

FALL UPDATE 2018

IN THIS ISSUE



Israeli Staff Spotlights
Page 4

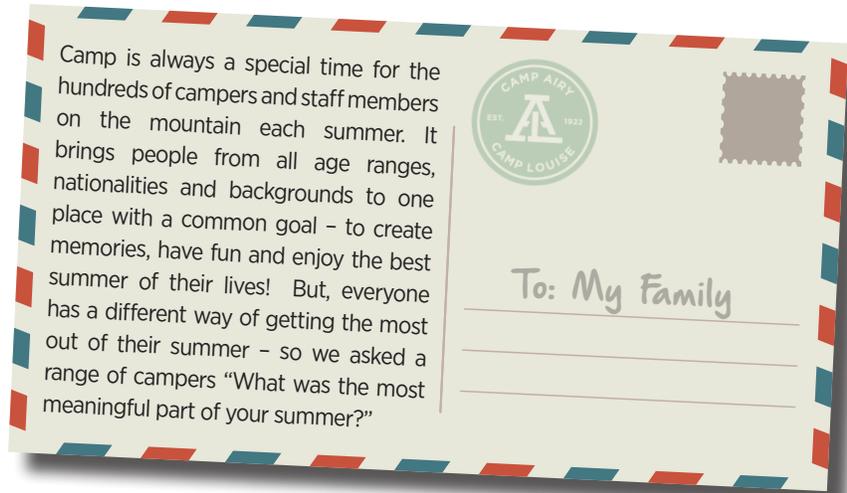


Jill's Place Dedication
Page 6



Family Camp Highlights
Page 7

A SUMMER OF FUN - POSTCARDS FROM CAMP



Jackson R., 9, 3rd summer at Camp Airy

"Camp means a lot. At first, I may be a little nervous, but I know I'm going to have a good time. Every year, I sign up for basketball, soccer and go karts. Parkour is my favorite. And every year, I have really good counselors. They are all different in different ways."

Kayla W., 10, 1st summer at Camp Louise

"I got to do fun activities, things I've never done before like aerial arts. I like Friday night folk dance and song session and how everyone's together, the whole camp, in whites together in the same place. I didn't know how close you get with the friends you make. I made very good friends and I know I'm going to miss them."



Seth G., 17, 7th summer at Camp Airy

"CIT summer changes your attitude and changes you to be a better person which will help you in the long run. I learned a lot about making connections and working with kids, keeping an open mind and having a positive mindset. Camp Airy is a place to hang out with your really good friends and at the same time learn to be a better person and have a lot of fun."

Continued on page 5



A NOTE FROM THE EXECUTIVE DIRECTOR

AT THE CORE IS COMMUNITY

It's incredible to me that I've been at Camps Airy & Louise for so long that I have literally watched your campers grow up. In fact, a majority of the 17-year-old Counselors in Training (CITs) from camp this summer started on the mountain with me in 2009 or the years that followed.

These campers have experienced so many changes and watched this place evolve into what it is today. When they started, we didn't have three counselors in each bunk or have the Goodnight Song that is now so ingrained in the culture of our camps. They've celebrated milestones like the opening of the Jill's Place theater at Camp Louise and enjoyed Oneg Shabbat with leadership at both camps. These CITs, like those who came before them, have experienced everything that makes up Camps Airy & Louise.

As I look back on my 10 summers at camp, I'm extremely proud of our growth and accomplishments. We're raising money to fund capital improvements like Jill's Place, the new state-of-the-art theater at Camp Louise, to give our campers the newest and greatest experiences. We're funding camperships, staying true to the mission of our founders, Aaron and Lillie Straus, who vowed that no child would be kept from attending camp for financial reasons. The generosity and commitment of our alumni, our community and our staff who donated to the Awesome Fund in 2018 enabled 252 children to experience camp this summer. This year's contributions exceeded our goal, demonstrating the commitment of our community to help share camp with more young people.



