



Marhaba



Club Charter Date
June 22, 1995

Club Number
30893

District
2452 Rotary Int'l

RI President
Ravi Ravindran
RC Sri Lanka

District Governor
Mustafa Nasreddine
RC Amman

Deputy Governor
Kamal Katra

Assistant Governor
Rami Majzoub

RCBC Officers
2015—2016

President
Marie (Mimi) Hamam

President Elect
Joe Boulos

Vice President
Lina Shair

Secretary
Amal Talhouk

Treasurer
Jean Paul Moubarak

Directors
Tony Asfour
George Beyrouti
Nora Haddad
Adib Mounla
Rabab Safieddine

RCBC Website
www.rcbclebanon.org

RCBC Facebook Page
www.facebook.com/beirutcosmopolitan

Tuesday, May 3, 2016 -- RCBC at 20 Gala Dinner, Phoenicia Hotel
"RCBC: 20 YEARS OF SERVICE ABOVE SELF"

In her words of welcome, RCBC P Mimi Hamam (see photo RHS) reminded us that Paul Harris founded Rotary in 1905 to kindle fellowship among members of the business community. Rotary has since become an international service organization of 1.2 million members that provides humanitarian services and helps build peace and goodwill (and is close to eradicating polio) throughout the world.



RCBC was chartered 20 years ago -- by Rotary Club de Beyrouth – as the first English-speaking Rotary Club in the country. Its first President was PP Dr. Riad Saade, whose vision was "RCBC intends to be a happy club with great achievements". I am so pleased to say his words still ring true!

I should also like to quote from the letter of District Governor Mustapha Nasserredine about RCBC: "Over the years, your club has developed an impressive record when it comes to supporting communities close to home and abroad ... RCBC has truly lived up to Rotary's motto: Service Above Self".

D 2452 DDG Mr. Kamal Katra said he considers RCBC one the best clubs in Lebanon — distinguished by its community service projects, the caliber of its professionals and its close fellowship. He congratulated P Mimi Hamam for her outstanding leadership and for the service projects executed during her term: RCBC is truly "A Gift to the World".



RCBC guest Ms Sigrid Kaag, UN Special Coordinator for Lebanon, praised the fortitude of Lebanon in face of the intense conflicts in the area and its generous welcome of refugees. She hoped Lebanon would recover its past position in the Middle East, which is not the same without it. She also urged women to play an active role in so doing.



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 N. Saad – e-mail: knsaadrcbc@gmail.com
We welcome your comments and suggestions.



Marhaba



Rotary Club of Beirut Cosmopolitan Monthly Publication — May 2016 — Page 2

RCBC at 20 Gala Dinner, Phoenicia Hotel — Tuesday, May 3, 2016
"RCBC: 20 YEARS OF SERVICE ABOVE SELF" continued

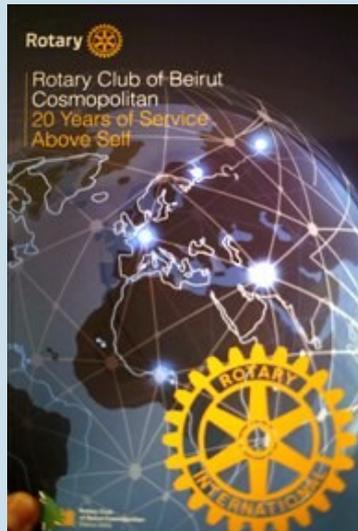


<< Past DG Jamil Mouawad, D 2452, together with his spouse Patricia.



PP Riad Saade (foreground RHS) >> founding President of RCBC then behind him R to L, PP Pierre Azar, PP George Beyrouti, PP Subhi Jarudi, P Mimi Hamam and then PP Edouard Rassie, all RCBC.

L to R below: RCBC birthday cake; 20 Years Brochure; sample RCBC emblems and banners.



P Mimi Hamam (see photo RHS) pinning Program Committee Chair Samir El Khoury as a Paul Harris Fellow in recognition of exceptional service to RCBC. She said: "Rotary meetings are a time for coming together, refreshing, renewing and reloading. Good speakers such as you provided for years help keep our clubs healthy and vibrant. This does not just happen; it requires planning, imagination and innovation".



