

# **BBG Candidates**

**Jess Green, Rocky Mountain Region  
Caucusing for the 66<sup>th</sup> International N'siah**

An opportunity is defined as something outside of BBYO that can help us to succeed, so what are opportunities for the coming year?

1. Panim. BBYO has recently partnered with the organization, Panim. Panim is ready to help BBYO succeed through offering new experiences, teaching leadership from a different viewpoint, and helping us with our Stand Up! efforts. During the next year, we must utilize this opportunity to expand what BBYO has to offer, create well-rounded leaders, and increase/improve our Stand Up! campaign. With Panim's help we can do and learn more.

2. AIPAC. BBYO is partnered with AIPAC as well. However, we are not currently taking full advantage of it. AIPAC's High School Summit and Policy Conference are opportunities for BBYO members to learn yet another type of leadership, and to have their voices heard as teens active in the Jewish community, getting BBYO's name out there in another forum.

3. Conference of Presidents. This organization, although not widely known, is vital in the Jewish community. It is a group of presidents from 52 of the largest and most influential Jewish organizations in the U.S. They strive to join the Jewish community across the country in an effort to rally behind Jewish causes and beliefs. Here, BBYO can create a stronger link to the rest of the community which can in turn earn us more members. We will also become aware of more Community Service opportunities connecting to our Jewish morals.

4. Teen Connection. Currently, Teen Connection is somewhat linked to BBYO, but that link is not strong and the Teen Connection programs have been weak. Teen Connection is an opportunity to get guaranteed members at an earlier age. If we can blur the lines between Teen Connection and BBYO by inviting 7<sup>th</sup> and 8<sup>th</sup> graders to BBYO programs and having BBYO members plan some Teen Connection programs, then Teen Connection will build and automatically feed into BBYO.

5. Everything else. There are many other opportunities out there for BBYO to connect with. We need to learn to look for them everywhere we go and teach each other how to make the most of them. This includes making strong connections with unaffiliated synagogues, establishing a relationship with the local Jewish Newspapers to let the community know what we are doing, giving back to any other organization that could possibly need our help, recruiting at Hebrew Highs, being present at other events in the Jewish community from craft fairs to adult education, and connecting on all levels to B'nai B'rith International.

We need to become aware of what is around us. We can benefit from almost everything outside of BBYO, if we look hard enough.

**Ilana Avergun, NRE:DC Council**  
**Caucusing for the 66<sup>th</sup> International N'siah**

The founders of our order went to sleep dreaming of a convention with over 800 participants present. They dreamt that there would be thousands of B'nai B'rith Girls clinging to their hearts in search of that little piece of metal affixed to their chests. They hoped that the letters BBG would become synonymous with strength, dignity, passion and leadership.

They wished for the future.

Today, we, in the 65<sup>th</sup> year of the B'nai B'rith Girls, wake up to find their dreams realized.

We wake up to find that we no longer have to ask ourselves *if* we will meet a goal, but *when*. The question is no longer *can* this be accomplished, but *how* do we want to achieve it.

65 years of dreams have shaped what our order is today, and we have even surpassed much of what the last six decades of B'nai B'rith Girls could have ever imagined.

Partnerships with members of congress have become common place, waiting lists have become standard, and it's a given that we can mobilize thousands of teens to act in a matter of hours with just a few clicks of the mouse.

BBYO has identified itself as an incredible organization, it has gained a great reputation, and we have flexed our youth movement muscle for all the world to see. We have the ideas, we have the innovation, and we have the dreams. But now, we need step two.

65 years of B'nai B'rith Girls have only dreamt of where we are standing today. Because we have come this far, we already know that our order can succeed and we already know that the potential Anita Perlman, Rose Mauser, and so many other founders of the B'nai B'rith Girls saw as they created this organization, was true.

We have turned their dreams in to our reality, and now, we have the opportunity to **do more**.

We have the opportunity to not only identify problems, but to eradicate them. We have the opportunity to not only seek an increase in membership, but to grow our order.

And not only can we dare to dream-- we can dare to make it happen.

My sister B'nai B'rith girls, as a candidate for your 66<sup>th</sup> international N'siah, I am proud and confident in saying that just as much as our opportunities are immense right now, the key to thousands of future B'nai B'rith Girls waking up to find *our* dreams realized, is simple.

**If we give more, if we do more, then together, we can be more.**

*It's time for unity, for us and we, that's you and me—together.*

Give more, do more, and together, let's be more.

