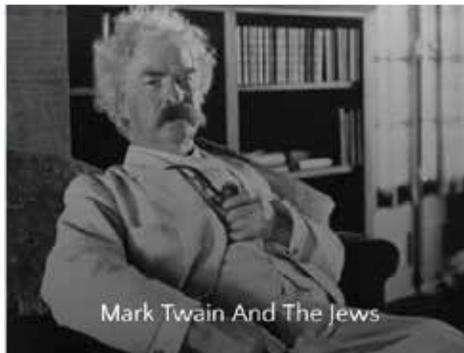


Connecting = Social + Traditional + Personal

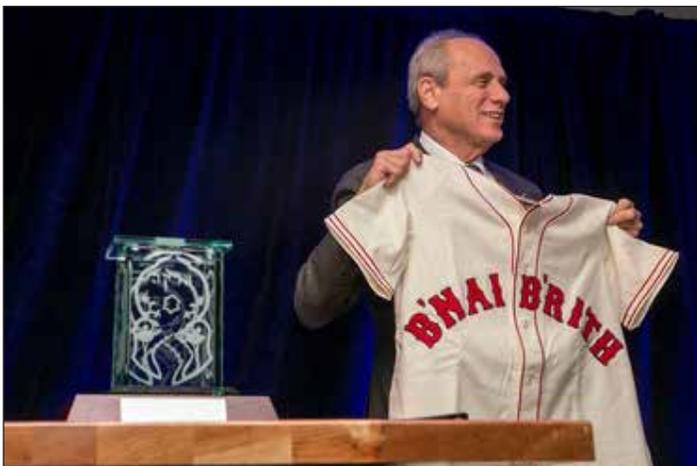
B'nai B'rith Magazine

B'nai B'rith Magazine was the recipient of two Rockower Awards for excellence in Jewish journalism, one for photos and the other for writing about Jewish women. Our "Jews of Color" and "Funny Jews" cover stories were widely tweeted and re-tweeted. We worked to better broadcast our brand with aggressive social media campaigns. We also undertook the first reader survey in years, reaching out both online and with postcard inserts. The B'nai B'rith Today section tackles robust coverage of institutional events. We continue to seek new and innovative ways to bring greater public attention to our publication and, through it, to B'nai B'rith International.

Our magazine has been providing deep insights into the most pressing issues of the day since it launched in 1886.



Tribute Dinners/Awards



Former Boston Red Sox President and CEO Larry Lucchino

York City; Gary Tabach, Managing Partner of Deloitte, Greater Washington in Washington, D.C.; McGraw Hill Education in New York City and Irene Thompson, United HealthSystem Consortium in Chicago. We also honored The Boston Red Sox and their outgoing President and CEO Larry Lucchino at Fenway Park with the Community Achievement Award for the organization's community work.

B'nai B'rith recognized the accomplishments of key community and corporate leaders from around the world in tributes and award ceremonies designed to highlight their good works at the community and global levels. We honor these exceptional individuals and companies for their community service, dedicated leadership and commitment to improving the lives of the individuals they serve.

Continuing our decades-long tradition of recognizing outstanding community and corporate leaders, this year we honored many distinguished individuals and corporations at appreciation dinners. These included Joseph Harari and his brothers Raymond, Morris and Sion Harari, for their outstanding commitment to B'nai B'rith International and the Jewish community in Panama and worldwide (award in late 2014); Brett Yormark, CEO of the Brooklyn Nets in New