



Hannah Solomon, Rachel Morof, Rachel Fenberg, Caitlin Forbes, Emily Benderoff, Katie Rothstein and Emma Salesin

## Camp Finders

It's not too late to find your kids a camp for this summer.

**Sari Cicurel**

Special to the Jewish News

In March 2011, after 55 years, Camp Sea-Gull, an all-girls summer camp on Lake Charlevoix, closed its doors. Sherri Morof, whose daughter Rachel had been going to Camp Sea-Gull since she was very young, was stunned.

"What do you do when all of a sudden a camp you watched your daughter grow at and love closes its doors?" she asked.

"There were seven of us, and we wanted to stick together in a bunk," Rachel Morof said. "We had grown up going to camp. It was going to be too hard to try and fit in at another camp around here."

Many camps opened their doors for former Camp Sea-Gull campers. The parents of the group got together with the hopes that Margaret Bornstein, local consultant for Joanne Paltrowitz's New York-based Camp Experts & Teen Summers, a company with 30 global offices, could assist.

Bornstein of Huntington Woods brought numerous camp directors into Michigan to make presentations until she found the right fit for the girls. Best of all for parents, the service was free.

No one who has been to camp is surprised to learn about its benefits. Parents who remember what camp was like want the same things for their children: physical activity, the experience of success and gaining confidence and resiliency, unplugging from technology, developing life skills and growing more independent.

"My husband and I both grew up spending our summers at sleep-away camp, and we wanted our girls to have the enrichment of the camp experience," said Bornstein, mother of lifelong campers, Rachel, 19, and Carly, 17.

"It was an overwhelmingly positive environment, and both girls gained so much

self-confidence while building friendships with people from all over the country," said Bornstein, mother of two lifelong campers, Rachel, 19, and Carly, 17.

Once Rachel "graduated" from being a camper, Bornstein began to explore options for teen programs. She was overwhelmed. How do you then know if it is the right fit? To whom can you ask questions before giving a deposit?

Then Bornstein learned about Camp Experts & Teen Summers. Every year, experts visit camps, and evaluate them for security, programming, costs and expertise. Camp Experts & Teen Summers represent more than 1,000 overnight camps and teen programs, in the U.S. and abroad.

"There is definitely something for everyone, but each child deserves a custom fit, as there are so many details that separate one program from another," Bornstein said.

"I offer a very personal and vetted process and a timesaver for parents who can't spend hours scouring the Internet."

Bornstein has sent freshmen and sophomores in high school on directed programs in fashion design, musical theatre, Spanish language immersion and marine biology only to later find the teens' interests stay strong enough to major in college in those areas.

Although already late in spring, it is not unusual to find families who are not sure of their kids' summer camp plans. "This winter it was hard for anyone to imagine summer would come, and right now I have families trying to make those last-minute decisions," Bornstein said. "Camps do have openings, and I work to find that fit." □

Contact Margaret Bornstein at (248) 723-2880 or [margaretbornstein@campexperts.com](mailto:margaretbornstein@campexperts.com).

## Yoga Shelter Named 'Best Of Detroit'

Yoga Shelter has been voted Best of Detroit. Eric Paskel opened the first Yoga Shelter studio in 2004 in West Bloomfield and the company has since opened studios in Birmingham, Royal Oak, Grosse Pointe, Midtown, Downtown (affiliate studios) and Los Angeles, serving more than 1 million students and counting.

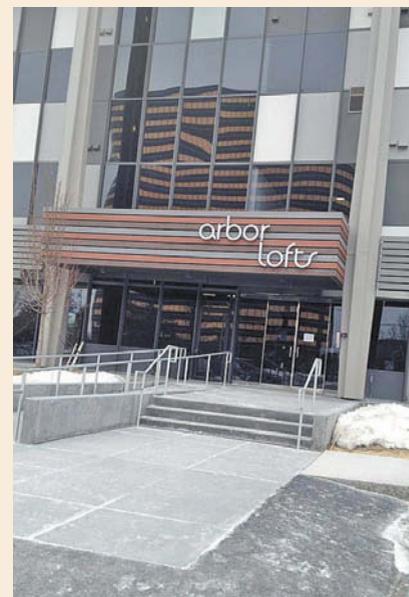
Hannan Lis of Lis Ventures, an owner of Yoga Shelter, announced new studios opening this spring in the new Arbor Lofts in Southfield City Center and a new affiliate Yoga Shelter in Rochester Hills.

"Yoga Shelter was created to help create a coming together of like-minded people, to create a real community for people, so as we grow with our studio locations we continue to fulfill that intention," Lis said.

The city of Southfield and Lawrence Technology University are making a shift to developing a better, bigger and brighter city and university.

"Yoga Shelter welcomes partnering with Southfield residents, along with LTU students, to help to continue to cultivate the growth of Southfield," Lis said.

Expansion is not just in bricks and mortar. Yoga Shelter has recently hired Nicole Rowan to manage an innovative philanthropy-



Arbor Lofts at Southfield City Center Building

based marketing effort called "Yoga Shelter Cares."

The initiative seeks to harness the power of giving back and reward charitable giving with free and discounted yoga.

Through Yoga Shelter Cares, Yoga Shelter will partner with a variety of local charities and allow their donors to participate in Yoga Shelter classes for free and or subsidized rates. Yoga Shelter will also match charitable donations in exchange for nonprofits promoting the program to their donor and member base.

## A Pass Education Group Gets Small Business Award

A Pass Educational Group LLC is one of 12 companies from Michigan to receive the Michigan Small Business

Development Center's (MI-SBDC) Best Small Business Award. These companies were chosen from more than 5,500 small businesses that the MI-SBDC provided with confidential counseling and training in 2013.

The Best Small Business award recipients were identified based on their success in creating jobs, increasing sales, improving their business strategy and their involvement with the MI-SBDC.

Andrew Pass began A Pass Educational Group LLC in 2009. This innovative company designs educational content including instructional materials, assessments and curriculums as well as provides editing and translation services.

Its customers include Pearson Learning Solutions, Scholastic, Apex Learning, the DeVry Institute and a variety of other educational institutions.

By utilizing technology to create a global workplace, A Pass Educational Group LLC has cultivated employee talent from around the world. A Pass currently employs 10 full-time employees and more than 700 contractors.

Pass began to work with the Oakland County SBDC in 2012. The SBDC helped him develop a strategy to move his million-dollar business into permanent office space.

SBDC Consultant Catherine Abad said, "Andy is enthusiastic, eager to learn and has aggressive but realistic expectations for growth."

He is also a leading member of the Troy PeerSpectives CEO Round Table.

Pass and the other recipients will be honored at the Michigan Celebrates Small Business awards ceremony on May 6 at Michigan State University in East Lansing.