

ROTARY INTERNATIONAL

DISTRICT 2450

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CYPRUS ROTARY NEWS

ISSUE NO 2 / JULY 2011



Reach Within to Embrace Humanity

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In this issue :

Messages from the :

- Past Deputy District Governor 2010-11 ,George PAPALEONTIOU
- Deputy District Governor 2011-12, Themis THEMISTOCLEOUS
- RI President, Kaylan BANERJEE (July & August)

Membership

John C. Smarge, RI Director

District Goals 2011-12

Governor's Citation 2011-12

Presidential Citation

Changemaker Award

District Membership Development Seminar

"Follow Goran" Project by R.C. & Rotaract Nicosia-Aspelia

Standard Club Constitution

Letter from PDG 2484 Vissarion N. Zachos

Recommended Club Bylaws

Guide to Matching Grants

Cyprus Rotary News Issue No 1

Message from the Past Deputy District Governor 2010-11 George Papaleontiou



Dear Fellow Rotarians,

May I say to all of you, that it was an honour and a privilege, to serve as a Deputy District Governor for Cyprus, in the Rotary year 2010-2011. I would like to express my sincere thanks and appreciation, to all Cypriot Rotarians for their great support and co-operation, and especially to my Cyprus Administration Team and the 19-Club Presidents of our Cyprus Clubs.

I repeat my pledge to our DDG Themis, for my full support and assistance, during his Rotary year.

During the past year, all of us worked hard to fulfil what we promised in the beginning of the year, both in the Club level or the Cyprus level. We held the 2nd Cyprus Conference, at Golden Coast in Protaras. We focused on training and improved Rotary knowledge, about our organization and its programs. All our Clubs supported the Rotary Foundation. In Membership Development, we tried to sustain and increase Clubs' membership base. Emphasis was given to "New Generation Clubs". In public Relations and Rotary image, we promoted our Clubs through our activities and projects in the media. Two Group Study Exchange Cyprus members, were sent to New Jersey. All Rotary Seminars were held, with very good participation. Forty four Rotarians participated at the Luxor District Conference. Our Clubs have supported actively our Rotaract and Interact Clubs.

Fellow Rotarians, I know that most of you worked hard, to realize our goals and dreams and

that is why, I would like to congratulate each and every one of you and I hope that your spirit of dedication, continues for years to come. During Rotary's 106 years of existence, we have accomplished milestones in service, that even founder Paul Harris, could not have envisioned during his lifetime. We have provided educational opportunities for thousands of scholars, provided health care, to tens of thousands of needy people and made possible the immunization of millions of children, against the crippling disease of polio. To me the magic of Rotary, is its internationality. The incredible diversity of our organization, is its greatest asset and it is what distinguishes us, from other organizations. Through international programs, such as Youth Exchange, Group Study Exchange, Ambassadorial Scholarships and Matching Grants, we are able to expand our reach of Service. Such Service, is the first step on the path to peace, because peace is rooted in the health and happiness of a nation's people. It is difficult to have peace, when children do hungry, when parents lack of livelihood, when a country goes to war.

Fellow Rotarians, thank you all for a wonderful year. May you all achieve what you set out to do. God Bless you.

George Papaleontiou

RC Famagusta

PDDG for Cyprus 2010-11, D2450



Message from the Deputy District Governor 2011-12 Themis Themistocleous

Dear fellow Rotarians in Cyprus,

I take the opportunity of this second monthly newsletter to thank all clubs for graciously inviting me to their handover ceremonies. I immensely enjoyed the ceremonies which I was able to attend, during which I shared my thoughts with the members about Rotary in Cyprus and how to take it a step further, together, during this new Rotary year.

As we now indulge in or prepare for our summer holiday, amidst the difficult situation we all face as a result of the recent tragic events in our country, we should remember that in the Rotary calendar **August is Membership and Extension month**. The current strategic plan of Rotary International focuses on promoting membership diversity, improving member recruitment and retention, and extending Rotary further, under the first priority of supporting and strengthening clubs.

I have chosen to share with you an [inspiring speech on Membership, delivered a few months ago to incoming district governors gathered for training in San Diego, USA, by RI Director John C. Smarge](#). In his speech, John suggests we adopt a business-like approach in our recruiting effort and give emphasis to the

identity and branding of Rotary in attracting new members.

In the past, and in my address to clubs at changeover ceremonies, I have humbly said, "If they do not know who we are and what we do, they will not want to support our projects nor join us."

Clearly, we need to rethink our strategy, strengthen our image and use more modern techniques in order to increase our membership. At the same time, we need to implement our core value of diversity by recruiting more women, bringing in leaders and innovators in new professions, and opening up to younger members who are waiting to come in, and give them room to show they are as eager to serve above self.

With these thoughts, I wish you all enjoy together with your beloved ones a relaxing and refreshing holiday, during which you may Reach Within to Embrace Humanity, by reflecting on how best to strengthen your clubs and serve your communities in these difficult and challenging times.

Themis Themistocleous
[RC Nicosia-Salamis](#)
DDG for Cyprus 2011-12, D2450

Membership

John C. Smarge

RI Director



Rotary and the world around it is forever changing. Over the last 105 years, Rotary has aged and adapted to its new surroundings and taken on a new complexion, very different from when it was created. Neither Rotary nor the world is the same that they were in 1905, 1955, or even 2005. In such a changing environment, the questions today are: Has Rotary reached its prime? Is it at risk of dying?

