



# THE MAGIC OF ROTARY

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# Marhaba

2024/2025

Beirut Cosmopolitan

# Rotary

District 2452



Charter Date June 21, 1995  
Club Number 30893  
District 2452 Rotary International

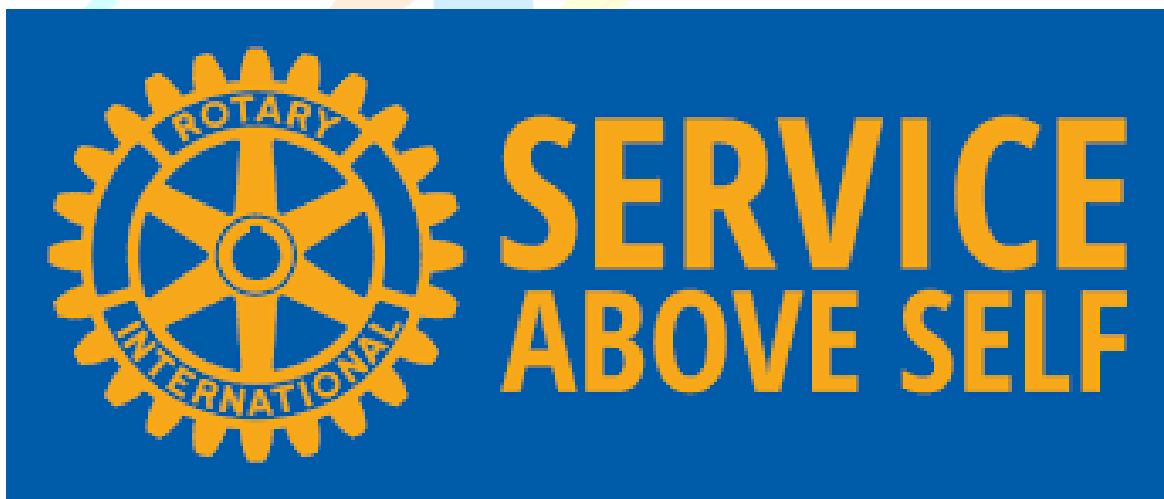
## LETTER FROM THE EDITOR

### PP MONA JARUDI

The world, as we know it, is undergoing a free fall into the unknown... Oases of peace and security are diminishing and communities are struggling to understand and cope with these negative changes. Till recently, Polio was successfully eradicated worldwide, communicable diseases controlled, successful vaccination drives for healthier communities underway, Diversity, Equity, Inclusion and Belonging greatly respected and practiced, only to find ourselves suddenly trying to make sense of the fast-moving events that threaten to derail all these efforts. This is where Rotary enters with force, and we as Rotarians, can still enjoy working under an umbrella that has values and purpose and which provides Rotarians their own oasis to continue in their mission of Service across all disciplines and areas of focus.

As Rotarians, we are the agents of change. In everything we do, we are armed with courage, determination and positive attitude in our mission of Service. In Lebanon, Rotarians have done an exceptional job in the most difficult times. They became role models in the community and a safety net for the beleaguered. Our mission statement in Lebanon has been widely delivered and respected that we can proudly say that Lebanon has 37 clubs now with the newest chartered in the Bekaa Valley.

Let us, as Rotarians, be the beacon of hope in our communities, hope for wisdom, hope for generosity of spirit and hope for a better future!



January 7, 2025

Business Meeting at  
The Phoenicia Hotel

Guest Speaker

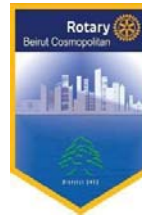


**Marwan Habre**

MEA Head of Commercial  
Divisions, including Sales,  
Marketing Strategy &  
Alliances

**Presentation Topic**

'MEA: An Airline's  
Journey Through Crisis'



The last few months of 2024 were nothing short of traumatic to Lebanon. Bombs were raining on different parts of the country relentlessly and savagely. Lives of people and their well-being were impacted greatly. Life as we know it came to a halt, businesses and schools shut down, airlines suspended their flights in and out till further notice. But, hope springs eternal and Middle East Airlines provided that ray of hope for people to stay connected to the outside world. The whole company, pilots and crew were subjecting themselves to great danger every time an aircraft took off or landed. An article was written about this in the New York Times in praise of MEA and its resilience.

