

My dearest strong, passionate, beautiful sister B'nai B'rith Girls,

C'kemi! iHola! Здравей Merhaba!
Dobar Dan! שלום Tervist! Bonjour! Sveiki! Здраво
Sali zämme! Агов Hello!

In your hands is something so unbelievably precious, yet powerful beyond imagination. It's delicate yet dangerous, complex and beautiful, but what it looks like is entirely up to you. It's our future.

I stand here before you today damn proud to have been given four incredible years of BBG. But I'm even prouder to know that my experience wasn't unique. Thousands of girls have had the future dropped into their hands and have chosen to shape it into incredible things. They've each made their mark on the world around them and on each of us.

As Jewish women, we have a special privilege and obligation: to be Or LaGoyim -- a light unto the nations. We believe that by being our best selves and doing our best the world around us will become better. We wear our strength and dignity for all to see with the hopes that they will follow suit.

I'm running for the opportunity to serve as your 69th International N'siah because I believe in our power to make a difference: for ourselves, for each other, for those that will follow us, and the world around us. Ask you today to believe in it, too.

Submitted with undying love for our eternal right to make our mark -- on this movement, on the Jewish people, and on the world.
I humbly remain,

Sierra Lash

Sierra Hannah Joe Lash

Using HTML Coding and Photoshop • Modern Jazz, and Ballet Dancer • Yoga Enthusiast
Challenge (Loving event to raise \$) • Raised over \$3,000 for Best Buddies Int. • Designed 5+ Professional Websites
Friendship Circle Volunteer '10-'13 • Best Buddies Club Member '11-'12 • Participant in the And Best Buddies

Additional Qualifications

- ▶ Miriam Albert Chapter Excellence Award (during N'siah term)
- ▶ Eternal Light Recruitment Award
- ▶ Silver & Gold Stars of Deborah
- ▶ International Leadership Summer Israel '13
- ▶ International Kallah '12
- ▶ International February XX Conference '13
- ▶ International Convention '11, '12, '13
- ▶ AZA & BBG Shabbat Steering Committee '12
- ▶ Voice Your Vote Teen Summit Coordinator '12
- ▶ Sadie & Songbook Committee Co-Chair '12-'13 (current)

every year!
Oakland-Drexel Camping Trip '11, '12, '13, '14
(GRV Chapter of the Year (during N'siah term))
Charles Guld Sisterhood Award (awarded to one GRV BBG)

Men's Shelter
Organized cooking meals for the Berkeley Homeless
Dubbed chapter bank account
Gabeat summer term '10 (6 months)

Planned and hosted first MBA Overnight
Increased chapter membership by 25%
March winter term '10-'11 (6 months)

Chartered just two years before
Brought the chapter to 50 members, after re-
enroll completed events with full board participation
Created the first ever event planning system to
members, parents, & local Rabbits

starting up the first regular email to chapter
Tremendously improved chapter communication by
N'siah winter term '11-'12 (6 months)

Member in good standing since January 2010
Oakland BBG #2

International Order of the B'nai B'rith Girls

• International BBG Shabbat '10, '11, '12
• U-Save '10, '11, '12
• Kikoff Dance '10, '11, '12
• Beau Dance '10, '11, '12

• Spring Convention '10, '11, '12, '13
• Regional XX '12, '13, '14
• Fral/Se/Unity Convention '10, '11, '12, '13, '14

• Kallah '10, '11, '12, '13
• Califorme '10, '11, '12, '13
• Spring Convention '10, '11, '12, '13

