

Marhaba



Rotary Club of Beirut Cosmopolitan Monthly Publication — Oct 2017 — Page 1

Club Charter Date

June 22, 1995

Club Number

30893

District

2452 Rotary Int'l

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

President Elect

Nora Haddad

Vice President

Mimi Hamam

Secretary

Nada Maalouf

Treasurer

Nadim Hissen

Directors

Edward Rassie

Habib Bassoul

Joe Boulos

Mounir Jabre

RCBC Website

www.rcbclebanon.org

RCBC Facebook Page

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

beirutcosmopolitan

Presidential theme for the Rotary year 2017-2018

Rotary: Making a Difference

Letter from the Editor

Dear Fellow Rotarians,

Every month has a theme and a mission....

October is the month of Economic and Community Development Month, but it is also the month where on October 24, Rotary marks World Polio Day, a day of celebrating the ongoing success of the fight against Polio. Thanks to the joint efforts of Rotary, the world governments and the Global Polio Eradication Initiative, the number of Polio cases went down from 350,000 a year to just a few in 2017. In 1995, Rotary started the Polio Plus Program to fund and support national immunizations days in Polio endemic countries. In 2007, Rotary entered a partnership with the Bill and Melinda Gates Foundation, two philanthropists who are pillars in this fight.

Rotary International President Ian H.S. Riseley announced that Rotary is committed to raising \$50 million every year for the next three years, an amount that will be matched 2-to-1 by the Gates Foundation, which triples the money raised by Rotary throughout the year.

We, as Rotarians, should stay committed and engaged in our fight for the eradication of Polio, a disease that debilitates our children and deprives them of an otherwise normal and vibrant life. Together we can help End Polio Now.

Rt. Mona Jarudi



**ROTARY:
MAKING A
DIFFERENCE**

RCBC Events

October 3: Business Meeting

In the presence of Rotarians and art lovers, Rotarian Aida Cherfan (*Photo RHS*) took the audience (*Photo LHS*) on a very delightful art journey evaluating the Art movement from Renaissance till now. Mrs. Cherfan's formal education is a



Medical Lab Analyst

at the French Faculty of Medicine. She went on to hold an executive assistant position in the Commercial and Cultural section in Belgian Consulate in Jeddah, after which she decided to open two art galleries in Lebanon and bask in her love for the arts.



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

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We welcome your comments and suggestions.

The topic of the evening was "The Necessity of Redefining Art today", Evaluating the art movement from the renaissance till the present. In her evaluation she states that an art movement is born when the product:

- ◊ Shows novelty either in the concept or in the technique.
- ◊ Makes an important impact on the art critics and the public.
- ◊ Lasts long enough to attract fellow artists.



An art movement always has a leader and is usually triggered by social, religious, political or industrial factors. She took us through three art movements: The Classical art movement (Renaissance to 1870), the Modern art movement (1870-1970) and the Contemporary Art Movement (1970- present). Mrs. Cherfan backed her presentation with beautiful illustrations of works of art by famous artists of every movement.

P. Picasso: The Embrace 70 years apart

The Embrace, 1900
(soft and highly emotional)



The Kiss, 1969
(distorted and pretty rough)



October 8: Fellowship day

Apple Picking in the Bekaa Valley- Lebanon

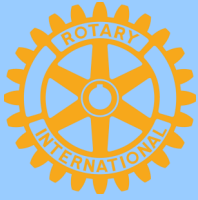
Armed with embellished baskets, sense of humor and joie de vivre, a group of RCBC members and their families ventured on an apple picking excursion to Aitaneet, a lovely village in the fertile Bekaa Valley in East Lebanon. PP Edward Rassie and his lovely wife Rita received the group in their farm with the utmost hospitality and warmth.



It was simply magical being close to nature and its bounty and nothing beats the taste of a freshly picked fruit...APPLES never looked SO GOOD!

A visit to Bekaa will not be complete without a visit to the Schneller School, a long time recipient of numerous grants engineered and lead by RCBC. It is a vocational training center that educates and trains underprivileged children in nearby villages to enable them to lead productive lives.





October 10: Business Meeting

Guest speaker Mrs. Farida Najjar (*Photo RHS*), psychologist, licensed Neuro-Linguistic practitioner and certified Hypnotherapist NLP.

