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SPOKESPERSON BIOGRAPHIES**Joshua Troderman**

Executive Director

During the past ten years, Josh has been teaching Torah, prayer and family education using music, drama, video production and multimedia as tools for teaching. Josh has held teaching and administrative positions at The Rashi School (Newton, MA), The Keshet Community Hebrew School (Cambridge, MA) and Rodeph Sholom Day School (New York, NY) as well as Kehillath Israel (Brookline, MA) The Rebecca and Israel Ivry Prozdor High School (Ridgewood, NJ) and Camp Ramah, Camp Edward Issacs, and has been a player with StorahTelling in New York.

The youngest in a family of educators, musicians and activists, Josh grew up in Springfield, MA. Guided by his degree in Cinema Production from Ithaca College ('91) and love of all things creative, Josh worked on various film productions in New York and San Francisco after graduating. Josh journeyed to Judaics at The Pardes Institute ('94) and Songwriting and Performance at The Berklee College of Music ('01) on his way to completing an MA in Jewish Education at The William Davidson Graduate School of Jewish Education at The Jewish Theological Seminary. ('05).

Some highlights of Josh's entertainment career are writing, producing, directing and editing video productions and curriculum for The Midrash Hour ('02-'05) in collaboration with composer/songwriter Eliot Bailen. Josh was the keyboardist for The Skalutations and Carpal Tunnel and currently can be found playing with Yom Hadash and other musical projects in the Boston area.

Josh lives with his wife and two children in Brookline and is working on his first solo album. He sees his position as Executive Director of JChoice as a culmination and integration of his life mission to bring creative Light into the world by contributing energy through the arts, education and the service of others.

David Rosenberg

Visionary and Strategic Founder

As a young boy growing up in Lawrence, MA, David remembers the powerful feeling of going to synagogue with his father, mother and two sisters. As they walked to Temple, he remembers seeing the faces of the young children on the streets, and then hearing the Rabbi speak about the challenges and struggles of the families in that industrial town. Sparked by this new awareness, he performed his first Tzedakah, by contributing to Unicef, in a quest to help the children of his community and the world.

After graduating from Boston University's School of Management, Mr. Rosenberg began working in real estate focusing on creating a successful management, acquisitions and investment company, eventually becoming CEO of Sawyer Realty Holdings, Inc. and head of the company's Global Strategic Initiatives. The work required long hours and much travel, but he never lost sight of what was important: giving back. David has served as Chairman for the Annual Fund of Tufts Hillel; Co-Chair of the Board of Trustees, Tufts Hillel; Board of Trustees, Camp Bauercrest; the Parents Committee at Cornell University and the Beaver Country Day School Strategic Development Committee.

David's philanthropic contributions are diverse, important to him and on-going. They include: Combined Jewish Philanthropies, Friends of Yemin Orde, Boston Children's Hospital, Hebrew College, Rashi School, Brandeis University, Dana-Farber Cancer Institute, Unicef, American Liver Foundation, Jimmy Fund, Boston Medical, Jewish Community Housing for the Elderly, National Tay-Sachs Allied Disease Association, Jewish Community Centers of Greater Boston, plus many others.

Heeding well the adage, "to whom much is given, much is expected," and thinking back to those young faces on the streets of Lawrence, David knew that he wanted to create something that would encourage others---and particularly young people---to give back to the world. Remembering a Harvard Business School study that indicated that people are happier spending money on others than on themselves, he created JChoice with the goal of encouraging young people all over the world to make a contribution to those less fortunate. Rooted deeply in the principles and humanitarian values instilled during his early years at the synagogue.

Through JChoice, David hopes to make the world of giving accessible, fun, meaningful and powerful for rising generations of young Jewish men and women. For him, charity begins at home: his four children are deeply involved in JChoice, helping to create content and encouraging others to participate in making the world a better and safer place for all children.

In David's own words, "It is my hope that these future humanitarians will repair the world one cause at a time."

NOTE TO MEDIA: High res photos of Mr. Troderman and Mr. Rosenberg are available.