

ALLPH RYAN LOUIS LADD

Aspiring for the High and Honorable Position of the **88th Grand Aleph S'gan**



"We are what we repeatedly do;
excellence, then, is not an act but
a habit." —Aristotle

CAPITAL AZA #2548

- **Aleph S'gan** Spring 2010
- **Aleph Godol** Fall 2010
- **Aleph Kohane Godol** Spring 2011
- **Aleph Mazkir** Spring 2011
- **Aleph Shaliach** Fall 2011
 - Instrumental in the August '10 split of Yitzhak Rabin BBYO into Capital AZA and Ra'naan BBG
 - Active member since freshman year
 - Worked closely with all local staff and advisors

LONESTAR REGION #73

- **Regional Aleph S'gan** 2011
 - Worked closely with Chapter S'ganim to improve LSR Program Excellence Standards
 - Coordinated Regional Convention '11 - increased attendance by over 12%
 - Hosted AZAA basketball tournament at Regional Convention
 - Sent weekly counterpart emails educating about what it means and how to program
 - Had counterparts actively using Program Bank and Dashboard
 - Re-created the Regional Awards Packet to fit new international programming initiatives
 - Facilitated Regional Steering Committee
 - Promoted Third Degree Programming to counterparts and members of the region
- **Regional Aleph Godol** 2012
 - Coordinated January Executives Retreat
 - Created Lonestar Priority Chairmanship network to boost leadership participation
 - Launched new regional initiatives - Membership Momentum, SPA (60, \$500, 30), and chapter I\$F
- **Regional Convention Steering Committee '10**
 - Programming Committee

INTERNATIONAL ORDER OF THE ALEPH ZADICK ALEPH

- **International Convention Steering Committee '12**
- **Coalition of Jewish Teens Chairman '12**
 - Member-in-Good-Standing since Aug. '09
 - Silver and Bronze Shield of David Awards
 - Tree of Life Award

EVENTS ATTENDED

International

CLTC 4 '10

ILTC '11

International Kallah '11

Ambassador to Bulgaria '12#

ILSI '12#

International Convention '11, '12+^, '13#

AIPAC High School Summit '11

February Execs '12

CJTL Summit '11

Regional

• Regional Convention '09, '10+^, '11*, '12#

• MIT/AIT Convention '09, '10, '11, '12#

• Regional Kallah '11, '12#

• Texoma (LSR + NTO) Regional Convention '10, '11^, '12#

• January & August Regional Execs Retreat '11, '12*

Chapter

• Austin BBYO Camp Out '10

• Intake/Kickoff '09, '10^, '11^

• Beau/Sweetheart '11

• 100% of all chapter meetings and projects

ADDITIONAL LEADERSHIP ROLES AND ACTIVITIES

- J-Serve Teen Task Force '11, '12
- J-Serve Participant '10
- JCC Maccabi Games '10
- JCC Marketing Task Force
- National Honor Society
- Mu Alpha Theta

Denotes

* Coordinated

^ Planning Committee

+ Head Delegate

Pending

PROGRAMMING IS FUN, MEANINGFUL, AND INNOVATIVE. THIS YEAR, WE WILL SHOW YOU HOW OUR MEMBERS LIVE IT, WHAT IT MEANS, HOW IT LOOKS, AND HOW IT FEELS TO EXPERIENCE QUALITY PROGRAMMING.

AZAA INVOLVEMENT THRUST

• Create an initiative similar to AZA Shabbat for AZAA Brotherhood weekends to be implemented across the order

- Expand the initiative to be a fundamental part of every region's programming
- Use initiative as a method to increase involvement and engagement
- Promote the use of AZAA programming as an outlet to immerse Alephs in Judaics, activism, and brotherhood
- Work with councils/regions to create inter-region or hub AZAA programming to spark new networking opportunities and create an outlet for more Alephs to get a taste of the international order

