

**Aleph Aaron Adler**  
Northern Region East: NoVA Council  
Candidate for Grand Aleph Moreh

My 3 priorities for this year are to 1. **Increase overall AZA membership** 2. **Establish Teen Connection in every region/council** and 3. **Help struggling regions/councils.**

I am going to **Increase overall AZA membership** by working with the regional/council Morim to hit 80% retention by November 2011. Once retention is hit I will promote the 1 for 1 system, which encourages every Aleph to recruit one brother. The Membership Mile is successful because it took membership to the grassroots-the chapter level, however, the next step in recruitment needs to be to individualize membership so that it's something every Aleph can participate in. By involving every Aleph in their chapter recruitment efforts our membership will skyrocket. I will enable every Aleph to recruit more brothers by giving them resources (i.e. New Parent Meeting in a box kit, Perfect your AZA pitch, etc.). By this time next year I will have made sure we have recruited 1,000 new members. I'll use IC as a halfway point to launch Membership March Madness where every region/council will be entered in a bracket and will compete for the highest percent growth each week.

I will **Establish Teen Connection in every region/council** by having the successful Teen Connection programs from this year serve as a model and have those Teen Connection liasons partner with the new Teen Connection liasons to teach them how to make Teen Connection an integral part of their program. I will also promote teen ownership of Teen Connection and work with the regional/council Morim to make Teen Connection fall under the responsibility of a committee made of CLTC alum and younger members ready to take on greater leadership roles. I would also continue to use the TC3 system in regions and councils that already have a successful Teen Connection.

I will **help struggling regions/councils** by identifying the ten regions/councils that need the most help and work with them closely to be able to work with a new ten by February. I will help these ten regions/councils establish new chapters, create prospective lists, plan retention-oriented programming, and be a constant brother and resource to the region/council Moreh, the chapter Morim, and any member.

Frats,  
Aleph Aaron Isaac Adler

Aleph Adam Michael Nelson  
Ohio Northern Region  
Candidate for Grand Aleph Godol

My Brother Alephs,

Envision a continuously growing Jewish youth movement that influences its members and surrounding community through compassion, dedication, and strategic interaction; a Jewish youth movement in which ideas are developed, relationships are elevated, and the Seven Cardinal Principles are the foundation of its sustainability. It is this organization that will equip leaders across the globe with the knowledge, resources, and desire to perpetuate Sam Beber's vision to position AZA and BBYO as an infamous movement throughout the world. The fundamental basis to achieve this vision is "**CONNECTIONS**" - at every level. **Intra**-relationships, **Inter**-relationships, and **Global** relationships all play a critical role.

The **Intra**-relationships between chapters, regions/councils, and international leadership lay the foundation to accomplish **more**—recruit **more members**, participate in **more programs**, raise **more awareness**, generate **more fundraising dollars**, and execute **more service projects**. We are fortunate today to have at our disposal technology that supports collaboration. Pooling the efforts of more than 600 chapters, 40 regions/councils among 10 countries clearly will communicate a stronger message than working as individual entities. Implementing partnerships among the regions/councils for various initiatives such as *Stand Up!* and *Speak Up!* will support this vision of collaboration.

**Inter**-relationships outside the narrow walls of BBYO will contribute greatly to the advancement of our movement. Engaging with other Jewish and non-Jewish organizations by taking programming and moving it from "basements and backyards" to our surrounding communities allows us to interact with people beyond the scope of our membership. Through combined programming efforts we can learn from each other and ultimately **communicate each other's message and shared values**. In order for this to be effective, we need to create a standard for consistent execution of all programs. This means objectives, resources, and activities need to be clearly identified and articulated. This programming philosophy should occur at every level from chapters and regions/councils throughout the Order.

**Active global relationships** among each other are the foundation of a truly universal organization. To completely accomplish its goals, BBYO must reach out beyond its native borders. **A message is only as strong as the audience it reaches**. Having active entities throughout the world does not make BBYO a global movement. It merely makes us an organization with chapters residing in multiple countries. To become a global movement we must communicate and learn from each other, **using the voice of each others' nations to spread our message**. Forming an International Leadership Council with representatives from every BBYO affiliated country and establishing "brother" regions/councils among them is an initial step toward this goal. We live in an era where the "World is Flat" and technology brings us closer than ever before. Video conferencing, cell phones, and the Internet allow us to develop not only relationships between regional organizations, but between people as well.

The "**CONNECTIONS**" necessary for the future growth of our movement lie all

around us and are waiting to be taken advantage of.

***We are focused on overall growth not for the sake of numbers, but the sake of people.***

Fraternally submitted with undying love for Portage Trail AZA #114, the Ohio Northern  
Region #23, and the exciting future of the Grand Order of the Aleph Zadik Aleph,

I remain,  
Aleph Adam Michael Nelson

Aleph Alexander Metzman  
Cotton States Region  
Candidate for Grand Aleph ol

My Brother Alephs-

We **are** AZA. We affirm our devotion through our cheers and actions. Yet, when we say “We are AZA,” what do we truly mean? The Aleph Zadik Aleph is a brotherhood, a movement that has evolved over the past 87 years to become only something that our founding Alephs dreamt of. However, the best part of a movement is that it is constantly growing, changing, and striving to be better than it was the day before. The time has come where we are the leaders of TODAY, and we get to determine the future of our movement.

The generations before us have worked tirelessly to create the foundations of our movement- so where do we go from here? We set our sights high and initiate ideas that will span multiple programming years while propelling our movement towards a more rewarding future. We have a vision and we see the steps necessary to achieve it. Therefore, this **must** be our year in which we motivate our order through stronger communication, widespread globalization, a re-vamping in the communication of our international programming, and an expansion of Stand Up!.

The generations before us have laid a foundation that allows for success in expanding our movement past the boundaries of North America. Yet, it is vital that we expand the Globalization Network as a key component our ever-growing movement. Representation at International Convention and summer experiences by teens from across the map is essential to expanding our base. We must utilize I\$F and ensure that everyone understands its meaning and the methods needed to integrate it into councils and regions.

Next, we must strive to re-vamp the excitement about international opportunities such as J-Serve and AZA Shabbat. By utilizing the many technological opportunities presented to us, we can make resources easily accessible to all Alephs no matter their location. Through these means of communication, we can enable our programming to unite us as a movement while simultaneously spreading us internationally.