• Regional XX '12, '13, '14
• Fral/Se/Unity Convention '10, '11, '12, '13
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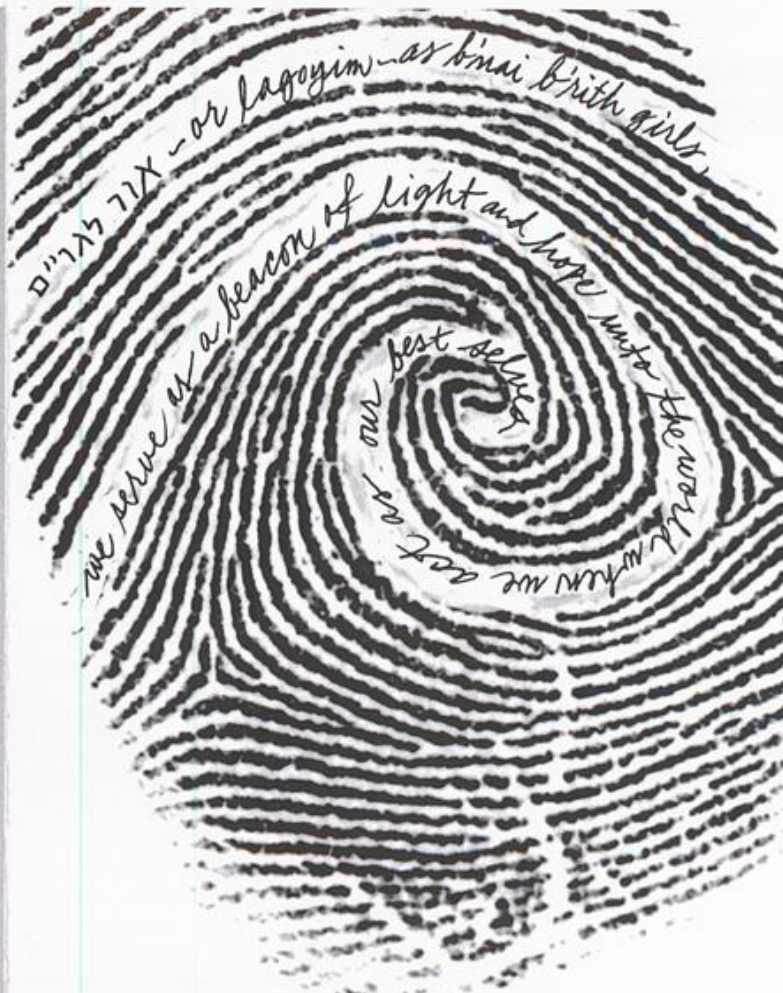
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BBG

Make Your Mark

Sierra Hannah Joe Lash
Proud Candidate for Your
69th International



HIS N'SIAH



MARKS I'VE MADE SO FAR

OUR MARK ON THIS MOVEMENT

DEEPEN OUR IMPACT

ושננתם לבני V'SHINANTAM L'VANECHA * And you shall teach your children

I WILL MAKE MY MARK BY:

- Creating a Global Directory of Synagogues to enable more "Shul of the Month" activities to broaden the spectrum of outside partnerships we create
- Partnering with Coalition of Jewish Teens and Shabbat Across America to launch Global Shabbat, in conjunction with AZA and BBG Shabbat
- Continuing to grow IC's presence in the Global Jewish community with musical guests, political leadership, and alumni networks
- Beginning work with Shlichim and Mazkirim on Kallah and ILTC early in the program year to ensure strong programming and Judaic continuity throughout all experiences

It's everyone's responsibility to make BBG a stronger, more vibrant community for everyone to be a part of.

Goal: Engage more girls than ever before in deep, meaningful programming that enriches both their own lives and the future of the Jewish people.

I WILL EMPOWER YOU TO MAKE YOUR MARK BY:

- Creating a Global Steering Administrative Assistant on the IC 2014 steering team, to make sure that global networks are well-represented
- Beginning the CLTC Coordinator process early in the program year so that CLTC programming can benefit from unlimited time and participants can get to know their coordinator earlier
- Revamping and revitalizing the BBYO Program Bank so we can better share our success and empower others
- Creating usable narratives for girls across the order to use about ISF

CHANGE THE WORLD

צדק צדק תרדוף TZEDEK TZEDEK TIRDOF * Justice, justice, you must pursue

I WILL MAKE MY MARK BY:

- Finding Jewish Celebrity to headline and endorse J-Serve across the globe
- Releasing resources for J-Serve well in advance to receive national corporate sponsorships
- Ensuring that every chapter has their StandUP cause goals and successes celebrated on the StandUP website
- Releasing concrete resources on SpeakUP programming and education
- Creating a digital SpeakUP platform - a BBYO SpeakUP Twitter and Facebook Page so we can expand our knowledge

From our earliest days, BBG's - Jewish women - were challenged to take a stand for what's right. Today we work to better our communities in the hope that we will leave the world in better shape than we found it.

