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My sister B'nai Brith Girls,

Each and every one of us is clothed in strength and dignity. But on top of that, we are clothed in the things that inspire us get up in the morning and pursue onward. That thing, whether it's a cause, a person, or a belief; it's that thing that gives you the little butterflies in your tummy when you think about it. Someday, if you're lucky, the thing you love to do and the thing you were born to do intertwine. For me, this was within Mazkirah. But I know for a fact, some of us in this room have not found our purpose or passion in BBG yet. If given the opportunity, I want to lead each and every one of you reading this to find **your** purpose. Our journey together will not stop there; after that, we will discover **your** individual passion. I promise you, my fellow BBGs, I will not stop pursuing onward until each of you succeeds. Let us continue hand in hand to a more purposeful Gold Coast, to a more passionate Gold Coast, and let us do it together.

Submitted with undying love for the hidden passions inside all of us, I remain,
Amanda Carly Iserson

Proud candidate for your 11th Regional Mazkirah

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Nesiehot BBG #2507

Where My Passion Began

- ♥ Mazkirah: Spring 2013
 - Created chapter Instagram as well as re-implemented a phone calling system
- ♥ S'ganit: Fall 2013
 - Planned/led 10+ programs at the chapter level
- ♥ N'siah: Spring 2014
 - Worked alongside board to plan chapter shabbats, convention, and to recruit 5+ new members
- ♥ Member in good standing since April 2012
- ♥ Attends 100% of meetings since first time joined

Gold Coast Region #51

Where My Passion Grew

- ♥ AZAA/BBGG '12, '13 ♥
- ♥ Summer Sizzle '12, '13
- ♥ Boca Formal '13
- ♥ Execs '12, '13
- ♥ MIT/AIT '13
- ♥ LTI '13
- ♥ SRC '13, '14 ♥
- ♥ Administrative Assistant of IC Launch party '13
- ♥ BBYO Connect committee '12-'13
- ♥ BBYO Connect: Luau & Kickoff
- ♥ Majority of regional Oneg/Shabbat

International Order

Where My Passion Became Purpose

- ♥ International Convention '13, '14
- ♥ CLTC 1 2013
- ♥ ILTC 2014 ∞
- ♥ Kallah 2014 ∞
- ♥ Winner of Menorah Pledge Principles Award

♥ Denoted Steered

∞ Denotes Future

Goals and Ideas

Finding A Purpose With Chapter Counterparts

- ♥ Maintain all social networks
- ♥ Create and maintain a GCR Mazkirim website
- ♥ Work with all Mazkirim to send out a bi-monthly regional newsletter
- ♥ Monthly calls with my chapter counterparts to ensure effective communication skills
- ♥ Encourage a constant summer program push in each chapter
- ♥ Frequent chapter counterpart meetings and training sessions

Helping Each BBG Find Her Purpose

To bolster attendance, I plan to:

- ♥ Advocate for convention via snail mail and baked goods
- ♥ Participate in parent call conferences if necessary
- ♥ Use friendly competition to reward chapters with most people at each meeting and at regional events
- ♥ Maintain a relationship with each and every BBG to make sure they are fully getting the right BBG experience

Finding A Purpose With My Aleph Counterpart

- ♥ Add monthly YouTube videos pushing the upcoming events
- ♥ Maintain daily contact discussing our duties
- ♥ Bi-monthly meetings to discuss face-to-face how we plan to renovate and renew our techniques
- ♥ Mazkirim co-ed dinner nights to make sure counterparts are working hard

Finding A Purpose Within the Order & Across The Globe

- ♥ Set up a pen pal system with another region
- ♥ Establish Skype dates with chapters around the order
- ♥ Work to have people from other regions attend our regional conventions
- ♥ Send more teens on International Convention 2015 than ever before
- ♥ Develop a stronger International presence by sending more girls on summer programs
- ♥ Work to bolster our communication with the other Florida regions, as they are our neighbors

Finding A Purpose Alongside 11th Regional Board

- ♥ Nsiah: Maintain constant communication and frequent updates, as well as reach out to assist her in any way possible
- ♥ S'ganit: Work to make our region aware of our S'ganit's unique programs as well as increased convention attendance
- ♥ Mit Mom: Make a conscious effort to communicate Connect events as well as make sure that all prospects are aware how to sign up
- ♥ Sh'lichia: Work to publicize all Oneg and shabbats so everyone is aware and attending
- ♥ Gizborit: Make sure that all fundraisers in each chapter are properly publicized as well as a success
- ♥ Work cohesively with the entire board to make this term successful
- ♥ Not only will board's ideas be considered, but **all BBGs** opinions, goals, and ideas are considered and taken into full account.