



SPECIAL CAPITAL CAMPAIGN EDITION

HAKSHIVU! HAKSHIVU!

Historic expansion to break ground in September

When the last of the Family Campers leave this August, the usual tranquility of Herzl Camp in the off-season will be replaced with the sounds of bulldozers, cement mixers and construction crews. Yes, it's true; after 63 years of wear and tear, camp is being expanded, renovated and rebuilt. Far more than a facelift, this head-to-toe overhaul will add 20 percent more camper capacity, create a fully accessible camp, and relieve overcrowding and waiting lists. New programming space ensures a seat for every camper in the Mercaz (outdoor synagogue), room to play on heavy-dew days, and more chances to sing, dance, craft, paint, swim, sail and just hang out with friends.

"We are thrilled with the way the community has made Herzl Camp a priority even in these tough times," Camp Director Anne Hope says. "It is a bad time for the stock market, but a good time to invest in our children's future."

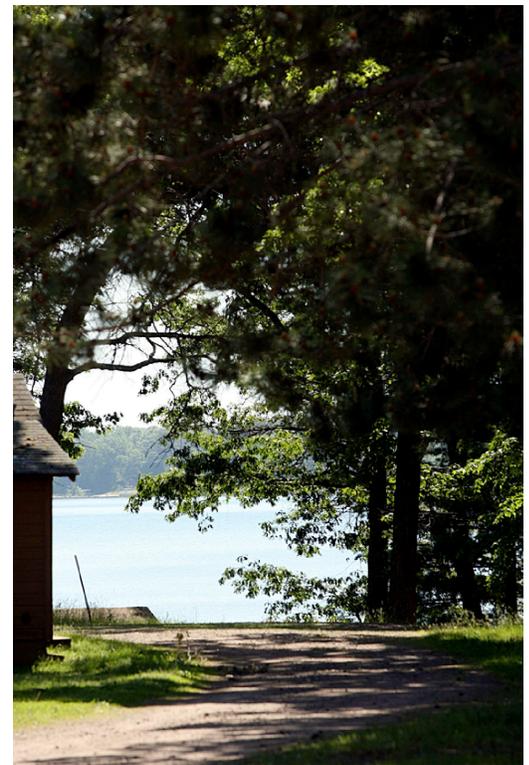
Because of the scope of the project, the expansion will take place over two off-seasons. The total project is expected to cost \$8 million

and to be completed in 2011.

"Certainly the economy and other financial concerns have affected us, but we've seen that this project touches the hearts of so many," Mike Fiterman, Capital Fundraising Cabinet Chair says. "Our friendships, our marriages, our identities were forged there. We have to make sure that our children and grandchildren have that chance."

Herzl Camp's unique status as a Zionist, community-built, independent camp have brought support from national organizations like the Grinspoon Institute for Jewish Philanthropy and the Avi Chai Foundation.

"Herzl Camp has been producing creative, talented Jewish leaders for 63 years. It's been a privilege to connect with so many of them and to see the kind of commitment of time and money they are willing to make to ensure Herzl's future," says Hope. "It inspires me to do the best I can by every one of today's campers. It's clear that these days at camp are the most formative days of their



New layout highlights waterfront views and access for campers of all abilities

lives. These are the moments and the friendships that last a lifetime."

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Hakshivu! Hakshivu! is a semi-annual publication of the Herzl Camp Foundation. Herzl Camp, a 501(c)3 charity, is a trans-denominational, Zionist, Jewish overnight camp, celebrating its 63rd camp season in 2009.

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Enrollment unaffected by economy

Worries that families would keep children home this summer to save money have proven unfounded. This summer is the second largest enrollment in the history of the camp - 690 campers, ages 7-17, will gather in Webster, Wisconsin this summer.

We heard from many families that camp is a part of Jewish education that could not be skimped on, even when they are cutting back on other things," Anne Hope, Camp Director says. "It's effective Jewish education that they beg to attend."



Herzl increases scholarship dollars by 50%

Scholarship needs increased dramatically this year, but the Herzl Family came to the rescue.

"We expected a big increase in requests, so in order to stand by our tradition of getting every child to camp, we set a goal to distribute at least \$50,000," Neil Fink, Scholarship Committee Chair says. Applications for need-based scholarship through Herzl's completely anonymous review process increased by 30 percent.

Traditional scholarship sources were strained due to economic conditions and increased need. However some made Jewish camping a priority and increased awards.