INTERNATIONAL CONVENTION '13: WHAT BBYO HAS BEEN WAITING FOR

- Display initiatives, educate priorities, and model top-notch programming
- Increase the number of partners who participate in IC
- **Utilize the political scene in D.C. for lobbying and influential keynote speakers**
- Integrate a college experience into the convention since the location in D.C. is near so many major universities
- An enjoyable experience for any member
- Accommodate for 1,000+ teens and a larger overseas delegation
- Capture the attention of the global community during our convention to exhibit all of the amazing things BBYO is doing to impact Jewish teens and the community
- **IC Steering** Divide into sub-committees
 - Programming Committee:** Responsible for Shabbat electives, ceremonies, and AZAA/BBGG
 - Shabbat Planning Committee:** Responsible for all services and minyans at IC

REVITALIZE THE PROGRAM BANK

- **More fields of navigation** for Alephs to easily find programs they need
- **Connect Program Bank to social media outlets** to exhibit exemplary programs by tweeting and posting the link to top write-ups
- Filter out all weak programs to improve the effectiveness Program Bank
- Use the Program Planning Form as the basis for program write-ups
- Create a Program Bank email managed by the chairs for teens to ask questions, offer insight, or pose problems.

EXERCISE EXCELLENCE

• Pump the new Program Planning Form into all Regions, Councils, and Chapters

- Model programming to our global communities for them to implement strong programming
- Utilize all BBYO resources created in regions and chapters across the order to emphasize Third Degree Programming
- Make Third Degree Programming a standard for every chapter
- Emphasize regional/council S'ganim working with chapter counterparts on their programs
- Give S'ganim different programs in a box to help them understand program excellence
- Highlight chapters that exhibit program excellence to the order through my counterpart emails and featuring "Programs of the Week" on Program Bank

CREATE A COMMITTED CHAIR NETWORK

Program Bank Team

- Selects the top programs to present on the web site
- Manages new Program Bank fan page and twitter handle "@BBYOProgramBank"
- Plans and creates pocket Programs to upload to Program Bank

Program Excellence Team

- Creates new releases for S'ganim across the order
- Promotes releases to all regions and chapters
- Helps facilitate bimonthly chapter/council/regional S'ganim calls

Global Excellence Team

- Works with global community leaders to educate and help with their Programming
- Plan programs on Google docs with overseas leaders to give them hands on programming experience

AZAA Team

- Promotes inter-region/hub AZAA events
- Manages international AZAA fantasy football league

INSPIRE COUNTERPARTS

Regional Counterparts

- Weekly emails with programming tips, chapter counterpart communication advice, and international BBYO news
- Bimonthly calls with all council/regional S'ganim with an interactive power point or presentation to educate on better ways to communicate with counterparts and/or programming strategies
- Inspire counterparts to want to help their S'ganim improve the programming in the region

Chapter Counterparts

- Quarterly interactive calls with all chapter/council/regional S'ganim
- Monthly emails to all chapter S'ganim with programming advice and strategies

My Brother Alephs,

A strong program will leave a chapter member walking out the door remembering why they love BBYO; it will inspire an inactive member to run for chapter board; it will make a member feel included and accepted in a group of Jewish teens. Yes, program content, logistics, Jewish value, and many other aspects are significant, but the underlying value in Program Excellence is derived from that sensational feeling we get from the Alephs that made an impact on us and the new found meaning we walk away from the program with. **The reason many of us are sitting in this room today is because a BBYO program had an impact on us.** Whether it was the new experience or the fun group of older Alephs accepting us into their chapter, the impact was made because we are all here. Programming makes our movement unique from others. **It's time to inspire our members to make the impact, create the meaning, and grow the movement through programming.** I want to see the Grand Order of the Aleph Zadik Aleph grow. We get more members involved by stronger and more empowering chapter programming. Our next steps will be to capitalize on the AZAA programming initiative and continue to expand International Convention. AZAA has the potential to become a global Jewish basketball league. It will become the common gateway for unaffiliated Alephs into our movement. International Convention will serve as the paramount event for Jewish high school teens across the world. We have so many great opportunities to make an everlasting impact. With the help of my programming team, I envision a new pride for programming at all levels. We are going to build our movement through programming.

Fraternal submitted with undying love for Capital AZA #2548, Lonestar Region #73, the International Order of the Aleph Zadik Aleph, and the program that made us realize how much this organization truly means to all of us, I remain,

R.L.

Aleph Ryan Ladd