



Creating Leaders at Hermelin ORT

Center director Shaindle Braunstein-Cohen is first Jewish non-profit leader to receive American Express Leadership honor.

FOR IMMEDIATE RELEASE
CONTACT: Lynne Schreiber

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(248) 376-0406, lynne@yourppl.com

WEST BLOOMFIELD, Mich. – In its three years of existence, the American Express Non-Profit Leadership Institute had not offered its year-long leadership training fellowship to a professional from a Jewish non-profit - until now.

Shaindle Braunstein-Cohen, director of the David B. Hermelin ORT Resource Center in West Bloomfield, was invited to participate in the year-long leadership training program after being nominated by NGen – the under-40 track of the Washington, D.C.-based Independent Sector PAC for nonprofits.

“It’s an enormous opportunity for me to connect with others, learn how to handle challenges in fundraising and gain new perspectives,” says Braunstein-Cohen. “Every chance you have to strengthen and improve your skills is a step in the right direction.”

The American Express Nonprofit Leadership Institute includes bi-weekly web meetings, a week-long seminar in New York next month, guidance from a mentor and a coach and connections with prominent individuals like New York Mayor Michael Bloomberg. The goal is to identify individuals who have leadership potential and can put that to good use in the social sector.

“Shaindle has demonstrated a unique and marked ability to conceptualize, develop and execute an idea that fills the needs of our community,” says Michelle Passon, lay leader of the Hermelin ORT Center. “Further, she makes every person she is in contact with, from major executives to our students, feel welcomed and highly regarded.”

The Hermelin ORT Resource Center was founded seven years ago to empower individuals in the metro Detroit community with the skills needed to make it in the workplace. It is the only local example of the hundreds of ORT schools that can be found in 63 countries around the world, which have a 130-year-long tradition of empowering individuals with the skills they need to succeed in the marketplace and in life.

The Center offers free classes to out-of-work or underemployed individuals referred there by Michigan Works and Jewish Vocational Service and affordable classes to individuals who can pay to improve their standing in the marketplace. These classes help individuals gain skills and find courage to seek employment.

Founded in 2003 and named for the late U.S. Ambassador David Hermelin, whose widow Doreen just finished a three-year term as president of ORT America, the Hermelin ORT Center offered a record number of classes in the fall with a waiting list of interested applicants.

For additional information or to arrange a tour or interview, please contact Lynne Schreiber's personal cell phone at (248) 376-0406 or email lynne@yourppl.com.

For publication purposes, please include this number for the Hermelin ORT Center: (248) 432-5411 or www.hermelinort.org.