

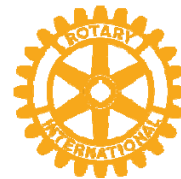


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District 2452 Rotary International

RCBC Marhaba

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Rotary Club Beirut Cosmopolitan



RI President **Jennifer E. Jones**
Rotary Club of Windsor-Roseland,
Ontario, Canada

District Governor **George Azar**
Rotary Club Aley, Lebanon

Assistant Governor, **Aida Daou**
Rotary Club de Beyrouth, Lebanon

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Michel Mansour

Marhaba Editor
PP Mona Jarudi
monajarudi@gmail.com

Letter from The Editor



Past President
Mona Jarudi

**IN ORDER TO LIVE
IN THE KIND OF
SOCIETY YOU WANT,
YOU HAVE TO
HELP BUILD IT**



— JENNIFER JONES, RI PRESIDENT

The world is hungry for a new style of leadership, one that is empathetic, open, and eager to learn from everyone.

Jennifer Jones
Rotary International
President



As this Rotary year is drawing to a close, there is an ongoing race worldwide to make sure that the goals set for this year are met. RI President Jennifer Jones asked Rotarians to Imagine Rotary as she embarked on her own international journey. She firmly believed in the great potential and power of Rotary and she reminded us that we, Rotarians, are custodians of a vast canvas that allows us to dream, imagine and execute. We have seven areas of focus in our playground, and a wealth of talent and expertise in a pool of 1.4 million Rotarians worldwide, which enables us to be people of action and catalysts for change. To further strengthen this pool, Rotary adopted the power of Youth, Diversity, and Inclusion stemming from its belief that every voice has something to contribute to the conversation of Service.

May in Rotary is Youth Development month. Now, more than ever, Rotaract and Interact clubs are highly encouraged to participate and partner with Rotary clubs. To promote this new relationship, RI issued recently four ways to elevate Youth voices: Rotarians should listen and work towards the goals of the youth, include them in leadership roles and involve them in committees and task forces, empower them to gain lifelong skills by offering support and mentorship and have an ongoing dialogue with them to promote learning and growth. For some clubs, this is a huge leap but the resistance has waned considerably because the greying clubs have realized that working with youth is a much needed injection to reinvigorate the clubs and change the conversation. Rotarians realize now that in order to succeed we need to think differently, evolve and embrace change. In order to succeed, we should enforce team work and effective leadership. In order to succeed, we should make every voice count.

Over the years, Rotary's mission and vision has undergone major evolution while staying true to its roots of service and fellowship. Rotary's leaders have adopted change as a positive force to keep their mission alive and relevant. Most recently, D 2452 had its annual conference under the major heading: Connect to Change. This theme points to the power of a united and connected front to effect positive change.

Gandhi once said "Be the change you want to see in the world". It is a philosophy that serves us all very well, as individuals and Rotarians.

Dream big, act big, and change will surely come!

Annual Club Iftar

Seray Restaurant – Minet El Hosn
April 12, 2023



The holy month of Ramadan always brings with it the promise of faith, sharing and giving. Every evening, people gather around the Iftar table, celebrating unity and fellowship while remembering those who are less fortunate. It is surely the month of joy and care for one another.

Per tradition, Rotary Club Beirut Cosmopolitan holds an annual fellowship Iftar where the members gather and celebrate the importance of this occasion. This year was no exception, the members enjoyed a lovely Iftar in the restaurant Seray, famous for its good food and ambiance.

Children Annual Iftar

Burger King – Raouche
April 17, 2023

Rotary Club Beirut Cosmopolitan prides itself every year by sharing joyous moments with less privileged children on the special occasions celebrated traditionally.

This year, Rotary Club Beirut Cosmopolitan hosted 30 kids, ages 6-14, for an early evening of fun, games and an Iftar meal at Burger King. It was a packed two hours of pure entertainment and joy where some of the members attending were privileged to share these happy moments with the kids.