Declining membership in our existing Rotary clubs and, more specifically, falling retention rates are problems we must address both locally and as a global organization. These membership trends are of concern to many Rotarians, as evidenced by the comments in magazines, newsletters, and blog posts.

Let me read three comments in particular that I think represent our membership concerns. A Rotarian stated: We take individuals into our clubs — good, new, potentially active members — and think that we are increasing our membership. But unless we motivate them, unless we engage them in challenging programs, it is inevitable that many of these members will just quietly drop out. Another Rotarian comments: The age level of Rotarians has crept up. Each year, on average, Rotary loses

10 percent of its membership. In order to offset these losses and strengthen our clubs, we need to bring in thousands of good, high-quality younger Rotarians so as to create a better age balance. And lastly, a Rotarian writes: Many people have entered Rotary in the past, not knowing the true meaning of the organization. As a result, many Rotary clubs have weakened themselves by the admission of new members who have not become educated as to Rotary.

I think you would agree that these Rotarians have captured the essence of the challenges that we face in Rotary *today*. I need to credit the authors of these timely commentaries. The first Rotarian, speaking about retention, was Past RI President Clem Renouf, addressing the 1978 convention in Tokyo. The second, with his thoughts on the need for younger Rotarians, was Past RI President James Conway at the Honolulu convention in 1969. And the last, concerning better edu-

cating our new members, was Past RI President Everett Hill, Edinburgh, Scotland, 1921, 16 years after the birth of Rotary.

After hearing the words of these three past Rotary International presidents, with their comments dating back some 90 years, it should be obvious that the concerns being voiced today are hardly new. However, it does not diminish our need to aggressively address them.

Our worldwide membership numbers are stagnant. In those areas where we are increasing, we are doing so most often through the chartering of new clubs. We talk about attrition, yet we don't really consider its effects on our organization.

On 30 June 2003, we had approximately 1.2 members in 31,551 clubs. As of 30 June 2010, we had approximately 1.2 million members in 34,103 clubs. Since 2003, we have added 2,552 Rotary clubs yet only increased our overall membership by 226 members. Shocking? Even more disturbing is that in this seven-year period, we inducted into our Rotary clubs more than 1.1 million members.

It seems many of our clubs have become like old, rusted-out buckets. We pour members in and watch them gush out through the cracks. All the while, attrition is diluting the value of being a Rotarian, seriously damaging our public image, and undermining our clubs' effectiveness.

We have looked at recruiting and retention for years, yet have not reversed the trends. We teach our club presidents recruiting techniques, challenge them with membership contests, and yet see no long-term results. Where is the innovation? Where is the tie-in to our strategic plan? In a changed world, has our century-old model become irrelevant? Perhaps we fail to realize that declining retention rates are not the cause but a symptom of something else.

What if we stop thinking of Rotary solely as a nonprofit service organization and begin to think of it as a business with members as our customers. Members join our clubs to receive benefits in exchange for their precious time and financial support. In the world of business, an

unsatisfied customer leaves and takes his or her business elsewhere.

I think that we could say that within our clubs, we are faced with an identity crisis. Ask any Rotarian "What is Rotary?" and after the usual pause, you will get a wide variety of answers.

This apparent lack of common focus highlights the core dilemma and represents a huge conundrum. Consider our own members' perceptions of what we think we are. Are we the services we offer, such as PolioPlus? Or is Rotary defined by our human capital — the sum total of our members?

How about the views of our prospective members? How do they see our Rotary clubs? Do they see us as an out-of-touch, aging organization, or as a unique refuge from their busy lives? In reality, we are a weekly opportunity to establish, grow, and enjoy real friendships.

We are an alternative to the otherwise waning relationships in an accelerating world of digital acquaintances! For young business people, Facebook and texting have become the norm. With maturity, it becomes clear that a life without relationships has less relevance. For these young people, discovering that Rotary is about friendships, enduring relationships, and striving to accomplish things together can be a novel and refreshing experience.

With no agreement on Rotary's identity, it appears we are adrift. Until we understand who we are and effectively communicate this to our target audience, we may never solve our membership problem. We can, however, take steps to solve this problem, and we can do it by focusing on branding.

A brand is an expectation, a promise — a promise you make and keep in everything that you do. An effective brand separates the organization from its competitors. If a brand is strong and clear, the organization is healthy and competitive. If a brand is confusing or has no distinctive elements, the product or service is nothing more than just another commodity.

If Rotary's brand were succinct and inspiring, our membership would become more vibrant. Pride to be a Rotarian would become even more contagious. Visiting prospective members would feel the energy. They would want to be a part of it. They would want to join the club. They would stay.

Though Rotary's worldwide brand must be the same, each of our 34,000 Rotary clubs should develop its own identity within that brand. And while we hold true to

the same corporate mission and core values, each club should be free to enjoy their own style. Due to demographics, financial resources, and the specific community, vocational, or international services it provides, each club is unique.

Rather than seeking to recruit and retain members as an objective in itself, the key is understanding who we are. Once we recognize our unique club services and benefits, we can seek those men and women in our communities who share similar characteristics.

As a business, there are undeniably costs of being a member of a Rotary club: time, money, energy. There are benefits: networking, fellowship, personal and business growth. And, of course, all of us know one of the greatest benefits: the opportunity to serve others, both locally and around the world.