"Because the community has responded so generously, we are in a good position to help our families," Camp Director Anne Hope says. "We've increased our awards by \$18,000 over last year, and we are still working with every family to get them to camp this summer."

Experts enhance learning at camp in '09

Aided by a committee of Jewish educators, Herzl Camp formally adopted programmatic goals to standardize Jewish learning at camp. These guidelines help staff design programming to ensure that all aspects of Jewish living, ritual and tradition are covered over a camper's career at camp.

This year, special programs enhance the curriculum with topics ranging from panel discussions with

Holocaust survivors to learning to create rap music out of Torah portions with the Bible Rapper, a Jewish music instructor.

Ongoing staff training this year is built around a theme of "Your Post-Camp Career." Each week expert volunteer instructors share job search insights, exploring options in Jewish professional careers, and helpful tips to navigate early career choices in a recession.



FROM THE PRESIDENT

I have always said that my love for Herzl Camp doesn't stem from an attachment to buildings but rather a connection with the spirit that encompasses everything Herzl Camp offers.

In 2005, my family went to the first-ever Family Camp at Herzl. We were so excited to have an opportunity to be at camp for a Shabbat. It had been 17 years since I had slept in a bunk bed in a cabin, since I showered in the Haks, and since I had prayed at the Mercaz.

The weekend was amazing and also extremely eye opening! I was still able to feel the ruach, yet couldn't help but notice how run down camp was! Many of the buildings at camp existed before Herzl Camp bought the land in Webster. Some are more than 80 years old. For many years now, we have been putting band aids on buildings to get them through to the next summer.

That weekend was pivotal for Herzl Camp. The board members who were in attendance left camp with a new agenda: to ensure that Herzl Camp would thrive for the next 60 years.

Since then, the Herzl Board has methodically determined the path for our future. We hired our first development director, Holly Guncheon, to help us navigate this new territory. We began with the creation of a strategic plan that identifies the areas that Herzl will focus on in the next 5 years. We formed a master planning committee and, with the help of our architects, developed a master plan for Herzl Camp. We have been using that master plan to execute our dream.

We have since hired an Architect, an Owner's Rep, and a Contractor. A big thank you to Gary Weinstein for chairing the Master Planning Commit-

tee and to Todd Geller who is chairing the Building Committee. Each is made up of talented individuals who brought their expertise to Herzl. We are very grateful for their time and dedication!

Our Campaign Chair, Mike Fiterman has done a fabulous job. In these difficult economic times, Mike has been an eternal optimist and pragmatic leader. His devotion to Herzl's legacy will see us to our goal!

As Theodor Herzl said, "If you will it, it is no dream." Well, we have a dream and we certainly have the will. We are building this camp for your children, for your grandchildren, and for your great grandchildren. Todah Rabah to all of you who join us in building this dream!



LAUREN KAPLAN



DIRECTOR'S CLIPBOARD

*If I am not for myself, who will be for me?
If I am not for others, what am I?
And if not now, when?*

We all know this famous lesson that Rabbi Hillel taught us. I've thought of it often over the past few months.

After more than a year of planning, studying, and reaching out to camp friends and alumni to determine what camp needs to be in the future, we began talking with potential donors in August 2008.

It's difficult and nerve-racking to ask anyone to part with their hard-earned dollars. I was not sure I could do it, but I firmly believe that Jewish camping is the answer to much of our communities' concerns. Campers grow to be adults who participate in Jewish life: they marry and raise children as Jews, they join JCCs and synagogues, they donate to Federations. Their lives are enriched

and deepened by being part of the Jewish community. So with that belief propelling me forward, I started going with our campaign volunteers and soliciting donations.

I found out people love camp more than I knew. And more importantly, they also know from their own lives, their children's and grandchildren's experiences that camp is vital to their current practice and identity. It was inspiring, even fun, to ask for support for Herzl Camp!

Then in October, the financial markets plummeted. It became really hard for me to ask for donations. But I found that people still love camp and they still know that camp creates the solutions to these seemingly intractable problems that plague our community.

Still, as I was feeling the same financial burdens as our donors, I considered Hillel's words. I realized that Camp was established in 1946

with our founders' dollars shortly after WWII ended and with recent memories of breadlines and tent cities during the Depression. I started thinking of today's effort in that context.