Just two years ago, our peers took BBYO by storm as they unleashed the Stand Up! Campaign. Its main purpose was grounded in allowing us to determine where we donate our money. Through this initiative we have created an opportunity to reach out and make a difference by advocating for change that we believe in. However, while we can see our own successes, we cannot see the product of our order. Thus, in the upcoming year it is vital that we install interactive resources, which exemplify our strides within Stand Up! and demonstrate our efforts toward Tikkun Olam.

My brothers, the opportunity to continue innovating and raising our movement to new heights is upon us. The future of our movement starts here, with the effort of all of you. Together we can expand on the foundations of our order. Together we can work to see our movement span all parts of the globe, and together we can lead this movement forward.

*Fraternally Submitted with an undying love for determining **our** future,  
I remain,  
Aleph Alexander Cole Metzman*

**Aleph Daniel Weissman**  
Nassau-Suffolk Region  
Candidate for Grand Aleph Godol

My Brother Alephs and My Sister B'nai B'rith Girls,

The International Order of BBYO is currently at a crossroads. BBYO is finally at a point where we can truly move forward and expand our impact on the lives of Jewish teens, the greater Jewish Community and the world as we know it, but before we move forward there are a number of issues that must be fixed. We must prioritize and refocus our attention onto the struggles of regions across the order. We must first **IDENTIFY** these struggles, then **ASSESS** them, and finally, after determining what these issues are and discovering why they are occurring, we will **RESOLVE** these problems. By making the **IDENTIFICATION, ASSESSMENT, and RESOLVEMENT** of the major struggles that **ALL** Regions/Councils are facing we can truly make this movement grow.

Through the **IDENTIFICATION** process we, the Alephs, will be able to identify **our own problems**. No one knows the struggles that regions and councils are facing better than the Regional/Council leaders themselves. Through a constant line of communication between the 87<sup>th</sup> International Boards of the Aleph Zadik Aleph and the B'nai B'rith Girls and all Regional/Council Godolim and N'siot, we, as one **united order**, will be able to identify and pool together **our own problems**.

Once we **IDENTIFY** our issues it will be much easier to **ASSESS** them. In essence the assessment process will be designed to discover **why** our issues are occurring. BBYO communities across the globe are experiencing different struggles, and because of this it has become almost impossible for the International Boards to develop initiatives and plans that work in **all Regions and Councils**. By reprioritizing and refocusing our efforts the 87<sup>th</sup> International Board of the Aleph Zadik Aleph and the B'nai B'rith Girls **will** be able to assist Regional/Council leaders in the process to discovering **what** our major issues are and more importantly, **why** they are occurring.

The last piece of this is the **RESOLVEMENT** process. Once we discover the reasons behind our issues, we can then figure out **how** to really fix them. Once the International Boards help **all** Regions and Councils **stabilize** their issues, we will be able to devise initiatives and plans that target the issues and struggles that **all Chapters, Councils and Regions are facing**. Focusing in on these three priorities will allow our order to grow and progress as **one united International Youth Movement. Together we can build our own world and let our purpose shine across the globe.**

Fraternally,  
Aleph Daniel Weissman

Aleph David Eric Gaizler  
Connecticut Valley Region  
Candidate for Grand Aleph Godol

As Merriam-Webster Dictionary puts it, **networking** is defined as:

“The exchange of information or services among individuals, groups, or institutions;  
*specifically*: the cultivation of productive relationships for employment or business”

If I am elected as your 87<sup>th</sup> Grand Aleph Godol I envision an international order that is much more cohesive than it has been in previous years and **networking** will play a vital part in that. As the Aleph Zadik Aleph enters its 87<sup>th</sup> year my plan is to evolve BBYO as a network through interregional & counterpart communication.

Next year one of my main focuses will be utilizing modern technology to revolutionize the way we connect to other regions and our counterparts. It seems to me as if many of our regions suffer from very similar issues on a yearly basis. Some of these problems include low membership recruitment, weak Stand Up! campaigns, lack of innovative fundraisers and bland programming.

After seeing first hand how my region and others struggle to get these problems solved every year I began to ask myself, wouldn't it make more sense for each region to join together to solve similar issues? Why should every region have to fight these problems on their own? With a network of 28,000 teens available to us its absurd to not utilize what we have in front of us and work together to boost efficiency in our movement.

By creating a stronger form of interregional communication we are simultaneously mobilizing our movement and pushing forward faster than ever before. Because we have regions working alone it sometimes takes months for some regions to figure out how to create a higher standard for programming or how to boost membership recruitment. By connecting regions and counterparts with similar issues we can work faster on solving problems thus giving each region more time to work on new, innovative initiatives for their region to strive under.

In conjunction with the initial attempt to connect counterparts and regions there will also have to be a strong follow-up that occurs as regions go through the process of putting their plans into action. I've come to realize through my experiences in BBYO that every plan has a flaw that will eventually be exposed at one point or another. It's important that when those flaws are exposed the region dealing with the issue has a strong network of people to rely on to help them when things don't go the way they're expected too.

Moving into our 87<sup>th</sup> year I fully expect it to be the strongest year our movement has ever seen. By working together and becoming more efficient we'll have more time to reach out into our communities and focus on improving the world one step at a time. As your 87<sup>th</sup> Grand Aleph Godol I vouch to do everything in my power to mobilize our movement and truly make a difference in the lives of others.

With undying love and dedication for Leviticus AZA Chapter #2387, Connecticut Valley Region #17, and the entire International Order of the Aleph Zadik Aleph,

*I remain, Aleph David Eric Gaizler*

Aleph David Nathan Baer  
Mountain Region  
Candidate for Grand Aleph Godol

### **Priority: Globalization and Growth**

BBYO currently labels itself as a “global” youth movement. What does this actually mean? Are we truly global? The truth is that outside the core 1,500 extremely involved members, most AZAs don’t know that there are international BBYO affiliates.

It’s important that we bring resources to international Jewish communities, and even small domestic communities. All too often, we take for granted how easy it is to be Jewish in a large North American city. BBYO members should be able to understand what it means to be Jewish in an environment they haven’t experienced- a small town with a tiny Jewish population, or a country with dangerous amounts of anti-Semitism.