To honor and shed more light on the heroic feat of MEA, our club decided to host in its first meeting in January 2025 Mr. Marwan Habre, Head of Commercial Division, including Sales, Marketing Strategy and Alliances. This meeting was cohosted by our dear friends Rotary Clubs of Beirut Cedars, De Beyrouth and Metn Gate.

Mr. Habre enjoys 20 years of experience with multinational airlines. He is motivated by the challenge of leading teams towards achieving exceptional standards in business performance via effective communication and coaching, improved processes and efficiencies. He has extensive experience in all facets of airline operations, data analytics, pricing and revenue management, airline network development, launching of new route and staff development.

In a very interesting presentation, Mr. Habre took us into the back alley of MEA and revealed some very interesting facts. For us, what we care about is flight destinations and securing a seat on a flight, but there are layers upon layers of complexity and how all the pieces fall in place due to meticulous hard work of all concerned parties. MEA has faced challenges since 2019, with the financial crisis in Lebanon, and Covid 19 that forced the airport to shut down for three months. MEA did not lay off any employees and kept the company running. The worst challenge came in October 2023 when Lebanon was forced into a very unpleasant war situation where the company had to reduce its aircraft down to 8, and deal with a drop of revenue and coverage. In airline lingo, SLOT management is a very important word in operations: permission to park aircrafts. When this war started, MEA had to find places to park its 15 aircrafts not in use. These parking slots are not readily available and a lot of juggling is required to respect the airports schedules and availability of parking spaces. MEA was operating on reduced schedules and frequency of flights to keep connections and not lose slots. The SLOT coordinators in Europe had to be very understanding under the prevailing circumstances, thus affording MEA smooth operations to keep Lebanon connected to the world. With relative peace prevailing now and a shaky cease fire, MEA is eager to forge ahead with its development plans that were arrested for the past five years.

In the name of all Lebanese, we thank MEA for its resilience and operation in the line of fire and we thank Mr. Habre for sharing the heroic acts of everyone in MEA to keep Lebanon connected to the world.



January 14, 2025

Online Zoom Meeting

Guest Speakers



**Roula Doughan**

Operation Manager at Balsam  
- Lebanese Center for  
Palliative Care

&



**Farah Demachkieh**

Head of Quality, Research and  
Development Unit at  
SANAD

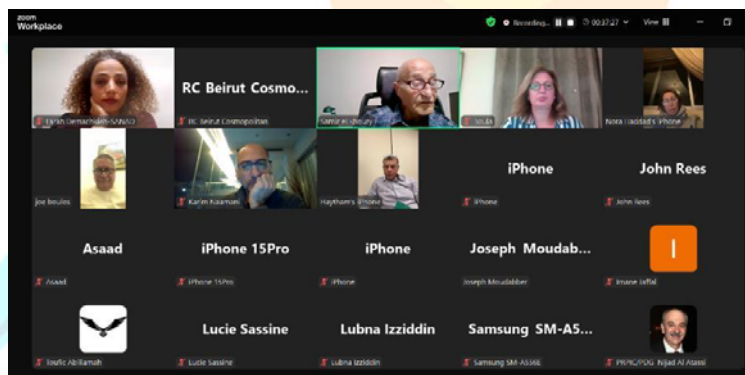
**Presentation Topic**

"Why Palliative Care  
Matters"

### Why Palliative Care Matters?

On January 14, RCBC hosted two guest speakers on the important topic of Palliative Care. Mrs Roula Doughan, Operation Manager at Balsam, Lebanese Center for Palliative Care and Ms. Farah Demashkieh, Head of quality, Research and Development Unit at SANAD both collaborated in an eye opening and very informative presentation on a topic that is almost dear to most families with a terminal illness.

