

To my sister Bravi Briti Giv  
reading this platform  
Hola Zapabo דיבך  
Zapabente Dia duit  
Hello!

My name is Samantha Levinson and I'm happy to be here today, running to be N'siah of our 67th year because we are being forced to grapple with the problems that our sisters have been trying to grapple with throughout the past 66 years, but the demands didn't force them to do it. The 67th year demands that we grapple with these problems. That we stop talking about what BBG is and that we choose what we want it to be. No longer can it be a choice between what we can do and what we will do, we must make BBG what we want it to be!

My previous dedications to BBG and everything I promise to do as N'siah make me confident that I can be the one to make the 67th year the year we make the order right for you!

I'm going to be here to empower each of you within this wonderful sisterhood 60 minutes a hour, 24 hours a day, 7 days a week from beginning to the end of the term, respectfully submitted to you, my sister and friend, with undying love for making this order right for today I forever remain,

Samantha Rene Levinson  
happy to be a candidate for your 67th International N'siah



- Northern Virginia Council #50
- N'siah 2010-2011
  - Entered term being told that it could be the last year for NoVA Council, turned the Council around to become the thriving Council that it is now
  - S'ganit 2009-2010
  - Council Convention 2008, 2009 (steered), 2010 (coordinated)
  - Sweet Heartthrob 2008, 2009, 2010 (coordinated), 2011
  - BBG Shabbat 2007, 2008, 2009 (coordinated)
  - Chapter XXs Spring 2008, Fall 2008, Spring 2009, Fall 2009 (steered), Spring 2010 (steered), Fall 2010 (coordinated), Fall 2011 (coordinated)
  - Council Kickoff 2008, 2009 (coordinated), 2010
  - MIT/AIT Trip to Hershey Park
  - BBG Spirit Day 2009
  - NoVA Council Powderpuff 2008 (coordinated), 2010
  - Constitution Committee 2009, Constitution Committee 2011 (lead)
  - Ratified NoVA BBG Constitution
  - Israel Ambassador 2009-2010
  - Coordinated multiple community stakeholder meetings
  - Ran Monthly Council Meetings 2010-2011
  - Attended all council programs from 2007-2011 within reason

- Previous Dedications To BBG  
International Order
- 22nd International Sh'lichah 2010-2011
  - Global Ambassador to Argentina 2010-2011
  - International Integrating History Chair 2010-2011
  - International Programming Excellence Chair 2009-2010
  - Administrative Assistant IC 2010
  - CLTC 3 2008 (Beshert BBG Sh'lichah)
  - ILTC 2009
  - Kallah 2009, 2011 (coordinating)
  - ILSI 2010
  - August XXs 2010
  - Feb XXs 2010, 2011
  - IC 2009, 2010 (steering), 2011 (head delegate)
  - International Board Strategizing Weekend 2010
  - Panim: Big Easy Summit at the General Assembly (attended Jewish Futures Conference)
  - AIPAC Policy Conference 2008, 2009, 2010
  - AIPAC High School Summit 2008, 2009
  - AIPAC Winter Saban 2009
  - Spoke at BBYO Board of Directors Reception and Board of Directors Retreat
  - Silver Star of Deborah
  - Gold Star of Deborah
  - Eternal Light Award
  - 85/65 Award
  - Damn Proud Member since January 2007
- International Terms-1 year  
Council Terms-1 year  
Chapter Terms-1/2 year

- Northern Region East
- RLC 2007
  - RLTI 2008, 2009, 2010 (lead elective and service)
  - RC 2008, 2009, 2010 (coordinated)
  - Kallah 2008, 2009 (steered), 2010
  - BBG Shabbat 2010
  - J-Serve 2008, 2009, 2010
  - Shuls of the Month
  - N'siot XXs (coordinating)
  - IC Sprit 2011
  - Lahat BBG #0339  
Regional Spirit Gavel Winners 2010
  - N'siah Spring 2009
  - Began as smallest chapter and made the largest chapter in NoVA Council
  - Madricha Fall 2009-present
  - S'ganit Fall 2008
  - Mit Mom Spring 2008
  - Chapter Convention 2008 (coordinated), 2009 (coordinated), 2010
  - RLTI Sprit Committee
  - RC Sprit Committee 2008, 2009
  - Kallah Sprit Committee
  - Won BBG Sprit Day (while N'siah)
  - Ran weekly chapter meetings Spring 2009
  - Attended all chapter programs from 2007-2011 within reason

