

- Stay in contact with the Grand Aleph Godol on a regular basis, and arrange a visit for him to come
- Attend ILSI, August Execs, and International Convention and create relationships with international board members and regional godolim from around the world
- Regional board members must contact their international counterpart at least once a month, if not already contacted by him
- Read through all international releases and make them available to the region in order to stay on top of all of the different international initiatives

REGIONAL CHAIRMEN AND THE INTERNATIONAL BOARD

- Work with the Regional Aleph Mazkir to help educate the region about global regions, including Bulgaria and Great Britain, through updates on the status of a different region every week
 - Have a brother/sister global region, and work together on a Stand Up! campaign
 - Promote and raise money for the International Service Fund in order to bring more teens from global regions to International Programs
 - Work with other regions attending to raise money to bring teens from global regions to Midwest Kallah
- ### Globalization
- Use the "Degrees of Programming" to evaluate programming and identify areas of weakness in with the most WOW Programs will receive an award
 - Encourage all WOW Programs to be submitted to the BBYO Program Bank; the chapter help plan WOW Programming
 - Encourage chapters to get more members involved in programming by creating committees to Program
 - Work with the Regional Aleph S'gan to encourage all chapter s'ganim to have WOW for all regional programming
 - W.O.W., or Worthwhile Outstanding & Well Thought Out, Programming will be the basis
- ### WOW Programming
- Work with the Regional Aleph S'gan to educate chapter gizborim about the process of developing, organizing and executing successful fundraisers
 - Work with the Regional Aleph Gizbor to create multiple releases on how to plan and execute quality and creative fundraisers
 - Ensure that fundraising quality is constantly improving by working directly with the Regional Aleph Gizbor and chapter gizborim
 - Work with the Regional Aleph Gizbor to create multiple releases on how to plan and execute fundraisers – regional & chapter fundraisers should be creative and extremely thought out
 - Work with the Regional Aleph Gizbor to encourage chapters to do more than just restaurant fundraisers
- ### FUNDRAISING

CAMPAIGNS FOR A BIGGER, BETTER, BBYO

EIGHT BIG, BOLD IDEAS

Stay Up! to Stand Up!

- A wake-a-thon fundraiser where participants find sponsors that will donate money for every hour they stay awake
- There will be multiple events and activities throughout the night in order to keep everyone awake and entertained
- All money raised will go to the regional Stand Up! campaign

Midwest Kallah

- An Inter-region Kallah with regions from the Midwest-hub, including the Great Midwest Region, Ohio Northern Region, Kentucky-Indiana-Ohio Region, and Wisconsin Region; Teens from global regions, such as Bulgaria and Great Britain, will also be in attendance
- Programming at this convention will be brand new and of the highest quality

Regional Leadership Training Institute

- RLTI is designed to help train chapter board members in a new, interactive and engaging way; Regional board members will work with their chapter counterparts to plan and run all of the programs at the convention
- RLTI will help train chapter board members by teaching them everything they need to know to be successful in their board position and helping them to be better programmers, and will improve their leadership skills

The Stand Up! Campaign

- The Regional Aleph Shaliach will oversee the service component of the regional Stand Up! campaign, the Regional Aleph Gizbor will be responsible for philanthropy, and the Regional Aleph Mazkir will run an advocacy campaign
- We will do more service, philanthropy and advocacy on a regional level than ever before, and chapters will be encouraged to do the same

Globalization

- The Regional Aleph Mazkir will work to bring this campaign here to Michigan by updating the region on the status of a different global region every week via Facebook and Twitter
- The Regional Aleph Gizbor will be in charge of raising money for ISF

Joy & Allan Nachman Executive Weekend

- Utilize the weekend to finalize all goals for the board, to create regional campaigns for membership, summer programs, globalization and Stand Up!
- Decide what new chairmanships and committees will be created for the 2011-2012 programming year

Summer Programs

- Talk about a different summer program at every council meeting, and have someone who has gone that particular program speak about their experience
- Create a campaign for the year aimed at drastically increasing the number of Michigan Region teens going on summer programs

Bro/Sis Chapters

- Chapters here in Michigan will partner with chapters in nearby regions, such as GMR, and will work together on programs and campaigns for summer programs, membership, Stand Up!, etc...
- They can end the year by having the Bro/Sis chapter come to Michigan for a celebratory Bittker weekend

MY BROTHER ALEPHS, IT IS TIME...

