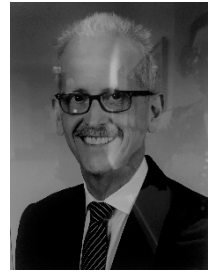


Lloyd E. Brotman
President: 2014-2017

Lloyd Brotman Says “Yes” to RS

Lloyd Brotman was the 43rd President of Congregation Rodeph Shalom, preceded by Dena Herrin and succeeded Michael Hauptman.

Raised Modern Orthodox, Lloyd ultimately found a home within the Reform movement. While Rodeph Shalom’s social conscience was immediately familiar to Lloyd, the Congregation’s dynamic worship allowed him to truly reform his Jewish practice.



"People do not become leaders because they are great. They become great because they are willing to serve as leaders. It does not matter that we think ourselves inadequate. So did Moses. So did Aaron. What matters is the willingness, when challenge calls, to say, Hineni, "Here I am."
--Rabbi Lord Jonathan Sacks

When Rodeph Shalom invited Lloyd and his wife Merrill to join in 1989, they said “yes.” And, when Rabbi Bill Kuhn recruited Lloyd to participate in Synagogue 2000, an initiative to transform Reform Judaism’s worship and practice, he again said “yes.” After saying “yes” to participate in significant Board of Trustee initiatives that included Rodeph Shalom’s vision, strategy, and Legacy campaign, Lloyd was asked to serve as President in 2014. Predictably, his answer was YES!

Outside of Rodeph Shalom, Lloyd has enjoyed a luminous career as a Ph.D. psychologist and business leader. As a founding principal of PERISCOPE INSIGHT TO BUSINESS, Lloyd’s practice has evolved from clinical psychology to his present emphasis on executive coaching and organizational development. During his tenure as President of Rodeph Shalom, Lloyd continued to manage his consulting firm, thus inhabiting two full-time jobs.

Given his prowess in helping organizations realize success through strong leadership, it’s only natural that many of Lloyd’s signature achievements as President focused on people. The Congregation has benefited enormously from Lloyd’s superior eye for talent. Most notably, the appointment of Jill Maderer to the role of Senior Rabbi—a once-in-a-generation transition—was led by Lloyd. He was also instrumental in guiding the selection of just about every member of Rodeph Shalom’s Senior Staff including Rabbi Eli Freedman, Cantor Erin Frankel, Executive Director Jeff Katz, and Director of Youth Education Jennifer James. More recently, as Chair of the Board Development Committee, Lloyd composed the current Board of Directors to inaugurate the Congregation’s new governance structure. While Lloyd’s contributions are too numerous to list, they are easily recognized through the warm, wise, and engaging community Rodeph Shalom is today. We are grateful for Lloyd’s affirmation – “Yes.”

Written by Aaron Weiss