With undying love for sweet dreams, bright tomorrows, and the International order of the B'nai B'rith Girls—past, present and future,

**Ilana Eve Avergun**

Candidate for your 66<sup>th</sup> International N'siah

**Jeni Willenzik, Eastern: North Carolina Council  
Caucusing for the 66<sup>th</sup> International N'siah**

In my opinion, **the greatest opportunity** within BBYO is **the opportunity to empower** thousands of teens to make a **direct and lasting impact** in **strengthening the future** of the **global Jewish community** and the **world**.

*BBG's current strengths fit within this Vision Statement:*

BBG improves our self-confidence and enhances our inner-strength  
BBG assists us in establishing meaningful relationships and connections  
BBG provides incredible Jewish experiences that we want to return to  
BBG helps us make a difference with direct service, advocacy, and philanthropy

So, what are the six greatest opportunities on the horizon for BBYO?

**Chapter Excellence**

The core of BBYO is found inside the heart of each member, and chapters are the members' foundation. Because of this, it is BBYO's top priority to ensure that each chapter is thriving and strong! The **iChapter Excellence Initiative** guarantees that each chapter in the order is able to reach its potential by breaking down the three main components of excellence.

**iChapter: Impactive Programs, Individualized Membership, Integrated Judaism**

**Impactive Programs:** Programming should have a purpose that is unique to BBG and makes members want to return.

**Individualized Membership:** We should focus our membership growth plans on the potential of each individual chapter or city.

**Integrated Judaism:** As a Jewish organization, it is our responsibility to integrate our religion's pluralistic traditions and values into all that we do.

**Engagement-Programming**

We must strive to empower as many people as possible to make a difference.

Engagement programming reaches to additional teens AND community organizations. By involving more people in and out, our movement is strengthened and more people feel empowered to make a difference.

Through engagement programming, BBYO members make a lasting impact on our communities. As more Jewish teens get involved in programming, more members join. More people benefit from our program, and we become a strong force able to easily ignite change.

**Teen-Led FAN and Teen Connection**

Teens are the core leadership base within BBYO.

By taking a more active role in the **Friends and Alumni Network**, we can make more connections to help BBYO raise more money to go towards Summer Program scholarship funds and programming.

By taking a more active role in **Teen Connection**, we can secure the future of our movement and enrich the

lives of thousands more.

### **Canada and Overseas**

We must strengthen the relationship between the **American and Canadian** regions.

Additionally, we must work to **enhance** the connection between

**Great Britain, Israel, France, and Bulgaria,**

and **build up** BBYO programs in countries such as **Serbia, Turkey, and more.**

### **Stand Up! Expansion**

**Service** is promoted through the IMPACT programs, PANIM, and Stand Up! causes.

**Advocacy** is promoted as BBYO teaches teens to advocate to the government and educate our communities (AIPAC partnership, Congressional Legislation).

### **Grassroots Democracy and Leadership**

We must work together to establish increasingly **youth-led** and **democratic** processes to create initiatives, run business, and elect leaders.

**Arielle Braude, South Jersey Region**  
**Caucusing for the 66<sup>th</sup> International N'siah**

As we move toward the glimmering horizons of the future of BBYO, numerous opportunities have been presented that will strengthen our order as we move forward in building the Aleph Zadik Aleph and B'nai B'rith Girls.

Our biggest opportunities are reflected in the fact that we are a pluralistic movement, not affiliated with a particular movement of Judaism. We are not tied to any agency or movement that we do not choose for ourselves. Therefore, we have absolutely no limits as to what we can do—the very essence of the Aleph Zadik Aleph and B'nai B'rith Girls. We are able to partner with any organization that we choose, such as PANIM, AIPAC, and the JDC, and with the groups that we support as a movement.

BBYO took advantage of an exceptional opportunity by joining forces with PANIM, establishing the PANIM Institute as a division of BBYO. How better fitting to move forward with our Stand Up! initiative, which includes advocacy, activism, and philanthropy, than to partner with a premier organization that understands the importance of teen leadership? With conferences for our teens to become even more active in the Jewish community and grow leadership skills, the partnership with PANIM will be yet another exceptional opportunity for BBYO.

As a non-affiliated movement, we are also able to better fulfill the mission statement of BBYO: more Jewish teens, more meaningful Jewish experiences. We are able to explore various levels of observance and to discover our identities through Judaism. If we were tied to one denomination, we would not be able to provide such varying experiences and opportunities—the very opportunities that we pride ourselves on.

BBYO took advantage of yet another fantastic opportunity as a non-affiliated movement when it launched its Professional Development Institute (PDI), working with the Kelley School of Business at Indiana University, one of the top ranking business schools in the country to improve our staff. The PDI program gives us the opportunity to hire excellent-quality staff that will guide our order in its journey to a brilliant future. We are preparing our staff both professionally and Judaically, and opportunity that will have an immensely positive impact on our movement.