Business Meeting

April 25, 2023

Zoom Meeting

Jointly with **Rotary Club Aley West**



NAZIH GHATTAS

Past President
Rotary Club Baabda
District 2452

District Strategic
Planning
Chairperson

**"Methodology of
Strategic Planning"**

To ensure sustainability and success in every club, a 3-5 year strategic plan is advisable to be put in place. On April 25, RCBC hosted PP Nazih Ghattas, D 2452 Strategic Planning Chair, to share some important points that will facilitate the process of strategic planning for our club.

Mr. Ghattas delivered a very precise presentation on mission, vision and steps to implement. In trying to reach a vision for the club, the actual status vs the targeted status should be determined together with identifying strengths and weaknesses internally versus the external opportunities and threats. All this should align with Rotary International, District and Club directives. The following slides are a summary of important points to consider:

In summary, strategic planning is a tool. If used properly, it will no doubt help clubs **identify goals**, plan, change, make corrections, **reinvent themselves, retain and attract members, serve better, grow and boost Rotary Image.**

Strategic Planning Fundamentals

The fundamentals of STRATEGIC PLANNING

- Mission
- Brain storming
- Clear Vision
- Defined Objectives
- SWOT analysis and Parameters
- Strategic Directions
- Detailed Action Plan
- Time Table
- ROI
- Team and Duties



Team & Duties Allocation

- Form the Project Execution Committee
- Include President, P Elect & P Nominee
- Look into each & every action to be done
- Allocate actions to different Members
- Take into consideration the will & knowledge of the person versus the action allocated to him, both should be positive versus the action allocated



Action Plan

- Enumerate all to do Actions resulting from the SWOT analysis of the objectives Versus Parametric Analysis
- Use available Strengths & Opportunities, covering up for Weaknesses & Threats
- Draw a Time Table of the to do actions
- Allocate to Team members
- ROI (Return on investment) in terms of time, money & effort



Vision Elements

Main Tittles to consider when brainstorming for a Club Vision

- Membership
- Fellowship
- Leadership
- Rotary Values
- Areas of focus
- Rotary international new approaches
- Bylaws
- Priorities for community service Projects
- Fund Raising
- Public Image
- Rotaract
- District Strategic plan
- Evaluation and follow up

Business Meeting

May 2, 2023
Zoom Meeting



MOUNIR JABRE

Past President

Rotary Club
Beirut Cosmopolitan
District 2452



JOE BOULOS

Past President
& Tourism Consultant

Rotary Club
Beirut Cosmopolitan
District 2452

“CLUB SERVICE PROJECTS & GG PROCEDURES”



Rotary is an organization that is perpetually growing and evolving. The world is changing, its challenges are multiplying and solutions are sought to address and counteract these challenges. Rotary clubs are a microcosm of Rotary International, thus they are constantly faced with challenges at the club and community levels, which sparks the need to pivot and find appropriate solutions. This, very often, necessitates going back to Rotary Basics to ensure proper operations.

On May 2, PP Joe Boulos (TRF Chair) and PP Mounir Jabre collaborated on a very important session dedicated to Club Service projects and Global Grants procedures to ensure that our club stays focused on our mission to serve the community.

PP Joe started his presentation with a reminder that Rotary Club Beirut Cosmopolitan continues to be one of the strongest clubs with record achievements since its inception 28 years ago. To date, Rotary Club Beirut Cosmopolitan has 120 Service Projects including 30 GGs with a staggering cumulative value close to \$ 4 million. Our projects span along the seven areas of focus, ensuring sustainability by giving a community the skills and knowledge to maintain project outcomes long term and after grant funds have been expended.

He then outlined clearly the proper procedure for every service project starting with the idea, assessment of community needs, creation of project committee and how to write a detailed project proposal. The Service committee then evaluates the proposal, send for board approval to determine its viability and whether the project is a potential Global Grant, in which case this will undergo a new set of measures like budget and funding, approval by TRF and culminating in a handover of the project.

Following the thorough Rotary procedure is the recipe for success in every project and that's what gives us credibility at the international level.