North American chapters should be encouraged to communicate with overseas chapters. The more teens we connect under a common goal, the more powerful our movement will be. We have all established online identities, but have yet to leverage the power of free technology to accomplish this.

In truth, the importance of globalization is not that we get to say we’re a progressive, globalized movement. If we go about this endeavor, it must be about connecting people, and not about the right to say we’re globalized.

Over the next few years, it is imperative to the success and growth of our movement that we become truly global. Teens should not see North American BBYO and International BBYO as two separate orders, but rather North America as a part of a global movement.

### **Priority: Promote leadership and unity through the Council of Jewish Teen Leaders**

Historically, there has been a divide in the Jewish teen community among different youth movements with different affiliations. In order to move forward and establish a powerful teen voice in the community, we must be united. The CJTL provides the perfect platform to unite us and make our voices heard.

I feel the council should be expanded to include, in some regard, the entire international board, rather than just the presidents of each movement. This collaboration would make it easier to share initiatives like Stand Up and Speak Up. Uniting on these causes increases our effectiveness exponentially.

The council will give Jewish teens a unified presence at large community events like AIPAC conferences and the General Assembly. The council should also seek to work with and eventually join the prestigious Conference of Presidents of Major Jewish Organizations, which will cement teens as effective and productive leaders.

### **Priority: The Power of the Chapter**

When all is said and done, the power of BBYO lies in the chapters. A new member’s first impression of BBYO is how warmly their local chapter Moreh welcomes them. The core of our programming, recruitment, community service, and advocacy happens on a chapter level. The true purpose of the council, regional, and grand boards is to advise chapter leaders and provide them with all the resources they need.

Without strong, involved chapters, we are nothing. I can’t understate the importance of staying true to our roots that date back to a fraternity founded in 1924 by fine young men. In the end, my responsibility is to you, the Alephs of this fine fraternity.

**Aleph Grant Fineman**  
Central Region West  
Candidate for Grand Aleph Moreh

Quantitative results **only come from** qualitative actions. The Grand Order of the Aleph Zadik Aleph has thrived for 86 years because of the understanding of this simple statement; sometimes strengthening the fundamental elements of our Order is what we need to do to produce the best results. Strong, motivated individuals creating strong, meaningful programs develop other strong, motivated members. Let me share with you where I think our Order must focus, and what my role will be in working with you to achieve the success we deserve.

To ensure our Order is in the place it needs to be, we must enhance **the quality of education** on every level of our Movement. Putting the right people in the right positions and giving them the resources necessary to succeed leads to our ultimate goal of developing quality members who will then give back to the Order. Essentially, AZA education stems from each chapter customizing its AIT curricula to the topics most relevant to their needs at that time; it is our responsibility to give them the materials they need. Regional education must expand upon the leadership-building and knowledge taught by the chapters. As an International Order, our role is to guide the chapters and regions as they continue to foster our next generation of leaders.

Once our members are properly educated, our next step is to increase the **quantity of membership** by finding new ways to attract members into our AZA chapters and starting new chapters beyond the reach of our current structure. By combining exciting events structured to bring in significant numbers of new teens with systems created to support year-round recruiting efforts, chapters and regions will see dramatic growth in membership. This two pronged approach provides more meaningful experiences to Jews in all our BBYO communities. At an International level, we need to provide resources and guidance to the leaders of the chapters and regions to make this growth possible.

A vibrant Order retains its members; it is our duty to preserve the **longevity of membership**. AZA, at its best, is a place for teens to join, enjoy, stay and then give back to the Order they love. Across the Order, older members are dropping out of BBYO before their time. It is our responsibility to give these members a reason to stay with a clearly defined role in AZA, even if it does not come with a traditional board title.

**The Order that we call ourselves members of is rich with 86 years of history and tradition. It is much more than just a group of guys to hang out with on the weekends. It is at its core, a fraternity. The Aleph Zadik Aleph has helped young boys grow into successful men. Through the education, recruitment and retention of members on the chapter, regional, and international level, I hope to inspire more young Alephs to become successful, educated and dedicated men. Join me, and together we can accomplish this and so much more.**

**Aleph Jake Sorrells**  
Northern Region East: DC Council  
Candidate for Grand Aleph Shaliach

Three years ago, as I began attending a high school where Jews were few and far between; high holiday services, dinners with the grandparents, and weekly Shabbat meals served as my only connections to my Jewish heritage. Furthermore, my community involvement was limited. AZA has instilled in me a powerful sense of Jewish pride, allowed me to explore my Jewish identity, and opened my eyes to vital world issues. I now understand the significance of fulfilling Tikkun Olam, for the responsibility of caring for this world will soon rest firmly in the hands of our generation.

My vision is that *every* Aleph, through AZA, develops a deeper connection to his Judaism and to his local and global community.

Social action and Judaism are two of the five pillars of our organization. It's often said that programs in these folds are the most challenging to invoke excitement in teens. However, when they hit the mark, they often leave the greatest impressions. These experiences need to be more frequent and more captivating, especially on a chapter level.

**Globalization**

As part of a global Jewish community, we have the opportunity, through BBYO membership, to advocate for and connect with Jews across the world, whereby our collective identity will be further enriched. Chapters and regions should be provided with the means for spreading this message to effectively educate, connect with, and fundraise for these Jewish teen communities.

**Stand-Up Campaigns**

Chapters and regions should be provided with resources to enable their members to explore many issues affecting our communities today, as well as ways to impact change among them. Every chapter should have a visible influence in its local community. BBYO will be seen as the premier teen network for community impact.

**Exploring Practices, Rituals, and Heritage**

BBYO should provide members with Jewish experiences that allow them to explore the diverse flavors of Judaism. It is important that these meaningful experiences be rich and available at the chapter level, not just at the regional or international stage.

**Speak Up for Israel**

BBYO should continue to position itself as a strong partner to the global pro-Israel advocacy community. In order to build the next generation of passionate Israel advocates, we must help each teen to cultivate a personal link to this cherished part of our culture.

**International Kallah**

Teens at Kallah should continue to have hands-on experiences with educators from different backgrounds, who can share their personal Jewish journeys. As a result, teens will be inspired, motivated, and empowered to continue Kallah type discussions and learning experiences upon their return home and throughout their lives. The connections made at Kallah should last indefinitely.