Our camps are more than merely the seven weeks of campers who attend each summer. Many others embrace the opportunity to experience the community that makes up Camps Airy & Louise. This year, more rental groups are coming to our mountain outside of the summer camp season. Youth groups like BBYO, USY and NFTY, colleges like UMBC and Yeshiva University, and corporations and groups like Camp Brave Trails are turning to Camps Airy & Louise for unique and fulfilling retreat experiences.

Not only do we open our doors to the community, but we bring our community to the world outside camp as well. It's fulfilling to see our campers, alumni, staff, current families and prospective families out in the community. We're attending major league baseball games, we're hosting Family Camp at Camp Louise and celebrating Sukkot at Camp Airy. We're hosting fantasy football competitions, winter staff reunions and school break activities for campers. Our camp community remains connected year-round.

As we continue to grow in numbers, we continue to grow our facilities. Our next capital campaign will generate funding for a major expansion at Camp Airy, and we will continue capital projects at Camp Louise. It's exciting to imagine what's in store for both of our camps in the years to come.

Stay tuned as well for news about our 100th anniversary celebration as we move closer to marking a century of camping at Camp Louise in 2022 and Camp Airy in 2024. I'm excited about where we are going as we work to ensure another 100 years for the great community that is Camps Airy & Louise.

Sincerely,
Jonathan Gerstl



JONATHAN GERSTL, EXECUTIVE DIRECTOR
jgerstl@airylouise.org



18 HIGHLIGHTS FROM SUMMER 2018



The Hebrew word for life (chai) has the value of 18. This means that 18 indicates hope for a long life. People give gifts that are 18 in number or can be divided by 18. Some wear the chai as a charm for good luck. The number 18 also represents this year, and what better way to reflect on the summer of '18 than with a highlights list from the Directors at Camps Airy & Louise?



ALICIA BERLIN, CAMP LOUISE DIRECTOR
alicia@airylouise.org

18 Highlights from Summer 2018:

1. Amazing dedication of Jill's Place
2. Soaring to new heights and upside down with aerial arts
3. Surprise movie outing
4. How many new rainy-day activities

and locations can we plan?!

5. Choice-a-Palooza
6. What would Middah Girl do?
7. Panera Lunch complete with assorted salads and soups and even bread bowls!
8. NYC trips to see *Mean Girls* and *Sponge Bob*
9. Nickelodeon Double Dare challenges
10. Amazing performances of *Into the Woods* and *The Addams Family*
11. Mickey Mouse Club House Games and Scooby Doo Games
12. Fashionable rain boots and brightly colored umbrellas
13. Camp Kindness Day
14. Incredible song sessions
15. Impromptu dance parties and fun playlists in the Dining Hall
16. PhilanthroParties
17. Friday Night Folk Dancing
18. Already starting the countdown to 2019!



MARTY ROCHLIN, CAMP AIRY DIRECTOR
marty@airylouise.org

18 Highlights from Summer 2018:

1. Rachael, our new Assistant Director
2. Zac, our new Trainee Division Head
3. Kim, our new Department Head in Culinary
4. The Airy Carnival - a new location

necessitated by weather, and it was super

5. The climbing wall in parkour
6. The continued rise of Israeli dancing on Friday nights
7. S'more pies
8. The morning Modeh Ani
9. 31 Flavors - our staff education program
10. Alexis, our multimedia department head, got engaged at camp!
11. Trainee Overnights for the CAs and CITs that were altered by weather and were still super
12. Outdoor Day and their delicious lamb
13. Birthday T-Shirts
14. Many hard workers and pinch hitters taking photos all around camp
15. The Cabana B Team with milkshake mixing and tunes blaring
16. Camp has a gaga post - thanks, CITs
17. The sun when it made an appearance here and there
18. The world's best staff!

TOP 5 THINGS I AM LOOKING FORWARD TO DOING THIS FALL

🍁 ALICIA 🍁

1. Getting my girls situated at school.
2. Reading a good book.
3. Wearing backless shoes.
4. Catching up with friends I haven't seen all summer.
5. Spending quality time with my family!

