



THE JEWISH CAMP COUNCIL OF TORONTO

Proposed Board of Directors

To be voted upon at the March 9, 2026 Annual General meeting

BIOGRAPHIES

1. **Amy Laski, Director (Board member since 2017)** – Amy Laski is an entrepreneur, community builder and career communications professional with more than 25 years of experience helping organizations think differently about how they operate and how they create meaningful impact.

As President-Elect of the Camp Northland Board, Amy brings this perspective to her leadership, with a focus on strengthening the camp experience for children and families.

When she's not working with the board to keep Moose Lake summers magical, Amy is the Founder and Executive Director of the Tween Girls' Hockey League, a high-quality, once-a-week program designed for girls who want to start hockey later or stay in the sport without the pressure of traditional pathways. By removing the barriers of time, competitiveness and intimidation, the program prioritizes strong skill development, confidence and connection. She is now building on this model to grow a broader sports ecosystem shaped by what girls want: experiences where belonging and progress matter more than winning.

Earlier in her career, Amy spent two decades in public relations and communications, including senior roles at Coca-Cola Canada. She later founded Felicity [Inspiring Communications], one of Canada's first virtual public relations agencies known for challenging traditional agency conventions. She is a graduate of the Ivey Business School at Western University.

Alongside her husband, Amy is raising three daughters, two of whom represent the fourth generation of her family to attend Camp Northland

2. **Sean Abenstein, Director (Board member since 2020)** – Sean is the Chief Commercial Officer of Gensco Equipment Inc. and Gensco America, where he oversees sales operations and business development while supporting a global vendor network. With nearly 20 years of experience across sales, operations, valuation, and advisory services, including corporate restructuring, asset recovery, and asset-based financing, he is a trusted advisor to businesses and lenders across several industrial markets.

A lifelong Camp Northland community member, Sean attended camp as a section one camper and later served as a specialist and head staff. Alongside his wife, Nicky, a former camper, and staff member, their three children have experienced Camp Northland as both campers and staff.

Sean is committed to supporting the camp's mission through governance, fundraising, and advocacy, while preserving its values as a traditional, inclusive, community-based Jewish camp that continues to evolve for future generations.

- 3. Garry Wise, Director (Board Member since 2019)** – Garry served as President of The Jewish Camp Council of Toronto from 2024 to 2026. He previously served for several years as Chair of the JCC's Legal Committee.

Garry was a camper at Northland 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.

Garry graduated from Osgoode Hall Law School in 1984. He was called to the Ontario Bar and founded Wise Law Office in 1986, where his practice focuses on Employment Law and litigation. 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 also contributed as a writer in numerous legal publications and has been a CPD presenter at a variety of professional events.

Garry is a prior Chairman, Legal Affairs and Advocacy Committee, Big Sisters Association of Ontario, where he also was a member of the Executive Committee for two years, and has served in other roles in the Toronto Jewish community throughout his career.

- 4. Lynn Kirshin, Director (Board Member since 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.

- 5. Jordan Brudner (CPA), Director (Board member since 2024)** – Jordan currently serves as a fractional CFO, providing strategic financial guidance to a variety of organizations. Prior to that, he served as CFO and 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 loves spending time with his wife Kira and daughters Lucy and Blake. He enjoys getting out for a rock-climbing session or a round of golf with friends, and he's passionate about giving back to the community. He volunteers as a CPA Mentor, helping prospective CPAs

complete their practical experience requirements, and serves as Treasurer of the Board for Jewish Free Loan Toronto. Jordan is thrilled to bring his professional expertise full-circle, contributing to the camp where he gained so much from his summers as a camper and staff.

- 6. Jamie Kopman Director (Board member since 2025)** – Jamie is a Criminal Defence and Mental Health Lawyer in practice since 2016. Jamie has had the opportunity to work with prominent Defence Lawyers on several high-profile cases. He is a member of Criminal Lawyers Association and was part of the Mental Health committee. Jamie takes pride in representing and assisting vulnerable individuals charged with criminal offences and representing individuals with major mental illnesses. He attributes the patience, focus and calmness in the courtroom and with clients, to his hours on Moose Lake teaching campers to ski.