Palliative Care is the active holistic care of individuals across all ages with serious health-related suffering due to severe illness, and especially of those near the end of life. It aims to improve the quality of life of patients, their families and their caregivers. Palliative care uses a holistic approach where social, spiritual, physical and emotional needs are met. The following slides clearly illustrate the benefits of Palliative Care and who can benefit plus places of Community-Based Palliative Care.



### Benefits of Palliative Care

...to the Patient	...to the Family	...to the Hospital
<ul style="list-style-type: none"> <li>- Education on managing patients' symptoms and other conditions</li> <li>- Enhanced comfort and reduced symptoms</li> <li>- Improved psychological and emotional well-being</li> <li>- Improve independence and functionality</li> <li>- Better overall quality of life</li> <li>- Longer span of life</li> </ul>	<ul style="list-style-type: none"> <li>- Support in coping with caregiving challenges</li> <li>- Relief from emotional and logistical burdens</li> <li>- Around the clock care and support</li> <li>- Easier bereavement</li> </ul>	<ul style="list-style-type: none"> <li>- Improved patient satisfaction and potentially reduced hospitalizations</li> <li>- Reduced Cost resulting from fewer hospital admissions and medical interventions</li> </ul>

### Who Can Benefit from PC

- Any Person with a Complex Condition irrespective of Age or Context
- Patients with Serious Illnesses and Advanced Diseases (Cancer, heart disease, chronic obstructive pulmonary disease (COPD), or kidney failure)
- Patients Undergoing Aggressive Treatments or Experiencing Severe Symptoms (Pain, nausea, fatigue, difficulty breathing, or other distressing symptoms)
- Patients with Life-Limiting Conditions (Conditions that may not be immediately terminal but are expected to lead to a significant decline in health over time)
- Elderly Individuals, who have multiple medical problems
- Families and Caregivers

### Community-Based Palliative Care

Established	Population	Areas Covered	Contact
2010	Cancer/Non cancer Adults & Ped	Greater Beirut Distance TeleSupport	01-748574
2010	Cancer/Non cancer adults	Greater Beirut Mid Beqaa	01-397 846 70-926083
2018	Cancer/Non cancer adults	Mount Lebanon	04-725882/3
2022	Cancer adults	Tripoli Qalamoun Zgharta/Koura Parts of Minyeh	03-756115
2024	Cancer/Non cancer adults	Tyre	81 727 005
2024	Cancer/Non cancer adults	Greater Beirut	71-178401

January 21, 2025

Online Zoom Meeting

Guest Speaker



**Dr. Randa Hamadeh**

Head of the Primary  
Healthcare and Social Health  
Department, Ministry of Public  
Health

**Presentation Topic**

“Back to Basics in Health  
through Primary  
Healthcare”

Due to the sudden onslaught of violence that led to the displacement of thousands and thousands of people from the comfort of their homes to shelters across the country, a situation that disrupted all infrastructure in the country including the health sector. RCBC invited as a guest speaker Dr. Randa Hamadeh, Head of the Primary Health care and social Health Department at the Ministry of Public Health to shed light on how the government dealt with all the challenges in this particular sector.