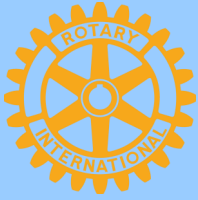
Mrs. Najjar holds interactive workshops to improve communication skills using the principals of hypnosis and NLP. In her sessions, participants are enabled to be in a positive state of mind which in turn improves their confidence in certain areas such as public speaking, team work and social interaction. She also works with clients through life changes and emotional management. Her expertise was called upon by the audience for them to undergo a short session of hypnotherapy. Those who complied with her guided instructions gave a positive feedback noting a change in their energy level....



That evening P Rabab announced the Sister Club agreement between **RCBC and Rotary Club of Reno, Nevada**.

This agreement:

- ◇ Provides humanitarian service and encourage high ethical standards to all vocations.
- ◇ Allows the exchange of bulletins, membership lists and information.
- ◇ Promotes mutual attendance.
- ◇ Helps foster good will, peace and understanding of the world ever putting into practice Rotary's eternal motto "Service Above Self"



October 13-16, 2017 Trip to Armenia Public Image Conference District 2452



On October 14, 2017 many Rotarians representing the different countries in District 2452 attended a Public Image Conference organized and chaired by DG Christina Covotsou-Patroclou.

Lebanon and specifically RCBC were well represented. This year there is a great buzz about Public Image of Rotary clubs around the world, how Rotary is perceived by the public and ways and means of branding Rotary to achieve the recognition it deserves. Public Image has become one of the three pillars of Rotary beside membership and the Rotary Foundation.

A good Public Image attracts new members which in turn will increase and diversify the contributions to the club.

It will also lead to more engaged members.

A good Public Image can enhance support from NGO's, governments and leads to better partnerships between clubs and districts.

Rotary is dedicated to causes: Peace and conflict resolution, Disease prevention and treatment, Water and Sanitation, Maternal and Child Health, Basic Education

and Literacy and Economic and Community Development.

The two biggest causes are POLIO eradication and Water sanitation. Rotarians around the world have dedicated themselves to find creative solutions to all these causes. In doing so, many remarkable stories are created, and it is these stories that should build the brand that is Rotary.

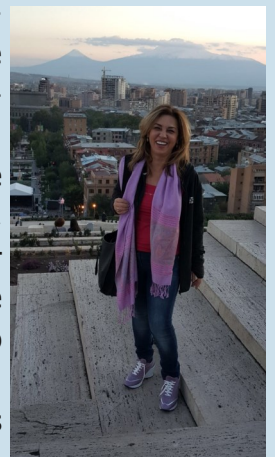


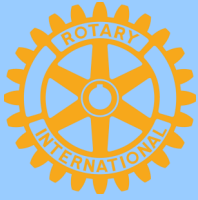
We as Rotarians should define our essence, bring our values to life and reach out to our communities. We should motivate, engage and inspire people by the stories we tell. Since we are living in a high-tech world, Rotary clubs must keep up with the times. In our quest for enhancing Rotary Public Image, we must use every available resource. We must build better and updated websites, maximize on line presence, utilize all the social networks: Facebook, Twitter, LinkedIn, You Tube, Instagram. More importantly is having our voices directly heard by the media thus the need to have connections with journalists, magazines and television to help us in sharing our stories with our communities.



Rotary clubs in Lebanon created a momentous success

story when they collectively worked on providing clean potable water to public schools in Lebanon. To date 800 schools out of 1200, have access to clean water. This success story led the Rotary International President to choose Beirut, Lebanon to hold the Peace Building Conference in February 2018. This conference will be attended by over a thousand dignitaries and Rotarians from around the world.





The Public Image Conference in Yerevan culminated in a Gala Dinner where all delegates enjoyed an evening of fun and camaraderie.

DG Christina Covotsou-Petroclou thanked everyone for a great and informative seminar.

RCBC President Rabab exchanged banners with all Armenia clubs represented there, a Georgia club, and with the DG of Serbia and Montenegro. *(Photo RHS)*



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

October 17: Dinner Meeting

The guest speaker was HE Glen Miles *(Photo RHS)*, ambassador of Australia to Lebanon. In his remarks Ambassador Miles reviewed the historical ties between the two countries. He noted that the first immigrant from Lebanon, Massoud Al Fakri, landed in Adelaide in 1854. Since then, waves of Lebanese immigrated to Australia, settling in multiple cities and building thriving communities that played and continue to play a critical role in the economic development of the country. He also noted the painful history of Australia's military presence in Lebanon during the two world wars. He highlighted the little-known fact that some 250 Australian soldiers were laid to rest in Beirut war cemetery.