BBG-Empowering Girls to Make  
it Right since 1944

# What I'll Do As N'siah

## For My Counterparts

### Strengthen the N'siah Network

- Become friends with each N'siah so that we can communicate on a personal level
- Send monthly flow-Tos on being N'siah (i.e. how to edit a constitution, how to work with your co, etc.)
- Revive Hamakor and send an issue out monthly
- Unite the counterparts with each other through a sister N'siah program, each N'siah would have a Sister N'siah that they don't know well and they'd listen and help each other throughout the term
- Once the Winter Regional N'siot are elected establish a Bigs and Little system with Spring term and Winter term N'siot, so that everyone is on the same page
- Have specific calls on issues N'siot are struggling with and have affected counterparts call in
- Combat senior burnout by showing appreciation for the N'siot through a Hamaklah Larry, text messages, calls, hand written letters
- Make how the I-board works clear and help N'siot implement similar systems within their R/C boards
- Utilize video conferencing to hold different orientations, mixers, and answer questions

## For the Board of Directors

### Be a voice to the teens at every meeting

- Help them understand teen priorities so that everything they do is in our best interest
- Ask teens how they feel about the 5 year plan and give the Board our honest feedback
- Film Board Retreat so that teens can see what the Board is doing

## For August and Feb XXs

### Utilize this meetings time efficiently and make it most useful to the XXs

- Don't make it just about launching initiatives, make it what the XXs want
- Evaluate weakness within each R/C at August XXs and work with the board to create and action plan for each R/C
- At Feb XXs check in with the R/Cs to see how successfully each plan went and make edits to the plan for the next 6 months

## For the International Chair

### Network

### Truly use the chair as an extension of the board

- Don't go into the year with a set number of chairs, ask the order and the board which chairs would be most effective to them first
- ReEstablish an MBA Chair to make sure Mind, Body, and Attitude is incorporated in programs more frequently>Create Service Chairs that would make Ready-to-Run services for convention
- Ensure that chairs are not just a title and that real, helpful work is being produced

## For FAN and Staff

### Keep OUR priorities on the fore-front

- Create Teen involvement in FAN programming, much like in Teen Connection
- Establish Internship system with college alumni in regional council offices
- Send a newsletter to parents from the I-board to get parent buy-in
- Align the teen agenda with the staff agenda at staff conference and ensure we are working towards a common goal
- Facilitate communication between counterparts and their staffs and be a part of the new staff hiring process
- Expand Advisor training so that girls have the best possible adults in their chapters

## For the Position

### Represent the Order With Honor and Pride

- Never take for granted my opportunity and be a committed N'siah from beginning to end
- Personally ensure that no region/council will fold
- Help new regions/council flourish
- Be the best sister I can be to all

## For The Whole Order

### Make this platform a promise to every B'nai B'rith

- Have more frequent state of the unions via youtube, where members can hear about the order but also can submit questions
- Create a new promo video
- Make the blog interactive by having moving maps, sound bits, and places for questions
- Maintain an active Twitter
- Work with the PR team to make sure the information to the order is excellent
- Update the Stats on the top of Dashboard to accurately reflect our order's growth

## For International Experiences

### Make experiences cheaper by securing funds to subsidize the programs

- CLTC-Create more sessions, -Bring CLTC to the West-Coast,-Create a more coordinator driven curriculum
- Perlman Programs-Work from the beginning of the year with the Sh'lichim and Mazkirim to strengthen the program
- IMPACT Programs-Establish more BBYO ownership
- Passport Programs+ILSI-Have some teens prepare before the experiences to have youth-led programming
- Panim programs-Have teen coordinators at each program, in order to make the programming more engaging
- IC-Have a bigger IC in Atlanta that involves more the body because it's cheaper, has a wider variety of members plan programs, and can be accessed virtually for those that can't attend
- Create a summer before 9th grade experience
- Create a WLTC (winter leadership training conference) for winter regional/councils
- Have the coordinators for all programs out sooner

## For Our Community Involvement

### Use the community around us to make a difference

- Promote March Of The Living so that the BBYO delegation is not just from the same 5 regions
- Increase BBYO's involvement with AIPAC so that more teens can attend High School Summit, Policy Conference, and Saban
- Establish a relationship with the United Jewish Communities so that BBYO members can attend their programming (i.e. The General Assembly, Relief Trips Abroad)
- Get more teens to come to Jewish heritage celebration at the White House
- Get the CJTL to stand with us on OUR initiatives and create a bigger impact