Ultimately, all of these opportunities are also greatly tied to the opportunity that affects each of our members daily—increased communicative abilities due to technological advancements. New technology gives our order the ability to unify within seconds. Networking sites enable us to promote our events and initiatives instantly, while also helping us to make a difference in the world. When disaster in Haiti struck, BBYO created a support site with hundreds of members in minutes, leading to increased awareness and donations. Technology has provided immense empowerment by giving us access to innumerable information while connecting teens across the globe.

So many incredible opportunities are on the horizon for BBYO. I would love nothing more than to lead this growing, thriving order into its bright and growing future, as I know I am fully capable of the task.

**Carley Gaynes, Southern: Atlanta**  
**Caucusing for the 66<sup>th</sup> International S'ganit**

Charles R. Swindoll once said, "We are all faced with a series of great opportunities, brilliantly disguised as impossible situations." I firmly believe that this is the key to success resting within BBYO, as we move forward in building the Aleph Zadik Aleph and B'nai B'rith Girls. The future is not truly based on **what** the greatest opportunities are, but rather **how** we are going to bring these opportunities about and make them become a reality.

We are the faces of a new era in BBYO, ruled by Facebook, texting, and conference calls galore. If such resources are available to us, then why is it that our efforts often don't yield the results that we put in the work for? The answer lies within a three syllable word, that we BBYOers use every day, but perhaps we misunderstand it: **programming**. If there is an event in a room full of members, who are excited but find themselves feeling underwhelmed, the room is as good as empty. Without the implementation of successful and full programming, nothing can be achieved!

This is likely the moment in which you're thinking to yourself, "alright, I get what she's saying, but how can we *actually* achieve such success?" Internationally, we can accomplish this by making programming popular through incredible resources. For example, it would likely be extremely helpful for members to have a revamped Program Bank. It should address and differentiate mini-programs, convention-friendly programs, community outreach programs (involving non-BBYO organizations), and more! If the Program Bank looked like that, members would probably become less frustrated with the website, and utilize it more. This is a perfect example of how something that feels impossible now, can be turned around and made into an incredible opportunity. Focusing on a different difficult situation in BBYO, on the chapter/council/regional levels, people often lack the want or the inspiration to go through the so-called extreme effort of creating programs based around the five or six folds. This problem is an extraordinary shame, considering that the folds are the foundation of phenomenal programming! This predicament that is believed to usually be a dead-end in BBYO can easily be turned around through a new initiative created around the incorporation of not only all of the folds, but **all of the board positions**. Through my experiences in BBYO, I have observed that the highest success rates are achieved when the board works cohesively, and becomes responsible as a team to produce a sensation. If a new programmatic initiative is implemented, we will surely see results, and we can even get some healthy competition going within the order.

At the end of the day, our true opportunities lay within the **hands, hearts, and heads** of BBYOers everywhere; it's just a matter of bringing these opportunities out with a little extra budge!

Respectfully submitted with an undying love for programming, opportunities, successes, AZA, BBG, & the future of each and every member in the International Order,

I remain,

Carley Beth Gaynes  
*Aspiring to serve as the 66<sup>th</sup> International S'ganit*

**Samantha Levinson, NRE:NoVa Council**  
**Caucusing for the 66<sup>th</sup> International S'ganit**

This time last year we pronounced that BBYO was a movement, a movement on the rise **capable of doing great things**. This year we have worked to define what these “great things are”. We have asked of ourselves and of this order, what can we do to impact the community around us? How can BBYO make a difference? **What does BBYO need to look like in the new decade?**

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

The next three to five years have the ability to be the BEST years in this organization's long history. In five years, three years, even one year **we can make a difference** in this organization. Our membership is growing, the amount of teens at summer programs increases every year, we are at the biggest IC EVER, **our biggest strength right now is US**. We have a movement with more motivated teens than ever, we are willing to put in the work required to make our movement great. In the next three to five years these teens need to be tapped into, we have thousands of resources that have not been reached out to. In our bright future we will be increasing membership and **finally utilizing our membership to do great things**.

Some of the great things our membership has to accomplish is EXCELLENT PROGRAMMING. If there is one realm of our movement that we can improve in it is PROGRAMMING. Our mission statement says, “More Jewish Teens, More Meaningful Jewish Experiences.” We must satisfy this order's need to have **MORE MEANINGFUL JEWISH EXPERIENCES**. In the next three to five years these teens need to be tapped into, we have thousands of resources that have not been reached out to. In our bright future we will be increasing membership and **finally utilizing our membership to do great things**.

