

For Presenters

On behalf of the many thousands of JCC professionals across North America, JCC Association is deeply grateful to those presenting, facilitating sessions and otherwise helping make ProCon 2025 an extraordinary experience.

We are excited to partner with you to ensure a successful experience for you and hundreds of JCC Movement professionals who will be in attendance. By reading and considering these notes carefully as you prepare for your session, you will help ensure that participants engage meaningfully during your presentation and gain valuable lessons and ideas that will serve them well when they return to their home communities.

This page offers several sets of information to support your success:

- [About Our Inclusion Philosophy](#)
- [About the JCC Movement](#)
- [About JCC Association](#)
- [About JCC Movement Lingo](#)
- [Logos and PowerPoint Template](#)

For any questions, please email procon@jcca.org.



About Our Inclusion Philosophy

הֵינֵי מַה-טוֹב, וּמַה-נָּעִים - שְׂכָרַת אַחִים גַּם-יַחַד

Hinei mah tov u'manaim shevet achim gam yachad.

How good and pleasant it is when people live together as one.

- Psalm 133:1

Guided by the wise words of the Psalmist, JCC Association of North America commits to build, nurture, and elevate a culture of belonging in which we welcome, recognize, and celebrate people of all abilities and identities in accessible, safe settings throughout the JCC Movement.

With these words in mind, **we aspire to create spaces that are welcoming and accessible to**

all and for everyone to feel seen and supported at ProCon 2025.

Therefore, as you prepare and deliver your presentation or facilitate a session, please keep these thoughts in mind:

- **Home Countries:** JCC Association includes agencies in Canada and the U.S., and we may have participants joining us from Israel and other countries. Therefore, please keep references as broad as possible—“community” and “global,” for example—and refrain from using terminology such as “national” or “American” unless you are referencing something specific.
- **Diversity:** JCC staff and ProCon participants include people of all races, faiths, beliefs, and practices.
- **Acronyms and Non-English Languages:** Always explain acronyms and translate Hebrew and other non-English words or phrases on first usage.
- **Disability-Related Language:**
 - Use people-first language that focuses on individuals, for example, “person with a disability.”
 - Avoid euphemisms such as “differently abled,” “challenged,” “disabled person,” or “specially abled.”
- **Victimhood:** Avoid phrases that suggest victimhood: “suffers from,” “afflicted by,” or “confined to a wheelchair.”
- **Gender:** Consider gender neutral terms such as “everyone,” “everybody,” “folks,” or “y’all” rather than “guys,” “ladies,” or “ladies and gentlemen.”

About the JCC Movement

With roots dating back to 1854, the JCC Movement comprises an affiliated network of more than 170 Jewish Community Centers and Jewish Community Camps (JCCs), **JWB Jewish Chaplains Council®** (JWB), and JCC Association of North America, all of which collaborate and partner in numerous ways to enrich Jewish life in communities across the United States and Canada.

A few facts and figures:

- **Largest Jewish Employer:** The movement is the continent’s largest and most expansive platform for Jewish engagement and the largest employer on the North American Jewish landscape, with approximately 12,000 full-time professionals, 23,000 part-time staff, and 20,000 seasonal summer staff.
- **Economics and Engagement:** JCCs drive an economic engine that totals \$1.6 billion annually, with 1.5 million people—one million Jews and half a million friends and neighbors from beyond the Jewish community—who engage with JCCs each week, both in person and online.

About JCC Association

To strengthen and enrich North American Jewish life and our movement in communities across the continent, JCC Association provides leadership and support across many areas.

The Association:

- **Strengthening Jewish Life:** JCC Association strengthens Jewish life in and beyond its network of JCCs by providing a wide array of JCC Talent offerings—including ProCon 2025—to professionals and lay leaders; creating Jewish identity-building opportunities, including Israel engagement; and supporting JWB chaplains and lay leaders who bring Jewish life to U.S. armed forces personnel, their families, and veterans.
- **Offers resources and services that help** JCCs provide effective educational, cultural, social, recreational, and Jewish identity-building programs to members and the community-at-large
- **Supports the hundreds of JCCs and thousands of teachers who provide early childhood programming** to approximately 35,000 children and their families
- **Provides governance support to volunteer lay leaders** who partner with senior executives to lead their communities' JCCs
- **Through JCC Talent offerings, supports JCC professionals** by providing them with enriching experiences and meaningful paths for growth and ensuring their professional excellence and that of JCCs' workplace culture
- **Collaborates with other mission-driven organizations**—the Union for Reform Judaism, Jewish Federations of North America, and Foundation for Jewish Camp, among others—to represent JCCs' interests and benefit their programs
- **Offers high-level expertise and strategies** to help JCCs measure performance, develop signature programs, leverage the J brand, and create greater reach through marketing, networking, and shared resources
- **Develops and implements programming for JCC Maccabi Games®**—including JCC Maccabi Access—the largest organized Jewish sports event in North America
- **Harkens back to its founding through JWB Jewish Chaplains Council®, which, today, safeguards the rights, fulfills the spiritual needs, combats loneliness and isolation, and honors the service of Jews in the United States armed forces,** as well as endorses Jewish chaplains to the Department of Defense and the Department of Veterans Affairs, augmenting resources and advocating on matters of policy

About JCC Movement Lingo

Like most organizations and associations, JCCs and JCC Association have their own lingo and preferred ways of speaking about JCCs and the movement. We share here several notes that may be relevant to your remarks, PowerPoint slides or otherwise in the context of ProCon 2025:

- We are “JCC Association of North America” and “the JCC Movement.”
- On second or later references, “JCC Association” and “the movement” are often used.
- We do not use the article “the” before the words “JCC Association,” nor to we refer to the organization as JCCA or the JCCA.
- While “JCCs” typically refers to Jewish Community Centers, it is also used by some to refer to Jewish Community Camps, 24 overnight camps that are part of the JCC Movement.

Logos and PowerPoint Template

Please use these resources as you are building your ProCon 2025 presentations. For questions,

please email Joanne Harmon, JCC Association's Chief Marketing Officer at j.harmon@jcca.org.

- Review the [ProCon 2025 Branding Summary Sheet](#) and [Color Guide](#)
- Download headers and logos available in EPS, JPG, PNG formats.
 - [ProCon 2025 Headers](#)
 - [ProCon 2025 Logos](#)
- [PowerPoint Template](#)

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