

Hello Friends of NAR,

I could tell you in depth about my qualifications. I could harp about how I am a board member of my small TYG or that I have been Development Chair on the Presidential Cabinet here at NAR. However, Regional Board is far too unique of an experience to find any of these qualifications compelling, and it is not where I wish to spend my time here. Instead I want to tell you of the vision I have for NAR. The 2020 Vision of 2011 has been to increase the number of teens in NAR from 1% of the available population to 50%. 2011's dream means having 2,500 active members by 2020. Although it seems far fetched, there is something to be learned from the saying 'If you aim small, you miss small. If you aim big, you miss big'. If NAR wants to come close to this goal we must start aiming bigger. I have been in NAR since Fall Kallah of sophomore year, and although it is true that a record number of people showed up to 2017's Fall Kallah it has not been enough. Before I start, I want to make myself absolutely clear. I do not want NAR to advertise more and bring larger numbers of teens to their first event just for the sake of bringing larger numbers of teens in. I want to grow NAR through quality, I want the first event to be unforgettable, I want TYGs and NAR working together to create NAR experiences for their young teens before actual events, and I want more subregional events for people who find a kallah to be too much for a first event. Through my NAR experience I have met people who were limited by all three items listed. At 2016 Gala I met a girl who went to Gala because a kallah was too big of a commitment for a first event. At temple visits I met kids who seemed confused about what the idea of NFTY NAR was as I was leaving the building. Lastly, in my own TYG I know two kids who have never returned to another NFTY NAR event because they felt alone at their first kallah. I have a good ability to identify problems within a system and I can see that these three issues make one big problem. This problem is the gap between where NAR is now and our 2020 Vision. As president or MVP I will be dedicated to moving NAR in the direction it was meant for. I want to have more subregional events, I want a higher retention rate of first timers at Kallahs by expanding the Big/Little program, and I want TYGs and NAR to work together a little more to make sure everyone in their temple at least knows NFTY exists (I did not learn about NFTY through my temple). All eligible teens should experience the same, amazing, NAR I have.

With Love,
Daniel Goldstein