**Political Advocacy**

BBYO will be a catalyst in influencing policies and legislation that affect our interests. We will provide teens with the opportunity and skills to be effective agents of change. We will be the defining voice of the Jewish youth community. BBYO has the power to shape the lives of thousands of Jewish teens through social action and Judaic programming. Harnessing this power will enable us to achieve our vision.

Aleph Jeremy Reisman  
Cotton States Region  
Candidate for Grand Aleph S'gan

We have an incredible opportunity to continue the phenomenal progress that we have made as a movement in recent years. We have set standards astoundingly high, and we need to raise the bar even higher by surpassing current expectations. Our mission is More Jewish Teens, More Meaningful Jewish Experiences. The way we will accomplish this is by reaching out to more Jewish teens through highly innovative and quality programming.

The state of our programming is of adequate quality, but we are only utilizing a fraction of our potential. In order to reach the highest echelon of programming possible, several things need to transpire. First, we need to develop the process by which we define the quality of our programs: the Degrees of Programming. This system could be very effective, but it needs to be universally implemented after it is refined. Many factors currently contribute to which degree the program is, but the most prominent one is the number of fold types that are included in the program. The flaw in this system is that there are countless mediocre programs with 4 or 5 fold types and phenomenal programs with only 3. In order to truly measure the quality of a program, the cohesiveness of the fold types must be taken into account, as opposed to solely the quantity. Implementation of the Degrees of Programming also needs to be improved upon; the way I would improve the execution of them would be to make them part of the Program Bank Process. The Program Bank Chairs will be in charge of determining which degree the program is, and in this way, we can prevent 1<sup>st</sup> Degree programs from being put on the Program Bank, so that they will not be emulated.

Additionally, I am going to improve upon the unification of our Order through programming. Many steps will be taken to accomplish this, as it is an arduous and crucial task. I will group together different regions that are different in structure or size; these regions will be able to communicate their different styles of programming to each other so that each region can see the methods of programming that other regions are doing. Furthermore, in my releases I will include the best program of the month, which I will select from programs sent in by Regional S'ganim. I will conduct an interview with the person who planned the program, which will give the Aleph and chapter notoriety and International exposure. Finally, in order to incorporate overseas BBYO, I will assign one or multiple regions to a different country with BBYO chapters. One chapter in the region will be encouraged to plan a program with a chapter from their assigned country, and both chapters will do the program; afterward, they can discuss how the program went and compare their experiences.

With a more unified body and higher quality of programming, we will undoubtedly accomplish everything we are capable of and go beyond the limits that have been set.

*Fraternally submitted with an undying love surpassing expectations and seizing the incredible opportunities before us,  
I remain,*

*Aleph Jeremy Darrell Reisman*

**Aleph Jesse Freedman**  
Lake Ontario Region  
Candidate for Grand Aleph Moreh

Gentlemen of the Aleph Zadik Aleph, if elected as Grand Aleph Moreh, I have 2 main goals. Firstly, we are at a critical point in our history. We are at a time when we can choose to remain a mainly American fraternity, or we can choose to expand to become a truly international brotherhood, and we are a few steps away from doing so. I want to help this brotherhood take that next step. **In my mind, there are 3 main priorities that we must achieve to reach this goal.** The first is pairing with other international charities and organizations. For example, in Toronto, we are improving our exposing by getting involved with UJA Federation events. If we can start to do this with other large international charities, this will help to spread our name, and thus give us more international recognition. Secondly, we must strengthen BBYO outside of North America. This is must easier said than done. Some of the ways we can do this include contacting past Alephs who live in those areas and ask them for help. Another way we can do this is to create an Eastern European Region to help oversee chapters' growth and sustainment in those countries without BBYO currently. Thirdly, we must make the international events more accessible to international communities. As International Moreh, I would work with BBYO across the world to help them to attend North American events. One way would be to have an exchange program in which a North American Aleph might go to a summer program in England, and an Aleph from England would come to summer program in North America. To achieve the second goal, I want to increase international brotherhood. Brotherhood between chapters and regions is very high right now, but internationally, I feel that it could be better. Three priorities for increasing international brotherhood are creating fantasy sports leagues so Alephs across the order can connect based on a sport that they have a passion for. This would allow a freshman in CRW, to meet with a junior from NRE, while talking to a sophomore in ONR, and connecting with others from across the order. Another way to increase international brotherhood is in direct relation to my first goal of international expansion. If we can get Alephs from around the world, we can give Alephs the true feeling, that the Aleph Zadik Aleph is an international brotherhood. As well, we utilize Skype to set up calls between Alephs from around the world to increase our brotherhood internationally. Gentlemen, the Aleph Zadik Aleph has never been stronger. We are currently on the path to continue our growth, but in order to do so, we need someone with an International vision, who has dealt with International problems. Living outside the United States, I have had this experience. That international vision will enable me to take our fraternity to the next level. Gentlemen, please give me the honor of being your Grand Aleph Moreh.

Fraternally Submitted With Undying Love For, Chapter Magen #2360, Lake Ontario Region, CLTC 7 2010, Friends and Family, and the Aleph Zadik Aleph, I remain,

Aleph Jesse Michael Freedman

**Aleph Jesse Schor**  
South Jersey Region  
Candidate for Grand Aleph Godol

My three main priorities for the order's 87th year will be to expand our brotherhood with **continuous growth**, achieve **excellence through programming**, and have **superior international involvement** with the help of communication.