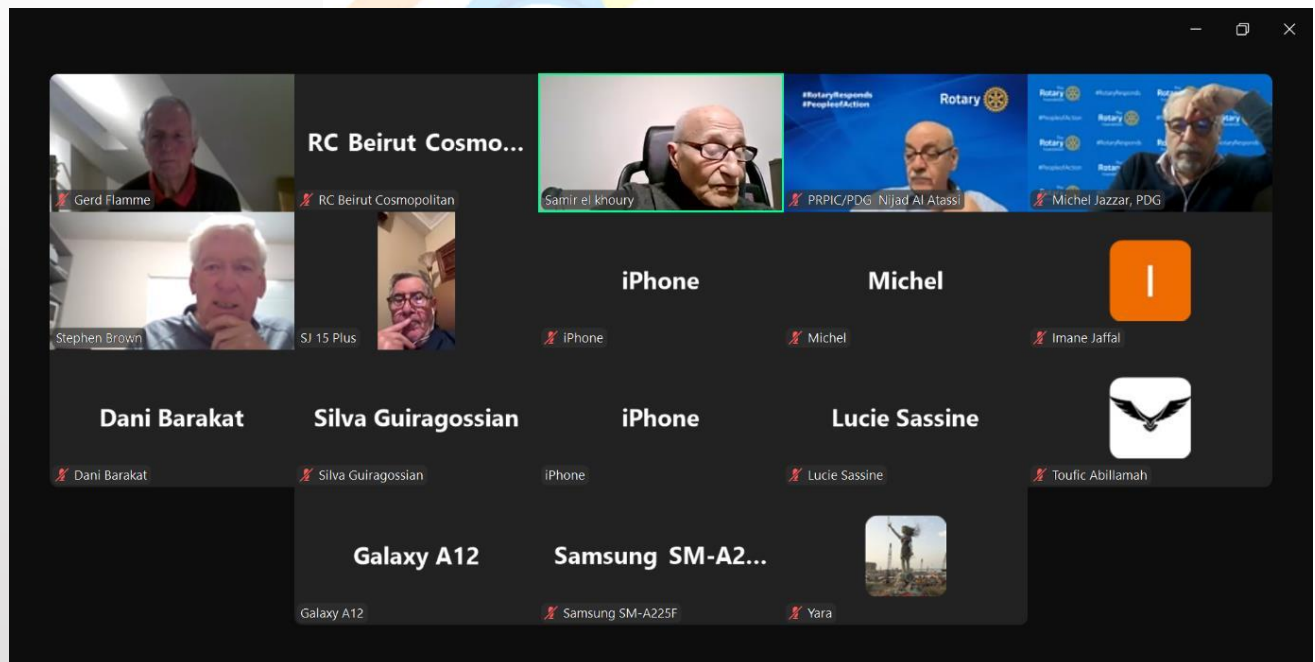
Dr. Hamade, in a detailed presentation, shared the following facts:

- There are 325 Primary health care centers in Lebanon, with only 5% of the public health sector expenditure allocated to them.
- In emergencies, these centers play two roles: provision of health needs to the displaced and host communities and support in management of injuries and saving lives.
- Linkage of all shelters to the primary Healthcare providers, provision of services in shelters and continuity of service to local communities.
- Securing continuity of medications and vaccine supply chain.

With all the challenges that Lebanon faced in the last few months, the diligent oversight of the Primary healthcare centers kept communicable diseases under control and prevented the onslaught of new ones that can rapidly spread under such conditions of displacement and overcrowding of shelters.

Dr. Hamade summed up her presentation by outlining the future plan for Primary Health care centers:

1. Refine the Emergency Relief Model and expand its scope.
2. Maintain the country's Polio-Free Status and increase vaccination rates.
3. Ensure a steady supply of essential drugs.



# FELLOWSHIP

January 8, 2025

Rotary Club Beirut Cosmopolitan kicked off the new year with a great evening of fun and camaraderie. The evening organized in collaboration with Rotaract Club Beirut Cosmopolitan was well attended by fellow Rotarians and friends. Together with Rotary Clubs de Beyrouth, RC Metn Gate and RC Beirut Cedars, the evening was enjoyed by all.

The talent of BCRAC was palpable where members delighted everyone with Christmas songs as we were celebrating the Orthodox Christmas. Galettes de Roi were enjoyed at every table and the kings and queens of the evening were duly rewarded.

PP Joe Boulos made sure to highlight his Mexican heritage by belting out Malagenia albeit without the sombrero!

Many thanks go to Fundraising chair Olga Joelle Feghali and to CS Christine Arzouminian and BCRAC for a very delightful evening!



# Reaching Out

January 2025

1. As Rotarians, our Service Above Self stretches beyond the borders of our local communities. Most recently, the suburbs of Los Angeles in California were subjected to the most brutal fires that razed thousands of homes leading to forced evacuations and displacement.

