

The International Order of the B'nai Brith Girls

Where I Learned How to Sail

- AZAH/BBC: International Convention 2015 Press Corps, Social Media moderator and blog writer
- Chosen to be the Point Person for the BBYO-Maccabi Tzair Partnership. Gold Coast region has a budding partnership with Israeli teens in Maccabi Tzair, in which I will spearhead
- Chosen to aide the International Shlichim in strengthening our new Speak URI initiatives, a sect of the International Leadership Network. Works alongside other international teens to promote and execute creative programming regarding #Teens4Israel and Beneath The Helmet initiatives
- CLTC 1 2013: Keshet Cholim BBC #612
- ILTC 2014
- Helped plan and carry out a program in which all participants participated
- Kalish 2014
- Led Shacharit services alongside my dorm, as well as a convention wide program
- Ambassadors to Bulgaria and ILST 2015
- International Convention '13, '14, '15
- Recipient of Silver/Gold Stars of Deborah and Menorah Pledge Principles I-Awards
- Chosen to represent BBYO at AIPAC High School Summit '14
- Relationship Driven Recruitment IC Pre-Summit '15
- Inducted member (2x, June 2013 and July 2014)
- Denotes Future Attendance, Denotes Delegate

Nesichot BRC #2507: Where I Dock

Chapter Follows a 6-month term

- Mazkirah Spring Term 2013
- Created a chapter Instagram with over 100+ followers
- Re-activated the chapter Twitter
- Began the chapter's first ever phone calling system
- Spent Fall Term 2014
- Established new method of programming in which big and little sisters paired up to lead programs, giving experience to new members as well as building bonds
- Nesichot Spring Term 2014
- Won Gold Coast Region's "Chapter of the year" during my term (This is an award given to one BRC and one AZA chapter. It denotes the largest success of a chapter all around)
- Aided the board in the planning of 3+ Shabbats
- Helped to raise membership by nearly 20%
- Mazkirah Fall Term 2014
- Acted as a resource for the chapter board, especially the new Nisich
- Cheer Committee Captain SRC 2014
- Helped lead the chapter to win the "CCR Spirit Stick"
- Inducted member (2x, May 2013 and December 2014)
- Lead 10+ chapter programs
- Attends all chapter Shabbat and coordinated Chapter overnight
- Member in good standing since April 2012
- Denotes Future Attendance, Denotes Delegate

My sister B'nai Brith Girls,

There is something to be said about the vast body of water that is the ocean. There is something so magnificent about the way that all oceans are made up of tiny drops of water, that I've always felt a sense of undeniable curiosity drawing me towards the shores. I fell in love with BBC because we are an ocean. We band together as chapters and regions, the drops, to create a force to be reckoned with, our BBC Ocean. At the exact same time, oceans have served as blockades for as long as I can remember. Blocking off communication as well as weakening the extents our globalization, the ocean makes the order almost un-navigable.

This next year, I want to charter our entire ocean. This next year, I want to bring our shores closer than ever before. This next year, I want to set sail with a new destination in mind- the destination of a unified International Order.

With new globalization and fundraising tactics, our ship will be sink proof. With new methods to communicate, no one will be left shipwrecked.

My sister B'nai Brith Girls, this next year we will reach uncharted islands and foreign lands, and we will do it together.

Submitted with undying love for the 7 seas of BBC, a unified Jewish community worldwide, and the undeniable prosperous future of our order, I remain,

Amanda Carly Iserson

Proud Candidate for your 71st International Mazkirah

Shaping the oceans of the B'nai Brith Girls



Amanda



Carly Iserson

Proud candidate for the high and honorable position of your

71st International Mazkirah

Gold Coast Region #51: Where I Found My Destination

71th Regional Mazkirah [Full year term]

- Re-established regional Instagram, Twitter, and newsletter [Gold Coast Times, sent out total of 6 issues]
- Established regional blog, Facebook group, Snapchat, hashtag [#KLUWCRC] and YouTube
- Created an easily accessible website: www.gcrcbbyoheweekly.com featuring: New member pages, event pages, gallery, "What Are People Saying about CCR", info about R-board, and much more
- Designed and created Gold Coast's first ever mobile application
- Created a feature called "Alien of the Month": one member a month is recognized for their hard work
- Established a Remind101 [over 180 subscribers receive my messages]
- Paired up with Lake Ontario Region BBYO to become cousin regions. This is a new program that The Mazkirah teams of LOR and CCR have established. We worked to create an application in which we asked about our members' interests and from there, we paired up members of our regions to become "cousins".
- CCR's newest member initiative that went international "Let It Grow": benefitting regional and international membership but also proceeds to I\$F
- BBYO Connect Committee 2012-2013
- Helped coordinate two Connect programs, a Luau kickoff and a Museum Engagement event
- RLI Mazkirah Network Chair Woman
- Leads a team of 6 to strengthen the communication happening inside Gold Coast [through blogs, videos, etc.]

Places I've Sailed

- AZAH/BBC: 12, 13, 14, 15
- Summer Sizzle 12, 13, 14
- Kickoff 12, 14
- Lake Ball 14
- Boca Formal 12, 14
- Exes 12, 13, 15
- MIT/AIT 13
- LT 13, 14
- SRC 13, 14, 15
- SCR Steering Overnight
- Mind Body Attitude (MBA) Night 15
- Big Three 14
- [The first ever all Florida Convention consisting of: NFR, CCR, MIA, the three FL regions] Led a team of 30+
- steerers, leading a convention of 270 teens
- IC Launch Party 12, 13, 14
- Delegates, Coordinator, Steerer, Future Attendance



Pull down for Chapter and International Qualifications



"Individually we are one drop. Together, we are an ocean."