Recruits will not join, nor will they stay, unless benefits exceed costs. We can help the younger group discover how satisfying it is to replace Facebook with real-face time. We can watch as their expressions change when they experience the energy of a firm handshake and a friendly smile compared to an impersonal digital text or tweet.

To change the path we have traveled for decades is by no means easy. It starts with our clubs taking a good hard look at all components of their organization — keeping what works and discarding what doesn't. It might require doing away with archaic traditions or resurrecting a successful project from the past. Rotarians have always been resourceful.

Today, we need to challenge each club to be realistic. We can reverse our worldwide membership freefall. This year can be the one we look back on and say, "*We finally got it.*"

Our Rotary clubs provide unparalleled community and vocational service. Our weekly meetings offer a respite, a comforting place for friends to remain connected. Our classification system and Object of Rotary provide a superior networking platform and first-class business and personal development opportunities. And thanks to those who have come before us, we can all proudly proclaim that Rotary is the single greatest humanitarian organization that this world has ever seen.

So the question is not "What is Rotary?" The question is "Who is Rotary?" We are Rotary! Together, let's make Rotary the clear choice.

Messages from RI President 2011-12

KALYAN BANERJEE



"We need to commit ourselves absolutely and fully and say, What I must do shall indeed be done."

JULY 2011

My dear brothers and sisters in Rotary!

All of us in Rotary are looking to change the world – why else would we be Rotarians? We believe that our world can be happier, healthier, and more peaceful, and that we can create that better world through our service.

In 2011-12, I will ask Rotarians to *Reach Within to Embrace Humanity*. I will ask you to search first within yourselves, to understand that all of us, everywhere, have the same dreams, the same hopes, the same aspirations, and similar dilemmas. When we understand, and truly feel, that others' needs are the same as our own, we begin to understand how important our work is. In the year ahead, we will have three emphases in our Rotary service.

Our first emphasis in this Rotary year will be the family. The family and the home are at the core of all our work – all our service begins here. And through the family, we approach all of our community and indeed, all of humanity, as an extended family, in which all members care for each other. In times of joy and in times of need, no one is ever alone.

Our second emphasis will be continuity – finding the things we do well and taking them to the next level. We must build on our successes, expand on them, and strive to do even more. Of course, our greatest obligation is to PolioPlus, where success is now so close.

And our third emphasis will be change. We must understand that true change can only begin with each of us, and start within us. We cannot share peace with others if we do not have it to give. We cannot look after the whole world without first looking after those closest to us: our families, our clubs, and our communities.

Mohandas K. Gandhi said, "You must be the change you wish to see in the world." In Rotary, we endeavor to live ethically and honestly, to share friendship and fellowship, to see equal worth in every human being. We are not interested in the lowest common denominator, for Rotary is anything but common. Instead, we work to elevate ourselves, elevate others, and thereby embrace the world.

Together, we will *Reach Within to Embrace Humanity*. And in peace, harmony, and friendship, we will bring change – and a more joyful world.

AUGUST 2011

My dear brothers and sisters in Rotary!

There is an old saying in India: "When you help your neighbor's boat across the water, you find that your own has reached the shore." By helping others, we often find that we have helped ourselves as well.

Each of us came to Rotary to serve – and found the joys and satisfactions of friendship and fellowship. In August, the month we dedicate to membership and development, we focus on spreading the message of Rotary. By serving well, without hiding our Rotary light under the proverbial bushel, we find ourselves closer to our own goal: a stronger, more vibrant Rotary for generations to come.

Public image and membership go hand in hand. Too many people – intelligent, educated, involved people – simply have no idea what Rotary is. This is something we need to confront. We have heard again and again about communities where, despite all the good work that Rotary clubs do, many people are unaware that those clubs even exist. This is not the way forward for our organization.

Serving well is the essential first step – but it is only the beginning. We have to raise our profile with all the tools that are available to us, and there are more tools today than there ever were. We have to use social media such as Twitter and Facebook, and we have to be sure our clubs have an online presence. Having a website is not enough; it must be up to date, it must be appealing, it must reflect the work we are doing. And it must offer a way for prospective members, once they see what we do and become interested, to take the next step.

Rotary has so much to offer. It is up to us to let others know what a fantastic organization we have, and to show people how they can integrate Rotary into their lives. Service does require time, and time is something nobody has enough of these days. So we need to ensure that all the time we spend with Rotary is worthwhile – that it is rewarding and never wasted. When we reach within ourselves and our clubs, when we learn what we are capable of and harness that power, we will elevate our communities as never before – and elevate Rotary as well.



15. Membership Development

District level:

- Grow weak clubs to 20-25 or merge weak clubs if in close proximity to form sizable clubs.

Club level:

- Recruit female members in clubs with no females.
- Clubs fewer than 10 members to reach 10.
- Clubs with 10-14 members to reach 15.
- Clubs with 15-19 members to reach 20.
- A net gain of 10% of Rotarians with a retention rate at 90%.
- Lower the average age by inviting youth to the club.



16. Public Relations & Rotary Image

Club level:

- Submit articles to the District Magazine, local media and upload to websites.
- District and Clubs to start actively using social media such as Facebook, Twitter.
- Issue regularly weekly Newsletters / Bulletins.
- Post Rotary advertisements on Billboards.