Many Happy Birthday Returns to

PP Tony Asfour : May 28

--

PP Mounir Jabre : May 22

--

PP Edouard Rassie : May 02



Marhaba



Tuesday, May 10, 2016 -- Business Meeting, Phoenicia Hotel
Guest Speaker: Dr. Steve Harvey, Dean of the Suliman Olayan School of Business, AUB
Topic: "The Future of Business Schools".



Dean Harvey (see photo RHS) holds a PhD from Guelph University, Canada. He was introduced by RCBC PP Tony Asfour (see photo LHS).

He joined the Olayan School of Business on January 1, 2016. Before that he was Dean of the John Molson School of Business, Concordia University, Canada and prior to that Dean of the Williams School of Business and Associate VP, Research at Bishops University in Sherbrook, Canada. He is an active scholar, professor, and consultant in human resources, very involved on the board or as member of many community organizations and professional groups.



Dean Harvey summed it up as follows: "To be successful, business schools need to focus on experiential learning; multi-disciplinarity; evidence-based practice; lifelong learning; and virtual realities".

US universities started to offer business degrees in the early 1900s. In the first half of the Century, students were mostly men; professors came from practice; the schools had a mostly trades orientation; judgement and experience defined the field; accounting and financial management was a focus; engineering of work and organizations was mechanistic.

In the second half-century, there was an explosion of business schools world-wide (12,000+); case studies became a predominate method of teaching; undergraduate programs surpassed graduate programs; training PhDs in Business became the norm; by the end of the century all ranked and accredited schools had strong contingents of PhD trained faculty.

2000 onward, women often outnumber men; most universities have a business program; business programs among the most highly enrolled; management, entrepreneurship and sustainability topics dominate.

We are now entering an era where what we do in business schools will begin to change radically. This is why: Cheap digital learning is now possible; the value added for the degree must be demonstrated; the number of business schools is growing; other disciplines are incorporating business into their curricula; interest in business education has shifted significantly east.

Business schools must do at least five things to survive:

1. Achieve experiential learning earlier and in many different ways;
2. Disciplines must work ever more closely together to prepare people for work and to solve complex problems;
3. Managerial practice and decisions must be evidence-based (data and theory based);
4. Business schools must serve as partners to business in using life-long learning as a competitive strategy;
5. The digital age having just begun, business school learning must evolve more and more as fast as technology.



PP John Edde handing over banner to P Mimi Hamam from his visit to RC of Newlands in Cape Town iKapa Kaapstad, South Africa.



Tuesday, May 17, 2016 -- Business Meeting, Hotel Vendome
Guest Speaker: D2452 PDDG, Lebanon Country Trainer and RCBC PP George Beyrouti
Topic: "Rotary Club Central Training Session"

RCBC PP George Beyrouti (see photo RHS) covered the following topics:

How to create a My Rotary Account

1. First go to www.rotary.org then click on "My Rotary" then click on "Sign In/Register".
2. If a first time user, click on "Create account", then "Fill in the account Registration information and click on Continue". You will receive an e-mail sent to your sign-in e-mail with a link to activate your account. Once you activate your account, fill in the mandatory information required and click on "Create account", then on "continue".
3. If not a first time user, enter your e-mail address and password then click on "Sign in".



What Rotary Club Central Provides

Rotary Club Central is an on-line tool that enables club officers to monitor their club trends and progress, to enter annual club goals in three different fields (membership, service projects and annual giving) and to register Rotary Club business such as updating club data, adding and terminating members, paying annual dues, as well as providing access to a wide range of reports and information. In more detail:

- It provides a "one-stop-shop" information center for Club leaders and members that eliminates paper work; enables clubs to track their progress; fosters continuity in leadership; creates transparency and showcases the work that Rotary Clubs do world-wide.
- It provides Club membership trends (age-gender evolution; retention; Rotarian engagement; Club communication and public relations trends.
- It provides Club Service Projects and Activities and Foundation Giving -- performance vs goals.
- It provides information on the evolution of Clubs in My District and of Member Count and Gender Count by Zone, by District and by Country.
- It offers a Global View of Goals and Progress by Rotary Year and of the impact of club service projects.
- It deals with "who can enter goals" at Club and District levels.
- It provides District leaders with a District Summary View and access to individual club goals – that District leaders can not only track but edit.
- It provides Assistant Governors with information about the goals and achievements of their assigned clubs.
- It also provides the ratings by District Governors and Assistant Governors of clubs under their purview (from Excellent to Good to Satisfactory to Needs Improvement to Non-Functional).