Business Meeting

May 9, 2023
Zoom Meeting



**ROULA AJOUZ
SIDANI**

Sustainable Tourism
Strategic Planner

**"LEBANON:
CULTURAL IDENTITY
REINSTATED"**

One of our guest speakers in May was Ms. Roula Ajouz who spent most of her career in promoting Lebanon, its tourism sector and in particular tourism focusing on holy sites that are as old as time. Lebanon boasts for having more than 3000 sites to explore in a humble 10,452 square kms.

Ms. Ajouz started her extensive presentation by showcasing Beirut and what was written about the beauty of Beirut. In 1973, Fortune magazine featured the St. George Hotel Bar as one of the top seven bars in the world because of its regular clientele that included journalists, spies, Arab politicians, and Lebanese chieftains. "The interaction of journalism, international business and espionage in the turbulent context of local Lebanese and regional arab politics created an extraordinary milieu. The players include J Paul Getty and Daniel Ludwig, Kim Philby and Archie Roosevelt, Joe Alsop and Sefton Delmer", every name in the annals of Middle Eastern politics, and the name of the game - reporting, exploiting, manipulating and controlling the Middle East.

"By the early fifties, Beirut reigned supreme as the cross roads where east and west met to shape the future of the lands beyond, the Middle East. That was then, and now the country is facing many crises simultaneously that still generates interest in its affairs by every political, regional and international player.

The magic of Lebanon waxes and wanes but never disappears because those who believe in it never give up on a beautiful, rich and diverse country.

Very passionately, Ms Ajouz presented many projects that are badly needed to rehabilitate certain sectors that will generate employment and insure sustainability. She shared 5 ideas:

- Antika Quartier
- Street Median Development
- Horsch Beirut, a cultural path.
- History in your hands
- Drawing smiles in public schools' playgrounds.

These are all worthy projects that deserve support and follow up. We hope we and other NGOs will be able to assist in realizing one or more of these.

In our Rotary world, we need to DREAM BIG to ACHIEVE BIG and hope to realize our dreams!