🍁 MARTY 🍁

1. Wearing flip flops - my toes have been covered all summer!
2. Speaking of flip flops, a beach vacation to work on my tan.
3. Going to an Orioles game - who are all of these new guys?
4. Seeing my parents and Pam's parents - they spoil us when we visit.
5. Airy Fantasy Football ... I've got to defend my title!



ISRAELI STAFF SPOTLIGHTS



At Camps Airy & Louise, we're proud each summer to bring a large contingent of Israeli counselors and staff to be part of our camp family. Our Israeli staff provides our campers with a Jewish experience that's different than campers may be used to in America, and strengthens our ties to the Jewish homeland. We'd like to introduce you to two of our Israeli staff below!

MICHAL PESCOVSKY

CIT Counselor, Camp Louise



Over the last two summers, Michal Pescovsky fulfilled her Israel Defense Forces co-op experience at Camp Louise. In 2018, she worked as a CIT counselor, guiding the oldest campers in their training to become staff members. After camp, she returned to the army.

"A lot of people talk about a ticket to the states and what they will do after camp," she says. "For me, it was about camp."

A friend's brother worked at a camp in California, and she loved the idea. After all, experiencing different cultures is in her DNA. She was born in Israel, her parents are Argentinian, and she lived in Florida when very young.

The attraction to camp, she says, was living on the grounds and observing how camp works.

"I fell in love with the magic of Camp Louise," she declares, citing relationships with campers and co-counselors, department experiences and even challenges she solved as some of the main benefits. She also loved being part of the Israeli delegation that came to Camps Airy & Louise. This past summer, she led the Louise delegation.

"The most important part of my summer was the people," she says. "The biggest impact I could make was creating relationships with people. Now the campers think about Israel, think about me and the personal relationship we created."



In her role, she was able to put her needs aside and focus on camp and delivering a positive experience for campers.

"I love the camp traditions," she notes, "and feeling a part of something that's bigger than you."

SHY ASHKENAZI

Song Leader and Leadership Training Coordinator, Camp Airy



This summer, Shy Ashkenazi earned the nickname "Mo-Mo."

Mo-Mo referred to the "Modeh Ani," a song he wrote for Camp Airy's morning lineup. It generated active participation from campers and staff.

"The Modeh Ani is a Jewish blessing that is said every morning for being grateful to have woken up," says Shy, a professional singer and songwriter in Israel. "I wrote the new version that is upbeat, short and sweet. It became both fun and catchy, and a daily reminder of the gratitude we share at camp."

That gratitude has brought Shy back to Camps Airy & Louise for four straight years.

"It was clear to me after the first summer that I would be back because of the people and the community," he says. "This place will always be home to me."

After four years in the Israel Defense Forces, Shy applied to a North American summer camp. After the first summer as a bunk counselor and sports instructor, he was hooked. He became a CIT counselor, division head, and unit leader across North America. At the same time, he served as a coordinator for the Jewish Agency for Israel that places Shlichim (the Israeli ambassadors) in summer camps. In addition to his placements, he visits the Shlichim while they work at other camps.

In 2015, he split time at Camps Airy & Louise, and for the last three years, he's been exclusively at Airy, leading services, song sessions and leadership training programs.

"Airy is a place of opportunity for the campers to be who they want to be and who they are," he says. "And it's a place for the staff to grow and create a great summer experience for all."

Shy's summer camp experiences have changed his life, he says. He earned a degree in education and theater at Hebrew University based on his desire to continue working with summer camps.

"This place will always be home to me."



POSTCARDS FROM CAMP

Continued from page 1



Caitlin H., 13, 6th summer at Camp Louise

“This summer was better than any other. I connected with my bunk a lot more, friendships grew more and I had very good counselors. That makes camp more fun. I really liked the new aerial arts, and I always love folk dance and sports and fitness activities. In a lot of other places, you try to be different to fit in more. Here, you can always be yourself.”