In his spare time Jamie volunteers with Lawyers Feed the Homeless, as well as a coach with the OJEN Mock Trial for high school students.

Jamie started his Camp Northland career in 1999 and instantly fell in love with the community the land and especially the water, spending 13 years there as both a camper and staff. Jamie was a counselor, water ski specialist and finished his final years at Northland as the Head of Waterski for 3 years. Jamie's time as both a camper and staff was integral in developing his character, forging relationships that he maintains to this day, and having the opportunity to build confidence and a sense of identity.

Jamie is honoured to serve as a Board Member of The Jewish Camp Council of Toronto, in hopes he can continue to help develop and grow the Northland community, maintain its sense of community, identity and integrity, and give back to a place that has had such a profound and lasting impact on his life.

- 7. Jennifer Lewis, Director (Board Member since 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.

- 8. Ashley Zaretsky, Director (Board Member since 2025)** – Dr. Ashley Zaretsky completed medical school and residency at the University of Toronto following the completion of both her Bachelor's and

Master's of Science degrees at Western University. She trained in Family Medicine and is certified by the Canadian College of Family Practice. She is a clinical adjunct professor with the Department of Family Medicine at the University of Toronto. Dr. Ashley is a Family Physician who practices full scope primary care and she is the Medical Director at her Long-Term Care homes as well as overseeing several Transitional Care Units.

Dr. Ashley first discovered her love for Camp Northland when her husband volunteered her to be a camp doctor in 2016. She now enjoys spending time up there every summer with her husband and three children who love Camp Northland as much as her.

Outside of work, Dr. Ashley enjoys playing pickleball with her husband, playing softball with her B'nai Brith team and doing fun activities with her children and husband.

9. **Richard Freilich, Director (Board member since 2024)** – 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.

10. **Sammy Ptasznik, Director (Board Member since 2024)** – 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.

11. Sydney Seidel, Director (Board Member since 2024) – 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.

NEW Board Members welcomed to commence a two-year term on March 9, 2026

1. **Matthew Klar** - Matt is Co-Founder and Partner of the greater, a strategy firm that works across the sport sector advising organizations on business, brand, and sponsorship strategy. The greater works with clients including MLSE, the Canadian Olympic Committee, the Toronto Tempo, and many others across the sport industry. The greater is structured as a social enterprise with a strong social mission and commits 50% of its net profit back into communities. Prior to founding the firm, Matt led strategy teams at firms focused on sport marketing and corporate partnerships, working with leading organizations across North America.

Outside of his consulting work, Matt has taught in the Sport and Event Marketing program at George Brown College and currently serves on the board of PS43, the personal foundation of former Toronto Raptor Pascal Siakam. His work regularly has him working with boards and non-profits across the country, and he values the opportunity to contribute as a board member while continuing to learn from Camp Northland's full-time staff and dedicated volunteer leaders.

Matt holds an MBA from Queen's University and a Bachelor of Business Administration from Wilfrid Laurier University.

Matt attended Camp Northland from 2001 to 2013, starting as a Section 1 camper and finishing as Head of Section 1. Camp is where he met his wife (aka beshert), Tali, and where many of his closest friendships were formed. His favourite parts of camp are a head dunk in Moose Lake after a game of pickup basketball or ping pong in the pavilion, plopping under a shady tree at rest hour after a big mess hall lunch, and the unmistakable aura of camp and the way it brings out the best in all of us.

2. **Stephanie Sternberg Meth** - Stephanie is a seasoned HR professional and currently the Senior Director, People & Culture at Coca-Cola Ltd., where she leads with a strategic focus on fostering talent development, organizational excellence, and employee engagement. With a Bachelor of Arts from the University of Toronto and a Master's in Human Resources from York University, Stephanie brings a strong academic foundation to her work, complemented by years of hands-on experience shaping dynamic workplace cultures. Her leadership is marked by a deep commitment to aligning people strategies with business objectives, driving both performance and inclusivity. Throughout her career, she has held roles in talent acquisition, strategy, and as a strategic HR business partner.

