

## Club Charter Date

*June 22, 1995*

## Club Number

*30893*

## District

*2452 Rotary Int'l*

## RI President

*Gary C.K. Huang*

## District Governor

*Khalil Alsharif*

## Deputy Governor

*May Chmaytelli*

## Assistant Governor

*Samir Hammoud*

## RCBC Officers

**2014—2015**

### President

*Lina Shair*

### Immediate

### Past President

*Mounir Jabre*

### President Elect

### & Secretary

*Marie Therese Hamam*

### Vice President

*Joe Boulos*

### Treasurer

*Jean Paul Moubarak*

### Directors

*Christine Arzoumanian*

*George Theodory*

*Tony Asfour*

*George Beyrouti*

*Joe Boulos*

## RCBC Website

[www.rcbclebanon.org](http://www.rcbclebanon.org)

## RCBC Facebook Page

[www.facebook.com/  
beirutcosmopolitan](https://www.facebook.com/beirutcosmopolitan)

## ***Tuesday February 3, 2015 – Business Meeting, Phoenicia Hotel Guest Speaker: Dr. Jacques Mokhbat – Topic: “Could Ebola be the Next AIDS?”***

Dr. Mokhbat (see photo RHS) is a Professor of Medicine, Division of Infectious Diseases and Clinical Microbiology, and Associate Dean, Graduate Medical Education, at the Lebanese American University School of Medicine in Beirut.

He reviewed the similarities and differences between two recently described viral diseases that have produced epidemics of unprecedented proportions: HIV/AIDS and EBOLA. Both emerged in Central Africa during the last quarter-century.

A major difference between the two is in the incubation period (the time of asymptomatic shedding of the virus leading to persistent infectiousness) which is measured in years for HIV/AIDS and is very short for Ebola. Those infected with HIV/AIDS remain contagious for life whilst EBOLA victims cease to be infectious seven weeks or less after being cured.

There are also differences and similarities between the two in mode of transmission. HIV/AIDS is transmitted sexually, by blood or blood contaminated items, and from mother-to-child during pregnancy and breastfeeding. Ebola virus is only transmitted through secretions and bodily fluids as well as through animals (bats).

HIV/AIDS infection is individual-behavior-dependent. Education thus plays a significant role in its prevention. On the other hand, Ebola infection control and prevention is dependent on social and healthcare system/infrastructure reform.

In the lively question and answer session that followed, Dr. Mokhbat indicated that:

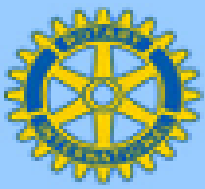
- (a) he did not believe an Ebola vaccine would be available soon;
- (b) that pharmaceutical companies were unlikely to target Ebola in their R&D, since the profit potential of such treatment is in this instance limited.



***RCBC meets Tuesdays at the Phoenicia Hotel, Ain-Mreisseh, Beirut  
Business Meetings at 7:00 PM — Dinner Meetings at 8:30 PM***

***Marhaba Editor: Kamal Saad (knsaadrcbc@gmail.com)***

***We welcome your comments and suggestions.***



***Tuesday February 10, 2015 -- Business Meeting at The Phoenicia Hotel  
Guest Speaker: Mr. Fadi Yarak -- Topic: "Impact of the Children of Displaced Syrians  
on Public Schools in Lebanon"***

Mr. Fadi Yarak, General Director of Education, Ministry of Education & Higher Education in Lebanon (see photo RHS) holds a DESS from the St. Joseph University (USJ) Beirut and a MBA from the ESA-ESCP in Paris.

He reviewed UN data on the dramatic evolution of the Syrian refugee situation during the 14 month period between October 2014 and December 2015 -- against an unchanged total Lebanese resident population of 4.2 million and an unchanged total Lebanese schoolchildren population of 1 million:



- The number of Syrian refugees increased from about 1.1 to 1.5 millions.
- The number of Syrian refugee children increased from about 300,000 to 400,000.

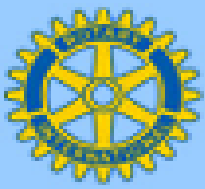
As of December 2015:

- Poor Lebanese constituted 33% of the Lebanese population.
- Poor Syrians constituted 53% of their population.

Coping with this order of magnitude increase in the number of students (including but not limited to the introduction of second-shifts) has put a tremendous burden on both the system and on its financing. To this must be added the burdens associated with the fact that Syrian refugee students only read and write Arabic whereas Lebanese schoolchildren are bilingual.