In five years we will no longer program with one or two folds **we will always have full-folded programming**. Full-folded programming will not be a hope or a wish or something that happens every once in a while. Full-fold programming will be consistent and it will be the only type of programming accepted and expected by our movement.

In five years the **7 cardinal principles and the Menorah Pledge Principles will have been made relevant** in our programming and how we conduct ourselves as members of BBYO.

In five years our movement will have over **1,200** teens at IC, greater participation by the whole IC body, more involvement in the host community, increasingly important guests, and be covered by media as THE EVENT for Jewish teens.

**We are our greatest strength** and we will undoubtedly achieve greatness in our next five years. The opportunities available to us are endless, everything is going in our favor.

**As we enter the new decade we will be the best form of this order that BBYO has ever seen.** EXCELLENCE is on the horizon for this movement. Let's not wait five years to achieve it. **Let's begin our journey now!**

**Stefanie Jeffreys, South Jersey**  
**Caucusing for the 19<sup>th</sup> International Aym HaChaverot**

All you need is one member. One excited, educated member can recruit and educate other teens in our order. When one member explains to one friend that this organization unites Jewish teens from all over the world, the teen will be bound to realize the opportunities they have been missing out on.

Building a chapter, council, region, and international order all starts simply with recruitment, education, and enthusiasm. Recruitment may now start in sixth grade with the opportunity of Teen Connection. This is a big advantage because when the middle schoolers hit eighth grade, they will already have a concept of how great BBYO is. Also, the Aym-ha Chaverots receive lists with all the participants' names, so they can encourage them to join. This term, I hope to spread Teen Connection to more regions in North America to bring together Jewish teens at a younger age and help with the recruitment process for BBYO.

Once more teens have the opportunity to join this world-wide organization, they will be given the opportunity to learn about our heritage. The history of the Aleph Zadik Aleph and B'nai B'rith Girls is a very important part of how we got here today, and will help us on where we go in the future. With colorful, creative, and unique releases, I plan to help all of you educate yourselves and educate others.

Through example and training, the one BBG who started it all will spread enthusiasm. From inductions to song-sessions, pins, candles, and spooley, the enthusiasm will spread.

Now if you haven't figured out already, each and everyone us is the excited girl at the beginning. Everyone of us who were eager to learn, and then interested to spread our teachings onto other.

With Undying Love and dedication to recruitment, education, and enthusiasm, I remain,

Stefanie Blaine Jeffreys

Damn Proud Candidate for International Aym-ha Chaverot

**Orli Berman, NRE:DC Council**  
**Caucusing for the 19<sup>th</sup> International Aym HaChaverot**

“More Jewish Teens, More Meaningful Jewish Experiences.” We've all heard it before, but what exactly does this entail?

It means that we as an order-- as a movement-- are striving towards something great. We are aiming to involve as many Jewish teens in the most meaningful Jewish experiences as possible. Settling for one aspect of this mission without the other would simply be doing ourselves an injustice. We would be on-setting mediocrity when we are fully capable of achieving the extraordinary.

In order to achieve these goals we have set for ourselves, we need to focus on two all-encompassing objectives: Increasing our numbers while increasing the sentiment associated with each of these individual figures. In simpler terms, in order to truly grow, our numbers must increase and what we do with these numbers must become more impressive. The debate of quantity versus quality will end. Who said we have to choose?

The greatest opportunities on the horizon for BBYO as we move forward in building the B'nai B'rith Girls is that we are captivating and inspiring over 28,000 members to reach unprecedented heights as individuals. When these Jewish teens worldwide are constantly pushing themselves to be better, there is absolutely no reason that we will be able to settle for anything less than extraordinary.

The first time I placed my BBG pin over my heart and proclaimed to a room full of my sisters that I was a B'nai B'rith Girl, that I am the daughter of the covenant- something sparked within me. I felt as though I was invincible. I knew that with my sisters surrounding me, we could work together and could make a difference.

I feel comfort, inspiration and sheer determination when I stand in my chapter meeting and proclaim that “strength and dignity are our clothing.” Those feelings are strengthened when I stop and think of the history embedded in these simple phrases and that thousands upon thousands of girls could be saying this exact same sentence at the exact same moment. When a curious 8<sup>th</sup> grader, an inspired freshman, a determined sophomore, a dedicated junior and an experienced senior join hands amongst one another with hearts pounding underneath that precious BBG pin, each heart is lit with a spark of passion. This energy is then transferred from girl to girl, then spreads to a new member and another new one, soon igniting an entire wildfire of inspiration and desire to make a difference.