My Brother Alephs, it is time. Time to have more in-depth and interactive programming than ever before, in order to keep participants excited and engaged. It is time to improve our leadership so that, when we graduate, we will be confident that we are leaving this region in extremely capable hands. It is time that we grow our membership and become the largest region in the international order, allowing us to provide more Jewish teens with more meaningful Jewish experiences. And it is time that we work together as one...

ONE BROTHERHOOD • ONE ORDER • ONE ALEPH ZADIK ALEPH

Fraternally submitted with undying love for Michigan Region and the Aleph Zadik Aleph, I remain,
Aleph Joshua Blake Morof

Aleph Joshua Blake Morof

- Elect regional chairmen who are passionate about their chairmanships and determined to succeed
- Elect Fall Conclave and Elections Training Conclave coordinators that will work with the regional board to enhance programming and increase attendance at their conclaves
- Elect YLC coordinators that will plan an amazing conclave and successfully promote summer programs
- Hold all Regional Chairmen to the same standards as regional board members
- New chairmanships will be created as necessary by the regional board during Execs Weekend

Regional Chairmen

- Design a t-shirt for Stand Up! and sell it to the region and at IC 2012
- Work with the Regional Aleph Shaliach to do over 5,000 hours of community service during the year
- Work with the Regional Aleph Gizbor to raise at least \$10,000 for Stand Up!
- ETC and Midwest Kallah
- Heavily promote Stand Up! throughout the course of the year, including at FC, RC, YLC, encourage chapters to do the same for their causes
- Work with the Regional Aleph Mazkir to advocate for Stand Up! on a regional level and Program Bank for Stand Up! related programs
- Work with the Regional Aleph S'gan to encourage and promote the use of the BBYO UP! campaigns
- Work with the Regional Aleph Shaliach to encourage the incorporation of Judaism in Stand Up! campaigns
- Work with the Regional Aleph Shaliach to ensure that these goals are met
- Work with the Regional Aleph Shaliach and chapters to set high but attainable goals, and create a timeline that will be used to ensure that these goals are met
- Keep the region updated on successful Stand Up! programs, fundraisers, and advocacy campaigns through both the Michigan Region Facebook page and Twitter account
- Chapters with the most Stand Up! education, service, philanthropy and advocacy programs/campaigns, as well as the "Most Improved Stand Up! Campaign," will receive awards
- Appoint members to the newly created Stand Up! Committee
- Work with all those involved with Stand Up! on a regional level to create Stand Up! months throughout the year. Each month will start off with a day of education about a specific aspect of Stand Up! through both a conference call and a written release. During the rest of the month, chapters will be encouraged to plan a program or campaign based on that aspect of Stand Up!
- November is "Stand Up! Education" month
- December is "Service" month
- January is "Philanthropy" month
- February is "Advocacy" month



Aleph Joshua Blake Morof

Candidate for the high and honorable position of the
87th Regional Aleph Godol

AWARDS & QUALIFICATIONS

"A GREAT LEADERS COURAGE TO FULFILL HIS VISION COMES FROM PASSION, NOT POSITION." - JOHN MAXWELL

MAX FISHER AZA

- Dedicated Aleph 2008-Life
- Dedicated Fisherman 2008-Life
- Aleph Katvan 2008-2009
- Aleph Shaliach 2009-2010
- Chapter Convention Coord. 2009
- Chapter Convention Captain 2010*
- Regional Convention Coord. 2010
- The Life of Jeremy Sherman*

INTERNATIONAL ORDER

- Dedicated Aleph 2008-Life
- Int'l. Stand Up! Reporting Chair 2010-2011
- Ometz AZA #7109 Godol (CLTC) 2009
- IC Involvement 2010*
- IC Day of Service 2011*
- Michigan Region Head Delegate 2011
- 85/65 Anniversary Award*
- International Program of the Year*
- Henry Monsky Chapter Excellence*
- The Bronze & Silver Shield of David*
- The AZA Chapter Stand Up! Club*