Stephanie grew up in Haliburton, Ontario, on Eagle Lake. At the age of 12, two days prior to the commencement of second month at camp, NBB sail staff delivered the camp application by boat to her home, thus beginning her decades-long relationship with Camp Northland. NBB served as the foundation of her Jewish identity and is a place where she made lifelong friendships and gained experiences that shaped the person she is today. Stephanie was a camper, staff member,

and head staff, and is now a proud alumna. Together with her husband, Rob, their children, Leo and Max, are continuing the NBB tradition as current campers.

- Sherry Mosko** - Sherry holds a Bachelor of Arts in Psychology (York University) and a Master of Social Work (University of Toronto, 1976). Her social work career spans over 4 decades, with child welfare practice at its core. She held senior leadership positions at the Children's Aid Society of Toronto where for 32 years she worked in child protection. In the latter 8 years, she served as Director, Child and Youth Services. Central to this work was a specialization in planning and advocacy for the rights of children and youth growing up in the care of the 'State', and as a result she implemented innovative programs and best practice standards to improve their outcomes. Sherry's research interests included the educational attainment of Crown Wards, and she presented on this subject at both a national and international level. In 2013, she received the Child Welfare Champion Award, conferred by Children's Aid Foundation of Canada.

As a part time Contract Lecturer at Toronto Metropolitan University for 6 years, Sherry taught an undergraduate course in Child Maltreatment in the Faculty of Community Services, School of Child and Youth Care. She has served on 6 NFP Boards, all with child serving agencies. Most notably is her 13 year tenure, including 7 years as Chairperson, on the Board of Directors, Turning Point Youth Services, an accredited Children's Mental Health Centre in downtown Toronto funded by the provincial government, where she served until 2019. Sherry holds certificates in Leadership and Management Development, and Alternative Dispute Resolution. She consulted as a private practitioner for 14 years, throughout 2024, to organizations in the social services sector on a broad spectrum of child welfare issues, strategic planning, systems change, and Board governance.

Sherry sees her years as a young camper at Camp Northland – B'nai Brith, when a financial subsidy enabled her access, as life altering. It set her on a pathway at that time to become involved and ultimately take on the position of Director of the Day Camp for blind and deafblind children at the CNIB for 7 years, inspiring her life's work. Social justice, community service and a deep commitment to volunteerism have been rooted in her career. Sherry is honored to join the Board of Directors, and work to continue to maximize conditions whereby children and youth have the advantage of attending camp. She sees the Jewish Camp Council of Toronto as an integral part of the Jewish community landscape, both today and going forward.

Sherry's family and 4 granddaughters are the source of her greatest joy. She loves music and theatre, and places a high value on lifelong learning. She and her husband Brian (also a Camp Northland alumni) have travelled extensively. She is very proud to support her husband's longstanding charitable work in Ghana, West Africa where he builds and donates water wells in impoverished communities previously without access to potable water.

- Lucy Ruiz** - Lucy is a seasoned fundraising professional with more than 25 years of experience advancing philanthropy across the nonprofit sector. She began her career in independent schools, including serving as a fundraiser for United Synagogue Day School (now Robbins Hebrew Academy), before moving onto the technology side of the sector with global fundraising software leader Blackbaud.

At Blackbaud, Lucy implemented enterprise level fundraising systems for major universities across North America, helping institutions strengthen their advancement operations. She later

launched her own fundraising consulting firm, Sentinel Consulting, specializing in data management and operational excellence, for mission driven organizations.

Today, Lucy likes to share her knowledge at industry conferences and publications on data strategy and nonprofit technology.

Lucy's love for camp began in her childhood, where she spent her summers on the shores of Lake Ontario near Cobourg—experiences she describes as among the most formative of her life. A lifelong advocate for the values and community that camp fosters, she's thrilled that her own children have found their camp home at NBB.

Lucy and her husband, Dan, are proud parents of two active NBB campers, ages 8 and 11. You can usually find the family on a soccer field, at the rink, or out skiing. Lucy is honoured to serve on the Northland Board and is committed to contributing to the camp's strong future.