Andrew F., 11, 3rd summer at Camp Airy

“When I first came up the staggering hill at Camp Airy three years ago, I noticed the go karts. I immediately knew I would love them. The cool little cars, the big garage, the big track, I was living a dream. My first time driving them was in Unit B. I hopped in, geared up, and went pedal to the metal. I was first in line, so I got the first car and I had a wide-open lane. I remember my first turn, a 180-degree rotation. I nailed it. Some of my friends didn’t though. The race stopped and the guide helped everyone and we went back at it. Camp is like my second home. I love coming here. I love everything about it. From go karts to the food. From parkour to nature. From the sports to playing cards with my friends. I wouldn’t trade the experience for the world.”



Anna P., 8, 1st summer at Camp Louise

“I love camp! I love all the activities at camp, but one of my favorites is aerial arts. It is the first time that Camp Louise has this activity so we were one of the first to use it! There are so many colored silks hanging from the air, and there are enough for everyone in the bunk to be on one. Each person gets a silk and the specialist, Christine, shows us how to do tricks. It is scary at first, but it is fun once you get the hang of it. I like it because I used to do gymnastics and it feels like I can still do the skills, but I am in the air at the same time. I feel like I’m flying free. You can also stand up in the silk and spin around really fast so the cloth twists above you. I think next year I am going to go for three or four weeks because I am only going for two now. I don’t want to go home.”

Dylan K., 14, 7th summer at Camp Airy

“Camp Airy is my home away from home. During the school year, I think of how I desire to return to the steep hill, caring counselors and my amazing camp friends. At camp, there are certain activities that keep me coming back each summer, such as extreme sports, athletics, swimming, outdoors, drama, music and newspaper. Personally, I am a parkour enthusiast and love the daring physical challenges and obstacles of the indoor course. We ended the class one day with a friendly challenge to see who could make it the farthest up the warp wall. Although I was not victorious, I learned how to cope with difficult challenges and ended up finding a new activity that I was passionate about. During school, I face similar challenges each day like studying for tests and completing projects. Thinking back to the obstacle course at camp and how I deal with its challenges helps me complete other challenges away from camp. Through parkour and bunk living, Camp Airy has taught me problem solving techniques and decision-making skills that will stick with me forever.”



Amanda L., 16, 8th summer at Camp Louise

“When you’re older, you appreciate the little things, like hanging out with your bunk. It’s the moments you can’t get anywhere else that makes it great. Counselor-planned activities, a scavenger hunt ending with Cabaña milkshakes, running back to the bunk in the pouring rain, I will remember them forever. At camp, there’s no such thing as a comfort zone, you talk to people you never thought would become your best friends. The best conversations are when you laugh so hard you can’t even breathe. I love it!”

SHARE YOUR SUMMER POSTCARD ON OUR SOCIAL MEDIA CHANNELS

Camps Airy & Louise
 camp_louise and camp_airy
 camp_louise and camp_airy
 Camps Airy & Louise
 Camp Louise
 Camp Airy



JILL'S PLACE AND STAFF FUNDRAISING

JILL'S PLACE OPENS WITH FANFARE

"We thank G-d for giving us life, sustaining us and allowing us to reach this joyous day of celebration," recited Rabbi Elissa Sachs-Kohen, Jewish life specialist and a former camper and counselor at Camp Louise. And with that blessing, Jill's Place was officially opened – and what a celebration it was!

July 14, 2018 was a memorable day at Camp Louise, as the new theater was officially dedicated as "Jill's Place" in loving memory of former camper Jill Kerri Bearman, who passed away in 1986 at the age of 16 following complications related to Cystic Fibrosis. The dedication was attended by campers, staff and special guests including board members, donors, Jill's parents Drs. Sheldon and Arlene Bearman, and guests of the Herbert Bearman Foundation, which led the project's funding with a \$500,000 gift.

Camp Louise staff members and campers wore a commemorative Jill's Place shirt, in pink, Jill's favorite color. During the event, campers performed a scene from the summer production *Into the Woods*, a folk dance, songs and sang prayers commemorating the occasion.