“More Jewish Teens, More Meaningful Jewish Experiences.” By living up to everything that this mission is asking of us, it shows we have unprecedented passion. We will not be forced to choose quality or quantity. We will not be forced to settle for mediocrity. We have the drive and determination to keep our movement moving, our membership growing, and our dedication to our heritage and futures stronger than ever.

**Caitlin Silver, NRE: Baltimore**  
**Caucusing for the 19<sup>th</sup> International Aym HaChaverot**

BBYO is the leading pluralistic Jewish youth group in today's world. This gives us as the teens an incredible amount of power to impact our society for the better. As we move forward as the Aleph Zadik Alephs and B'nai Brith Girls, we have nothing but a bright, shining sun of opportunities on our horizon.

Think about it; as the leaders right now, just imagine the incredible things we will do for this planet as future generations come into play. We are the leading pluralistic Jewish youth group in the world right now, and therefore have a lot of say about what goes on. Some opportunities that will someday be available will be even more leadership, especially for younger and newer members. In doing this, we enable better, more self-assured leaders, who will allow for BBYO to become even more of a force to be reckoned with.

Another incredible aspect of BBYO is its ability to help the teens to give back to their community, both locally and internationally. The future of BBYO holds nothing but hope, as there is not a doubt in my mind that AZAs and BBGs will continue to advocate for and provide community service for projects that matter to them. This passion and awareness will help the teens make a difference.

Specifically as Aym-Ha-Chaverot, I have seen such amazing changes with my time in BBYO. But there is always room for improvement. We have so much potential to reach out and engage so many teens, and every year, there are new teens that are just waiting to be brought in to BBYO. It is for that reason that we must help to seek out these future B'nai Brith Girls and Alephs, in order to help BBYO continue to grow and thrive.

**Jess Attas, NRE:NoVa Council**  
**Caucusing for the 19<sup>th</sup> International Aym HaChaverot**

For the past 65 years the B'nai B'rith Girls have been paving the way for the Jewish youth across the globe by doing community service, advocating for political causes, educating members and most importantly creating great teen leaders. With the success of the International Membership campaigns, more teens have joined BBYO and have made all of these opportunities possible however we must keep recruiting, programming and communicating in order to sustain these opportunities. With our amazing leadership and advocacy skills we have become extremely involved in politics specifically with AIPAC and with causes such as The Early Act. Because of these new partnerships our organization has more power to make change in different communities over the next few years. We must be the change that we want to see. We must work together to make our dreams come true. We as B'nai B'rith Girls must stop following the path and create a new path with different opportunities for the future of our organization. Our order can make this possible by recruiting holistically and ensuring we have great teen leaders by educating them about BBYO and the community by having stronger education programs across the order as well as more social action and community service efforts. An increase in teen leaders we will be able to create a great reputation for ourselves in communities at large. The strong reputation of BBYO in different communities will help us create new partnerships with different organizations as well as gaining more members from different Jewish backgrounds. By partnering with more organizations, BBYO will be able to receive more grants which can be used to help struggling regions and councils across the order as well as funding scholarships for summer programs and other programs. Due to the economy's impact on BBYO some of our teen leaders have not been able to attend summer programs and hone in on their leadership skills. In the next year I plan to make sure the members of our organization have the resources to attend summer programs and resources to have better leadership skills which will better our orders chapters, councils, and regions. With the threat of other Jewish youth organizations over the next few years we will have competition with them however since our order has strong programming skills we can create more interesting programs which will interest more Jewish teens. In some chapters and regions Judaism is not embraced enough for some teens. This weakness weakens BBYO's appeal to some Jewish youth. Over the next year if we create more Jewish opportunities our order will see a large growth in membership. Overall our order's strengths and weaknesses can be used to make huge changes in the next year. Every aspect of BBYO effects the overall growth of our order and it is extremely important that we embrace each fold and principle to its fullest potential. In the next year BBYO has the power to change the world however we must stand up and be the change we want to see as an order.

**Abby McConahay, Southern: Dixie**  
**Caucusing for the 66<sup>th</sup> International Mazkirah**

Over the past 87 years since BBYO was founded, its members have fought to keep it alive and strong. Our organization has swelled to 25,000 proud members and has expanded across the world. The youth leadership of BBYO has both the opportunity and the responsibility to keep that membership engaged and hopeful for the future. We have reached a crucial point in our history, and must take the steps forward that are necessary for continued enrichment and expansion.