A three year emergency program (RACE: Reaching All Children with Education) has been launched. Additionally, a two-shift system has been instituted. The first shift accommodates around 174,000 Lebanese and 42,000 Syrian students whilst the second shift accommodates about 60,000 Syrian students in some 150 schools that are kept open for the purpose. An accelerated learning program has also been launched for Syrian students who missed some schooling.

- Meanwhile, the number of challenges remaining is daunting:
- Coping with the threats to quality of learning in public schools;
- Managing to monitor all areas;
- Overcoming the language barriers for Syrian students;
- Making up for the depreciation of school infrastructure and equipment;
- Dealing with health issues;
- Coordinating the work of the multitude of NGOs involved;
- Mitigating the tension between communities;
- Making up for the shortage of UN agency and NGO funds.



**Tuesday February 17, 2015 – Business Meeting, Phoenicia Hotel – Guest Speaker Dr. Nelly Mouawad - Topic: “News from the Universe: From Cosmic Birth to Living Earth”**

Dr. Nelly Mouawad, Assistant Professor of Physics at the Lebanese American University in Beirut, holds a MA in Astronomy from the Paul Sabatier University in France and a Ph.D in Astronomy from the University of Cologne in Germany.



Referring to the fact that it all started 13.8 billion years ago with a big bang, she found it humorous that she was about to cover the 14 billion years of the Universe in a 20 minutes talk. Furthermore, she found it remarkable that we began to acquire knowledge and develop concepts about the Universe only some 100 years ago – when Edwin Hubble observed galactic redshifts in the sky and Albert Einstein postulated his now famous “General Theory of Relativity”. We now estimate that the Big Bang was followed about 1 billion years later by the first Galaxies and that the formation of the Solar System came some 8.7 billion years after the Big Bang.

Space exploration has accelerated rapidly during the past 40 years or so, during which we have learned most of what we know today about the Universe. The US National Aeronautics and Space Administration (NASA) alone has undertaken 150 missions, both manned and unmanned during this period. Manned missions to Mars might become possible in the next decade or two.

There are 40 Lebanese astronomers, nine of them in Lebanon, working at universities or schools, of whom Dr. Mouawad is one. Some of those outside Lebanon hold senior positions in the US space industry and academia.

**Computer Literacy Lebanon Country Project**



RCBC PP Habib Saba gave a progress report on this \$ 125,000 Country Lebanon/District Funded project. Six schools have been identified with the Ministry of Education for Phase One, located between Sidon in the South and Tripoli in the North. A Global Grant is in process.

**Donation to Refugee Camp**



RCBC P Lina Shair giving a check for educational TV equipment to Mrs. Samira Fawaz of Anamel Al Saghira, Bourj Al Brajneeh Refugee Camp.

**Rotary Acronyms for Non-Rotarians**

**RI: Rotary International**

**TRF: The Rotary Foundation**

**RC: Rotary Club**

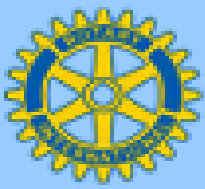
**RCBC: Rotary Club of Beirut Cosmopolitan**

**RT: Rotarian**

**P: President - IP: Incoming President - VP: Vice President - PE: President Elect - PP: Past President**

**D: District - DG: District Governor - IDG: Incoming DG - DDG: Deputy DG - ADG: Assistant DG**





**Tuesday February 24, 2015 – Dinner Meeting, Phoenicia Hotel**  
**Guest Speaker: H.E. Mr. Homer Mavrommatis, Ambassador of Cyprus**  
**Topic: “Cyprus, Lebanon’s Gateway to Europe”**



H.E. The Ambassador (see photo RHS) was introduced by RCBC PP Mounir Jabre (see photo LHS). He holds a B.A. in Political Science and Economics from the University of New York and a Graduate Diploma of European Studies from the Institute of Higher European Studies in Strasbourg. He has served Cyprus in a variety of capacities both as a diplomat abroad and as a foreign affairs specialist at home.



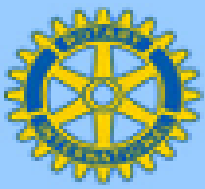
In his introduction, PP Jabre referred to the warmth of the relationship between the two countries, to the large number of Cypriot graduates from AUB and LAU, and to the special treatment accorded by Cyprus to the Lebanese during their troubles.

