

הנהגת התנועה



My sister B'nai B'rith Girls,

If you had a single **picture** to represent your experiences in BBG, what would it be? Most likely, you would be surrounded by smiling **sisters**. You would be standing next to the older girl who brought you to your first event; the girl your age who has become your best friend; and the younger girl to whom you are a mentor.

This picture is BBG.

In 20 years, we will not remember the details of our first Spring Convention, Beau/Sweetheart Dance, or Inductions: we will remember **the warmth** that we felt throughout our years in BBG. We have the opportunity to **develop** this picture for Jewish girls everywhere, becoming the "older girl" in the image, the first view through the **lens** of the best years of a girl's life. The BBG experience.

A picture is worth a thousand words. As your regional Morah, I will **ensure** that every single one of those words is more positive than the next. In 20 years, every single past, present, and future BBG from Central Region West will look at her picture of BBG and **smile**.

Submitted With Undying Love For,
Central Region West BBG #45, Atz' Chaim BBG #2043,
and the **beautiful** image of every girl in BBG,

I Remain,

Micaela Laber

Proud candidate for your 62nd Regional Morah

qualifications

Central Region West #45

CALLahfornia '13 ●
Beau/Sweetheart '13 ★
After the World Ends Dance '12
RLTC '11 & '12 ● ▲
Regional Business Meeting
10/'12 & 2/'12 ▲
CRW Executives '12 ▲
Kickoff '12 ▲
Spring '12 ● ▲ ■
Blue and White Dance '11 & '12
Fraternity/Sisterhood '11 & '12
Mar-Win House Party '11
Kallah '11

International Order

-Gold Star of Deborah Award
-Eternal Light Recruitment Award
-International Leadership Training Conference (ILTC) '13
-BBYO/Hebraica Argentina Partnership '12-current

● *Steering*

★ *Coordinator*

■ *Recruitment/Publicity*

▲ *Highest chapter delegate*

Atz' Chaim BBG #2043

N'siah- Summer '12

-planned first "Love and Leadership Convention"
-held leadership and Parli-Pro workshop with regional staff guest
-led highest BBG attendance at CRW business meeting
-began joint business meetings with HoD
-recruited our first advisor in over 3 years
-initiated partnership with Temple Emanu-El in San Jose

S'ganit- Winter '11/12

-improved organizational effectiveness of the calendar
-increased # of girls from chapter at regional events
-increased # of events with other chapters
-ensured that every member, new and old, had the opportunity to plan events
-planned leadership-training programs

Morah- Summer '11

-increased chapter membership by 20%
-planned first P.I.T.
-wrote 40 page Traditions Packet
-developed prospective roster
-wrote script for prospective calls and made them weekly
planned Inductions, Traditions Night

YoMo- Summer '11

-designed a brand-new website
-added new aspects to the website
-"how to join", information packet, pages for board positions

Mazkirah- Winter '10/'11

-sent out emails earlier than had been in the past
-notified members of events at least 3-4 weeks in advance
-weekly calls, texts, emails, and messages
-collected attendance for all events

Proud candidate for the high and
honorable position of your sixty-
second Regional Morah

Picture the upcoming year for Central
Region West: this will be the year to be
inspired, to be **optimistic**, and to **develop**
the path for future B'nai B'rith Girls.

picture it.

goals and ideas

Parent Involvement

- Chapter and/or Bay P.I.T. events
- Blogs at conventions to let parents and members not in attendance know exactly what we are up to
- Parent's Guide to CRW BBYO release
- Live streaming of cool parts of regional events, including business meetings and midstates/states, showing Parli-Pro and an inside view of what goes on at events

Projects

- Regional CRW Encyclopedia/Traditions Packet: Encourage counterparts to create equivalent on the chapter level- they then put the two together and provide it for new and old members
- Grade Spirit: Class of ___ apparel, grade-based events which provide something to look forward to in future years, e.g. competitions between classes. Good way for BBGs/Alephs to meet people their own age right from the start, particularly 8th-sophomores.
- Morahonline (website) kept updated, with international, chapter-provided, and personally-created resources and releases for all of CRW
- Morahonline (website) will have a blog section, where I will post weekly updates about visitations, goals, accomplishments, etc., and tons of pictures and videos from the events I attend

"Taking pictures is savoring life *intensely*, every hundredth of a *second*."

-Marc Riboud

Membership

- Work with individual chapters to evaluate and determine proper recruitment goal (each chapter is different: personalized goals lead to success)
- Organize Regional Prospective-a-thon day: every chapter gets together to make prospective calls. This also educates non-morah members about the chapter and recruitment
- Create a senior survey about what seniors want from their last year in BBYO- and give it to them
- Tour Jewish Day Schools (i.e. Yavneh, Brandeis, Hausner) with chapter morot to give presentations

Counterparts

- Bi-weekly calls, that will be scheduled at the start of term with each morah
- Monthly morot bonding: group google+ calls, or south, east, and north bay morot dinners to share successes, challenges, and ideas.
- Encourage chapters to hold P.I.T.s, and even have chapters located near each other have joint Parent-In-Training events, if it works best for them
- Send personal hand-written letters congratulating all newly elected chapter morot
- I will attend all the MITs, PITs, and other morah-designated events, supporting my counterparts
- Offer and provide assistance in planning their Member-In-Training (MIT), Inductions, and P.I.T.s.

Me as Morah

- Lead by example- be a positive role model 24/7
- Have an optimistic attitude at all times
- Never give up on goals
- Become a mentor to all chapter morot as well as all members
- Make an effort to meet everyone during visitations
- Set up girls for success and encourage every person and chapter to set unique, individual goals
- Have weekly "office hours"- time in which you are guaranteed to be able to reach me
- Face challenges head-on, overcoming all obstacles no matter their size
- Make CRW #45 my absolute priority above everything else
- Dedicate my heart and soul to our region's success
- Be the best 62nd regional morah that I can be!

"A good *snapshot* keeps a moment from *running away*."

-Eudora Welty

BBYO Connect

- Continue chairs in each bay- meet with morim and chairs to encourage chapter involvement in these events because these are future members
- Have J-Serve go to middle school sites and do programming with CRW after in order to introduce middle schoolers to BBYO
- Have "BBYO Connects to Connect" events: after a BBYO Connect event, the middle schoolers go to a local event and shadow a BBG in order to get excited about joining
- Request surveys from participants after events for immediate feedback