He also pointed out the contributions Lebanese make to political and cultural lives in Australia. Names like Dame Marie Bashir, New South Wales longest serving governor, Steve Bracks the former premier of Victoria (1997-2007) and David Malouf the acclaimed writer and play wright, are examples of the contribution of Lebanese immigrants to social, economic and political lives in the country. He pointed out that there are officially over 200,000 Australians of Lebanese descent, but the real figure is likely double that. Still, he believes that the Lebanese still look towards Europe and North



America for opportunities in Education and Business rather than Australia for lack of understanding of what the country has to offer. Fields ranging from Agribusiness worth \$45 billion, Tourism worth \$120 billion, natural Resources like gold and gas worth \$120 billion and Education where Australia is the third most popular destination of foreign students choosing to study overseas- more than France, Germany and Canada.



October 24 : Business Meeting & International Polio Day



Business meeting with guest speaker Mrs. Rajaa Ghusaini Saredidine *(Photo LHS)* Mrs Ghusaini is a professor at the Lebanese University, Faculty of Demography and social Sciences and a lecturer at other universities. She published studies on minorities in Lebanon and is an activist in local and international organizations. She is also a member of Rotary Club Chouf. The topic of her presentation "Increasing Urban Population in Lebanon and its Social Implications" touched upon the evolution of urbanization in Greater Beirut Area, the increase of population from 1.2 million in 2006 to 2.4 million in 2016.

The causes of rapid urbanization:

- ◇ Increase in net internal migration
- ◇ Increased life expectancy from 68.7 years in 2000 to 77.9 years in 2016
- ◇ Presence of Palestinian refugee camps
- ◇ An informal settlement of Syrian refugees

She goes on to conclude that if the overall situation of the population growth in Greater Beirut is unchecked then that will promote the ongoing global contractual organization that lack Lebanese essence, the Beirut residents will continue to have value-based and identity-based conflicts and the Beirut identity will be more shattered.

October 24 is International Polio Day which was celebrated around the world.

On this occasion, Dr. Riad Fouad Saade *(Photo LHS)* (PP of Rotary Club Beyrouth) gave a synopsis about Launching PolioPlus Program in Lebanon 1986-1995.



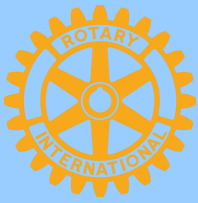
In his remarks, Dr. Saade stated that in 1986 Lebanon joined the international effort of child immunization.

A joint effort of the Ministry of Health, UNICEF and WHO established plans for the program to be implemented at country level.

Rotary Club de Beyrouth spearheaded the program and a PolioPlus Project application form was submitted to the Rotary Foundation in 1987 which adopted the PolioPlus Program in Lebanon in November 1987.

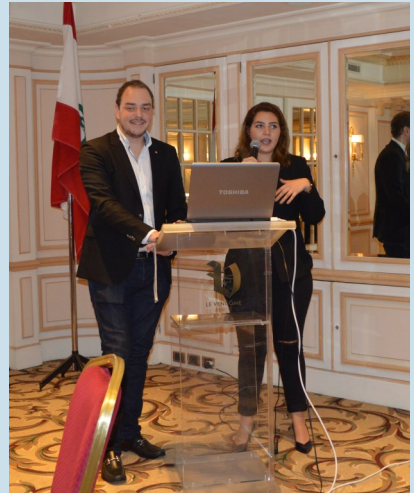
Dr. Saade was the project coordinator who accepted US\$ 175,000 to be spent over five years to cover cost of vaccines and social mobilization. The success that this program achieved in Lebanon despite the fact that the country was torn by years of dreadful wars is a tribute to the Rotary spirit and the resilience of the Lebanese people in times of adversity.





October 31: Business meeting

The meeting featured presentations by members of BCRAC, the Beirut Cosmopolitan Rotaract Club, introducing their board members, and outlining their action plan for the year. This was followed by a brief presentation on Public Image, its importance in club operations and ways and means of promoting the club image.



Many Happy Birthday Returns to

Diana Cotran Oct. 2 -- Habib Bassoul Oct. 8 -- Samir El Khoury Oct. 11 -- Adib Mounla Oct. 13 --

Asaad Salhab Oct. 18 -- El Farra Mazen Oct. 28 -- Jean Paul Moubarak Oct. 31