The Ambassador reminded us that the relationship between our two countries goes back in history to the period between the ninth and the third Centuries BC during which the Phoenicians established an important commercial hub in Kition (today Larnaca). In their more recent history, the two countries have been subjected to the same cultural, religious, and political influences: Greek, Roman, Byzantine, Crusader, Arab, Ottoman, and more recently, British and French. Cyprus was part of the Ottoman Empire until 1878 when it became part of the British Empire. It gained its independence in 1960 and then became a full member of the European Union. Following more than a decade of vigorous economic growth, Cyprus was invaded in 1974 by the Turkish Army and the country was divided into two zones. Nevertheless, Cyprus still served as a refuge to the Lebanese following the outbreak of their civil war in 1975. The two countries continue to enjoy excellent relationships and have signed a number of cooperation agreements in a large number of fields. They also own contiguous natural gas resources in the Mediterranean.

Both countries stand to benefit from their respective positions in relation to the European Union: The EU is today a principal potential market and provider of aid to Lebanon, whilst Cyprus is a full-fledged EU member and extremely well positioned and connected therein, hence able to play a most useful role as gateway to the EU for Lebanon.

RCBC members and guests were also entertained to a graceful performance of Greek dances (see photo RHS) that added a festive note to the evening.





**Tuesday, March 3, 2015 -- Business Meeting, Phoenicia Hotel -- Guest Speaker PP Amal Talhouk on "Education for the Hearing Impaired"**



Our guest speaker (see photo RHS) is a PP of RC Sahel Aley, a member of RCBC and a hands-on expert on the subject, having brought up and educated May, a hearing-impaired daughter (see photo LHS).



Starting with a review of the basics, she defined sound as the ear's perception of

vibrations transmitted by air; dwelt on the anatomy and physiology of the ear; the various causes of deafness; reviewed the degrees of hearing loss; commented upon the consequences for the acquisition of language of pre-natal and post-natal hearing loss; and discussed the respective functions and pros and cons of various hearing aids.

PP Talhouk dwelled on the means and the potential of educating the hearing impaired and giving them security: The means include speech therapy, sign language, and total communication. The potential is virtually unlimited as long as the hearing impaired enjoy understanding, supportive and aware parents and benefit from a supportive and aware society.

She told the story of her daughter May whose hearing loss was prenatal. May was enrolled at the Father Andrew Institute for the Deaf (FAID) when two years old and graduated with a High School diploma. In parallel, she studied art and obtained a diploma in painting acknowledged by the Government of Lebanon.

May pursued her studies at Gallaudet University (GU) in Washington DC from which she obtained a BA in Art History. GU (see photo RHS) is the only institution of higher learning for the hearing impaired in the world. Back in Lebanon she has been an inspiration for other deaf students: She has worked as an Art Teacher at the Learning Center for the Deaf in Baabda and at the Universal College Aley (data entry/archives). She is currently employed in the Archives Department of the American University of Beirut Jafeth Library.



**Many Happy Birthday Returns to**

**Rana Salhab Mar 14**

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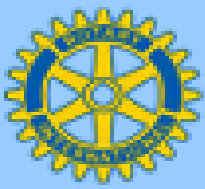
**Karin Saab Mar 18**