Goal: Engage more young Jews than ever before in Service, Philanthropy, Advocacy, Community Organizing, and Social Entrepreneurship. Empower more young women with a deep and abiding connection to the State of Israel and the skills to advocate for it.

I WILL EMPOWER YOU TO MAKE YOUR MARK BY:

- Empowering regions with resources to hold StandUP Days of Service and Advocacy following the IC model at their own conventions
- Matching BBYO Passport and Impact Alumni with their local political leadership to advocate upon their return home
- Connecting chapter leaders with political leadership through technology, holding monthly G+ fireside calls with elected officials
- Taking the StandUP and SpeakUP Weeks past social media and into the community - do and applaud actual service
- Creating resources on how to contact local officials and advocate for change
- Broadening awareness and education about Israel culture and tradition through varied resources

EXPAND OUR NETWORKS

ערוכות AREVUT * We have a special obligation to one another

I WILL MAKE MY MARK BY:

- Exploring more Ambassador programs to other BBYO Communities worldwide
- Communicating with biweekly emails highlighting chapter leaders across the Movement
- Compiling all locations where resources live and centralizing them for regular use
- Filming video-logs and creating a @BBGNsiah Instagram account to share my travels and experiences more immediately with the global community
- Providing livestream Q&A sessions from BBYO Overseas communities with local leaders so all members can learn directly from our global Order
- Prioritizing close, one-on-one communication - biweekly emails and counterpart videos - with all my regional/council counterparts so we can strengthen the Regional and Council N'sot Network
- Working to inspire and set up the 89th Grand Aleph Godol, the 89th Grand Board, and 69th International Board's to be successful

Jews went Global before it was popular -- and so did BBG. Our network is growing faster than ever and we are far more powerful together than on our own.

Goal: Connect Jewish teens across the globe through travel, new technologies, resources, and exemplary leadership.

I WILL EMPOWER YOU TO MAKE YOUR MARK BY

- Holding monthly Google+ Q&A with 69th Board for anyone to tune in!
- Connecting chapter leaders with similar challenges across the Order to learn together
- Taking first steps toward developing a winter global exchange program that brings 1 American BBYO leaders to overseas communities to experience first hand the communities we are building
- Building Alumni Speakers Bureau to connect talented Alumni with younger girls at their chapters so we can learn from our past experiences and continue to grow
- Strengthening the Chapter N'sot Network with a Q&A blog, monthly hi conference calls, and systems for sharing success
- Sending younger, chapter leaders to national Jewish and Political summits like Gener Assembly and AIPA

GROW OUR MOVEMENT

אהבת גר AHAVAT GER * Love of "the stranger in your midst"

I WILL MAKE MY MARK BY:

- Creating and Sharing Jewish Demographics Map to help regions plan strategic expansion based on Jewish populations, feat Jewish partner organizations & schools
- Exploring BBYO Summer Experiences for rising 8th graders
- Working specifically with each region/council execs to determine which areas of their territory remain untapped, and set up strategic plans for expansion
- Work with region/council leaders to identify struggling chapters and prioritize them

Our numbers are powerful. But as our tradition tells us: "If you save one life, you've saved the world," and every Jewish girl we touch is a world changed.

Goal: Expand BBYO's reach to new North American communities and countries with chapters and partnerships. Build BBYO Connect with innovative programs and powerful AZA & BBG teen leadership.

I WILL EMPOWER YOU TO MAKE YOUR MARK BY

- Developing online Chapter Start-Up Guide tutorial for access by girls that aren't yet part of BBG and want to start a chapter
- Pairing Alephs and BBG's with Connectors as Bar and Bat Mitzvah Tutors so we can help give to the next generation of AZA and BBG
- Tracking membership statistics across the order on a monthly basis and share resources with communities in need
- Running a BBYO Connect summit concurrently to August Execs for Young Leaders