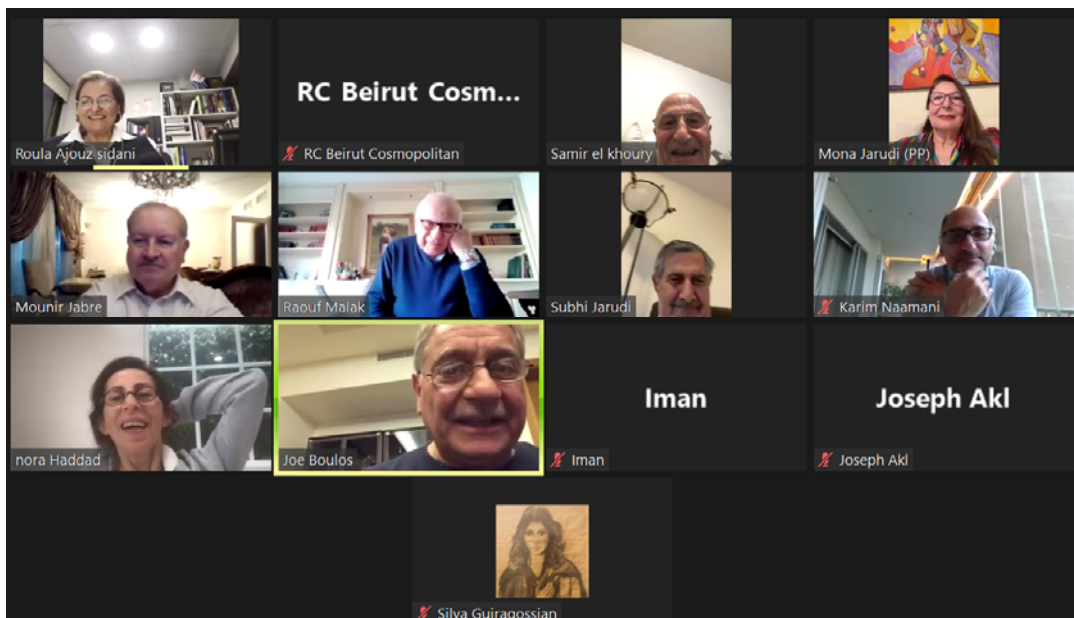
1-Antika Quartier



2- Street Median Development
Beshara El Koury
Avenue



5- Drawing
Smiles in
Public Schools'
Playgrounds





ROTARY INTERNATIONAL – DISTRICT 2452

10th DISTRICT CONFERENCE

May 11-14, 2023 – Beirut, Lebanon

May 11-14 witnessed a very successful District Conference (D2452) hosted in Beirut, Lebanon by District Governor George Azar, and a very dedicated team. The program, the attention to details, the events, the hospitality, all bore witness to the power and resilience of the Lebanese, and their collective power to showcase Lebanon at its best AGAINST ALL ODDS.

The opening ceremony was very highly attended by dignitaries and Rotarians from all clubs in the district that represent nine countries. Rotary International was represented by Patrick Chisanga, RI Director, and Marcelo Haick, Rotary Foundation Trustee who delivered the message of RI President Jennifer Jones.

The plenary sessions and the topics tackled were a true reflection on Rotary's areas of focus and a testament to the diversity of speakers. The topics were:

- Economic Development and Political Stability
- A way out of the Lebanese crisis
- Environment and sustainable development
- Rotary Programs and Partnerships: Empowering Girls; Diversity, Equity and Inclusion; Disease prevention; Inter-country committee; Medical wellness group.
- Rethinking the future of higher education
- Diaspora and Public governance
- Leadership, Technology and Innovation
- New Generation Leadership
- conversation on youth mental health
- The Rotary Foundation

All these important topics were tackled and discussed by brilliant keynote speakers who were thought provoking and engaging.

The conference also included visits to the important Lebanese historical destinations, and dinners that cemented the fellowship spirit among the attendees.



Rotary Club Beirut Cosmopolitan was represented by members who attended and enjoyed all sessions and other activities.

Noteworthy, RT. Rana Salhab spoke about DEI in her capacity as District DEI Chair. In the awards ceremony, RC Cosmopolitan received the silver award for Youth engagement. And PP Mona Jarudi received the District Governor's recognition award for her work on PeaceBuilding.

Congratulations again to DG George Azar for a very successful conference. Salute to his team led by Ahmad Hussein who ensured the smooth sailing of the events.



10th International District
Conference of Rotary District
2452



Patrick Chisanga
Moderator



Mrs. Anne Marie Mostert
Past District
9400 Governor



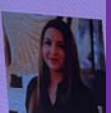
Mrs. Rana Ghandour
Salhab
DEI District Chairperson



Dr. Nabil Costa
Founder, SKILD Center



Mr. Rami Torbey
Managing Partner
at Eptalex Law Firm



Ms. Andrea Prerad
Chief of Staff at GLI



Business Meeting

May 23, 2023
Zoom Meeting



JOE BOULOS

Past President
& Tourism Consultant

Rotary Club
Beirut Cosmopolitan
District 2452

**“A Road Map for
tourism in Lebanon”**

Our guest speaker on May 23 is PP Joe Boulos, Rotary Club Beirut Cosmopolitan and TRF Chair. Among the several hats that Joe wears, the one that he has been most passionate about and dedicated to is how to bring back Lebanon to its former glory, touristically and otherwise.

He comes from a family who staunchly supports Lebanon and contribute a lot to its success. His late father founded the Telefrique in the beautiful area of Harissa, which to date, hundreds of thousands of people have enjoyed the magical ride and beautiful vistas of the area.

In addition, he never wasted an opportunity to invest in Lebanon and its manpower. In his continued pursuit to witness the rise of Lebanon after devastating economic, social and political crises, Joe has been very active participating in different committees dedicated to find solutions to the tourism sector and creating guidelines for the public and private sectors to follow.