○ - Served As Committee Head

* - Served As Committee Member

△ - Full Year Term

◇ - Awards Received

MICHIGAN REGION GLC

- Dedicated Aleph 2008-Life
- Regional Shaliach 2010-2011
- YLC Coordinator 2010
- ETC Separates Program 2009*
- Jewish Heritage Night 2009*
- Fashion Unleashed Model 2009*
- YLC Shabbat Service 2009*
- RC Video-Game Challenge 2009*
- RC Community Service 2009*
- Banding Together 2010*
- Interfaith Panel 2010-2011*
- ETC Stand Up! Program 2010*
- RC Judaic Program 2010*
- FC Stand Up! Program 2010*
- J-Serve Teen Committee 2011*
- Exec. Board 2009-2011
- Second-Place Oratory 2011*
- Rookie of the Year Hon. Mention*
- Program of the Year 2009*
- The Life of Samantha Megan Dines*

EVENTS ATTENDED

"THE TASK OF A LEADER IS TO GET HIS PEOPLE FROM WHERE THEY ARE TO WHERE THEY HAVE NOT BEEN." - HENRY KISSINGER

MAX FISHER AZA

- Chapter Meetings 2008-Present
- Chapter Functions 2008-Present
- Chapter Elections 2008-Present
- Chapter Installs 2008-Present
- Chapter Service 2008-Present
- Chapter Weekends 2009-Present
- Chapter Convention 2009*, 2010

INTERNATIONAL ORDER

- International Convention 2010, 2011
- February Execs 2011
- CLTC 3 2009
- ILTC 2010
- Int'l Kallah 2010
- Midwest Execs 2010
- ILSI 2011*
- AIPAC Teen Summit 2009
- Panim el Panim Teen Summit 2010

* - Events Planned

MICHIGAN REGION GLC

- AZA Council Meetings 2008-Present
- AZA Exec. Board Meetings 2009-2011
- Fall Conclave 2008, 2009, 2010
- Regional Convention 2008, 2009, 2010
- Young Leadership Conclave 2009, 2010*
- Elections Training Conclave 2009, 2010
- Chapter Shaliach Training 2009, 2010*
- Fashion Unleashed 2009
- Jewish Heritage Night 2009
- Regional Judaic Programs 2011*
- Awards Night 2009, 2010
- Membership Day 2008, 2009
- Fall Kickoff 2009, 2010
- Spring Kickoff 2010, 2011
- J-Serve 2009, 2010, 2011
- Teen Interfaith Forum 2010

△ - Events Attending

GOALS AND IDEAS FOR THE 87TH REGIONAL BOARD

----- All Board Members -----

- Work with newly elected regional counterpart, from the time between elections and summer vacation, to finalize goals for the year and to create a timeline for the 2011-2012 programming year
- Attend transition meetings with the current regional board, and meet with the regional board member that currently holds the newly elected board member's position in order to build on previous success and improve upon weaknesses
- Work from now until summer to complete goals for year and make a timeline
- All board members will be held accountable for their actions and are expected to work their hardest throughout the entire programming year
- Always represent Michigan Region BBYO in a positive manner
- Attend International Convention 2012
- Make regular chapter visits in order to help promote regional programs and campaigns
- Create releases, or resources, for chapter counterparts to use at least once every other month
- Hold conference calls with chapter counterparts every quarter to discuss upcoming events and other related information
- Meet with chapter counterparts at least every other month and call them at least once a month
- Attend all council meetings, regional conclaves/conventions and regional programs throughout the year
- Keep in contact with counterpart on the international board
- Work closely with regional BBG counterpart
- Be available to help all chapter counterparts whenever they need it

