

Sam Beber founded the Order of the Aleph Zadik Aleph 96 years ago, with a heavy emphasis on conduct. He aimed to mold Jewish boys into Jewish men, in a far more meaningful way than any Bar Mitzvah can accomplish. Beber's vision can be summed up through this singular quote: "What we have accomplished in the past is a record of unswerving loyalty and devotion to these [Cardinal] principles. What we hope to achieve in years to come will likewise be measured by the extent to which we adhere to those principles."

It is our duty to respect Beber's expectations of all Alephs who take part in this incredible organization. His vision must become ours to ensure the continuity of an order of which he would be proud. In short, all Alephs are bound to the seven Cardinal Principles, and I see fit that the region resolves to exemplify these principles through programming and policy.

We are all in absolute control of our respective conduct and whether or not we adhere to the principles, but we are also responsible for extending that privilege to others. Increasing active membership - to return to our former position near the top of the Order - should be our first priority, insofar as it would allow us to manifest Beber's vision as more than just a notion. Likewise, it's necessary to focus on retention as a fundamental aspect of recruitment. Adding resources like an RLN Retention Committee, members of which would meet with inactive members to persuade them to attend more events, will be crucial to regional development. Appreciation events for certain majority-inactive demographics are also paramount to growth.

My vision for the 2020-2021 programming year is multifaceted. We have plenty of work to complete that upholds the conservation of Sam Beber's intentions. Our region needs reform. My vision for the upcoming programming year revolves around just that: *Hasakem Chadasha* (Hebrew for "The New Deal"). The plan includes four categories: motivation, reform, posterity, and novelty. More information about Hasakem Chadasha is available in my declaration video.

The primary function of the region should be to serve the chapters, as chapter-level interactions are a prospect's first impression of BBYO. The region should have a large

role in recruitment, enacting facilitative measures like a functional and continuously updated regional prospect database from which chapters can draw.

Moreover, the region should educate our Alephs and BBGs about the reality they will soon enter. This world is one of injustice, and it is our world to inherit. The region should be responsible for emboldening our Alephs and BBGs to combat antisemitism, racism, sexism, xenophobia, and other prejudice. The region should host programs concerning social justice and educate S'ganim and Shlichim on how to do so on the chapter level. After all, Sam Beber postulated that the measure of our success as a fraternity is by our adherence to these principles, and my vision can be epitomized by returning to that of Beber.