17. RI Convention Promotion & District Projects Booth

Club level:

- Promote RI Bangkok Convention in 2011.
- Participate in the District's Projects Booth at the Convention.



18. District and Country Training

Club level:

- Nominate one of the members as a club trainer.
- Allocate a section of weekly meetings regularly to Rotary training.



19. Vocational Service

Club level:

- Develop and implement Vocational Projects.



20. Family of Rotary

Club level:

- Conduct activities that include families, Rotarians, Rotaractors, Alumnus, and spouses of deceased Rotarians.



Fellow Rotarian,

This is the year of Changemakers, so let us look at the things that we can do better, things that we should be changing, and things that we haven't started working on yet. I believe we must have the wisdom and courage to see these in our clubs and identify them and engage ourselves in them.

This year I have reviewed the District service opportunities, and found that Rotary Programs and Rotary Foundation Programs can provide us with a wealth of service that many of our clubs in District 2450 have not addressed before or haven't started working on yet.

As this is your year of change, I challenge you to tread where your club has not treaded before, we can not stand still but we can together achieve the change that we are.

I have outlined Goals that we as a District, through your club's work, should aim to target, and be the change we wish to see in our District.

Let us Reach Within to Embrace Humanity and be the CHANGEMAKERS, in achieving together our goals for 2011-2012

Usama Barghouthi
District Governor, 2011-12



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District 2450
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District 2450 District Goals 2011-12



Reach Within to Embrace Humanity

District Governor
Usama Barghouthi



1. District Programs – Interact

- Establish an Interact club, if not available.
- Interact clubs should be active.
- Dues paid by the Rotary Club.
- Have a Rotarian representative assigned to attend meetings and activities.
- Joint activities & projects with Rotaractors & Rotarians and include activities in media.



2. District Programs – Rotaract

- Establish a Rotaract club, if not available.
- Rotaract clubs should be active.
- Dues paid by the Rotary Club.
- Have a Rotarian representative assigned to attend meetings and activities.
- Joint activities & projects with Interactors & Rotarians and include activities in media.



3. District Programs – Rotary Fellowships & Action Groups

- Encourage Club members to join Action Groups and Fellowships, as an opportunity for service and cooperation.



4. District Programs – Friendship Exchange

Country level:

- Establish one Friendship Exchange program in each country



5. District Programs – Rotary Community Corps (RCC)

- Establish a new RCC.
- Existing RCCs should update their status with RI.



6. District Programs – Youth Exchange

Country level:

- Each country to meet the certification requirements for Youth Exchange programs, similar to Egypt.
- Certified countries should activate their exchange programs.



7. District Programs – Rotaract

District level:

- A District RYLA before the conference in May 2012.

Country level:

- Each Country to organize one Country RYLA as a minimum.

Club level:

- Sponsor a local and/or District RYLA.
- Nominate attendees for local and/or District RYLA.



8. Foundation – Annual Giving

Club level:

- Payment of Every Rotarian Every Year.
- To achieve US \$100 dollars per capita.
- Club members payment of EREY.



9. Foundation – Alumnus

Country level:

- Each country to:
 - Compile a database of its Alumnus.
 - To contact them.
 - Invite them to activities (to speak at meetings, seminars and conferences).

Club level:

- Invite Alumnus to speak at club meetings and participate in club activities.
- Recruit Alumnus to club membership where suitable.



10. Foundation – Grants

Each club is encouraged to apply for a District Simplified Grant (DSG) and/or a Matching Grant (MG).



11. Foundation – Group Study Exchange

District level:

- Outbound
 - 2 Teams to D5500 and D1950
- Inbound
 - 3 Teams from D5500, D1950 and D5300

Club level:

- Club members to host Incoming teams in their homes.
- Clubs to host Incoming teams to one of their meetings.
- Nominate and sponsor when requested suitable candidates for outgoing teams (use of social media is encouraged).



12. Foundation – PolioPlus

Club level:

- To commit to educate and continuously spread awareness on Polio to members and the public.
- Encouraged to fundraise for End Polio Now.
- Encouraged to contribute US \$2,000 for US \$200 million challenge.



13. Foundation – Rotary Peace Fellowships

Club level:

- Nominate a candidate that qualifies for a Rotary Peace Fellowship, attract nominations by utilizing social media



14. Extension – Opening New Clubs

District level:

- Establish 1 or 2 F-Clubs primarily targeting prospective Rotarians in countries where there is no Rotary yet (e.g. Arabian Gulf and Syria).

Club level:

- Charter new clubs in cities and areas void of Rotary clubs.
- Charter "New Generation" clubs (comprises of ex-Rotaractors, alumnus and youth below 40 years old) (It is recommended that not more than three Rotarians to migrate to the new chartered club).



Dear Club Presidents,

How many times over the years did you think you could do it differently if you were running your club? Well, now is your turn! This year I encourage you and your clubs to make the changes that you always wanted to do and to receive a citation for that.

In order to achieve anything in this world, a person has to use all the resources he can draw on, and the only place to start is with ourselves and within ourselves. Once we feel the need to change our surroundings we yearn to achieve our goals.

I have identified within the District, numerous service areas that many clubs have not addressed fully or barely touched on thus missing a great opportunity in service. So, let's look at these things that we can do better, things that we should be changing, and things that we haven't started working on yet.