I believe that one of BBYO's greatest opportunities is the potential to establish new chapters in Europe, Asia, Africa, Australia, and South America. When Jewish teens get together, they bond over their common faith and heritage, and they have the opportunity to learn about each other's cultures and customs. When they return to their homes and schools, they bring awareness, knowledge, and open-mindedness about people from all around the world. This expansion in world-view reverberates throughout our generation and improves the chance to live in a more peaceful society.

Another great opportunity lies within one of BBYO's best teachings: leadership. Over the past few years, the quality of our leadership has skyrocketed and reached a new level. BBYO programs equip delegates with invaluable skills and infuse them with the inspiration to get involved. This organization would benefit greatly by increasing the frequency, locations, and variety of leadership programs. Our philosophy of a completely youth-led organization sets us apart from others, and empowers creativity and growth. Through our leaders, we are not only helping the world through community service and social action, we are CHANGING it.

Finally, the most important opportunity for BBYO comes from the dedication of its members. BBYO has the great chance to spread its mission and message throughout the world, but this is only possible with the help of every single committed BBG and AZA. With our combined efforts, BBYO can bring about real change and instill a sense of pride and strength in its membership. Only with the force of its community of constituents can BBYO become a true movement.

**Alyssa Baron, Gold Coast Region**  
**Caucusing for the 66<sup>th</sup> International Mazkirah**

Countless times in our lives, we, as leaders in this amazing organization, are told that we can achieve anything we put our mind to. My Sister Bnai Brith Girls, I have watched this order for the past 3 years transition from a youth group to a youth movement. I strive with the utmost passion to put forth my greatest efforts to help this international order reach its highest potential possible.

While working hand in hand with the 13 overseas delegates, it has been brought to my attention that this order with more than 28,000 members in 11 different countries can discover an immense amount of leadership techniques, cultural differences, and Jewish heritage from one another. It is time that we, as the B'nai B'rith Girls, reaffirm the idea that BBYO is an international organization. Technology today allows us to reach to out to our sisters across the globe as if they were in arms reach. Video chatting, e-mailing, and social networking are the bridges that connect us to each other. Being able to communicate with one and gather ideas from around the world will truly enhance our pluralistic BBYO experience. Each year we strive to unite this order and create a cohesive bond between each and every one of us. This year I am confident that we will finally be able to close that gap.

While I realize that communication is vital within our chapters and regions, it's time to expand into our local communities. Too often we depend on our own members to support our fundraising initiatives, however we need to take it to the next level and target our local neighborhoods. We need to take advantage of the current relationships we have with the local businesses, JCCs, and Synagogues, as well as form new ties within the community. These relationships will allow us to use them as resources and contribute to our fundraising tactics. Networking amongst these groups will allow us to communicate our message and create a clear picture of what we're trying to accomplish. With support of our communities we will be able to spread the word of our Stand Up campaign nationwide and finally be recognized as a youth movement.

If elected to be your 66<sup>th</sup> International Mazkirah I can assure you that I will work my hardest to ensure that the International Order achieves the goals that I plan on implementing throughout my term.

I Remain,

Alyssa Marie Baron

Candidate for the high and honorable position of your 66<sup>th</sup> International Mazkirah

**Sharon Leshner, South Jersey Region**  
**Caucusing for the 66<sup>th</sup> International Mazkirah**

Our main objective as a youth movement is quite simply to dance into the future, to move swiftly, read street signs, avoid pot holes, and get ourselves where we want to be. As the International order we have an infinite amount of opportunity for success, we have the resources to grow, not only in size, but in connection and oneness. We have the strength and wit to accomplish any task, it is only a matter how we do so. As the International body of BBYO, one of our largest and most attainable opportunities lies within our name, it's simple, International. We have the opportunity to take BBYO across the planet, to build momentum within our communities and spread BBYO, and it is a matter of simple interactions that will bring us to our goal of globalizing our home, BBYO.

Our first step in globalizing is to look upon the communication between our own members. When members communicate, the importance and wonder of BBYO is recognized. Interactions between members are more than calls or emails, powerful interactions are face to face. When members come to events and partake in an exciting community service program, or a Shabbat sleepover, they understand BBYO, and share it with others. It so seems simple, talk to members, get them to come, they talk to their friends, we grow. But in reality our interactions are the most important factor in globalizing, when a member feels at home with BBYO, they want to share their home with others, and that is our most important ingredient for expansion.

Beyond connections between members, our next step is to share our strength and positivity with our communities. This is where BBYO truly kicks in, our oneness proves greatness. Through our chapters, regions, and councils, we have the opportunity to become known, to become known within our local communities, and to become known throughout the world. Being recognized is simple, it is as easy as sending a photo to a newspaper and it is our key to spreading ourselves across the globe. Because BBGs and AZAs already regularly partake in, and plan many commendable and innovative projects, we need not worry about a lack, however we must strive to be acknowledged within our communities, and share our benevolence and joy.