----- Regional Aleph Godol -----

- Keep in close contact with Regional Godolim and N'siot from other regions around the order
- Unite the region by strengthening the relationship between all the chapter godolim – all godolim should feel extremely comfortable working with one another
- Plan an inspiring and motivational Austin Kanter VIP Weekend that will leave chapter godolim feeling extremely confident and excited about the upcoming programming year
- Work closely with all regional board members
- Work closely with BBG Counterpart
- Motivate the regional board to both work with one another and maintain close relationships with each other in order to create a board that is cohesive and determined to succeed
 - ★ Host several board bonding sleepovers throughout the course of the programming year
- Bring back the Joy & Allan Nachman Executive Weekend, and use the time to both bring the board closer together and to finalize the board's goals and campaign for the upcoming year
- Plan and oversee Regional Leadership Training Institute, a brand new convention designed to help train chapter board members
 - ★ Regional board members will work with their chapter counterparts to plan and programs at RLTI, and at the same time will be educating and training them
 - ★ S'ganim will plan fun, interactive programs; Morim will plan educational programs; Shalichim will plan Judaic, Stand Up! and community service programs; gizborim will plan a fundraiser; mazkirim will plan a summer programs night; sophrim will take pictures throughout the convention and create a slideshow video to be viewed on the last night

----- Regional Aleph S'gan -----

- Work with chapter s'ganim to ensure that chapters are providing their members with experiences they can not get any where else
 - ★ Encourage counterparts to increase the number of five fold programs – have the chapter AIT board plan one Work with the Regional Aleph Shaliach to encourage the incorporation of Judaism into regional programs and Stand Up!
- Run regional executive board meetings every month
- Work with the Regional Aleph Godol to accomplish the goals set under the WOW Programming campaign on the previous page
- Work with conclave coordinators to reinvent programming at both Fall Conclave and Elections Training Conclave
 - ★ Programs need to be extremely creative, interactive, engaging and most importantly... brand new
 - ★ Find qualified and dedicated FC, RC, MWK (Midwest Kallah) and ETC coordinators
- Increase the quality and quantity of regional programs throughout the year, and redefine previous standards set for regional programs
 - ★ Oversee the planing of all regional programs
- Serve as the teen representative for the Friends and Alumni Network, and help staff find creative ways to keep BBYO'ers involved after graduating
 - ★ Create a list of alumni that could possibly become a chapter advisor if one is needed
- Educate chapter s'ganim on how to utilize the BBYO Program Bank and Dashboard, and on how to upload programs to b-linked
- Attend at least one program planned by each chapter counterpart in order to best help each and every chapter s'gan improve their programs
- Encourage chapter sponsored regional events, and work with chapter s'ganim to plan them

----- Regional Aleph Moreh -----

- Plan, promote and coordinate a senior retreat at the Bittker Center
- Spend the first half of the year helping chapters that are not yet full fill up their spots, and working with chapter morim to plan educational programming for their chapters
- Assist chapter morim in creating AIT boards, and work with AIT Presidents to plan a regional program for all of the AITs
- Work with the Regional Aleph Shaliach to create Bro/Sis chapters from other regions
 - ★ Have a chapter here in Michigan partner with one in GMR (Chicago), and work together on campaigns for summer programs, membership and Stand Up!
 - ★ End the programming year by having the Bro/Sis chapter come to Michigan for a Bittker weekend to celebrate the years accomplishments
- Assist the Young Leadership Conclave coordinators in planning YLC and heavily promote it
 - ★ Fill up both YLC's by working with chapter godolim and morim to compile a list of teens interested in attending YLC, and have the regional board assist in calling everyone
- Plan two membership kickoff events, one in the fall and one in the spring
- Work with the Regional Aleph Mazkir to promote summer programs
- Work with chapter morim to increase membership by creating and executing recruitment campaigns
- Create a regional membership campaign and heavily promote it throughout the year

----- Regional Aleph Shaliach -----

- Have at least two Jewish Heritage Nights and create a committee to help plan them
- Have a BBYO Team at Relay4Life and Walk4Friendship, and encourage high attendance at both J-Serve and Walk for Israel
- Plan regional board shabbat dinners
- Encourage the use of Build A Prayer, and work with chapter shalichim and regional service committees to create new services that are fun, interactive and creative
- Bring Speak Up!, BBYO's campaign for Israel advocacy, here to Michigan and increase programming about Israel
 - ★ Plan an Israel Night at Midwest Kallah with different stations full of Israel related activities
- Work with the Regional Aleph S'gan to incorporate Judaism into more chapter and regional programs
- Work with the Regional Aleph Moreh to promote and organize a senior retreat at the Bittker Center
- Heavily promote Stand Up! throughout the year, including at FC, RC, YLC, ETC and Midwest Kallah
- Work with chapter shalichim to do over 5,000 hours of community service, and encourage chapters to have a community service function at least once every six weeks
- Plan two or more regional community service functions, including one for the regional Stand Up! cause
 - ★ Help plan all of the Detroit J-Serve events and encourage high attendance
- Have a regional social action program at FC & ETC, and encourage chapters to have multiple social action programs
- Promote AIPAC's High School Summit, Panim el Panim programs and Int'l Kallah to the region and encourage high attendance

