon Hall Neighborhood Services; Meals on Wheels; JFCS tutoring; pet therapy at Baycrest and was a member of the United Way Speakers Bureau. Currently Esther is part of a mentorship program for high school students and spends her time making soup for an upstart Jewish community program called Ladles of Love through her shul.

Esther's camp experience started many years ago at camp Kadimah, where most of the Atlantic Jewish community attended camp. She maintains lifelong friendships and memories from those formative years.

NEW Board Members welcomed to commence a two-year term on March 18, 2024

1. Jordan Brudner (CPA)

Jordan is the VP of Finance at LaunchLife International, a private education franchisor with a global network of brands that supports learners across 25 countries from early childhood education to employment. Jordan has 10+ years experience as an industry accountant across various sectors.

Jordan went to Camp Northland for seven years from 2003 to 2009, as a camper and as a specialist on Adventure.

In his free time, Jordan enjoys spending time with his wife Kira and daughter Lucy, getting out for a rock-climbing session or a round of golf with friends, and volunteers as a CPA Mentor, helping prospective CPAs complete their practical experience requirements, and with Jewish Free Loan Toronto on its Finance and Loan committees. Jordan is excited to be able to draw on his professional experience and give back to camp after gaining so much from his summers at NBB.

2. Tamara Caplan

Tamara is a Jewish community professional currently working in the development space. She has a dedicated interest in Jewish continuity and identity building and believes deeply in the role communities play in that space. Tamara has an extensive background in formal and experiential Jewish education, which she feels fortunate to have the opportunity to integrate in her work. Most of her career has been spent engaging Jewish young adults through various experiential programs like Birthright Israel and March of the Living. Israel has always played a central role in her life, which has significantly impacted her understanding and appreciation of diverse Jewish communities and the importance of inclusion to ensuring a strong, united Jewish future.

Tamara is a Camp Northland alumni who attended camp as a camper, staff and head staff. Camp has played a significant role in Tamara's life and motivated her to pursue a career in Jewish community where she could focus on building other identity building communities. She believes strongly in the power of camp and has personally experienced how life changing it can be. Tamara is married to Aaron, another Northland alumni, and they have two amazing future NBB campers, Shai and Aviv.

3. Richard Freilich

Rich is an IT and Cybersecurity Executive with a 25+ year career that has spanned various industries, including internet technologies, mobility, insurance, consulting, non-profit and private equity. After gaining experience in support, operations and software development, he spent over 10 years with BlackBerry, building out organizational capability in the web, solution and security architecture spaces. In his current role, he is responsible for IT Operations, Technology Strategy and Security for dozens of companies, proactively implementing technologies and processes to best protect information and systems, and responding to cybersecurity threats and events.

First discovering his love for Camp Northland as a camper, Rich then went on to become staff, both as a specialist on Sail and then as a counsellor. His love for NBB continued when his 2 children started going and discovered their own home there.

Rich's past volunteer experience includes Chair of the School Advisory Council at Summit Heights Public School and a member of the Adath Israel Education Committee. He also was a volunteer coach for his kid's soccer and baseball teams, and can sometimes be found in his daughter's TikToks.

Rich is excited to serve on the Jewish Camp Council of Toronto Board and work with the other Board members and Camp Northland staff to help ensure Northland's continued legacy of excellence in providing camping experiences to youth while strengthening their Jewish identity.

4. **Sammy Ptasznik**

Sammy is a seasoned growth marketing and sales leader with expertise in customer acquisition, brand building, emerging technologies, and product development. He currently serves as a Client Partner at Meta (Facebook & Instagram), where he helps some of the largest brands in Canada develop and execute strategic marketing plans to drive business growth. Since joining Meta in 2018, Sammy has held roles spanning multiple industries such as Tech, eCommerce, B2B and Financial Services. Prior to that, he worked at American Express, where he led credit card acquisition across multiple digital channels, developed industry-leading products, and launched mobile wallets. Sammy's experience in the advertising space has enabled him to give back. He regularly supports small businesses and nonprofits with pro bono marketing consulting.

Sammy holds an Honours Bachelor of Business Administration, with specialization in Finance and a minor in Economics from Wilfrid Laurier University.

Camp Northland has played a significant role in shaping Sammy into who he is today. He spent 12 summers as a camper, staff member, and section head, gaining life-lasting skills, relationships, and experiences along the way. Sammy and his wife, Laura, met at Camp Northland and have two future Northlanders, Max and Noah.

Sammy is honoured to join the Jewish Camp Council of Toronto board and contribute to the longevity and success of Camp Northland. He is committed to ensuring thousands of future campers get the same life-changing experience he was given.

5. **Sydney Seidel**

Sydney is a Marketing Manager at Keurig Dr Pepper Canada, where she oversees omni-channel marketing strategies for the coffee portfolio. She has recently taken on the challenge of integrating two new partners into the company's portfolio, showcasing her leadership and strategic thinking. Sydney's contributions to KDP extend beyond her marketing expertise; she has been instrumental in shaping the company's culture, leading the Social Committee and earning recognition as the Collaborator of the Year organization wide. Prior to her role at KDP, Sydney started her career at General Mills, where she gained valuable experience in the CPG industry.

Sydney holds a Master of Business Administration from the Smith School of Business at Queen's University. She also earned her Bachelor of Business Administration with a specialization in Marketing from Wilfrid Laurier University.

Sydney's connection to Camp Northland runs deep, beginning with her first summer at camp in 2003. From her days as a camper in the youngest cabin to her leadership role as Head Staff, Sydney has experienced the transformative power of Camp Northland's values. She has been actively involved in reconnecting alumni through engaging events, fostering a sense of community. Camp Northland holds a

special place in Sydney's heart as it is where she met her fiancé, Daniel, adding an extra layer of personal significance to her involvement.

This deep-rooted connection motivates her desire to contribute to the future of Camp Northland and expand the Jewish Camp Council of Toronto's presence. Sydney is eager to bring her passion, camp experience, and commitment to the table, ensuring the continued success and growth of Camp Northland.