**Raouf Malak Mar 24**

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**Nora Haddad Mar 29**





# Marhaba



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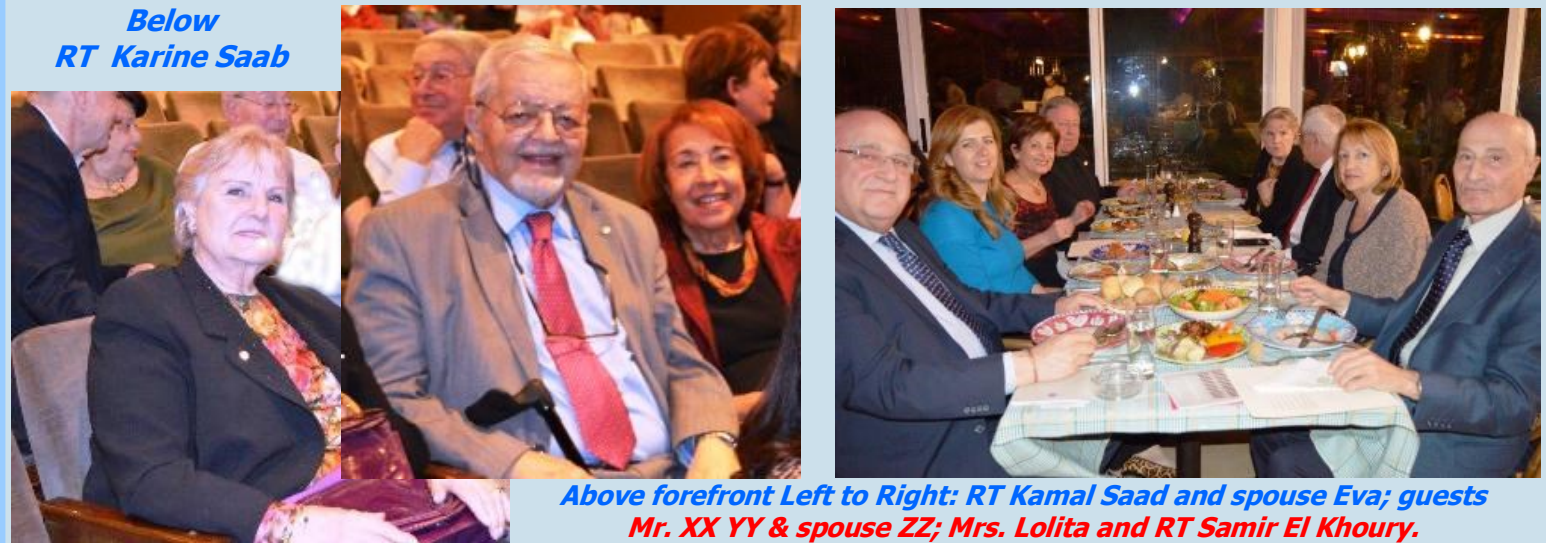
## March 10, 2015 -- Fellowship Evening at the Al Bustan Hotel Music Festival

RCBC members and guests thoroughly enjoyed a performance of the State Youth Orchestra of Armenia and the dinner that followed.



*From Left to Right above RCBC P Lina Shair; PP Tony Asfour; PP Amal Talhouk; RT Walter Day; and guests Mr. and Mrs. XX, YY,*

*Below  
RT Karine Saab*

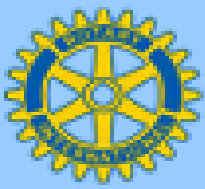


*Above forefront Left to Right: RT Kamal Saad and spouse Eva; guests Mr. XX YY & spouse ZZ; Mrs. Lolita and RT Samir El Khoury.*



*From Left to Right above, Mrs. Adela, spouse of PP Habib Bassoul; spouse Michel and RCBC IP Mimi Hamam; RT Rabab Safieddine; spouse Rita and PP Edouard Rassie; spouse Mary and PP Tony Asfour.*





**Tuesday, March 17, 2015 -- Business Meeting, Phoenicia Hotel -- Guest Speaker Mr. Marc Dfouni -- Topic: "Top 5 Digital Marketing Trends and Predictions for 2015"**

Mr. Marc Dfouni is the co-founder (2006) and CEO of Eastline Marketing (ELM), the first digital marketing agency in Lebanon and one of the first in the MENA region to offer a full range of online marketing services. Mr. Dfouni holds a BA and MA in Management Information Systems and Knowledge Management from Concordia University in Canada.

He presented five 2015 digital marketing trends and their implications:

1. Virtual Reality;
2. Programmatic Marketing;
3. Real-time Marketing;
4. Happiness Marketing;
5. Location-based Marketing

**Virtual Reality** – a computer-simulated environment that can recreate sensory experiences – was launched by the computer games industry in the 1990's. It made its first appearance in digital marketing after Google acquired Oculus (a manufacturer of computer game headsets) for 2 bln US Dollars in 2014.

**Programmatic Marketing** took off only a few years ago; it uses the huge amount of personalized media data that can today be accessed on the Internet to deliver marketing messages targeted at the most appropriate customers.

**Real-time Marketing** combines social media presence with alert and savvy responses to events to promote your brands.

**Happiness Marketing** consists in understanding what it is that brings positive feelings of joy and happiness to current or potential customers and providing same.

**Location-based Marketing** exploits technology developments, notably the beacon, that help pinpoint the location of businesses and of mobile-device carrying users. Brand-owners are thereby enabled to send messages to users and potential customers, hence to ultimately better understand user behavior.