***Continuous Growth:***

- ⌘ First and foremost, recruitment is essential in any measure of growth within AZA. With that being said, growth is strongest gradually, not all at once. I feel this is something that needs to remain a focus for the years to come. So, instead of creating a new initiative, we'll continue to use the 2 Members a month per Chapter per Region/Council strategy. Using new means of technology to increase our membership is an obvious opportunity we are fortunate enough to have. BBYO is able to take advantage of these opportunities to grow as a movement and more importantly, one that is technologically advancing itself. Here are some specific points of focus utilizing technology for membership growth:
  - Release more resources will be made specifically catered to chapters in order to help facilitate recruitment
  - International membership goals will be created and met month by month, to ensure that we're on track
  - Teen Connection will be integrated as a key step to recruitment and will be established in every region/council.
  - Provide teens with the ability to sign up for events/programs via *Facebook Events*

***Achieving Excellence:***

- ⌘ Programming has been a more recent effort that needs to be taken to the next level. BBYO's programming is simply **THE** product to the prospect, and if the prospect doesn't like the product, they won't buy into the experience. In order to see substantial results within programming, we need to take advantage of leadership opportunities. It is often said that we learn the most in AZA from each other. The opportunity to learn how to become a better leader and interact with other members from regions across the globe starts with BBYO's Summer Experiences. There is never going to be a time when we can no longer program and we'll never be out of ideas. **My brother Alephs, we must realize our potential in programming and simply accomplish it.**

***International Involvement:***

- ⌘ Communication has been extraordinarily successful due to innovative and different advancements in social media. BBYO has adapted to social networking websites, such as *Facebook*, and utilized them as ways of communication for advocacy. This means that within minutes, members from all across the Order can support a cause or show what they "StandUp!" for **by just the click of a button**. These improvements are sufficient means of communication and have proven the positive outcomes to media formatted opportunities.

Moreover, it is clear that **we, as a movement, can unite over prime opportunities** that rise due to technological advances in mass media. These opportunities must be taken advantage of for the future of our movement **to ensure growth in membership, programming, global involvement**, and in our society's resources in technology. By putting together the pieces to the puzzle, we are better able to understand our movement and in turn, take part in our Order's successes in the future.

Aleph Jonathan Block  
Northern Region East: DC – Council  
Candidate for Grand Aleph S'gan

This International Convention celebrates the 87<sup>th</sup> year of our Order's history. As we elect our 87<sup>th</sup> Grand Board, we must recognize what this means. **We are a link in our movement's history.** It's up to us to act in unity as brothers to create a strong, progressive year. It's up to us to set up our Order to be in a place where the 88<sup>th</sup> year, the 89<sup>th</sup> year, and so on, are successful, advancing years.

The way we decide how the next year goes will be determined by our programming. Programming is our opportunity to exemplify our Order's principles and ideals. I am ready to step up and spearhead this initiative to make this year one of the strongest years our organization has ever seen.

As Grand Aleph S'gan, I have a few main focuses:

1. **IC**

International Convention 2012 will serve to showcase and celebrate our movement's success. Programming will exemplify top-notch application of the Five Folds and be capable of being reproduced back in our home regions/chapters. To spread strong execution of international initiatives, we will look to regions that have succeeded with these initiatives to teach and explain how they've implemented the initiatives and give advice to other regions for utilizing the initiatives. Another aspect of IC that must be reworked is the representation of international delegations. In the past, international delegations would typically give presentations on BBYO in their home-countries. I want to give international delegations more of an opportunity to show, not just talk about their experiences in BBYO. I will work to create a round robin programming session where international delegations run programs similar to what they would do back home.

2. **Counterpart Communication**

Communication is key to the success of programming on all levels, whether planning chapter program, a regional event, or International Convention. I promise to call every regional counterpart twice a month. I believe the most important mantra to follow with counterpart communication is "Know Your Counterpart." If I know which of my counterparts have steady, strong programming, and which counterparts need more help, I can focus in on the regions that need the most help, and assist them in their development. Another technique I plan on using is counterpart pairing, where I'll pair up counterparts facing similar issues, in order to help each other out.

3. **Turning Degrees of Programming into How to Build Programming**

With the success of the Degrees of Programming setting a standard for programming excellence, our next step is to come up with a process for program planners to reach 3<sup>rd</sup> degree programming. There are many steps towards

educating on this topic. One step is to achieving this is creating a space on the Program Bank focused on sharing ideas/advice, not just posting programs. Another step is creating a release focused on a program planning process that leads to 3<sup>rd</sup> degree programming. Working with my chairs and counterparts, together we can understand, create and ensure that programming across the Order is at the 3<sup>rd</sup> degree.

**Aleph Josh Chasan**  
Evergreen Region  
Candidate for Grand Aleph Godol

Realistically speaking, the job of the GAG is probably 40% his own choice, and 60% planned out for him already by the Board of Directors (BoD) and BBYO's staff. For instance, when the GAG travels to say, Evergreen Region, he spends (around) 40% of his time doing tasks he set up himself (meetings with alephs, for example) while the other 60% of his time is doing tasks set up by the staff (meeting with Jewish Federation chairpeople). Keeping this in mind, a lot of what comes down to GAG is previously set up for him by the BoD. Just like in the USA's gov't, where even if a President has radical vision he can only do so much because of the system he is entering, in BBYO, no one man is overwhelmingly powerful over the others enough to enact whatever it is he wants, not even the GAG. For the 40% of my time in which I will be choosing what I do, I have three specific tasks:

**-Unite AZA's within BBYO:** The way a lot of kids get hooked to BBYO is International Programming. I got hooked to BBYO during CLTC, lost the international flame, and then got reignited at ILTC. When kids go to Intl-Programming, they become aware that there are kids exactly like them all across the order. You begin to realize that you are a part of something much bigger than yourself and that if you want it to, BBYO can engulf and change your life. The plan would be to send every Aleph to an Intl Program, but I don't think that's feasible, unless we start some amazing scholarship fund. Rather, I would attempt to create (with the help of the board, international staff, Alephs...anyone who's willing) that perfect program that moves members, lights the flame, and gets Alephs of all ages impassioned about the order. If you can't bring every Aleph to an Intl program, bring an Intl programming to every Aleph.

**-Create BBYO in Sao Paulo Brazil:** A very good friend of mine was a Brazilian exchange student in Seattle, and he joined and fell in love with my first chapter, Rainier 1550. When he returns home, he will continue living his life...and going to school at his ALL JEWISH SCHOOL!!! With the proper help from BBYO's BoD, it wouldn't take more than one week to get a chapter started in his city of Sao Paulo. He would take his 5 or 6 best friends, who all happen to be Jewish (cuz of his Jewish school!!), and I would walk them through BBYO and AZA's history and structure, how to run a chapter, the 7 cards, the 5 folds, you know, the whole drill. When I left, I would keep in contact with him, act as the chapters Kohen Godol for a source to ask questions, and just like that, we have a new region and chapter in Brazil!