I invite you and your club in 2011-2012, to address these topics, all of which fall within the three emphases of the year: to strengthen our family, to continue what we do best, and to change whatever needs to be changed.

All of us in Rotary are looking to change the world, for why else would we be Rotarians? We would like to be the driving force for change and work towards this as everything we wish for we can achieve.

Let us Reach Within to Embrace Humanity and be the CHANGEMAKERS, awaiting receipt of your applications on 31st March 2012 and good luck

Usama Barghouthi
District Governor, 2011-12

District 2450
Governor's Citation
2011-12



- Application Process**
1. Download the application from the District Website www.RotaryD2450.org and complete it with the signature of the club President and endorsed by the Assistant Governor.
 2. Applications should be sent by email to Adm.2011.12@gmail.com and should arrive before 31st March 2012.
 3. The results will be announced during the 76th District Conference in Aqaba.


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District Governor
Usama Barghouthi

Clubs are invited to submit for the DG Citation. The club should achieve 3 activities from District Programs, 3 activities from Rotary Foundation Programs and 2 activities from the other topics. All activities must be undertaken and completed between 1 July 2011 and 31 March 2012. Qualified clubs should be exceeding the Minimum Standards for clubs at the date of submission.

1. District Programs

- Charter a new Interact club.
- Charter a new Rotaract club.
- 50% increase in membership of current Rotaract club.
- At least 5 Rotarians or Rotaractors join one or more Action Groups or Rotary Fellowships.
- Charter a new Rotary Community Corps (RCC).
- Update existing (RCC).
- Sponsor a local and/or the District RYLA for an amount of US\$ 1000 or more.
- Nominate attendees for local and/or District RYLA.

Total Activity options: 8
Minimum to be completed: 3

2. Foundation Programs

- Club and/or club members to contribute for the first time a minimum of US\$500 to "Annual Programs Fund".
- Recognize a Major Donor or Benefactor.
- Every Rotarian Every Year (EREY) for 75% of club members.
- Awarded a Matching Grant for the first time will qualify provided all reports and stewardship have

- been submitted (clubs with no Matching Grants since 2006 also will qualify as first timers).
- Group Study Exchange (GSE): Nominate outgoing team members/leader for the first time, even if not selected.
 - Contribute US\$1000 to the Permanent Fund.
 - Fundraise event(s) for End Polio Now with media coverage.
 - Payment of US\$2000 for US\$200 Million Challenge.
 - Nominate a candidate for Peace Fellowship.

Total Activity options: 9
Minimum to be completed: 3

3. Vocational Service

- Develop and implement a Vocational Service Project (clubs with no Vocational Service Projects since 2006 will also qualify as first timers).

Total Activity options: 1
Minimum to be completed: 1

4. Extension & Membership

- Charter a new Rotary Club provided it is within the District directives for 2011-2012.
- First time acceptance of a female member to the club.
- 90% retention rate for club members & 10% growth in membership.
- Accept one Alumni or ex-Rotaractor as a member.

Total Activity options: 4
Minimum to be completed: 1

5. Club Administration

- Average attendance of members since 1 July not less than 60%.
- Registering President and Secretary of 2012-13 in the Member Access of RI web www.Rotary.org
- Reporting monthly attendance punctually to the District website www.RotaryD2450.org
- Payment of club dues to District and RI on time.

Total Activity options: 4
Minimum to be completed: 1

6. Public Relations & Rotary Image

- Submit at least one article per month in local media portraying Rotary projects.
- Submit articles in at least two issues of the District Magazine.
- Make the club present at any of the social media network Facebook, LinkedIn or twitter with regular updates.
- Issue Weekly Newsletters to members and public and websites.

Total Activity options: 4
Minimum to be completed: 1



To stress the importance of both membership and continued support of The Rotary Foundation, I have established the following criteria for recognition during 2011-12. These actions and criteria support the priorities and goals

identified within the RI Strategic Plan: strengthen clubs, increase humanitarian service, and enhance public image.

Rotary Foundation requirements and membership requirements must both be attained for recognition. All clubs and districts that have been certified as reaching these goals will receive a certificate signed by me. In addition, the top 15 certified clubs and districts will be eligible for onstage recognition at the 2012 RI Convention in Bangkok.

Sincerely,

Kalyan Banerjee

Kalyan Banerjee
President, Rotary International, 2011-12



Presidential Citation 2011-12



Reach Within to Embrace Humanity

President
Kalyan Banerjee

Rotary Foundation requirements and membership requirements must both be attained for recognition. All clubs and districts that have been certified as reaching these goals will receive a certificate signed by 2011-12 RI President Kalyan Banerjee. In addition, the top 15 certified clubs and districts will be eligible for onstage recognition at the 2012 RI Convention in Bangkok (see details below).

Top District and Club Winners

The top 15 districts and 15 clubs will be recognized onstage at the 2012 RI Convention in Bangkok, Thailand (6-9 May). To be eligible for convention recognition, districts must certify the club results and submit them to RI, along with their district results, by **Tuesday, 10 April 2012**.

RI will then determine the 15 highest achieving districts (no more than one per zone) and the three highest achieving clubs in each of the following club-size categories (no more than one club per zone):

Club sizes

- 10 members or fewer
- 11-24 members
- 25-50 members
- 51-100 members
- 101+ members

All club and district figures must be verified by Rotary International and The Rotary Foundation.