PDDG D2452 and RCBC PP George Beyrouti (RHS) receiving award as Lebanon Country Trainer from D2452 DDG Kamal Katra during Business Meeting on May 31, 2016.





Marhaba



Tuesday, May 24, 2016 -- Dinner Meeting, Hotel Phoenicia
Guest Speaker: Mr. Toros Siranossian, Founder/Owner of the Epi Club
Topic: "Emperor of Arts in Lebanon" — Plus Live Epi Club Entertainment.



Toros Siranossian (see photo RHS) was introduced by RCBC PP Mounir Jabre (see photo LHS). His father came from Armenia and his mother from Lebanon.

After studying in the Hospitality University in Glion Switzerland, he returned to Lebanon and in 1961 founded the renowned Epi Club, which in its heyday featured the World's most renowned singers, hosted almost all of the political and business leaders of Lebanon, and came to be known as the "Eastern Olympia".

The Lebanese Civil War interrupted his activity in Lebanon but he has been back since 1992, and has persevered — at great cost to himself.



A few of the quotes he earned include:

- "Ambassador of the Arts"
- "Pillar of Lebanese Cultural Richness"
- "A history incarnated in Man"
- "He has raised the name of Lebanon high up"



Epiclub Entertainment Live



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



Tuesday, May 31, 2016 -- Business Meeting, Hotel Phoenicia
Guest Speaker: Mr. Peter Yeates, CEO, HSBC Bank Middle East Limited Lebanon
Topic: "Trade Winds Shaping the Future of International Business."



HSBC* Lebanon is one of the largest international banking operations in the country. Mr. Yeates (see photo RHS) was introduced by RCBC PP John Edde (see photo LHS). He joined the HSBC Group in London in 1983. Since then, he spent 14 years in Asia, seven years in the USA, six years in Europe and six years in the Middle East. He has been living in Beirut for three years. He reviewed four key drivers of the propensity of nations to trade:



1. The march of industrialization (a) The evolution of developing countries from raw materials to manufactured goods supply; (b) The move from subsistence to transformative manufacturing entrepreneurship; (c) The availability of broad ranges of goods.
2. The plummeting costs of logistics and communications -- resulting from (a) The electric telegraph in the 1840s; (b) The Suez Canal in 1869; (c) Refrigeration in the 1880s; (d) Container shipping in the 1950s; (e) Increasing use of cargo aircraft from the 1970s.
3. Market opening through trade policy (a) Creates prosperity by promoting trade flows and opening up markets; (b) Influences tariffs, quotas, and standards to reduce barriers to trade; (c) Liberalization of multilateral trade; (d) The increasing number of trade agreements -- Europe, NAFTA, ASEAN, Mercosur, TPP, TTIP and RCEP; (e) Possible regression – e.g. BREXIT.
4. The evolution of company operating models (a) Multinational companies; (b) Intricate global supply chains; (c) Dispersed network of suppliers, manufacturers, and distributors; (d) Technological advances that improve responsiveness and resilience of supply chains.

Mr. Yeates also reviewed what he called three waves of globalization: 1865 to 1913; 1950 to 2007; and projections for 2015 to 2050. During the first such wave the value of merchandise trade increased fivefold (or 400%) over 47 years – i.e. an average of 8.5 % per year. During the second wave of 57 years, global trade grew by an average of 8% per year. Most notably during this second period, China's share of world merchandise exports went from 2% to 9.8% and Germany's share from 3.2% to 8.5% whilst the share of the UK declined from 9.85 to 2.8 % and that of the USA from 10.6% to 8.2%. By the end of this second wave, manufactured goods dominated world trade, with mining and fuel way behind in second position and agriculture in third position.

During the third (projected) phase of 35 years from 2015 to 2050, Mr. Yeates expects trade to grow fourfold -- an average per year of 8.6% -- driven by more people consuming more goods; by mass customization; by the drive for sustainability; by innovation including the reverse kind – i.e. innovating in developing countries and distributing the results globally ; by more extensive use of virtual delivery among others and more intensive use of sophisticated robotics among others; as well as better control over the internet of things – essentially through software; plus by 3-D printing. However, he believes there will still be a need for physical trade, economies of scale and regional hubs. Key opportunities for business include the rise of "collaborating specialists" with small players competing globally (location being less important); operating models will be based on leasing, not purchasing; sustainability will be key; data king; and adapting the workforce to future conditions a key requirement.

* HSBC (Hongkong and Shanghai Banking Corporation)