The day's program featured remarks from Camps Airy & Louise Foundation President Lee Coplan, Executive Director Jonathan Gerstl, Dr. Arlene Bearman and Alicia Berlin, Director of Camp Louise, who reflected on her time bonding with Jill as a bunkmate and a friend.



Rabbi Elissa Sachs-Kohen dedicates the mezzuzah at Jill's Place

"The intensity of camp relationships is like no other... I was so lucky that Jill and I also lived close at home, so our camp friendship turned into an all-year friendship. But being at camp was most definitely the foundation of it all," she said. "Nothing stopped Jill! She lived in each moment. She loved her friends. She loved Camp Louise. She loved being a part of this community. And now she will forever."

Rabbi Elissa marked the occasion with the official installation of a mezuzah, made by glass fusion staff in the Arts & Crafts Department, and led the Shehecheyanu, the blessing for all that is new.

The event concluded with the singing of "Homegrown," commemorating the sisterhood of Camp Louise that will continue to be heard in Jill's Place for years to come.

The Jill's Place opening also served to unveil plaques officially naming benches at the theater. Naming opportunities are still available.

Add your name, honor a family member, or commemorate a CIT class on a bench for \$3,600. Contact Lauren Perlin at lauren@airylouise.org or 410-843-7340 for more information.



Executive Director Jonathan Gerstl greets the Bearman family at the Jill's Place dedication

A SUPPORTIVE STAFF

As the Awesome Fund neared its \$120,000 goal, a final push came from a gratifying source – the summer staff at Camps Airy & Louise. The Awesome Fund was established to raise money for camperships that enable children, who otherwise would be unable, to attend camp.

"Our staff believes in the mission and product of camp, and that's really powerful," acknowledges Lauren Perlin, Director of Development at Camps Airy & Louise.

According to Perlin, over 300 combined staff members raised over \$7,500, with an average gift of \$24. Notable is that the majority of givers are college-age students.

Miriam Greenberg, a Louise camper for 10 summers and staff member for two, acknowledges that camp has "always meant the world to me." Camp has been part of her family's summer as long as she can remember, as her brother was a camper and later staff member, and her mother has worked at camp for 15 years. Being at camp is an experience they have looked forward to each year.

"When I heard about the Awesome Fund and found out that I had the opportunity to give back to camp, I didn't think twice," she says. "I know that many of my friends and my campers wouldn't be at camp without the generosity of others, and without them, camp wouldn't be the place that it is. I think that every kid deserves to have the same incredible experience that I've had at camp and I want to help make that possible."

The same sentiment was echoed by Matt Anderson, a third-year staff member from Rochester, England.

"Camp offers a welcome respite from everyday life for campers, regardless of their background," he says. "I contribute to the Awesome Fund to give campers, no matter what is happening in their home lives, the opportunity to goof around and just be kids with their life-long friends made at camp."

Contact
Lauren Perlin at lauren@airylouise.org or 410-843-7340, or make your donation online at www.airylouise.org/ give.





FAMILY CAMP HIGHLIGHTS

FAMILY CAMP OFFERS THE FIRST OF MANY NEW EXPERIENCES FROM AIRY & LOUISE

This summer marked the introduction of a new division for Camps Airy & Louise, one that brings creative and unique initiatives to camp for a broader audience to experience and enjoy.

The Department of Creative Initiatives at Camps Airy & Louise introduced Family Camp in late-August, which brought family members who together had never experienced the world of overnight camping to the Catoclin Mountains.

“We hope to provide a new range of experiences for our Airy & Louise community, offering unique and unexpected opportunities that still very much fit the vision of our camps,” said Amy Bram, Director of Creative Initiatives for Camps Airy & Louise. “We are excited about the success of our first Family Camp, and can’t wait to bring more ideas like this to families who may not have had a chance to engage with us before.”

