

# ALEPH ROBERT LAYNE WEIN

## ASPIRING FOR THE HIGH AND HONORABLE POSITION OF MICHIGAN'S 96<sup>TH</sup> REGIONAL MAZKIR

### INVOLVEMENT

#### Hank Greenberg AZA #151

- Functions '19
- Meetings '19
- Exec board meetings '19
- Elections '19
- Installs & destalls '19
- Senior Lives '19
- Chapter Bittker '19

#### Al Jolson AZA #317

- Functions '19, '20 '21\*, '22\*
- Meetings '19, '20\*, '21\*, '22\*

#### Michigan Region #1701

- Meetings '19, '20, '21\*, '22\*
- IC Registration '19
- Fundraisers '19, '20, '21\*, '22\*
- YLC '20 (canceled)
- Spring Convention '19, '20 (canceled), '21\*, '22\*
- Fisher Senior Lives '19
- Shapiro Senior lives '19

#### The International Order

- IC '20, '21\*, '22\*
- IC Sports Leadership Summit '20
- CLTC 8 '20\*

### LETTER TO THE REGION

My Brother Alephs, I Bobby Wein am caucusing for the high and honorable position of our Region's 96<sup>th</sup> Aleph Mazkir. I am running for this position because I feel like I am responsible enough for this position and I have innovative ideas on how to make our communications more efficient. I want to completely rebrand BBYO's social media to the point that every post is captivating and can engage every chapter to come to regional events.

I forever Remain, Aleph Robert Layne Wein.



\* Denotes planning on attending

### LEADERSHIP

#### Hank Greenberg AZA #151

- Aleph Moreh '19
- Sweetheart committee '19
- Election Delegate '19

#### The International Order

- IC Steering '20
- Saturday Morning Service Steerer '20

#### Bloomfield Hills High School

- Model U.N. '18, '19
- Interact Club '18, '19, '20
- 4.0 GPA
- Track & Field '19, '20, '21\*, '22\*



**AL JOLSON AZA #317**



**Bobby**  
@Bobby\_Wein




Main Goals	Senior Lives	Recruits
4	4	3

**What are my goals?**

**Summer Program Attendance**

Summer program attendance in our region has been pretty low since I joined BBYO. As Regional Mazkir, I want to make sure that every eligible Aleph knows why they should go to CLTC. I also think that we need to change our approach to trying to get people to sign up for CLTC. As when I was being persuaded to sign up It was just random people texting me. I want to change that by making the conversation around CLTC more casual with chapter members telling eligible underclassman that they know in their chapter why they should go Instead. By having people that they are familiar with encourage them to sign up I believe that this will be very beneficial. Furthermore, I also want to emphasize the fun time you can have on CLTC as leadership is not the only part of the convention.

**Social Media I'm proficient at**

-  Instagram
-  Twitter
-  Websites

**Past tweets**

Aleph Moreh

- Served as a role model and companion to freshman and 8<sup>th</sup> graders
- Reached out to prospects
- Created a brotherhood between potential prospects in hopes to recruit them

**Communications**

Instagram is the best method for promoting chapter and regional events as almost everyone is on this platform. If we post more well designed and higher quality flyers and promos, then we would definitely engage more people and be more likely to get them at regional events. I feel I would be very good at this as I have taken a couple graphic design classes and know how to make cool promos.

**Counterparts**

I would communicate with my counterparts through the means of groupme, zoom calls, and personally reaching out to them through texting/calling. I want to have consistent communication with my counterparts to ensure that they remain active throughout the year.

**Press Corps**

I heard about regional press corps this past year after the application deadline was due and I was very upset. I want to make sure that we promote this way more this year and have a ton of Alephs on it so it can be successful. Having a press corps would give more people leadership opportunities and it would Increase our Aleph engagement which Is a big problem in our Region.

CSPQR

Submitted Fraternally with Undying Love for Fisher AZA #337, Hank Greenberg AZA #151, Hatmadah #126, Al Jolson AZA #317, Kishon AZA #63, Evan Shapiro AZA #313, Tzavah AZA #309, Michigan Region #1701, and the Grand order of the Aleph Zadik Aleph

*-Bobby Layne Wein*