

## Aleph Sam Feder

Candidate for the high and honorable position of VAC's 31st Aleph Moreh

### **My Brother Alephs,**

I can not express how incredibly proud I am to call you that. BBYO is truly a special place that has given me so much in the past four years. Yes, it's given me a space to grow into my Jewish identity, but it's also given me some of my best role models like Jarrett Goulden and Mike Stein, who taught me how to navigate new situations and meet new people. It's given me some of my closest friends like Eliot Zedd and Brett and Blair Bishop, who I'm grateful to have in my life everyday. And it's also given me the opportunity to grow as a leader, both through chapter and council leadership roles, but also through learning to be a role model myself for our young guys like Drew Conley and Avi Greene.

I mentioned Jarrett Goulden and Mike Stein earlier. It's those same to guys, and many more, who most importantly taught me that your time in BBYO is short. For anyone younger Alephs reading this: high school flies by. My first Spring Cultural feels like it was yesterday, and today I want nothing more than to give back to this same brotherhood that has given me so much.

If elected your 32st Aleph Moreh, my goal would be to follow the "3 R's" (Recruitment, Retention, Reeducation) program for VAC AZA as best as I can.

**Recruitment:** After a long year of limited movement and recruitment because of COVID-19, I recognize it would be my responsibility to lead our region in a push to locate and recruit new members as we transition back into our normal programming. My plan to take on this challenge would be to both assist and take on a "big brother" approach to our chapter Morem throughout the year. During my time as a chapter Moreh I found that I was most motivated when asked to do specific tasks by my council Moreh, so I think giving my chapter Morem a monthly or biweekly checklist with tasks such as "contact three new prospects" or "talk to your chapter about CLTC at your next program," would be a great way for me to keep both myself and my counterparts busy, but organized, throughout the year.

**Retention:** Member retention is another challenge our council has struggled with in recent years, however, I feel fully determined that myself and the other chapter and council leaders will be able to tackle this responsibility. It's important to recognize that retention of new and old members begins at the chapter level, no matter where in our international order. As Aleph Moreh I would do my best to make sure our chapters are offering the best experiences we can provide, because as exciting as other retention programs like MIT-AIT, Regionals, and Brotherhood Weekends may be, the next generation of leaders in BBYO comes from chapter level experiences and running for chapter board.

**Reeducation:** Finally, I believe another goal of our council this year should be to reeducate our "paper members" and members that may have fallen out of touch with BBYO over the COVID-19 pandemic. These members need to be treated like prospects when being reinvited

to programs, but simply making them feel welcome and reintroducing them in BBYO is a great way to re-spark an interest in BBYO.

Brothers, I truly believe that next year will be ours, but that only if we are willing to put in the effort to make this a council we want. I give you my promise that I am willing to put in that effort. Every day brings a new opportunity, what matters is what you do with it. Or as Master Oogway from KungFu Panda says: “Yesterday is history, tomorrow is a mystery, but today is a gift, that's why we call it the present.”