So to answer Rabbi Hillel: Why now? Because now is when it needs to be done—camp is crowded, waiting lists are growing, and the upside of the economy is that construction costs are down. And why me? Because I care about my children's Jewish life. And why all of us? Because it is time to stand on the shoulders of those who came before us and make sure that Herzl Camp thrives in the future. Why? Because a thriving camp community creates a vibrant, growing Jewish community. And that's something I don't want to go without.



ANNE HOPE



Penned while at Camp and saved for 53 years by donor

Dylan lyrics auctioned at Christie's to raise funds

She's not sure what made her keep a song penned by a fellow camper so many years ago, but now Lisa Heilicher is putting this buried treasure to good use! Back in the 1950s, Ms. Heilicher received Bobby Zimmerman's submission to the *Herzl Herald*, the camp newspaper, in her capacity as the paper's editor. What made her file away the original is not known, but years later, when Bobby Zimmerman hit the world stage as Bob Dylan, holding onto the signed work seemed like a good idea!

Ms. Heilicher is an alum, camper parent and grandparent, as well as a past board member. With her long history of active support, it's no wonder that she has chosen to donate this poem to Camp with the express direction that the piece be sold and the proceeds used to fund the *Here's to Dear Old Herzl* Capital Campaign. The two-sided, hand-written and signed poem or song is reproduced at right.

This work will be auctioned off by Christie's Auction House on June 23 in its semi-annual pop culture sale. The reserve is set at \$10,000, with other Dylan pieces selling for as much as \$70,000 in recent years. Simeon Lipman, Curator of the sale, is intrigued by the work and making it a featured item in the catalog. "This is probably the earliest work by Bob Dylan to be sold. It's in surprisingly good condition, and a complete, signed work is rare." An interesting story reported by the Associated Press in May.

Dylan's work has been rising in value recently. As early as 1970, a new area of study in academia sprung up around Dylan's work and his impact on music and culture in

the 1960s. Today, college courses on Bob Dylan's art, works and politics are commonplace. This academic interest fuels the sale prices of original works as researchers seek fresh insights into Dylan's art. In fact, one researcher went so far as to say that, "Bob Dylan did for music what Einstein did for physics." That may be true, but of course, only one of those Jews is a Herzl Camper!

Bob Dylan's recent CD, *Tell Tale Signs*, featured a photo of him and a group of friends at Herzl Camp in 1957. Like many young Jews living in small isolated communities across the Midwest, Dylan spent his summers surrounded by Jewish friends and culture at Herzl Camp. His time at Herzl is documented in several biographies and articles.

Little Buddy
 Broken hearted and so sad
 Big blue eyes all covered with tears
 Was a picture of sorrow to see
 Kneeling close to the side
 Of his pal and only friend
 A little boy, these words he told to me
 He was such a lovely doggy
 and to me he was such fun
 But today as we played by the river
 A drunken man got mad at him
 Because he barked in joy
 He beat him and he's dying here today
 Will you call the doctor please
 and tell him if he comes right now
 He'll save my precious doggy here he lay.
 Then he left the bluffy head
 But his little ~~dog~~ dog was dead
 Just a shiver and he slowly passed away
 He didn't know his dog had died
 So I told him as he cried
 Come with me son we'll get that doctor right away
 But when I returned
 He had his little pal upon his knee
 and the cleardrops they were blinding his big blue eyes

*Your too late see my doggy is dead
 and no help can save them now
 But I'll meet my precious buddy up in the sky
 By a tiny narrow grave
 Where the willows sadly wave
 Are these words so clear you're sure to find
 Little Buddy Rest In Peace
 God Will Watch You Thru The Years
 'Cause I Told You In My Dreams That You
 Were ~~mine~~ Mine*
 Bobby Zimmerman

A rarity in Jewish camping, Herzl open to physically challenged campers

Renovation creates fully accessible camp

Founded on Zionist principles, Herzl Camp is a place where all Jews come together to play, to pray and to learn. Living up to those ideals over the years has created a community that spans the Midwest and beyond, connects youth from the least observant homes with friends in the most observant, and reaches out in a welcoming way to interfaith families. This formula has created a vibrant, thriving, and growing camp and alumni community.

In one area, Herzl Camp has fallen short of fulfilling the dreams of our founders: children with physical challenges. While our property is perfectly suited for people who use wheelchairs, our 60-year old buildings are not. The *Here's to Dear Old Herzl* Campaign creates a fully accessible campus: the first accessible Jewish overnight camp in the Midwest.