Once communities are aware of our remarkable works, the rest is trouble free. At this stage, the power of our united order comes to fruition. Our members have strong ties between themselves, our communities are aware, and now it is simply a matter of uniting to grasp our opportunities and become truly Internationalized.

As an order we must reach out to our surroundings and share our joy, welcome others into our community of BBYO, and fully seize our opportunities.

**Marissa Kotzin, North Florida Region**  
**Caucusing for the 66<sup>th</sup> International Mazkirah**

The amount of potential that resides in our order is unfathomable. The opportunities that lie on the horizon as BBYO continued to grow are literally endless. Our movement truly has a life of its own—BBYO cannot be contained as we continue to expand and evolve. BBYO and the B'nai B'rith Girls truly have the opportunity to change the way society views youth. We, as a movement, have proven to the world that teens have a voice—and that voice is only growing louder. As membership continues to swell and presence in the community continues to expand, BBYO will become a well known and integral part of each community, and the name of the B'nai B'rith Youth Organization will be recognized by Jews and gentiles alike. BBYO is becoming a driving force giving teens a voice within the US government, and we have the opportunity to extend this impact to the governments of other nations as well. BBYO has a future unlike any other, and it is up to us—its members—to make that future a reality.

Since the foundation of the B'nai B'rith Girls 65 years ago, BBG's have been active members of their communities. Today, we continue to fervently volunteer and participate in service, particularly in the Jewish community. Through initiatives such as Stand Up!, BBYO is becoming increasingly recognized in the secular as well as the Jewish community. Chapters are appearing in news reports. Regions and Councils are being recognized for their service. By continuing to volunteer and program on an increasingly frequent level, BBYO has the potential to become a universally known organization. As BBYO's reputation grows, the number of teens involved will skyrocket. BBYO has been, and will continue to revolutionize the concept of being active in a youth movement.

BBYO's greatest accomplishments will come from its social and political activism, as well as collaborating with other organizations. In recent years, teens in BBYO have been increasingly involved in lobbying for change in their local as well as national governments. Stirring up support for Israel, sending representatives to AIPAC Conferences, and collecting donations for Haiti are only a few of the countless causes teens in BBYO have dedicated themselves to. The strength in our numbers gives us the opportunity to be an ever-present driving force within our local and national governments. BBYO has the opportunity to give teens a voice where they initially had none.

BBYO is truly a movement unlike any other. Only in BBYO do teens have the capability to lobby for change before they even have the right to vote. Through community service and social/political activism, BBYO has the potential to become an organization known across the world for its active role in society. BBYO has the capability to bring about real change regarding international relations with Israel and the Middle East. BBYO has the chance to show the world how teens react to issues that affect more than just themselves. BBYO has the opportunity to truly impact the world.

**Emmalee Kent, Evergreen Region**  
**Caucusing for the 22<sup>nd</sup> International Sh'lichah**

For the past 65 years the B'nai B'rith Youth Organization has presented us with opportunities to grow as leaders, accomplish goals, and impact the world. But the most rewarding opportunity BBG gives us is the ability to gain sisters across our order. While at times we may seem diverse, we all share one common factor; our Jewish heritage. **Judaism is the backbone of this organization.** It is what drives us forward and strengthens the bonds we share as B'nai B'rith Girls. At times we forget what this organization is about. We focus too much on the titles and awards, forgetting the vision Anita Perlman had for BBG. We must remember that before the programming, before the titles, and before the goals, BBG was a united group of Jewish woman with a common dream.

If elected as International Sh'lichah, my goal would not only be to improve our Judaic involvement- but to create inspiring, innovative, and exciting initiatives that strengthen our bond at B'nai B'rith Girls. Judaism should not be seen as a requirement in our programming, a mandatory service or a forced fold, but rather an opportunity to strengthen our sisterhood, find common ground, and join together as a movement. By having new creative programming, dependable resources for counterparts, and obtainable goals- the fold of Jewish heritage will flourish. If all my goals as International Sh'lichah are met- my counterparts will be capable of planning new programs, igniting new insights, and strengthen our sisterhood.