**-Make BBYO the go-to organization when outside Jewish Communities need assistance:** Every time a catastrophe happens within a Jewish Community, every time some local Jewish Farm falls short, every time a synagogue runs out of funds, I want the first number

to call for help to be the nearest BBYO establishment. BBYO helps so many people inside of BBYO, it needs to utilize its power and start helping people outside of BBYO. This is easier to say and harder to fulfill, though, than the other goals. To get to this point, every region needs to volunteer their help to people/places/organization within the Greater Jewish Community at every opportunity. To start, we can begin by offering help region-to-region. If one region is hurting, other Alephs across the order should offer help, donations, community service ideas, or anything like that in order to help their brothers and sisters within BBYO. Once we have fortified all regions in a way that makes us feel secure about the way they are moving, we then would begin to advertise our assistance policies around Jewish Federations, Synagogues, JCC's, etc. We have so much power our 10,000 mobilized members, I want the world to start to see the difference that we as an organization can make.

**Aleph Joshua Morof**  
Michigan Region  
Candidate for Grand Aleph Mazkir

Working alone, there is only so much that an individual can do. But envision what we as a movement are able to accomplish when each of the thousands of passionate, driven Alephs work together. As one, we are able to do more service, raise more money, and advocate more powerfully than anyone could ever imagine. Together, we can spread this organization even farther across the globe. No goal that we set will be unattainable. Together, we have the power to shape the future of this organization... the power to change the world.

Disney once said, "The way to get started is to quit talking and begin doing." It is time to do just that with Stand Up. We need to focus less on talking and more on doing. Let's do more service, philanthropy and advocacy than ever before! Let's set high but attainable goals, and create a timeline of when regions/councils will accomplish these goals. Doing so will help grow and strengthen our campaigns. Even better, what if we all work together this year to improve our Stand Up campaigns? If regions with similar causes work with one another on their Stand Up campaigns, they will be able to accomplish even more.

Also essential to the growth of Stand Up worldwide is Stand Up Reporting. At the end of each programming year, all of the information about Stand Up collected from the previous year will be analyzed, allowing us to continue implementing the successful aspects and improve on parts of the campaign that may need work. This will allow us to immediately pick up right where the previous term left off, instead of starting over.

In addition to Stand Up, Globalization is becoming more important than ever before. With all of the new technology available today, it is becoming easier to communicate with Alephs from around the world. Now is the time that we start using these resources to our advantage, especially when it comes to our global communities. Why don't we live stream Q & A sessions once a month from different global regions, sharing our traditions and our ideas with others from around the world?

The only thing better than talking to people from other regions is meeting them in person. Continuing to grow and support the International Service Fund will bring more teens from regions outside of North America to International Programs, giving us the opportunity to share more about our lives and our regions, and even to create life long friendships. With continued support today, initiatives such as ISF, Globalization, and Stand Up will keep growing and improving tomorrow, and provide the brotherhood, passion, drive, and dedication that we have all experienced to the next generation of Alephs who will soon become a part of this extraordinary organization.

Fraternaly submitted with undying love for taking action, making a difference, and the future of the Aleph Zadik Aleph,

I remain,

Aleph Joshua Blake Morof

**Aleph Josh Wynne**  
South Jersey Region  
Candidate for Grand Aleph Shaliach

Our vision is to continue growing as a youth movement so we can enhance the Jewish identities and experiences of as many Jewish teens as possible, both stateside and internationally. My main priorities for the International Order revolve around three main things: Judaic programming, Direct Service, and International Involvement. Currently Judaic programming is enhanced through the use of the Program Bank and the weekly D'var Torah programs. While these are great ideas, they can't succeed if they aren't seen by enough people. To do so we could have a weekly email to the entire international order with both the D'var Torah and the attached program so chapters could include programs related to the torah portion in their events that weekend. Additionally, we could have a monthly email sent to all the Regional Shlichim showing the top Judaic programs posted on Program Bank so they can have a good idea of what a successful Judaic program looks like. This could be further enriched by a weekly half hour chat room where all the Regional Shlichim could brainstorm program ideas, as creating ideas is much easier with the help of others. Direct Service is probably the most important aspect of Stand Up in my opinion but it is often left by the wayside because raising money is much easier to quantify. To fix this problem we can incentivize the process. Every month the Regional Shlichim will send a report of all the regional and chapter social action events with how long the programs were and how attended they were. The amount of hours spent on community service would then be tallied up and whichever region got the most per month, they would receive a small portion of scholarship money for international programs. Not only will this drive social action events but it may also increase international program attendance. Lastly the globalization effort started by this International Board is of the utmost importance. In order to become a truly international movement we need to involve international Alephs much more. One possible way to do this would be for the International ambassadors to create monthly webcasts with their international counterparts where the International Alephs will talk about what is going on in their countries and what types of programming they are running in their chapters. This will allow them to feel more connected with the rest of the stateside Alephs and allow US alephs to see what Jews around the world are doing. Without this, we will allow a great opportunity to slip past us. A truly international movement should be one of if not the top priorities for BBYO in the next five years.

Josh Wynne

**Aleph Lee Begelman**  
South Jersey Region  
Candidate for Grand Aleph Godol

“I’m only this far, and only tomorrow leads my way”

-Dave Matthews

My Brother Alephs,

We as an Order have advanced greatly over these past eighty-six years. From our roots as a small society of fourteen rejected Jewish boys to a worldwide movement that continuously rocks the Jewish community with groundbreaking progress, we have proved the naysayers wrong. We can be the greatest movement on the planet, and show the world the power of true unity.

However, as the great Dave Matthews said, the only thing that lies ahead of us is the concept of tomorrow. We can either let this idea scare us, or let it motivate our Order to push forward to new heights. I vote the latter. Let tomorrow lead us further than ever imagined.

But what goes into planning for tomorrow? Well, the answer lies directly in that hypothetical question. You see, we won’t be here in the figurative tomorrow. Five years from now, as the next batch of leaders attempt to mold our movement into the next phases of existence, we will have already moved on with our lives. The most upsetting aspect of the Aleph Zadik Aleph is that one may never see his influence take shape. However, we must use this concept to our utmost advantage and prepare for the day that we no longer have a role in shaping the AZA.