During Family Camp, parents and children spent three days living in a bunk, eating in the dining hall and participating in a variety of separate and family age-appropriate activities like arts and crafts, sports and outdoor adventures, as well as Shabbat activities like making challah, decorating kiddush cups and participating in a family-oriented service. Weekend highlights included the adventure park at Camp Louise and experiencing parkour, skate park and go karts at Camp Airy, and evening free adult time while the children slept in the bunks with counselor supervision.

“It was a nice opportunity for the whole family to go to camp,” says Alison Acker, a former Camp Louise staff member who brought her husband and two young children to camp. “We liked the activities designed for the whole family like music and dancing and arts and crafts. It’s rare that the family has the



Alison Acker braids challah with her daughter, Lee

opportunity to do activities as a family. It was a unique way for us to have fun as a family.”

Acker shared that Family Camp was the family’s best activity of the summer. It provided the girls, ages 5 and 3, the opportunity to spend time with their parents, but also gain independence by building relationships with counselors, making new friends and trying new activities.

Family Camp provided Nancy Tunis a chance to revisit her childhood. The former Louise camper introduced her two sons, ages 10 and 7, to overnight camping. Among their favorites were playing gaga and border ball, challah braiding, and swimming, as well as visiting Camp Airy.

“It was a wonderful, fun family together experience,” she



Scott Lynch and his wife experienced camp through the guidance of their son, Max, and daughter, Izzy

says. “And it was a great experience for my children to have a taste of what camp can offer.”

Tunis acknowledges the friendly people who attended and worked for Family Camp.

“I literally made friends like a kid at camp,” says Tunis, who knew no one prior to her arrival. “Everybody was there to get the most out of the experience. People couldn’t have been nicer.”

When Scott Lynch heard about Family Camp, he registered immediately, seeing the opportunity for his 11-year-old daughter and 9-year-old son to share what makes camp special to them.

“Seeing [his daughter] Izzy sing Camp Louise songs for us, I could tell it was a second home for her,” he says. “As soon as the song leader began singing the camp songs, she lit up. She was excited to show us her camp.”

The Lynches shared a bunk with another family and made instant connections with them and others. Just a short time removed from camp, they are already in touch.

“It was an amazing experience. There’s no doubt we will sign up next year,” he says. “I’m very impressed by how well it came off.”



Jonah and Joshua Tunis enjoy a music activity at Family Camp



2019 Family Camp Dates Announced! Aug 23 - 25

Contact Amy Bram, Director of Creative Initiatives at Camps Airy & Louise, at amybram@airylouise.org for more details.



5750 Park Heights Avenue, Suite 306
Baltimore, MD 21215

**WE HAD AN AMAZING SUMMER!
OUR FALL UPDATE IS HERE.**

CURRENT CAMP FAMILY OR STAFF? CAMP ALUMNI? COMMUNITY MEMBER? THIS FALL WE'VE GOT SOMETHING FOR EVERYONE!

ALUMNI EVENTS

Tuesday, October 16

Camps Airy & Louise Alumni Event - Philadelphia, PA
Silence Dogood's Tavern, 216 Market Street, Philadelphia, PA, 6 - 8 PM

Tuesday, November 6

Camps Airy & Louise Alumni Event - Boston, MA
Serafina Boston, 10 High Street, Boston, MA, 6 - 8 PM

Thursday, November 29

Camps Airy & Louise Alumni Event - Los Angeles, CA
The Village Idiot, 7383 Melrose Avenue, Los Angeles, CA, 6 - 8 PM

➔ [Register at Airylouise.org/alumnievent](https://airylouise.org/alumnievent)



COMMUNITY EVENTS

Sunday, December 9

Hanukkah Celebration, Jewish Museum of Maryland

➔ [Register at Airylouise.org/hanukkah](https://airylouise.org/hanukkah)

Everyone is invited! Bring your friends.

CURRENT CAMPER EVENTS

SAVE THE DATE - Monday, January 21

Camper Reunion, More Details Coming Soon!

➔ [Look for more details soon at Airylouise.org](https://airylouise.org)

➔ *More details to come on these events at airylouise.org and by following us on Facebook, Twitter and Instagram.*