The presentation was very detailed and scientific that I find it compelling to share some slides below.

HISTORICAL BACKGROUND

1. Tourism contributed around \$9Billion in 2018 (approx 17% of GGP).
2. In 2022 , after tough years 2020-2021, Lebanon seemed to bounce back, receiving around 1.7 Million visitors. Bringing into the economy more than \$5 Billion.
3. Creating more than 200,000 jobs and triggering many small scale investments in F&B and events/venues.

NEGATIVES: Way too many

1. Absence of visibility and total lack of vision.
 2. Decaying infrastructure.
 3. Expensive utilities.
 4. Poor Airport Service.
 5. Chaotic operations with lack of governance, norms and controls.
 6. Overstretched modest capacities (and budget) at our modest M.o. Tourism.
 7. Lack of reliable statistical data.
 8. Practically no Mktg strategy, no target profile of visitors, no branding of Lebanon as destination. Just a mish-mash of modest individual initiatives.
 9. Shortage of skilled workers and talent (lack of hospitality education plus brain drain).
 10. No access to funding in absence of Touristic loans (even if not subsidized).
 11. No credible official classification of hotels, restos, resorts and other Touristic venues.
- And the list goes on and on....

Despite it all , believe it or not, gladly for Tourism there are many to build on:

1. Private Initiative and enterprising spirit. Potential for High return on investment.
2. Lebanese unique Touristic VIBE: Just ask the foreign visitors or the returning diaspora.
3. Profusion of Natural assets: Beauty, Climate, Geographical Location, ACCESSIBILITY and proximity of sites.
4. Cultural Wealth: More than 3,000 spots of interest to highlight from small rocks to museums.
5. Reputable Gourmet / Lebanese Food and Wine.
6. Achievements in Arts, Sports, Jewelry, Fashion...Sources for a wide variety of Tourism.

ONE-YEAR/SHORT-TERM PLAN

1. While waiting for major political and economical arrangements , regionally and locally, to take hold , beyond our control, many activities can take place. At relatively low-cost as they are mostly in organizing and planning rather than building.
2. Remember the returns from Tourism democratically to all regions and social classes
3. Hire a local team of consultants to develop a realistic and actionable short-term plan taking into account the country's current limitations.

4. Plan should include modest steps such as :

- a. Start to build a reliable database.
- b. Continue mapping-out calendars of events by region and by discipline or type :Geographical (Urban vs Mountain and Beach), Archeological, Cultural, Religious Ecological (e.g. LMT), Rural, Food & Wine, Art, Sports, Fashion, Trade Exhibition Promo Fairs/ Shopping Festivals,
- c. Pursue a Internationally proven technique called DMO (Destination Management Organization) currently launched by the stretched and underfunded Ministry of Tourism , aiming at decentralizing Touristic decisions away from politics.
- d. Start to create a Tourism Observatory and special boards to manage different sector responsibilities , taking over MoT responsibilities. After all many successful Tourist countries don't even have an MoT.

FIVE-YEAR / LONGTERM PLAN

Hire an experienced and specialized international Tourism consulting firm to develop a strategic plan , modeled after successful performances such as Morocco and Portugal and other.



Study should cover (at least):

1. Marketing Plan to Sell the Lebanon Brand. Select target profile (Mass vs Elite), Based on Lebanon's comparative advantages.
2. Include the heavy concentration of Lebanese Diaspora in our target countries.
3. Develop subsidized Tourism Funding Programs.
4. Further Develop Hospitality Education , limit brain drain through job creation for skilled talent.
5. Consider privatizing airport management like in ADP or Frankfurt or Dubai..
6. Institute an open sky policy to encourage competition and lower air fares.
7. New Pleasance harbors outside Beirut.
8. Issue new Casino licenses beyond the CDL.
9. Etc....

Reaching Out

In his capacity as the District Conference Diplomatic Liaison, PP Mounir Jabre together with the District Governor George Azar, paid a courtesy visit to Mrs. Simone Casablanca Aeschlimann, Head of the International committee of the Red Cross in the presence of her deputy Ms. Basma Tabaja.