- Ryunosuke Satoro

International Service Fund

How will we pay for our trips?

- Create an ISF Fundraiser database that can be used for guidance [subpage of the program bank]
- Make and distribute a "Fundraiser of the Month" in case chapters/Gizborim have trouble brainstorming
- Work with 24th Mit Mom to create a form in which all Regional Morim submit: with detailed descriptions on how they have been teaching MITs about ISF
- Establish an ISF website: members can check to see the money raised so far/the length from our goals
- Continue the 70th board's efforts to ensure that every chapter holds 1+ ISF Fundraiser each term
- ISF Twitter: with updates each time \$\$ is raised
- ISF Push week: We will strive to raise an attainable yet extensive goal movement wide using incentive

New additions to social media

How will our ships advance?

- New social media initiatives including:
 - BBYO Instagram, Snapchat, Remind101
 - New hashtags including:
 - #LoveTheMovement
 - #OneMovement
- Utilizing Push week:
 - ILTC/CLTC/IC/Etc push weeks will be activated, each with their own corresponding hashtags

My Oath to the International Order

How can I continue to maintain myself as a BBG?

- Act as a resource to all Bnai Brith Girls, regardless of our level of Friendship.
- I emphasize the fact that I am always here for help
- Help inspire members to reach for the stars, because I have full faith in our order's potential
- Put my all into BBG and the 7th board this next year

Communication alongside the Magkirim

How will anyone know about our journey?

- Ensure that all chapters/regions have an updated website for regional/chapter use, and use social media, etc. avidly
- Further broadcast BBYO's branding system via a section of the international website entitled "Best Brands of BBYO", recognizing the variety ways to use the BBYO logo correctly
- Send out two releases monthly: expanding my counterparts database of resources such as: business meetings, notes, etc.
- Once a month: Regional Counterpart calls in which we can bounce off of each other's ideas: what has worked for us, and what we need to keep working on
- Restart BBYO's International newsletter, and expanding it by accepting articles written by members across the order
- Recognize those regions that have gone above and beyond to provide incentive (International Accomplishment blog)
- Parent communication continuations: parent question and answer calls, Remind101 to solely parents, etc.

Globalization: How can I ensure that our ships keep sailing?

- Every region gets a "cousin" region. I will work alongside my co to pair regions up based off of size and other important similar aspects, in order to strengthen our ties across the order, as well as create International Friendships that will be maintained
- Establish international cousins in which anyone who wants to participate could be paired up with someone across the order [via Form]. The cousin does not need to come from your region's cousin, opening up new gates in globalization never seen before
- Each member of the GNC acts as a point person to a specific International BBYO region- ensuring that the strongest leaders of our order create strong International ties, as well as ensuring that each growing International region is in strong and stable hands
- Recognize Alephs or BBGS who have gone beyond as "Globalizers", providing them with a portion of the ShoFar to share their stories and success tactics (i.e.- Someone who raised tons of money for ISF)
- Work with my counterpart to establish a weekly or bi-weekly GNT call- solidifying our need for members to be educated, as well as encouraging 6+ international teens on each call
- Start a "BBC Tradition Handbook": Each region will fill out [via a Form] with all things they do ceremoniously as a region
- Enlist the help of the 9th/7th International S'garim to create meaningful programs regarding Globalization, making it fun to learn
- Emphasize the need for Globalization by sending out releases entitled "Why We Globalize", each with a different call to action the end
- Israeli Pride week: instituting video chats and social media hashtags to discuss and express our love for Israel, as well as learning about Israel through unified and exciting methods

Goals and Ideas

Where will we sail to?

ILTC 2016: How will I inspire future captains?

- ILTC Push week, similar to CLTC push week
- Create a document in which N'siot and Godolim can fill out with potential attendees, which I will then encourage to attend
- Raise \$5,000+ dollars for ISF
- Proactive surveys that participants can fill out beforehand- so I know what I need to know about each teen going into the experience [ex: Do they get homesick?]
- BBYO trade day: Pre-ILTC recommends that everyone should bring a shirt for exchange- everyone will go home with a shirt from a participant [We take a piece of ILTC home with us]
- Make sure the environment evoked at ILTC is a positive one that reinforces participant's ideas and goals, not the opposite
- A diverse delegation ever seen: (at least 3+ from each region [as well as a large international delegation])

Working alongside my Magkir Counterpart

What is a captain without shipmates?

- Weekly calls to discuss where we stand, as well as day-to-day communication
- Act as strong role models to the Order
- Create the strongest layer of MC-OSK EVER
- Get to know my co on a 1 on 1 level

7th board: How can I be a part of the fleet?

- Establish position specific databases as resources for our counterparts, as a subpage of the BBYO website
- Act as a resource for all board members
- Take A+ business notes to post on a database for the N'siah to access, and for future N'siot access
- Attend 100% of board meeting/retreats, as the bond of the board is what makes a board strong.



Flip up for regional qualifications



This order bands together to create the largest body of water the world has ever seen: the ocean. Although our BBG ocean is always growing and changing, there is one thing I know to be true. Oceans can act as barriers and aide isolation, or you can jump on a ship and sail the open waters.

Which will you choose?