To certify club achievements and make district calculations, governors should sign into Member Access on or after 31 March to draw up their club membership, monthly contribution reports for per capita achievement, and EREY eligibility report to confirm each active Rotarian's contribution. Certification forms will be available on www.rotary.org.

RI will cover the cost of the convention registration fee, travel, lodging, and reasonable meal

expenses for the **2011-12 district governors of the three highest achieving districts** and the **2011-12 club president of the highest achieving club from each club-size segment (five club presidents in total)**. Spouse or partner costs will **not** be covered by RI.

The remaining 12 districts and 10 clubs will be recognized onstage at convention *at no cost to Rotary International* (convention registration, travel, lodging, and meal costs will not be covered by RI).

Club Recognition

Club recognition has **TWO** Rotary Foundation contribution components and **FOUR** membership components. Clubs that meet all requirements and are **certified by the district governor** will receive a certificate. Clubs must submit their results to the district governor no later than **6 April 2012**.

Mandatory: The Rotary Foundation (two components)

- ☐ 100% Annual Programs Fund participation (every active member personally contributes some amount between 1 July 2011 and 31 March 2012); **and**
- ☐ US\$100 minimum per capita¹ in club contributions to Annual Programs Fund

Mandatory: Membership (four components)

- ☐ Minimum net increase of one member; **and**
- ☐ 85% minimum retention rate²

And achievement of **TWO** of the following **FOUR** components:

- ☐ 2% increase in qualified women
- ☐ 2% increase in qualified younger professionals (under age of 45)
- ☐ Induction of one or more RI/Rotary Foundation program alumni
- ☐ Increased diversity (e.g., classification, gender, age)

District Recognition

District recognition has **ONE** Rotary Foundation contribution component and **FOUR** membership components. Districts that meet all requirements will receive a certificate. District governors must submit district results and certified club results no later than **10 April 2012**.

Mandatory: The Rotary Foundation (ONE of the following **TWO** components)

- ☐ US\$100 per capita¹ or more in district Annual Programs Fund contributions
- ☐ 100% club participation in Annual Programs Fund contributions²

Mandatory: Membership (four components)

- ☐ 85% minimum retention rate in 75% of existing clubs²; **and**
- ☐ At least one new club organized (includes Rotary e-clubs); **and**
- ☐ 5% decrease in number of clubs with fewer than 25 members

And achievement of **ONE** of the following **TWO** components:

- ☐ Minimum net increase² of one member in 50% of existing clubs
- ☐ Net increase² equivalent to number of clubs in district

¹ Based on year-to-date Annual Programs Fund contributions as of 31 March 2012 and 1 July 2011 membership start figures (available by 31 October)

² Based on 1 July 2011 start figures

- ☐ Organize a fundraising initiative in your community to support polio eradication.
- ☐ Conduct a community needs assessment, and use it to establish a community service project that involves the club's members in active service. Consult local organizations, administrative authorities, or municipal governments for their assistance and involvement.

Total activity options: 6
How many has your club completed?
0 (minimum: 2)

International Service

- ☐ Conduct or support an international service project that addresses the Millennium Development Goals* to ensure environmental sustainability.
- ☐ Participate in The Rotary Foundation's educational and humanitarian service programs.
- ☐ Find a Rotary club partner in another country and conduct an international service project as either the project host or sponsor.³
- ☐ Have at least one club member serve as a project volunteer in another country.
- ☐ Carry out a sustainable international service project related to at least one of the areas of focus in the RI Strategic Plan.

³ For information on the Millennium Development Goals, visit www.un.org/millenniumgoals.
⁴ Consider using Rotary's ProjectUNIQ database to find a project partner.

- ☐ Have club members establish a Rotary Friendship Exchange team and initiate plans to conduct a reciprocal visit with a group of Rotarians from another country.
- ☐ Register at least one club member to attend the 2012 RI Convention in Bangkok, Thailand.

Total activity options: 7
How many has your club completed?
0 (minimum: 3)

New Generations Service

- ☐ Sponsor a new Interact or Rotaract club.
- ☐ Sponsor a participant in a Rotary Youth Leadership Awards (RYLA) event.
- ☐ Sponsor or host at least one Youth Exchange student, Ambassadorial Scholar, or Rotary Peace Fellow.
- ☐ Induct one or more former Rotaractors as Rotarians.
- ☐ Invite youth to participate in a "Million Smiles A Day" campaign.⁵
- ☐ Involve youth in an environmental sustainability project.

Total activity options: 6
How many has your club completed?
0 (minimum: 2)

⁵ For ideas, consult the "Million Smiles A Day" Fact Sheet.

How many active members does your club currently have? _____

Of the 34 activity options listed on this form, what is the total number of activities your club has completed? _____

Of all eligible changemaker clubs worldwide, three will be recognized onstage at the 2012 RI Convention. Which one of your club's achievements this year do you feel best recommends you for international consideration?

Please type your response here.

Rotary club: _____

Signature of Rotary club president: _____

Submit this completed form to your district governor no later than **15 March 2012**.

WIS-1200-1110

2011-12
Changemaker
Award



President
Kalyan Banerjee

The Changemaker Award will recognize Rotary clubs that make an extraordinary impact during 2011-12 through their work in the Avenues of Service. Clubs are invited to undertake a challenging array of activities in each avenue, with the goal of making positive and significant change in their communities and in the world.