Thinking outside the box, PP John Edde together with our twin club Rotary Club Bangalore Brigades in India arranged for a large donation of shoes for the needy that was received and distributed by our partners Rotary Club LA Cedars.

Dear John,

On behalf of the LA Cedars Rotary club, I would like to thank you, RCBC (Rotary of Beirut Cosmopolitan) and the Rotary of Bangalore Brigades of India for your generous donation of the whole stock of Butterfly Twists shoes in order to benefit the people of Los Angeles who were affected by the recent fires.

I would also like to acknowledge your sister Marie Therese Retourne for reaching out and making it happen.

Sincerely,

Mark Al-Soufi

LA Cedars  
PP & International Chair





1. On January 13, our very own Rt. Rana Salhab was invited to be a guest speaker at Rotary Club de Beyrouth, our parent club. Rana's wealth of experience and expertise is capitalized on, locally and globally, to help shed light on current and pertinent issues challenging our present times.  
Stay tuned for a lengthy presentation in the near future.



Chers Amis Rotariens,

Nous vous rappelons qu'à notre prochaine réunion du lundi 13 janvier à 13h30, à l'hôtel Palm Beach, nous aurons le plaisir d'accueillir :

**Madame Rana Salhab**  
Partenaire à Deloitte ME

qui donnera une conférence sur

**« Evolutions récentes sur la scène de la diversité, de l'équité et de l'inclusion »**

Nous serons heureux de vous recevoir avec vos conjoints et vos invités.

R.S.V.P.: [rotarybeyrouth1@gmail.com](mailto:rotarybeyrouth1@gmail.com) - 03-852090  
Frais de participation: \$25

Amitiés rotariennes,

**PP Aïda Cherfan**  
Secrétaire Honoraire 2024-25



### Presentation Topic

*“Recent transformational trends in the Diversity, Equity & Inclusion Landscape”*

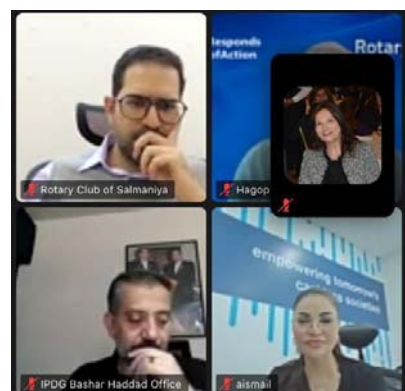
In 2025, Diversity, Equity, and Inclusion (DEI) standards and initiatives face significant challenges, compounded by political shifts in the US, with rhetoric and policies perceived by some as rejecting or undermining the very basic DEI values, rather than only certain controversial policies and practices, and thus erasing years of efforts resulting in viable program being met with skepticism or opposition, if not outright bans. Additionally, the rejection of DEI principles by influential figures, and regulations coupled with a less inclusive approach in all fields complicate the task of ensuring digital inclusivity in technology, so that at the very least Artificial Intelligence outcomes do not suffer rampant biases.



- A very well attended and inspirational meeting by Carlos Ghosn addressing pertinent issues in life and business. President Haytham Kurdi, along with members of the Rotary Club Beirut Cosmopolitan, Rts. Nora Haddad, Toufic Abilamah, and PP Samir Khoury, attended this session.



- Rotary Club Salmaniyah in Bahrain (D2452) hosted a virtual meeting with RIPN, Sungkoo Yun, where he shared his thoughts and vision for Rotary in the future. PP Mona Jarudi attended the meeting representing Rotary Club Beirut Cosmopolitan.





5. On Thursday, January 16, DDG Mona Kanaan called for an evening gathering all Rotarians to celebrate the magnificent job that was done under the umbrella of Disaster Relief in Lebanon that was started as an immediate response to the war situation in October that led to the displacement of thousands of people from their homes and villages.

Rotary Lebanon has every reason to be proud of their service during these highly stressful times and for the heroic work Rotarians, Rotaractors and Interactors were doing by responding to every possible need.  
Way to go Rotary Lebanon!



The End