"Given the scope of our project, it was clear that we had a chance to truly welcome every Jewish child at Camp," says Lauren Kaplan, current President and Strategic Planning Committee Chair. "Knowing our unique history of service and scarce opportunities available, our board made accessibility a priority."

Over the years, Herzl Camp has worked with camper families to ensure that all children had access to a Jewish camping experience. "When a family approaches us, we say 'Yes, your child can come to camp,'" Camp Director Anne Hope says. "But we aren't offering an equal or independent experience." Independent use of the bathroom, showers, cabins, program-

ming space and the waterfront are not possible at camp now. "We do the best we can, and we know that our families appreciate that but our community can do better by these kids."

The *Here's to Dear Old Herzl* Campaign addresses all these areas. The waterfront is made accessible by tram—an outdoor elevator. Support for waterfront accessibility will be provided through the Paul Adelman Foundation, which has dedicated the proceeds of this

"We firmly believe that every Jewish child belongs at camp. It was surprising to learn that there wasn't a camp able to accommodate campers with physical disabilities," says Director Anne Hope. Though recently Camp Newman Swig, a Jewish overnight camp in California, finished renovations that allow it to serve children with physical challenges, until then, Jewish children were sent to non-Jewish camps.

Herzl Camp's long history of reaching out to serve campers with physical issues creates a bank of experience to draw from as programming is adapted to fit

children with physical challenges. When renovations are nearing completion in 2010, a task force of parents, educators, and inclusion experts will be assembled to begin assessing and implementing adaptations to the Herzl program to better fit the needs of children with physical challenges. Fortunately,

we have resources to build on with the goal of creating a program that is successful from the start.

"Rather than battling our facility to serve a child, I'm looking forward to a facility that supports a high-quality camp experience for all," says Camp Director, Anne Hope



With new tram and beach chair, Pearl Pergament's trip to the waterfront will no longer be a bumpy ride. Left: Pearl and friend Maya Smith during Friday picnic lunch last summer.

summer's golf tournament to the *Here's to Dear Old Herzl* Campaign.

Adding a new lobby to the existing Marpeah (infirmary), enables us to modify the interior to provide independent access to the building, exam rooms, bathrooms and isolation sleeping rooms. Moreover, every new cabin and shower house is fully accessible.



Simple but spacious new cabins house 20% more campers

Camper living spaces improved and expanded



heard from campers, staff, alumni and parents that the community built at camp is dependent on communal meals.”

New cabins will include significant improvements in



Left: Front view of new cabin.

Right: Cabin layout shows large porch, high windows and generous storage space.

Top priority in the *Here's to Dear Old Herzl* Campaign is given to camper living spaces: cabins and bathrooms. “Modernizing, upgrading what we have is key but the overriding concern is adding bed and programming space for all the kids who want to come to camp,” Mike Fiterman, Capital Fundraising Cabinet Chair says. Record numbers of campers in recent years have produced long waiting lists. “Sadly, the kids who decide to try camp late in the game are the ones who miss out. They are the kids we need at camp most!”

Over the next two years, most cabins will be replaced with larger, more efficient buildings. Each will feature a screened porch that serves as meeting place, lounge, mudroom and game room on heavy dew days. The porches will seat 20 and the cabins will sleep 14. When complete, the camp will sleep an additional 70 campers—a 20% increase.

“We chose this number very purposefully. It brings our Chadar (dining hall) to full capacity, allowing our long-standing tradition of eating all together as one camp to continue,” Lauren Kaplan, current Board President and Chair of the Strategic Planning Committee says. “We

ventilation. Many will be located deeper into the nearby woods as well. Some will also be fully insulated. This strategy keeps campers cooler and more comfortable during the hot summer months and also expands the use of the cabins into the spring and fall.

“Herzl’s viability as a community retreat center is dramatically increased with minimal additional costs,” Gary Kibort, Director of Operations says. “Additional dollars in retreat rentals keep overhead low and camp tuition in check, always our top priority.”

Noticeably absent in the cabins are bathrooms. “It was very clear from our community survey’s that current campers, staff and parents prefer the rustic experience of showerhouses,” Kaplan says. This came as a surprise but maintaining the Herzl Camp

tradition is paramount to campers, staff and alumni. So instead, the expansion adds two new ADA compliant Haks (restrooms/shower houses). “It’s a 100% increase in showers and bathrooms with just 20% more in campers,” says Hope. “We will all be happy with the change.”

