



# Aleph Jesse Freedman

## ASPIRING TO BE THE ALEPH ZADIK ALEPH'S 20<sup>TH</sup> GRAND ALEPH MOREH



### About Me:

#### Events Attended:

✎ LOR Spring Convention 2009  
 ✎ IC 2010  
 ✎ LOR Spring Convention 2010  
 ✎ DC: Impact Jam 2010  
 ✎ CLTC 7 2010  
 ✎ August Execs 2010  
 ✎ North-East Leadership Hub 2010  
 ✎ LOR RLTC 2010  
 ✎ Tulsa Kallah 2010  
 ✎ Magen AIT Night 2010  
 ✎ BeauHeart Weekend 2011  
 ✎ February Execs 2011  
 ✎ IC 2011

#### Events I Will Be Attending:

✎ Kallah 2011  
 ✎ March Of The Living 2011  
 ✎ ILTC 2011  
 ✎ LOR Spring Convention 2011  
 ✎ AIPAC Conference in May 2011

#### Past Positions Held:

✎ Chapter S'gan (12 months)  
 ✎ Regional Godol (12 months)  
 ✎ Acted as Regional Moreh (we didn't have one)  
 ✎ CLTC Moreh  
 ✎ Magen AIT Night coordinator

### Specific Moreh Goals: Recruitment, Retention, Education:

#### Re-Institute Big Brother/Little Brother:

✎ If we can Reinstitute Big Brother/Little Brother, this will have a tremendous impact of all phases of AZA.  
 ✎ This will help **retention** because Juniors and Seniors will feel a responsibility to come back and to help mentor the Freshman and Sophomores. Also, the Sophomores and Freshman will want to come back because of the connection they have with the Seniors and Juniors.  
 ✎ This will help **recruitment**, because if we expand the system to also include potential Alephs from TC, they will want to join AZA even more so!  
 ✎ Moreover, this will help **education** because older members can help out their younger brothers, and **educate** them about what is happening in the Aleph Zadik Aleph, and the history and cheers of our great fraternity. This creates **engaged** members.  
 ✎ In addition, this system can also be expanded internationally, so there will be a Big Brother/Little Brother system at the chapter, regional, and international level.

#### Monthly Conference Calls:

✎ I plan to have monthly conference calls with all Regional and Council Morim to discuss strategies and to spread ideas throughout the Order.  
 ✎ On these calls I would like to get Alephs from across the order to give strategies on **recruitment, retention, and education**, and why it did or did not work.  
 ✎ This will make all Regional Morim feel involved. Through a rotating system of having 4 Morim per call discuss their strategies and ideas, we can spread all of the great ideas throughout our great brotherhood.  
 ✎ Furthermore, on these phone calls we will have a Q & A period in which all Morim, including chapter Morim can ask questions based on the situation they are in.

#### Continued Growth in Aleph Zadik Aleph:

✎ Through a formula of every chapter gaining 2 Alephs/month and with 70% **retention** this guarantees growth.  
 ✎ I will be in constant contact with my counterparts. This is to ensure that knowledge of different recruitment skills and strategies will spread throughout the order.  
 ✎ Also, if we can pair up with major Jewish organizations, we will increase our recognition internationally, which in turn will help "advertise" AZA as the best youth group on Earth! (Etc. In Toronto, we paired up with UJA, and it got us a lot of attention)  
 ✎ Through competition between regions, councils and chapters we can increase our membership and grow AZA.

#### Increase Knowledge of History and Songs:

✎ Since I was once chapter S'gan, I will use creative and unique programming techniques to inspire younger Alephs to learn about our history  
 ✎ If we reinstitute and grow the Big Brother/Little Brother, this will make songs and knowledge about our great fraternity flow more fluidly.  
 ✎ Also, if we increase our knowledge we can show that we are proud of our past, that we know why we were founded, and we can truly live the seven Cardinal Principles.

