

About

What is ProCon 2025?



It's been six years since we've come together in person as one field, and now is our moment. Built by and for JCC professionals, ProCon 2025 is where big ideas, bold action, and powerful relationships converge.

Across three days of immersive programming, you'll tap into four elemental forms of connection—Human, Knowledge, Jewish and Israel, and Movement—each one essential to the work we do and the future we're building.

Whether you're new to the field or a longtime leader, you'll find your people, your purpose, and your next big idea at ProCon 2025. You'll leave recharged and ready, connected to your peers, your mission, and the momentum of the JCC Movement.



Human Connections: The relationships that lift us, ground us, and move us forward—peer to peer, JCC to JCC, person to person. JCCs are in the business of life.



Knowledge Connections: Ideas that spark action. Tools that drive real change—for your team, your mission, and your next bold move. From leadership to AI, you're leveling up.



Jewish and Israel Connections: Two pillars of our shared identity. Each builds pride, purpose, and deeper meaning—within ourselves, our work, and our communities. Now more than ever—for you and your communities.



Movement Connections: Stronger together, always. A shared future, shaped by our diversity and our unified mission. This is how we lead the movement, together.

These connections will happen across six different structural elements:

Movement Moments

Three one-of-a-kind experiences you can have only at ProCon—when the whole room connects at once. A burst of creativity, celebration, and collective energy. **Moments that move you from “me” to “we”—and remind us of what we’re building together.**

Peer Communities

Already connected by **similar positions, subject matter areas, or related goals** at JCCs and JCC Camps across the continent, these communities will help members deepen relationships, exchange ideas, tackle shared challenges, and imagine what’s possible together.



Intensives

Choose from **six distinct Intensives** led by experts from beyond the JCC Movement and **step into an exceptional 4.5-hour learning experience** that will deepen your knowledge, propel

your leadership forward, and enhance your work.

Labs

Keep the ideas moving by choosing among these timely, and timeless, topics, all facilitated by best-in-class guest consultants or JCC pros. These **75-minute sessions are designed as introductions full of inspiration, ideas, and practical takeaways.**

How it works

Tuesday: Choose one Intensive or two back-to-back Labs.

Wednesday: Everyone attends one Lab.

You pick the pace: Deep and immersive or fast and wide-ranging, the choice is yours.

Excellence and Innovation Spotlight

Lead the movement by sharing and showcasing the big ideas that changed your JCC.

Connect, Move, and Recharge Breaks

Bond with others through imaginative encounters for mind, body, and spirit. Choose from structured and unstructured, facilitated and unfacilitated reflections, physical activities, creative play, and more.

ProCon 2025 Planning Committee

Name	Title	JCC
Alex Fisher	Chief Program Officer	Minnesota JCC, Minneapolis, Minn.
Jonah Geller	Chief Impact Officer	Samson Family JCC, Milwaukee, Wis.
Lael Gray	Chief Operating Officer	Peninsula JCC, Foster City, Calif.
Rabbi Brad Horwitz	Chief Jewish Engagement Officer	St. Louis JCC, Mo.
Roslyn Kaman	Chief Operating Officer	Miles Nadal JCC, Toronto, Ont.
Rachel Kest	Chief Jewish Life & Engagement Officer	Wolk JCC of Greater Rochester, N.Y.
Eliza Millman	Chief Operating Officer	JCC Rockland, West Nyack, N.Y.

Tara Sutker Ohayon	Chief Operating Officer	Aaron Family JCC of Dallas, Texas
Madeline Seltman	Chief Operating Officer	Jewish for Good, Durham, N.C.
Sara Shalva	Chief Arts Officer	JCC of Greater Baltimore, Md.
Dina Shuster	Deputy Executive Director	Sid Jacobson JCC, East Hills, N.Y.
Jo-Ellen Unger	Chief Operating Officer	Jewish Community Alliance, Jacksonville, Fla.
Mallory Zipkin	Assistant Executive Director	JCC of Central New Jersey, Scotch Plains

QUESTIONS?

Check out the [FAQ](#). Still have questions?
Email procon@jcca.org and we'll get back to you soon.

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Last Modified on 07/30/2025 2:47 pm EDT