Over the next five years, we must take the precautions to ensure that the 92<sup>nd</sup> Grand Board has an easier job moving our Order forward. Today, we must work towards the grassroots of the movement – the member itself. While big picture ideas and concepts like StandUp! and globalization are vital to the existence of BBYO, the future of the AZA rests in our ability to shift that focus today. The truth remains that as you read this vision statement, there’s a Aleph losing interest in poor programming and poor retention, and as a result, will become a “paper member” – a drop out. This instance does not stand alone – it exists in every part of the country. All around us, regions are failing. Not just going through a rough stretch, but *failing*. Our mission needs to revolve around those areas.

Over the next five years, we need to focus on what’s most important. During visits, the Grand Aleph Godol needs to create a tangible process to achieve success. Through regional board training and young leadership training, these regions need to learn how to organize, adapt, execute, and thrive so that they can share the BBYO experience with future generations.

The future of our Order does not lie in the hands of the Grand Aleph Godol. It lies in the hands of the member, because only he can recruit, program, and lead individuals on a grassroots level. My job remains to provide that member with the means necessary to prosper.

Fraternally submitted with undying love for the future progress of the Aleph Zadik  
Aleph, I forever remain Aleph Lee Michael Begelman.

**Aleph Logan Miller**  
Big Apple Region  
Candidate for Grand Aleph S'gan

Professor Dr. John M. Richardson Jr. who teaches at the American University said, "when it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened." I am the type of person who makes it happen. This movement has established the basic groundwork to help transform our Order through programming and we need to expand on this. The program bank, East Coast Kallah, and the Degrees of Programming are all great ideas that can be used as examples in program growth.

The Panama Canal wasn't built in one year, it took eight years and when completed, revolutionized sea travel in the western hemisphere. Every year since I entered this order, Grand S'ganim have tried introducing new initiatives that get lost in the shuffle after new ones are introduced. I want to elaborate on an initiative we already have in place, the Degrees of Programming. The plan, which hasn't been used as much as it could and should, can serve as a checkpoint as to whether or not a program should be placed on the program bank. In addition, with regards to the program bank, I want to add a video component to it; a forum for webcam uploads with ideas for specific type of programs such as separates, icebreakers, etc.

The video forum will provide an opportunity for Alephs to interact with other Alephs across the Order via video communication. We can take the basic idea of webcams to connect our Order without actual events. This also provides the opportunity to film a part of your actual program. Many programs on the program bank describe the basic set up of what the program should look like. What if we could show Alephs exactly what it looked like? These videos can not only serve to socially engage alephs across the Order, but can also help better explain a program in a more innovative and interactive way. Starting next year, I want to set up plans for International brotherhood weekends in 2-3 programming years. This weekend of fraternity based programming is something I would like to see accomplished in no more than a few years. These weekends can serve as an opportunity to bring the AZAA back to international competition and can serve as a cheaper and closer to home event than International Convention and/or summer programs. This also allows for Brotherhood weekends to become the DNC/RNC of BBYO where members who don't attend summer programs can still have a political voice in the Order.

The future of programming looks bright. The seeds have been planted for our generation to be successful and initiatives like these can bring programming in future generations of Alephs to astonishing levels never before reached.

Fraternally, Aleph Logan Miller

**Aleph Nathan Feler**  
Cotton States Region  
Candidate for Grand Aleph S'gan

The next year will undoubtedly see the progression of programming, just as years past have. The true question is whether this progression will be positive and whether it will go far enough. Fortunately, since the release of the program bank, BBYO has steadily put together the necessary tools to effect positive and successful change. While BBYO is growing in members and initiatives, our programming has not kept up. This year will be the year that changes that. This year, our programming will surpass our membership and initiatives, and therefore give back to those two.

Firstly, the International Chair Network, on which I currently work, provides a huge opportunity for the development of ideas. What if the Program Bank and Program Innovation Chairs worked not only at their jobs, but also as a cabinet for the International S'gan and S'ganit to bounce around ideas? This will be a first step (as applications are released at the beginning of the year) toward producing a quality campaign for programming this year.

Secondly, Programming needs to be broken down. Beginning at August XX's, programming will be rebuilt from its most basic form—programming must be fun—to its grandest form—programming must get across the message and truly change things. Both are equally true, but we must go back down to the most basic level to understand how to build up to the highest level. Then the Three Degrees, which will have been taught at Summer Programs, will be built up more around our new style of programming. They will be strengthened this way, and they will become more successful.

Insert counterparts here. The relationships between my counterparts and me will be strong. This relationship will be a two way street. I will work with them, not just tell them what to do, in order that we can both benefit. Once again, the ideas need to be bounced around to create the greatest ideas. My counterparts and I will break programming down together and rebuild it, so that it will be as strong as possible with as many minds as possible working on it.

Finally, as IC approaches programming will be well under way. But the thing that can change most about IC is its main purpose. It needs to stop being a Summer Program reunion. Instead, IC will need to be the showing of everything that is BBYO, and everything that BBYO can be. Our best programming will come out, and so will our best people. The number of people planning IC will increase also: there will be a Steering Committee, Administrative Assistant, but also other post such as Spirit Chairs. The more people with a stake in IC, the stronger the program.

So the theme of this year is more involvement, more ideas, more basic programming built up to stronger programming. We will use our current institutions to increase our scope and abilities, and we will progress in a positive direction.

Aleph Oz Fishman  
Central Region West  
Candidate for Grand Aleph Godol

Chapters are the most important part of BBYO. Any plan for our future must start with building successful and united chapters. This is the heart of my vision, and spreading this vision will be my ultimate duty as your Grand Aleph Godol.

**It's about chapters, as the core of the BBYO experience, being supported and strengthened by the work of the international leadership.**

Most Alephs' experience occurs on the chapter level - only occasionally touching their region or the international order. The international board's job should be to reach out and involve Alephs in international leadership - to help them feel like they're a part of something greater than just their chapter. This should apply not just to those that have been on summer programs, but to everyone from the RAG to the newest eighth grader.

**It's about giving everyone the chance to share in our quest to make a difference.**

Let us form committees that collect Alephs from throughout BBYO to work together to implement the next international thrust. For example, the Grand Aleph Shaliach could assemble a committee that would meet weekly to discuss pluralism throughout the order. They would then create resources to help chapters and regions create pluralistic Jewish experiences.