#### Inspire More International Involvement:

✎ Being from a Region outside of the US, I can direct Canadian and International involvement.  
 ✎ One initiative I would develop, would be an exchange program in which an Aleph from North America will attend a convention/summer program somewhere else in the world, and vice versa.  
 ✎ I will be creating many international fantasy sports leagues so that Alephs can connect with other Alephs through a common interest.  
 ✎ I will utilize technology such as Skype, Facebook, Twitter, etc. to increase communication with Alephs in North America and Alephs outside of North America.

I cannot lead you into battle. I do not give you laws or administer justice but I can do something else - I can give my heart and my devotion to these old islands and to all the peoples of our brotherhood of nations. -Elizabeth II

## Continuation of I-Board 86 & 66:

Anyone who has been on a successful board will know, a board is not 5 or 6 individuals working separately, but rather 5 or 6 people all working towards one common goal. If elected, I can bring not only expertise in all fields related to the position of Moreh, but other specific knowledge that will help the 87<sup>th</sup> Grand and 67<sup>th</sup> International Boards be successful.

### Increase the ISF Fund:

☛ One thing we can do to help our international involvement is to increase the ISF Fund. The current ISF fund is used to help international Alephs travel to IC and other events.

☛ If we create a system of rewards for Regions depending on the amount they donate, we can increase the availability of money for the ISF fund.

☛ This is something that we can use to our advantage drastically. Through partnerships with other large organizations, we will inevitably grow our reputation. Through this growth, we can access more financial assets to help to bring over international Alephs, which will help the Aleph Zadik Aleph grow even further.

### Expansion Into Eastern Europe:

☛ In order to help stop Anti-Semitism in Eastern European countries, and to give teens facing Anti-Semitism refuge from this racism, we could create an Eastern European Region to help teenage Jews escape and combat Anti-Semitism.

☛ This is a realistic goal, because there are still enough Jews living in those countries, that could join and support the expansion of BBYO to their countries.

☛ Gentlemen, give me the honor and privilege to be the man who can take this fraternity to the next level.

☛ We owe it to the unfortunate reality, that was the Holocaust, to help Jewish communities flourish there.

### Continue Expansion of Teen Connection:

☛ Perhaps the largest gold mine of Jewish youth comes in the form of Teen Connection. TC is a resource that we are only beginning to realize the potential it holds.

☛ If we can expand TC through methods such as affiliating it more with BBYO, having TC Liaisons, and giving rewards to people in TC, and chapters who recruit TC participants, we can increase our membership drastically.

☛ Through Big Brother/Little Brother, we can get the Teens excited to join BBYO, in which case we are increasing our membership, and creating involved and inspired Alephs who can continue our brotherhood.

☛ As well, if we get Chapter and Regional Morim to attend TC events, this will make the transition even easier from TC to BBYO.

**Gentlemen, the words to "Up You Men" are those that have inspired Alephs in the past and they continue to inspire us now. These lyrics and this melody link us with the Alephs of the past, as well as those who will become future brothers in this fraternity. Let these words continue to motivate us to educate, recruit, and retain members in our brotherhood. The words are listed below so that tonight, "Up You Men" will be the loudest it has ever been. I want you all to become inspired by these words, the way they have inspired me. Gentlemen, give me the honor of being your Grand Aleph Moreh, so that the words of our sacred song can continue to be sung loudly from all corners of our planet.**

*Fraternally Submitted with undying love for Chapter Magen #2360, Lake Ontario Region, CLTC 7 2010, a desire for constant improvement and my brothers throughout the greatest order on Earth, the Aleph Zadik Aleph, I remain Aleph Jesse Freedman.*

*Jesse Freedman*



### Up You Men



Up you men  
And sing to AZA  
Time will pass  
And we'll be on our way  
As the years go by  
There will be  
The happiest of memories (Ra Ra Ra)  
Stand and then  
We'll sing this song again  
All you loyal men  
Sing the praises of our order  
Sing Up You Men of AZA

Brothers we'll be  
as we share our care each day  
Happy and free  
Though the years go on their way

Starting anew  
Face to face with destiny  
Hearts beating true  
For the friends and loves to be

So... (repeat up to Men of AZA)