Cabins and new Haks are arranged in Kfarim (village or clusters) to create community gathering spaces. “Each Kfar shares a central firepit and gathering space, promoting more interaction between cabin groups”, Hope says. This layout is similar to the “new cabins” built in the late 1980s.

The expansion places a premium on preservation, re-use and green design. Several cabins will be moved to other areas of camp to be used as group or staff meeting spaces. Smaller cabins are converted to staff and guest housing. Bathrooms may utilize solar heat and recycled rain water for flushing.

“Maintaining as much of the tradition and history of Herzl as possible, along with our desire to be environmentally friendly has guided us through the design process,” says Todd Geller, Building Committee Chair.



Popular demand preserves traditional walk to the showers

Space for all in services, chugim, and on heavy dew days

Additions and renovations address over-crowding

The good news is that Herzl Camp today is crowded. There is no better sight than our beloved camp overflowing with happy Jewish youngsters—singing, dancing, playing, laughing, and learning.

The bad news is that Herzl Camp today is crowded. Programming space does not accommodate our current camper load, let alone 20 percent more added in this campaign. The George Kaplan Mercaz, our outdoor synagogue, seats 350, but we have 525 at camp today. We bring benches from all over camp and those without seats stand for services. Amanut (arts and crafts) is an activity that most campers don't have the opportunity to choose. There's room for 15 campers at a time and there's not enough time in the day for those interested in making a craft such as a mezuzah or candle to do so. And that's not even taking into account the possibility of rain when every camper needs a place to play indoors!

To provide a high-quality camp experience to our current camper-

load plus an additional 20 percent that Camp will house after the cabins and bathrooms are rebuilt, Herzl Camp will add and expand programming spaces in the *Here's to Dear Old Herzl Campaign*. The following additions and renovations are scheduled over the next two winters.

While keeping our existing Amanut building, dedicated to Richard and Judith Spiegel, we are adding a "twin" building and connecting the two with a deck set up to function as an outdoor classroom. Additionally, an existing Screened Pavillion will be converted to a dance class space. This complex will be the new Fine Arts Pavillion.

The Waterfront will be expanded to include dock space for more



New Mercaz will feature shade sails, seats for 600 & backs on the benches.

speed boats and sail boat anchorages. This creates an expanded focus on lake activities like sailing and boating.

An indoor gym will be added. This building will provide ample indoor play space on heavy dew days, as well as space for all-camp activities safely accommodating up to 650 campers and staff. Set in a wooded area near the softball field, three sides of the building open completely, allowing an "open-air" experience even in the rain.

The Alex and Daisy Mains Marpeah (infirmary) will be expanded to include more exam rooms and isolation sleeping rooms.

A new Ozo Mo will be built. The existing Mo (lounge) will be preserved for future use as a Herzl Museum.

Finally, housing for staff with families will be added. This enhances our program offerings with expert staff such as Rabbis or artists. Though we have many interested in serving camp this way, we cannot house them. The wealth of talent in the Herzl Camp alumni and parent pool will be put to use to enhance program quality.



Amanut expanded to a Arts and Crafts Pavilion, doubling art offerings.



Alumni, staff and experts create and execute historic expansion plan

Wealth of knowledge and passion fuel success

The planning and groundwork for the *Here's to Dear Old Herzl* Campaign have been in the works for nearly two years. During this thorough and meticulous, but always ruach-filled process, many volunteers have devoted countless hours to creating Herzl Camp's future. If you are one of the many who shared your hopes and dreams for Herzl in one of our community surveys, then you too have played a vital role in this historic expansion.

While there's been much comradery and levity at times, these dedicated friends of Herzl Camp have given selflessly to ensure the success of this plan. We are fortunate and grateful to have so many talented alumni to draw from. To extend a small honor to these folks, we've listed their names below. We just wish we hadn't lost track of the number of hours they've given!

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National focus aids campaign

When Herzl Camp was accepted by the Grinspoon Institute for Jewish Philanthropy in 2007, hopes were high. "We knew that rebuilding Jewish camps was their top-priority," says Pennie Shapiro, Development Co-Chair. "We are proud that Herzl Camp has met every expectation and raised more than every other camp in our Grinspoon cohort."