Procedure

Clubs should complete the following form to assess the impact they have made this year in each Avenue of Service. In order to qualify, clubs must complete a minimum number of activities in each avenue. All activities must be undertaken and completed between 1 July 2011 and 1 March 2012.

Each club should complete the form and send it to the district governor (not Rotary International) no later than **15 March 2012**.

Governors will report the names of the qualifying Rotary clubs in their districts online through Member Access no later than **22 March 2012**.

International Winners

Governors will also select the top three changemaker clubs in the district — one each from a small club (fewer than 25 members), a medium club (25-50 members), and a large club (51+ members) — to be entered into a zone and international competition. The RI director will select three zone winners (one from each club-size category), and the RI president will select three international winners (one from each club-size category) to be recognized onstage at the RI Convention in Bangkok, Thailand, 6-9 May 2012.

International winners will be notified on 6 April 2012, in order to have enough time to book travel to attend the convention. RI will cover the cost of the convention registration fee, travel, lodging, and reasonable meal expenses for the three winning 2011-12 club presidents. Spouse or partner costs will **not** be covered by RI.

Menu of Activities

Club Service

- ☐ Induct one new member under the age of 40 for each 50 members in your club.
- ☐ Demonstrate a net gain in membership in 2009-10, 2010-11, and 2011-12.
- ☐ Implement a comprehensive retention strategy, and retain a minimum of 85 percent of actual members in 2009-10, 2010-11, and 2011-12.
- ☐ Adopt a three-year strategic plan for the club, identifying specific annual and long-term goals.¹
- ☐ Undertake a significant public image campaign in the community, including at least one prominent public service announcement in a print publication, on a radio or television program, or on a billboard.
- ☐ Hold at least three service or fellowship events in which non-Rotarian family members (for example, spouses, children, parents, widows, widowers) participate.

¹ Consider using RI's online Strategic Planning Guide as a resource.

- ☐ Adopt a leadership development program² for all members and ensure that each club member is assigned a specific role, either in a leadership position or as a member of a club committee, subcommittee, or project initiative.
- ☐ Organize a blog or social networking campaign to increase awareness of Rotary among young adults in the community and request their input to make Rotary more relevant to the next generation of professionals and business and community leaders.

Total activity options: 8
How many has your club completed?
0 (minimum: 3)

Vocational Service

- ☐ More than 50 percent of club members are active in vocational service projects and activities.
- ☐ All club members display the Declaration of Rotarians in Businesses and Professions at their workplaces.
- ☐ Conduct a career counseling or vocational training program in the community.
- ☐ Conduct a program to recognize high ethical standards and public values in the community.

- ☐ Promote The Four-Way Test to New Generations programs in at least three educational institutions.
- ☐ Organize at least one professional networking event in which club members can meet other local professionals and introduce them to Rotary.
- ☐ Sponsor a career day in which club members bring young people to their places of business to inform them about career opportunities.

Total activity options: 7
How many has your club completed?
0 (minimum: 3)

Community Service

- ☐ Carry out an environmental service project.
- ☐ Conduct a club program in July on reducing your carbon footprint³ (the impact of our everyday activities on the environment, particularly the amount of greenhouse gases produced). Track energy savings (electricity, fossil fuels such as petroleum, oil, and gas, and other sources) accumulated by club members during the year.
- ☐ Partner with an organization in your community on at least one community service project.
- ☐ Sponsor a Rotary Community Corps or involve non-Rotarian community members in a joint project.

² For more information and recommended steps to secure your carbon footprint, visit the United Nations Environment Programme online at www.unep.org.



District Membership Development Seminar
Beirut, Lebanon
D2450
15-17 September 2011

Lebanon has the honor to host in 2011-2012 the *DISTRICT MEMBERSHIP DEVELOPMENT SEMINAR* September 15-17, 2011 at LE ROYAL HOTEL, Dbayeh.

This period is high season in Lebanon, however we succeeded to obtain most favorable hotel rates in order to encourage our friends in the other countries to attend this promising interesting seminar.

The accommodation is organized in the following hotels:

1. LE ROYAL HOTEL, in Dbayeh. (\$250 per night Bed& Breakfast, Double or single)
2. COUNTRY LODGE, in Bsalim (10 minutes from Le Royal). (\$150 per night Bed& Breakfast, Double or single)
3. RESIDENCE DE FRANCE, near Le Royal Hotel. (\$125 per night Bed& Breakfast, Double or single)

The rate for the full package (transportation from/to airport, seminar registration, coffee breaks, 1 lunch and 2 dinners) is: US\$200pp.

Rotarians can pay the full package at the rate of US\$200pp. (taken separately they cost US\$265pp).

Rotarians who wish to register optionally:

1. can register to the seminar & coffee breaks only (US\$40pp).
2. can select any single meal event at the condition they have already registered and paid the US\$40pp for the seminar & coffee breaks.

Hotel Reservation will be accepted on first come first serve basis. Please note there is **NO CANCELLATION**, but you can send a replacement person

The seminar program will be provided soon.

An additional entertainment program will be made available later for Saturday September 17th for your consideration.

Please proceed with your registrations by filling the attached registration form and sending it back to us.