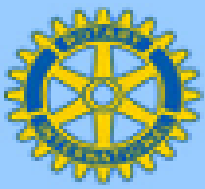
**Classification Talk -- RT Sona Kourtian-Doniguan**

Mrs. Sona Kourtian-Doniguan -- professional classification: Engineering (Electrical) Management -- joined RCBC in January 2015.

Her vast experience in Electro-Mechanical Engineering and Construction spans across the fields of design, supervision, site administration, project management and quality assurance – in Lebanon and the region.

She holds a BE (major: Electrical Engineering) and a Project Management Diploma (PMD) from the American University of Beirut.





# Marhaba



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## March 19 to March 22, 2015 -- District 2452 Conference in Manama, Bahrain

The conference was under the patronage of His Royal Highness Salman Bin Hamad Al Khalifah, Crown Prince of Bahrain. Note that the first Rotary Club was established in Bahrain 50 years ago.

Attending from RCBC with P Lina Shair -- shown in the RHS photo with D 2452 DG Khalil Al Sharif -- were PP John Edde and RT Rabab Safieddine.

The first Plenary Session addressed the integration of sustainable development goals in the economic development plans of developing countries.



The second Plenary Session addressed the subject of water as the main cause of future conflicts between nations.

The third Plenary Session dealt with how to provide and meet the increasing costs of medical care whilst the fourth dwelled on the importance of peace for development.



Awards to deserving clubs were distributed. Our club received two such awards: a Rotary Foundation Award and a Community Service Award -- see photos to either side above.

## Crowd-Funding Presentation -- March 3, 2015

Nadine Farah and Diana Soussa (photo RHS) are the founders of HelpForLeb.com, the first Lebanese crowd-funding platform, designed to raise small amounts of money from a large number of people for social, environmental and humanitarian causes.

Among the benefits cited for their approach are that they provide an additional (on-line) channel for collecting donations; they help reach Lebanese (and non-Lebanese) potential donor communities in different corners of the world; service charges are contingent (upon success) and based on a percentage of funds raised.



## Banner Exchanges with RCBC P Lina Shair

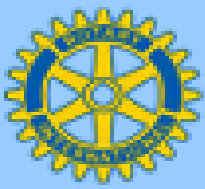


< February DD, 2015 -- with RT XXX  
YYY of RC ZZ, Bulgaria; Bulgarian  
Commercial Attache, Beirut,  
Lebanon

MM DD, 2015 -- with XXX YYY of RC  
ZZZ, ????







**Tuesday, March 24, 2015 -- Business Meeting, Phoenicia Hotel -- Guest Speaker Elie Maamari, Chateau Ksara -- Topic: "Introduction to the World of Wine"**

Guest Speaker Mr. Elie Maamari (see photo RHS) is a graduate in Oenology and Viticulture of the Paul Sabatier University Pharmacy Branch in Toulouse, France. Since 1996, he is the Oenologist and Export Manager at Chateau Ksara.

He reminded us that our region is the birthplace of wine, which in the Greco-Roman era became an object of worship, witness the name "Bacchus" given to the largest temple in Baalbeck. Although the grape-cultivated area of Lebanon (3,000 ha) is dwarfed by other Mediterranean countries such as Cyprus (30,000 ha), Greece (75,000 ha) and Turkey (185,000 ha), the micro-climate of the areas in which Lebanese grapes are grown gives us exceptional advantages:

- We do not need artificial irrigation; rainwater is sufficient.
- We do not need chemical pesticides; winter snows do the job.
- We always have sufficient sunny days for the grapes to ripen.

Of the 3,000 ha cultivated in Lebanon, 62% are located in the Bekaa, 24% in the North, 11% in Mount Lebanon, and 3% in the South. The 39 wineries in Lebanon currently produce 8 million bottles of wine per year – of which 68% Red, 17% White, 14% Rose, and 1% Sweet.

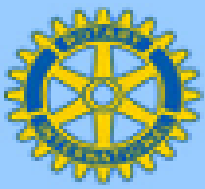
Chateau Ksara alone produces 3 million bottles – almost 40% of the Lebanese total. It was originally established in 1857 by the Jesuit Fathers and was sold to a group of businessmen in 1973 but now belongs to four families. Located over a network of natural chalk caves that enjoy a stable temperature and humidity, it uses the caves for aging wine. The process of aging improves both the color and the taste of white and red wines.