The **Grinspoon Institute** has provided consultants to facilitate a thorough strategic planning process and technical consulting in managing the *Here's to Dear Old Herzl* Campaign. These in-kind consulting services saved countless dollars in a typical campaign's overhead.

Incentive matching dollars have been offered. The first matching gift of \$100,000 was secured in January 2009. The second matching opportunity begins in June and provides an additional \$85,000 in capital support.

Another national organization, the **Avi Chai Foundation**, is supporting the Herzl campaign with a \$1 million interest-free construction loan. "The selection process for this gift was a stringent one and Herzl passed with flying colors," Treasurer Jason Grais says. "We are very proud that our track record of fiscally prudent management was recognized by Avi Chai Foundation."

Despite recession, donors pledge support for Dear Old Herzl

First-year fundraising goal nearly reached!

Even in the face of great economic uncertainty, the campaign to renovate and expand Herzl Camp has inspired unprecedented support.

“Herzl Camp has given so much to so many of us,” Capital Fundraising Cabinet Chair, Mike Fiterman says. “It’s an honor to be a part of this effort to get more kids to camp and to ensure Camp’s legacy continues for the next generations.”

With three months to go before breaking ground, Herzl Camp has raised 75 percent of its first year goal. The Herzl Camp Board of Directors has led the way. Collectively, the board has pledged over \$1 million dollars to this expansion and renovation.

“We are very proud that our board has made this their top-priority,” Lauren Kaplan, President of the Herzl Board says.

Reaching this point ensures that we can break ground this fall and puts us in a strong position to take full advantage of record-low interest rates and a steep slump in the construction industry.

“This is an ideal time to build,” Todd Geller, Building Committee Chair says. “As we are competitively bidding the entire project with a long list of Wisconsin and Minnesota sub-contractors, we are cautiously optimistic that we’ll see pricing come in lower than our estimates.”

“The conversations we are having are inspiring,” Mike Fiterman says. “Make no mistake, it’s tough out there but our donors are saying

*Inspired to help?
Success begins with you.*

*If Herzl Camp has given you
things you value,
give back today.*

*Call Holly at 952/927-4002 or
email holly@herzlcamp.org*

that this is a priority that needs to be addressed now, not later. We all know that a 5-year pledge made today will be paid off in better times, and our values inspire us to give to ensure our youth are educated and raised up as Jews.”

Each conversation with a prospective donor has led to stories about the impact of camp: From coming as a staff person with no Jewish roots and discovering an abiding love for Judaism, to falling in love with a spouse in front of Cabin 23, to the joy and comfort of lifelong friendships formed in rickety bunks. And each commitment is inspired by the desire to ensure that those things continue today and in the future, just as they did in the past.

“I support this campaign because I firmly believe that Herzl is creating the future of the Jewish people. It’s not something that we can leave to chance,” says Todd

Schachtman, alumni, camper parent, and Capital Fundraising Cabinet member.

Alum Laura Condon Leventhal is committed to this campaign because, “Herzl Camp planted the seed of Judaism in my heart.” Laura attended Kadimah in 1986.

Campaign pledges are paid over 3 to 5 years. Matching dollars are available through the Grinspoon Institute for Jewish Philanthropy.

Dedication opportunities are available throughout camp, recognizing gifts from \$5,000 to \$1 million. Some examples include:

Gymnasium	\$1,000,000
Waterfront	\$500,000
Fine Arts Pavillion	\$500,000
Kfar (cabin village)	\$250,000
Cabin	\$100,000
Haks	\$50,000
Mezuzah	\$25,000
Cabin screen porch	\$18,000
Fire Circles	\$18,000
Benches	\$5,000

“I encourage our donors to consider coming together as a family to dedicate a cabin or some other area that inspires you,” says Fiterman. “I was fortunate enough to have the ability to name the Beit Chai for my parents. Bringing my dad to camp for the dedication is a memory I’m grateful for every day.”

To learn more about the campaign and what your donation can create at Camp, call Holly Guncheon at 952/927-4002 or any Capital Fundraising Cabinet member listed at left on page 8.



Visit, stay, remember and celebrate with Herzl Family

Feeling nostalgic? Come back to Camp!