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PP	Khaled Moursi	k.moursi@samoral.com	Alexandria – Egypt +2010 688 0900
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PP	Mario Nazard	rotary@nasard.net	Lebanon +9613605604



ΔΙΕΘΝΕΣ ΡΟΤΑΡΥ

2484 ΠΕΡΙΦΕΡΕΙΑ - Β.ΕΛΛΑΣ

Βησσαρίων (Άρης) Ν. Ζάχος

προ-Διοικητής (2010-11)



Πρέβεζα, 11η Ιουλίου 2011

Π Ρ Ο Σ
ΟΛΟΥΣ ΤΟΥΣ ΡΟΤΑΡΙΑΝΟΥΣ ΤΗΣ ΚΥΠΡΟΥ

Αγαπητοί Άδελφοί και εκλεκτοί Ροταριανοί συνάδελφοι της Κύπρου,

Ατυχώς, η πρώτη μου επικοινωνία μαζί σας για την νέα ροταριανή χρονιά συνδέεται με μία από τις πλέον δύσκολες και δυσάρεστες στιγμές για την Κύπρο μας.

Έτσι, επιτρέψτε μου να σας μεταφέρω την βαθύτατη θλίψη και οδύνη όλων των Ροταριανών της νέας ελληνικής μας Περιφέρειας 2484 για τα δραματικά σημερινά γεγονότα μετά από την έκρηξη στην Ναυτική Βάση, με τον αδόκητο χαμό τόσων συμπατριωτών μας, τον βαρύ τραυματισμό πολλών άλλων και τις τεράστιες καταστροφές.

Παρακαλώ να μεταφέρετε τα θερμά συλλυπητήριά μας όπου δει, καθώς και ευχές για ταχεία ανάρρωση των πληγέντων και άμεση αποκατάσταση των ομαλών συνθηκών.

Με την βοήθεια του Θεού, πρέπει να είμαστε σίγουροι ότι αύριο θα είναι μία καλύτερη ημέρα!

Σε κάθε περίπτωση, να θεωρείτε ως βέβαιη την διαρκή διαθεσιμότητά μας και την άμεση ανταπόκριση των Ελλήνων Ροταριανών σε ότι απαιτηθεί!

Με ροταριανούς χαιρετισμούς και αγάπη,

Βησσαρίων (Άρης) Ν. Ζάχος
προ-Διοικητής 2484 ΠΔΡ

ΒΗΣΣΑΡΙΩΝ Ν. ΖΑΧΟΣ - Ταχυδρ. Διεύθυνση: Καρυωτάκη 47, 48100 - Πρέβεζα, Ελλάς

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viszac2004@yahoo.com - zachosv1@gmail.com

*"Follow Goran" Project**Organized by Rotary & Rotaract clubs**Nicosia Aspelia***One good cause, five countries and 2500 kilometres**

A dream of a lifetime acquired a new purpose when Rotarian Goran Svensson announced to his Rotary Club, Nicosia Aspelia in District 2450, his wish to use this trip as an opportunity to fundraise for a specific cause: For the Alzheimer's Day Care Centre in Nicosia, Cyprus. The Centre was inaugurated in 2004/2005 by Rotary Club Nicosia Aspelia and Rotary Club Nicosia.

Rotarians and Rotaractors started working on the project and on June 23rd 2011, Rotarian Goran embarked on his, beloved bike a brand new Honda Varadero XL 1000 and travelled from Italy and through Switzerland, Germany Denmark to his final destination Sweden.

A Day to day follow up of Gorans' journey was organised by the two clubs via an online travel diary:

<http://followgoran.blogspot.com> and <http://on.fb.me/kYvE5p>.



18 - 23 JUNE 2011, A ROTARIAN FROM D2450 RIDES HIS BIKE THROUGH EUROPE!

ONE ROTARIAN, ONE HONDA VARADERO XL 1000,
2,500 KILOMETERS, 5 COUNTRIES, ONE CAUSE:
RAISE MONEY FOR THE ALZHEIMERS' DAY CARE CENTER IN NICOSIA, CYPRUS.

YOU CAN BE PART OF THE JOURNEY TOO BY DONATING HERE:
ROTARY CLUB NICOSIA ASPELIA, BANK OF CYPRUS, AC. 010801024209
IBAN: CY00200175010801024209, KENNEDY AVENUE BRANCH
AND FOLLOWING GORAN ON HIS JOURNEY VIA HIS ONLINE TRAVEL DIARY:

<http://followgoran.blogspot.com>

FOR REGULAR UPDATES FOLLOW US ON FACEBOOK: <http://on.fb.me/kYvE5p>



Rotary Club Of Nicosia
Aspelia

**Completion of the Project**

Following the successful completion of the Cyprus – Sweden fundraising motorcycle drive that raised 3100 Euro, the two clubs organised a special event at the Hilton Park Hotel in Nicosia.

The Major Sponsor of the project, DEMSTAR AUTOMOTIVE LTD, the official distributors of HONDA motorcycles in Cyprus, together with Rotarian Goran were the special guests of the night.

During the event, Goran shared his experiences from this great adventure, as well as photographic material. The drive Cyprus – Sweden was a "lifetime dream come true" for Goran. The event closed with a short ceremony when, the Rotary Club of Nicosia – Aspelia in recognition of Goran's contribution to Rotary and to society presented him with the Rotary International honorary title "Paul Harris Fellow - one sapphire".

As a true Rotarian, Goran inspires us all, in combining his lifetime dream with a good cause. The project had an excellent Press and TV coverage.

PP Caterina Kalavas