----- Regional Aleph Gizbor -----

- Work with chapter counterparts to improve the quality and increase the quantity of chapter fundraisers
- Promote all chapter and regional fundraisers at council meetings, and through both the Michigan Region Facebook page and Twitter account
- Educate counterparts about the philanthropy aspect of Stand Up! and work with them to plan creative fundraisers to raise money for Stand Up! on a chapter and regional level
- Raise at least \$10,000 for the regional Stand Up! campaign
- Work with the Regional Aleph Shaliach to decide on a partner organization to donate the money raised for Stand Up!
 - ★ Have a sponsored community service event, penny wars at Regional Convention, sell clothing items to the region and at International Convention, and continue to have a raffle during council meetings
 - ★ Work with the Regional Aleph Shaliach to plan Stay Up! to Stand Up!, a wake-a-thon fundraiser, where those in attendance find 'sponsors' that will donate money for every hour they stay awake – there will be multiple events and activities throughout the night to keep everyone awake and entertained during the event
- Raise money for the International Service Fund, which brings teen from global regions to international programs, and educate chapter gizborim about ISF
- Work with the Regional Aleph Godol to accomplish the goals set under the "Fun"draising campaign on the previous page

----- Regional Aleph Mazkir -----

- Work with the Regional Aleph Godol to accomplish the goals set under the Globalization campaign on the previous page
- Work with chapter mazkirim to ensure that chapter minutes are turned in after every meeting
 - As an incentive, the "Minute Mazkir" will be awarded to the chapter mazkir that turns in the most minutes
- Promote summer programs consistently throughout the year
 - ★ Talk about a different summer program at every council meeting, and have someone who has gone on the program speak about it
 - ★ Work with the Regional Aleph Moreh to educate AITs about summer programs, especially during YLC 2012
 - ★ Work with the Regional Aleph S'gan to plan a Summer Programs Night, where participants will be given a small taste of all of the different summer programs available
 - ★ Go to chapter meetings to promote summer programs
 - ★ Talk about summer programs during meals at Fall Conclave, and run an elective about all of the different programs
 - ★ Ask chapter presidents and regional board members for names of people who may be interested in going on a summer program and have a phone-a-thon to call them
- Oversee the advocacy component of Michigan Region's Stand Up! campaign, and educate chapter counterparts on how to do the same with their campaigns
 - ★ Work with the Regional Aleph Shaliach to promote advocacy based programs like AIPAC's High School Summit
- Work with the Regional Aleph Gizbor to make a regional phone book and sell it as a fundraiser
- Work with the Regional Aleph Sopher to put minutes from regional meetings online so that they are available to those who need them

----- Regional Aleph Sopher -----

- Update the regional website on a regular basis
- Assist chapter sophrim in creating publications, and encourage sophrim to make them throughout the year
- Write multiple articles for the Jewish News and BBYO's newspaper, The Shofar
- Make two regional publications, including one newspaper
 - Have both publications available online for everyone
- Encourage chapters to create a second publication after the Regional Convention Newspaper
- Take pictures at chapter and regional programs throughout the year and put them into a yearbook
- Help advertise all upcoming regional programs

----- Midwest Kallah Coordinator -----

- For the Aleph holding this position, time, drive and dedication is necessary to be a part of such a huge endeavor
- Work with the coordinators from the other regions attending, and always represent Michigan Region in a positive manner
- Help appoint a steering committee for the conclave if the coordinators feel that it will be beneficial
- Work with the Regional Aleph Mazkir to raise money for the International Service Fund in order to bring teens from global regions to Midwest Kallah
- Heavily promote Midwest Kallah to the region, and encourage teens to not only attend but also to be involved in the planning process

BROTHERHOOD.PASSION.DRIVE.DEDICATION.UNITY.FRATERNITY.COMMUNITY