Alumni Camp

August 7-9, 2009

Family Camp

August 13-16, 2009

Register today
at www.herzlcamp.org/alumni
or by calling the office
at 952/927-4002

Knowing that many of you have not celebrated a Shabbat at Herzl Camp in many a year and knowing that saying hello to an expanding, renovated and rebuilt camp also means saying good-bye to our well-loved, well-used cabins and spaces, we've added two weekend opportunities to come back and relive your camp days this summer: Family Camp and Alumni Camp.

Family Camp is back! Once again, bring your kids and enjoy all that Herzl Camp has to offer. We'll have separate programming for children and adults each day as well as time to play and relax together as a family. You can take a bike ride, explore the woods, and kayak the crystal clear water of Devils Lake. Sing-alongs and marshmallow roasts highlight the evenings, and the Annual Talent Show is not to be missed.

Family Camp is a great way to introduce your little ones to Herzl, and as always, campers under 7-years old are free. It's also a way to share what is so special about camp with grandma and grandpa.

You can rent a cabin or stay in an air-conditioned room in the Fiterman Beit Chai. Either way, you can't beat the price for four days of fun. Family Camp is just \$200 per adult, depending on lodging choice.

Alumni Camp is for grown-ups only—age 21 to 102 are welcome and wanted at this fun-filled weekend! We will share all the activities you remember from your camp days. The day starts at the flag circle and continues with all your favorites: swimming, boating, biking, climbing wall and more.

Share Shabbat again the way you remember: dressed in white, joining the singing caravan as it picks you up at your cabin, services at the Mercaz overlooking the lake. It's all waiting for you this summer at Alumni Camp!

Sign up today at the Herzl website or call the office for more details. Alumni Camp starts at \$120 per person depending on your lodging choice. We've got room for 175 in total, but it's filling fast so register now.

Scholarship Donations

Your days at Camp were precious. Your experiences at Herzl Camp shaped your life. You credit Herzl Camp for much of your Jewish identity today and want to be sure every child has the same opportunity. This is what we heard from you when we asked for your help to meet the huge increase in scholarship need this year. Collectively, you contributed over \$55,000, and we distributed it to 120 campers—that's 17% of our campers. Your gifts paid for 550 days at camp this summer. Our most sincere Todah Rabah to you.

Herzl Scholarship Funds:

Barbara & Lee Bearmon Fund	Pat & Jerry Brodkey	Judy & Orrie Kessel	Alli & Tony Rubin
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Here's to dear old Herzl—building our future

During the vibrant 63-year history of Herzl Camp, there have been many exciting times and events. In my opinion this campaign is the most exciting in my lifetime—perpetuating Herzl Camp's legacy for the next 63 years and generations to follow.

We are all involved in and give to a variety of charitable causes. Why am I chairing *this* campaign? Simply put, Herzl Camp is one of the most precious jewels in the crown of the Midwest Jewish community. It provides our campers with an experience of thousands of years of Jewish tradition from religious services to prayers at meals, to the fun and vibrance of Jewish youth and traditions that define the true meaning of Jewish community.

Herzl Camp goes well beyond the camp experience. Camp builds the Jewish leadership that will be our community of tomorrow. The skills and traditions implanted in the minds, hearts and spirits of our campers and staff give them the knowledge and confidence to achieve great things not just in the



Mike & Linda Fiterman with their grandkids

general community, but also in the Jewish community.

Why are we doing this now?

These are difficult economic times, and many charities are having difficulty raising funds. We have been planning this campaign for the past several years, sometimes postponing it in the interest of other causes.

Herzl Camp, this precious jewel that we have entrusted with our children and the legacy of our Jewish community for over 63 years, can no longer be neglected. If we do not prioritize this now and do what it takes to guarantee the Herzl of tomorrow, the values that we cherish are at risk.

We are well on our way to succeeding. We have commitments for \$3.2 million of the total \$8 million goal, which guarantees that we break ground this fall! Now all we need is your help. I would love to have you involved. You know your name is on the wall in an old cabin; it's time to put it on a new cabin, too. I need your help financially and with contacts to friends and family who might want to participate in helping a place that has given so much to all of us. To be part of this historic campaign, please call me or Holly Guncheon at 952/927-4002.

With three generations of Herzl campers in our family, I am very proud to chair this effort as a way of giving back to Herzl for all that I, my family and our community have received. I ask you to join me in thinking about all that Herzl Camp has meant to you and your family, and how each of us needs to give those gifts back to today's campers and future generations to guarantee this legacy lives on.

"Here's to Dear Old Herzl"

Mike



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