



ROTARY:  
MAKING A  
DIFFERENCE

## Rotary Club Beirut Cosmopolitan Monthly Newsletter - May 2018

**RCBC MEETS TUESDAYS AT THE PHOENICIA HOTEL, AIN-MREISSEH, BEIRUT**

**BUSINESS MEETINGS AT 19:00 - DINNER MEETINGS AT 20:00**

### Club Charter Date

June 22, 1995

### Club Number

30893

### District

2452 Rotary International

### RI President

Ian H.S. Riseley  
RC Sandringham

### District Governor

Christina Covotsou -  
Petroclou  
RC Limassol-Berengaria  
Cosmopolitan

### Deputy Governor

Ahmad Hussein

### Assistant Governor

Mona Kanaan

### RCBC Officers

2017 - 2018

### President

Rabab Safieddine

### Incoming President

Mona Jarudi

### Vice President

Mimi Hamam

### Secretary

Nada Maalouf

### Treasurer

Nadim Hissen

### Directors

Edouard Rassie  
Habib Bassoul  
Joe Boulos  
Mounir Jabre

### RCBC Website

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

### MARHABA EDITOR

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### "Letter from the Editor"

As I am contemplating the opening remarks for this newsletter, I could not but give the biggest nod to a program that focuses on the power of education, the ambition of young people to explore new horizons while using the powerful platform of the greater Rotary family.

Eighteen years ago, PP Tony Asfour had the vision of creating a new forum to bring more visibility for Rotary Club Beirut Cosmopolitan in particular and to Lebanon in general. This vision led to establishing the Georgia Rotary Student Program where one eligible student from Lebanon is selected annually following a rigorous selection process to be given an opportunity of a lifetime. The student is given a study scholarship for one year at a university in Georgia, hosted by a family there and where this student will be given the full experience of study and life in USA.

Throughout the years, RCBC has been very successful in sending very eligible students who represented themselves, our club and our country with very high standards. Special thanks go to PP Tony Asfour, RCBC Rotarians Nabil Challah and Nora Haddad who kept this program alive and successful for 17 years.

In this newsletter, I would like to shed light on the GRSP candidate, Ivana Hayek, selected in 2015, who managed to garner a full scholarship for another two years based on her outstanding academic and personal standing. Below is a testament to Ivana from her host family Christopher Bethel and Carrie Friedewald Bethel that speaks volumes.

"On behalf of Rotary Club of Marietta, it is my distinct honor and pleasure to announce the graduation of Ivana Hayek from KSU! Ivana was our GRSP Rotary student from 2015 and we were lucky to be her host family! She graduated Summa Cum Laude with a degree in Mechanical Engineering! She is simply an amazing young lady who has a very bright future! we are all so proud of you, Ivana!!!



*IP Mona Jarudi*



The guest speaker of our business meeting on May 15 was a fellow Rotarian from the Club de Beyrouth, a friend of our club who shared with us his passion for Caucasian Rugs. Dr. Aziz Bassoul, an engineer of the Ecole Centrale de Paris, Chief Finance Officer and Director of the C.A.T. Group of companies, took us on a journey of history, geography and artistic splendor of the making of these rugs.

The beautiful and colorful rugs of the Caucasus fall into seven categories based on the region where they were crafted: Kazak, Gendje, Karabakh, Kouba, Chirvan, Moghan and Talich. Originally they were a product of a tradition of nomadic people, and an expression of ethnic and tribal language. Each design held its own symbolism, and the diversity of designs and depth of colors were taught and passed on from one generation to another.



KAZAK

With the rise of the Persian Rug with its own beauty and tradition, the Caucasian Rugs took a back seat for many decades. Nowadays, there is a renewed interest in the art of Caucasian Rugs by dealers and collectors all over the world who think that this form of art holds an equally important place as masterpieces of painting, sculpture and music.



DAGHESTAN



On April 26, 2018 District Governor (D2452) Christina Covotsou Patroclou held the annual district conference in Paphos, Cyprus. The conference was attended by 250 guests from all over the district. PP RI Carl Wilhelm Stenhammer represented President RI Ian Riseley. The general theme was “Rotarians are people of action, who strive to make a difference”. It was a meeting where Rotarians celebrated their achievements and strengthened the bonds of friendship among each other.

RCBC was represented by President rabab Safieddine and PP Mounir Jabre who came back after being feted with the awards that RCBC amassed for the year 2017-2018. These were: Membership Development and Rotary Awareness, Club Administration, Community Service and The Rotary Foundation (100% member participation).



The highest honor bestowed upon RCBC was from Rotary International. Mr. Eric Schmelling, Chief Philanthropy Officer of Rotary Foundation in Rotary International singled our club RCBC with the following:

- RCBC is one of 1573 clubs in the world to score in the top three highest in per capita annual giving.
- RCBC is one of only 5034 worldwide to achieve status as in Every Rotarian Every Year Club.
- RCBC is one of 4136 clubs worldwide to become 100% Foundation Giving Club.





These are all great honors knowing that there are 33,000 Rotary Clubs in the world and there is no greater honor than the knowledge that Rotarians DO MAKE A DIFFERENCE!



On May 29, Dr. Bettina Bastian was the guest speaker. Dr. Bastian is a Professor of Management and Entrepreneurship at Olayan Business School of AUB. In her talk provocatively titled “Is business ethics an oxymoron or good business?” Dr. Bastian covered the definition of business ethics, its importance and relevance in the corporate world and the role of culture in shaping and influencing how companies formulate and execute corporate governance.

While maximizing profits remains the main objective of a corporation, Dr. Bastian asserted that it is not a zero sum game and the interests of other stakeholders like shareholders, employees, government and society at large should be taken into account.



Dr. Bastian then went through some well-known and documented cases where the absence of a moral and ethical compass and the failure or non-existence of corporate governance led to catastrophic results for the companies concerned, its employees and the communities where they resided. Enron, Goldman Sachs, Madoff, VW emission scandals and more recently Wells Fargo are a vivid example of the need to install and practice a code of conduct and a value proposition that is inclusive to all stakeholders.



Closer to home, Dr. Bastian addressed the MENA region. Through her research of 102 companies, she noted a glaring lack of proper disclosures and transparency. This limits accesses to capital markets and the interest of investors in investing in such companies.



Dr. Bastian concluded that Business Ethics is not an Oxymoron. It is a risk management tool, but,

“All successful companies are successful in the same way, and all unsuccessful companies are unsuccessful in different ways”



*Many Happy Birthday Returns*

*Edouard Rassie - May 02*

*Mounir Jabre - May 22*

*Tony Asfour - May 28*

*The End*