Our speaker ended his talk on an advisory note: *"Whereas we drink wine to enjoy it, we taste wine to analyze it. Taste wine away from all distractions; taste when hungry thus sharp of senses; do so before a meal, before coffee, before a smoke. Taste with the eye, the nose, and the palate".*



The photo to the Left shows RCBC P Lina Shair presenting Mr. Charles Ghostine, Managing Director of Chateau Ksara with a certificate from The Rotary Foundation designating him a Paul Harris Fellow. He has served as a legal and financial advisor to major corporations and a lecturer at the Business School of the Lebanese University, he holds a Master of Law from the St. Joseph University in Lebanon and a Law degree from the University of Lyon in France.





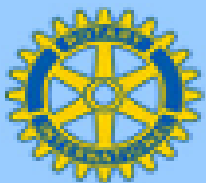
**Tuesday, March 31, 2015 -- Business Meeting, Phoenicia Hotel**  
**Guest Speaker: Mrs. Sawsan Wazzan Jabri -- Topic: "Nutrition Trends: A Growing Pillar in the Medical Industry"**

**Mrs.** Wazzan and her husband were pioneers in 1990 when they established their Nutrition and Diet Center in Beirut, a first of its kind in the Middle East. The Center now has two other branches in Lebanon and has granted three franchises in Saudi Arabia and one each in Kuwait and in Qatar.

Mrs. Sawsan Wazzan Jabri serves on the Board of several prominent institutions in Lebanon and is the recipient of a large number of prestigious awards. She holds a MS in Nutrition from the American University of Beirut.







## **Joint Rotary and Rotaract Presidents Meeting, Bahrain, March 5, 2015**

RCBC RT Adib Mounla, formerly President of the Rotaract Club of RC Beyrouth (see photo RHS), attended the meeting and provided this summary.

Meeting objectives included:

- Coordination among Rotaract Clubs, especially in fund-raising;
- President Elect Training (PETS);
- Rotaractor training in committee practice;
- Establishing an Environment Sub-Committee for Lebanon;
- Establishing a North Lebanon Training Academy.

Each pair of Rotary/Rotaract clubs presented information about their joint projects and relationships, as well as their expectations of each other.



**<< Meeting of Rotary & Rotaract Presidents (photo LHS)**

## **RotarAct Club of Beirut Cosmopolitan -- Addendum**

### **Board Elections**



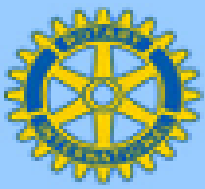
After another great Rotaract year led by current President Elie Farhat and VP Fouad Boulos, we are proud to announce the Incoming Board for Rotaract Year 2015/2016 -- see photos LHS shown clockwise:

- President: Fouad Boulos
- Vice-President: Meghry Kalaydjian
- Immediate Past President: Elie Farhat
- Club Secretary: Georgio Demian
- Club Treasurer: Roger Baladi
- Sergeant at Arms: Rawan Al Wadaa



### **Club Fellowship Event**

After working really hard for the past two months for our Fundraiser, we rewarded ourselves with a lovely dinner at an Italian restaurant located in the Ramada Hotel. We enjoyed an open pasta buffet with good company and enthusiastic members and guests.



## ***RotarAct Club of Beirut Cosmopolitan -- Addendum continued ...***



### ***Tripoli Project***

During February, four BCRAC volunteers took a road trip to the North of Lebanon to donate clothes and other necessities to families living in Akkar. While the group was setting up they could instantly see the positive impact they had on these families. We could tell they were benefiting from our contributions just from the number of people who showed up needing and wanting help.



***< Rotaractors on the way to Akkar, North Lebanon (L to R) Roger Baladi, Fouad Boulos, Meghry Kalaydjian and Moustafa Slim.***

***Akkar families collecting donations >***



### ***Annual Trivia Night***

BCRAC hosted its Annual Trivia Night in collaboration with NGO Kunhadi at the Links Bowling arena in Antelias, North of Beirut, on March 11, 2015. We were celebrating our joint success in building a safe road crossing between two schools in the Badaro district of Beirut. All of our club members worked very hard together to achieve our goal for the year, with a lot of support from our own Rotary Club RCBC.



***Left to Right RCBC RT Sona Kourtian, PE Mimi Hamam and P Lina Shair lending support by joining us in a round of bowling.***



***Members and Alumni of BCRAC at the Annual Trivia Night Fundraiser***