**It's about uniting those around us, strengthening our experiences, fortifying our community, and moving forward to change the world.**

This is the true purpose of the Grand Aleph Godol--to make available everything that the international order has to offer to every Aleph. We can mobilize resources--taking international partnerships and making them relevant on the local level. We can utilize FAN as a means of connecting helpful adults with teens that need it most. We can create incentives for Alephs to contribute resources that can be shared by all. We can revamp b-linked and Dashboard to help chapters and regions find the tools they need.

**It's about our individual successes becoming everyone's success, and our setbacks becoming a way to unite others in finding solutions.**

Our international leadership must be open and honest about the work we're doing, and be able to bring others into the successes that we are experiencing. Let's create a channel for members throughout the order to contribute ideas, opinions, and feedback to their elected officials. Then let's respond to that feedback and have a lively and ongoing conversation about the future of our order.

**It's about every Aleph and B'nai B'rith Girl moving forward, and their united efforts driving the progress we make in our community and beyond.**

The power of the BBYO lies with that first handshake you receive at your first event, the senior that drives you home after every meeting, the times you share your most intimate

secrets with your brother Alephs. Could there be a better vision than enhancing and elevating that experience within the chapter? Of uniting chapters into regions, and regions around a shared vision of progress? That's what BBYO is all about. With that shared vision, nothing can stop us.

Aleph Robert Samuel Ascherman  
Cotton States Region  
Candidate for Grand Aleph Godol

Gentlemen,

At the heart of this Jewish Youth Movement lays one founding belief. The belief that no matter what challenges arise we can nevertheless achieve anything we set our minds to. Therefore **today is the day** upon which **we must realize our true potential**, today is the day upon which **we must truly STAND UP!**, and last today is the day upon which we must recognize just how much of **a difference we can make in this world.**

However as your **grass roots candidate** I am not here to tell you what I think our vision statement ought to be. I am here because the next Grand Aleph Godol must regard his vision **as a potential outline rather than statement**, and be able **to challenge each of you to reach new heights** so that **you can determine the future of the Aleph Zadik Aleph.** After all this order exists for each individual aleph, chapter, and region rather than the other way around. Thus my vision is this **“Alephs can set their minds to anything, everything is possible through AZA”**

Because of this I want you to “ask not what your [order] can do for you [nor] what you can do for your [order,]” Instead I want you to ask what the Alephs and Order can do for each other. Imagine if your boards were doing **everything they could for each individual aleph to be heard.** We’d see advisory councils formed between all the candidates who ran for the same position. We’d see boards sorting every chapter and regional election speech so that the International and Regional boards would know exactly what problems their co’s are facing and be able to react **individualized attention to their goals.** We’d see the **International Solutions Bank** which host the following sections: “regions facing the same problems as you”, the international release database, and discussion pages for anyone to post their ideas especially when the board highlights specific concerns. Likewise both our solutions and program banks would see the addition of individualized pages for **each region and top tens in the bank** to facilitate a greater ease of use and thus a more frequent one.

Finally imagine this. With committees for each of our social action priorities and online surveys for each chapter, region and the entire order to determine their own commitments we could create the second ISF (International Stand up Foundation). Harnessing the unity the International Order provided the Alephs through the first ISF and the passion Alephs provide the Order through STAND UP! we could see headlines like these

- 1) “Mesch AZA founds the Jr. Anti-Deformation league to help double membership rates”
- 2) “Rebirth for New Orleans: Cotton States Region provides hundreds of volunteers by hosting convention in the City”
- 3) “Never Again: BBYO Flood’s the U.N. with Darfur and Haiti Petitions, considers action at an D.C. I.C., and seeks support from Jewish Celebrities.”
- 4) “Time to Give Back: BBYO meets with delegates to discuss creating The American Minority Youth Groups Confederation after adopting another theme “A New L’dor Vador: From Generation to Generation and Ethnicity to Ethnicity”

After all **“Alephs can set their minds to anything, everything is possible through AZA”**

-Fraternally Submitted,  
I remain Aleph Robert Samuel Ascherman

Aleph William Robert Canning  
Miami Region  
Candidate for Grand Aleph Moreh

BBYO has been the premier Jewish youth movement in the world and will continue to be for years to come. With annual membership growing and greater quality of programming, the sky is the limit for the potential this organization has. If elected as Grand Aleph Moreh three of my main priorities will be advising regional counterparts across the country, building teen Connection and creating a membership campaign that can be adapted to all regions.

As a member of the Grand Board, consulting regional and chapter morim would be a full time job. Promoting membership and retention and education would be on the forefront of all initiatives. I would make myself available to all who have any questions or concerns. In order for this organization to grow I would keep up with membership numbers and work with morim on how to improve those numbers. While regional counterparts are in charge of holding large intake events, it will be up to the chapter morim to find and engage new members. Contact with counterparts is an important way for our order to grow into a united movement and for communication to flow from region to region.

Teen Connection is the future of BBYO. Exposing middle school students to BBYO before they disconnect from Jewish life is integral to the success of our movement. If utilized to the fullest extent, Teen Connection becomes a feeder system into BBYO and regions will have a new way to recruit. Teen Connection provides a smooth transition from middle school to BBYO that only makes the teen more comfortable. With Teen Connection, BBYO will grow, become more influential and reach a wider audience.

Creating a membership initiative would be an important tool acting as a guideline. Regions and chapters will have a direction when trying to increase membership. While stronger regions can capitalize on large intake programs, it is important for smaller regions to build and utilize the resources at their disposal. I will work with the morim to analyze and help address whatever problems are present. It is important that every region grows so that our movement can reach all parts of the world and provide more Jewish teens with more memorable Jewish experiences.

Working with regional counterparts and building teen Connection are going to be the focuses of next year. It is necessary to reach the teen leaders on the regional and chapter level to ensure the growth of this order. Teen Connection is on the rise and will develop into the base for BBYO recruitment. Reaching and engaging more teens through teen Connection and getting them ready to be the teen leaders that they can be in BBYO will be pivotal in building the future of this organization. I will work relentlessly to make sure that BBYO remains the number one Jewish youth movement in the world.

Fraternally Submitted with Undying Love for the Grand Order of the Aleph Zadik Aleph,

I remain

Aleph William Robert Canning