During the meeting, DG Azar gave a detailed introduction about Rotary and its activities with emphasis on Rotary District 2452 and Lebanon. The discussions covered matters of mutual interests and possibilities of cooperation.

DG Azar extended an official invitation to Mrs. Simone and her deputy to attend the District Conference in May 2023.



IN THE SPOTLIGHT



Jean Paul Mubarak is one of our young Rotarians and a valued member of our club. He is active in different committees but his preferred area of service is in the Public Image domain, where he uses all his expertise in showcasing Rotary Club Beirut Cosmopolitan, and highlighting all its important events and service projects.

For those of us who are French speakers, we are treated periodically to a literary article, published in an important newspaper, L'Orient Le Jour, where Jean Paul tackles social issues in a very interesting manner.

The following lines are a true reflection of Rt. Jean Paul.

"I entered in Rotary Club Beirut Cosmopolitan in June 2012. It was the first time I began work with an organization which I thought it was a charity before I discovered that it is more than a simple charity but a pure way of life.

During the eleven past years, I occupied many functions such as treasurer during two years or-and till now- responsible of social medias (Facebook, Instagram, YouTube). Work is something continuous and we cannot stop if we want to improve ourselves in life. Rotary helped to show another face of me.

One of my hobbies is writing. I show my feelings and all the things I cannot say normally in public. I decided to use this hobby for Rotary. It is why, in 2015, in the e-magazine Masculin, I wrote a long article in French about the power of Rotary: Rotary, from Misogyny to parity (Le Rotary de la Mysoginie à la Parité)

I explained in this article the big revolution done by RI when they decided to allow women enter in the clubs.

The club was exclusively dominated by men and some people, very bad-informed, define Rotary as a macho organization. We were far from the feminist thinking which changed all the world.

Le club étant exclusivement masculin avait été labélisé, par certaines personnes mal informées, comme machiste, voire misogyne. Nous étions loin des pensées féministes qui ont révolutionné le monde.

At the end of the 90's, some voices shouted to integrate women in this restricted environment. It is why all the rotary clubs in the world open their doors to women, giving them key responsibilities.

In Lebanon, from North to South, all the clubs were encouraged to do the same and almost all the clubs, during the past fifteen years, have their presidency done by a woman. The results were magnificent. (...)

Les hauts cris ont été poussés à la fin des années 90 afin d'intégrer les femmes dans ce milieu restreint. C'est ainsi que les clubs du monde entier ont ouvert leurs portes pour les femmes, allant jusqu'à les encourager à prendre des postes-clés. Au Liban, du Nord au Sud, tous les clubs sont poussés à faire entrer des femmes et quasiment, la totalité des clubs, en l'espace de quinze ans ont été présidés au moins une fois par une femme. Les résultats sont des plus prometteurs.

I used this talent again to promote rotary in article in L'Orient Le Jour.

Actually, I am proud to be a Rotarian and continue to serve in many committees.

Jean-Paul Moubarak

lorientlejour.com/author/1569-jean-paul-moubarak

Gmail Maps Translate RCBC Marhaba - Iss...

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L'Orient-Le Jour Liban Monde Économie Culture Opinions Services Vidéos Connexion Je m'abonne


Les articles de

Jean-Paul MOUBARAK

C'est de la faute à Richter !

Après avoir été respectivement analyste politique, épidémiologue, immunologue, spécialiste des...

Jean-Paul MOUBARAK



Quelle est votre identité ?

Jean-Paul MOUBARAK

Croyez-vous en l'enfer ?

En 2020, à l'époque heureuse où nous nous plaignions que le dollar était à 8 000 LL, un...

Jean-Paul MOUBARAK



April

Joe Boulos – April (2)
May Khoury – April (21)
Abbas Sibai – April (22)

May

Nasr El Baba – May (18)
Mounir Jabre – May (22)

THE END