## For Our Order's Initiatives

### Create an I-board Website to be a one-stop-shop to know what's happening in the 67th year

- Establish BAZGAZ...The B'nai B'rith Girl Games to have sports leagues much like AZAA
- Create more Simultaneous Dates and Programs to go along with it so that BBGs across the world can be doing the same things, together! (i.e. Stand Up Week, MBA/FRAT Weekend)
- Promote inter-regional/council programming so that we can make more friends
- Integrate degrees of Programming into BGG vocab by having the Programbank organized by degrees
- Streamline the Stand Up! Reporting process so that it's easy and accessible
- Stand Up For Each Other-Continue during BBYO summer experiences with The Summer to Stop Verbal Violence
- Have Online thermometer for ISF Pledge so regions/councils know where they are in terms of meeting their pledged goal
- Make Speak Up! an integral part of BGG and work the Israel chairs to enable members to be better advocates for Israel in the 67th year

## For 67th Board

### Move away from the "promoter" mentality and towards a mentality of being resources to help the order

- Redefine the role of the board for future years
- Identify focus regions/councils for the board to work with more closely
- Plan two successful retreats that unify, align, and strengthen the board
- Give board members monthly workbooks so that goals are met
- Conduct Internal/External evaluations of the board so that it is constantly improving
- Promote more inter-position work, so that every aspect of BGG is getting touched on
- Have the board maintain an updated dashboard
- Upload board platforms/speeches post elections so that we are accountable to the order for what we promised

## For My Travels

### Have a prepared agenda before each visit

- Prepare ready-to-run programs and ask the teens what they'd like me to run
- Send teens the evaluation as well as staff at the end of the visit and follow-up with a call to walk them through it
- Upload hand written journal entries to the blog to give the entries authenticity
- Meet with community stakeholders to generate excitement around BBYO
- Create an online database with programs for N'siot to pick and choose what they'd like me to do
- Prioritize my visits by regions/councils that need the most help, and understand that no two visits are alike some r/c may need me to meet with their board, their chapters, their adult board, their FAN, and/or attend a convention

## For our Order's Rich History and Values

### Give BGG a value in Hebrew that embodies the Menorah pledge principles

- Create an online archive where all the documents collected this year will be available to every member
- Have each member of the board as well as myself create releases on how to make the menorah pledge relevant today

## For our Overseas Communities

### Look at the next step of having these communities

- Visit each community that we have ambassadors to
- Give the order more updates on my travels via video, twitter, Facebook, etc.
- Utilize the ambassadors to fund raise to get more of our overseas brothers and sisters at IC, Summer Programs, and other major events (i.e. Bulgarians at ECK)
- Have a Global Ambassador page on dashboard with every communities SWOT analysis and ready-to-run programs about each community
- Do simultaneous programs, unite on values (i.e. Tikun Olam, Stand Up! together, etc.)
- Develop strategic plan for each community based on SWOT analyses and use the Global Ambassadors to carry it out
- Create BBYO trips to other communities following the Ambassadors to Bulgaria model

## For AZA

### Work cohesively

- Be a team with the GAG and the 87th board and understand that for a region/council to truly be successful it's BGC AND AZA need to be strong

## For theXXs Body

### Be Transparent to the body

- Release I board work books, frequently send updates, and be in communication with each N'siah/Godd
- Create similar groupings of regions/councils by struggle/hub to strengthen targeted areas
- ReVamp Conference Calls to be useful to the body and not just reiterating what was said in an email
- Create Task Forces that help decide the agenda for Feb XXs

## For the Chapters

### Build a strong base at the grassroots, chapter level

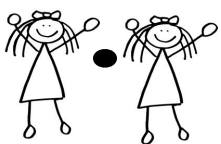
- Connect the I board to their chapter counterparts so that more members are being touched
- Look at the makings of a Minim Albert winning chapter and give the chapter the tools to emulate this
- Bring back the Induction Certificate and pin which goes to every BGG from the International Order upon her induction
- Create a Member of the month award to recognize amazing BGGs!
- Visit Chapters with enthusiasm and love for BGG
- Create Back to Basics Releases that outline how to do what may seem obvious, but isn't always clear
- Revitalize B-linked.org sign up, and make it so that if you hit "attending" to a Facebook event B-linked.org records that
- Bring back Chapter XXs before IC to have Chapter N'siot and Godolim from across the order work/learn together

## For Engagement and Teen Connection

### Enable every Jewish Girl to be a part of this magnificent sisterhood

- Find the demographics of each community and calculate the % of teen Jewry that BGG is hitting and work to hit higher percentages in each community
- Focus recruitment during December and January which are traditionally the slowest months
- Define Big City Recruitment v. Suburban Community Recruitment because it's different
- Continue teen ownership of Teen Connection, establish TC committees in each region/council by December, and define what the transition between TC and BBYO should look like
- Work on making Jewish Identity Programming part of TC so that the programming has more depth
- Work with Panim on their new Panim: Teen Horizons programming to make sure BBYO teens are involved

## Sisterhood



## Judaism



## Recreation