However, the position of Sh'lichah does not pertain to just one fold. The three folds, Jewish heritage, social action, and community service, can sometimes be hard to manage. **But this year we will take on that challenge.** Our programs will reach new heights- combining these different folds and creating more meaningful outcomes and bigger impacts on both our organization and our world. The fold of community service cannot be ignored. It is time we stop focusing on ourselves and realize the amazing influence we can have on our world. In this 66<sup>th</sup> year we must grasp our potential as over 25,000 teens that stand up, take action, and initiate change. By doing so, we will not only improve the world in unimaginable ways, but change the perception others have of this organization. I plan on utilizing the community service fold by maintaining a useful dashboard page with links to new organizations, programs, and campaigns to get involved in.

After 65 years of growth, the position of Sh'lichah can no longer be seen as that same old Shabbat service or overused canned food drive. It's time to revolutionize this position- to be passionate, creative, and innovative with our goals. If elected as your International Sh'lichah I promise provide resources, opportunities, and plans to take this organization further than it has ever been. The abilities we have as B'nai B'rith Girls are endless- and I am confident in both my capability, and the strength of the 66<sup>th</sup> year of the B'nai B'rith Girls.

**Lindsey Rubinstein, Nassau Suffolk Region**  
**Caucusing for the 22<sup>nd</sup> International Sh'lichah**

An opportunity is defined as an external condition that is helpful to achieving the objective. BBYO, as a youth movement, is rapidly expanding and becoming one of the largest youth movements in the world. Because we are paving the way for such a movement and we're going about this opportunity in our own way, we are setting a precedent for youth movements. That being said, seeing as we are so strong and so original, our opportunities are endless. We can use the leaders of our organization to team up with other organizations to move the Jewish people as a whole forward. We can even use our strength to take it to the government, advocating for more benefits to being a part of a youth group such as this. However, I feel that our greatest opportunity lies within the members that we either do not have yet, or have but who haven't begun to use their potential. We do not know who we have in this organization. We do not know what connections we have and we do not know the power that lies with these connections. Because our goal is to move forward, we must use what we have to achieve our goals.

But more than that, I feel that the best opportunity we have to actually see these goals through are the people who inspire them. BBYO, as we're all aware, is not just some cult, which is a rumor that we must disprove. BBYO is a place of belonging for thousands of teens all over the world. It is said that there is strength in numbers; but in BBG, there is strength in just one. Imagine what we have the potential of achieving with 28,000. Our biggest obstacle will not be hardship given to us by the outside, it will be finding the strength within to test the limits and push ourselves farther than anybody has ever been. BBG is not just an organization, a title, or a line on a resume. BBG is an identity that so many girls have already accepted as their own. Embracing the energy that can light up a room without even a candle will be the hardest thing that we need to do, but once this is accomplished, there is no opportunity that is too big for us.

**Sarah Arnold, Cotton States Region**  
**Caucusing for the 22<sup>nd</sup> International Sh'lichah**

B'nai B'rith Girls our biggest obstacle, and our biggest opportunity in the coming years is our creativity. Creativity is a part of absolutely everything we do as an order from our folds, to our community service, and even to our services. We are an order filled with thousands of creative girls and creative ideas, but we must now think to the words of Theodore Levitt: "Creativity is thinking up new things. Innovation is doing new things." Girls we have more resources than ever before, and its time that we start using our resources and our creativity to truly become an innovative order. We have the availability of all kinds of information at our fingertips, and it's time we started using it.

We as an order have hundreds of folds, donate thousands of dollars, and spend countless hours doing community service projects every year, but far too often we just perform an action without truly understand what organization we are helping actually does. We, now with information about almost every organization out there on the internet, must Stand Up and take the steps to start truly educating ourselves on the issues that our world is facing. We can drastically change the world through our philanthropy and community service, but think of the even greater impact we could make this year as a group of thousands of teens educated on the issues and using our knowledge to make an immense impact on our local, national, and global community.

Furthermore, we not only have the resources of the internet to help us to further inform ourselves on the issues, but we can also use these resources and the resources on dashboard and build-a-prayer to take our Judaic programming to the next level. We can no longer use the excuse that we couldn't do a creative or innovative service or program, because we had to spend the time collecting the basic information and prayers because we have all of the service and programming basics anyone could ever need on dashboard. We can now move forward as an order and use our creative sparks to create innovative out-of-the-box services including anything from dancing, to yoga, to creative writing, to singing, to anything that any BBG has ever dreamt of.

Finally, in the coming year I hope to see this order use the resources of each other's insight and advice by utilizing blogs, facebook, twitter, skype and so many other forms of communication. If your facing a problem, someone else out there in the order is bound to have had the same issue and will be able to help you no matter if you live regions apart.

We as the B'nai B'rith Youth Organization have the creativity and the resources to change the world, so it's time for each and every one of us to step up to the plate and innovate.