

# ROTARY INTERNATIONAL

## DISTRICT 2450

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# CYPRUS ROTARY NEWS

ISSUE NO 5 / OCTOBER 2011



Reach Within to Embrace Humanity

DEPUTY DISTRICT GOVERNOR 2450

Themis Themistocleous

+357 99221202

[ddg2011-12@rotary-cyprus.org](mailto:ddg2011-12@rotary-cyprus.org)

SECRETARY

Anastasia Orphanou

+357 99557490

[secretary@rotary-cyprus.org](mailto:secretary@rotary-cyprus.org)

DISTRICT GOVERNOR 2450

Usama Barghouthi

[dg.2011.12@gmail.com](mailto:dg.2011.12@gmail.com)

ROTARY INTERNATIONAL

PRESIDENT

Kalyan Banerjee

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Cyprus Rotary

[www.rotary-cyprus.org](http://www.rotary-cyprus.org)

District 2450

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## Message from the Deputy District Governor 2011-12 Themis Themistocleous

Dear fellow Rotarians,

I wish to thank those of you who attended the 3<sup>rd</sup> Cyprus Conference and Assembly at Platres on 22-23 October for your active participation and valuable contribution to our deliberations. My thanks also go out to the organizing committee for all the arrangements, the trainers/facilitators for the three workshops, and the Forest Park Hotel for the facilities and service.

As I said in my opening remarks, I feel disappointed for the low turnout of Rotarians, considering that there are 800 active Rotarians in Cyprus and only eleven percent attended. I hope that next year, many more of us will acknowledge the value of participating in our very own, once per year, opportunity to get together over a weekend to discuss matters of common interest and to enjoy fellowship with other Rotarians and the Rotary family from all over Cyprus.

Immediately after the event, we have had the privilege and the joy of **hosting our District Governor**, Usama Barghouthi, on the occasion of his official visits to the Clubs. This is a unique opportunity for the Clubs to brief the DG on plans for the year, and to solicit his advice and assistance on any matter. His request for donations to the PolioPlus campaign, instead of personal gifts, has yielded significant givings to TRF from Cyprus.

As you know, **November is dedicated to TRF** in our yearly calendar. I urge you to reaffirm your commitment to contribute to its programmes, especially in order to meet the 200 Million Dollar Challenge that RI has undertaken after the pledge to Rotary by the Bill and Melinda Gates to donate US \$355 m. for the final

push to eradicate polio worldwide. We are “this close” both in meeting the challenge and in eradicating polio, so an extra donation from Rotary, Rotaract and Interact Clubs in Cyprus is of vital importance.

At the same time, Clubs should focus on making fuller use of the programmes of our Foundation for the benefit of our communities and on getting acquainted in Cyprus with the Future Vision Plan, which updates TRF’s mission and creates a more effective and efficient way to help Rotarians develop diverse projects with greater impact and sustainable outcomes. In this respect, Clubs may solicit assistance from the Cyprus TRF Committee, headed by PP Michael Johnson.

Finally, I would like to remind you that it is time to register, and take advantage of significant savings in doing so before the end of the year, for **the District Conference, scheduled for 17-20 May 2012, in Aqaba**. DG Usama welcomes us to join the rest of our great District in what he promises will be a memorable event. You may register through the District website([www.rotaryd2450.org](http://www.rotaryd2450.org)) or you may contact PP Marianna Trokoudes, who chairs the Cyprus International Convention and District Conference Committee, for details and guidance.

Best Rotarian regards,

Themis Themistocleous

RC Nicosia-Salamis

DDG for Cyprus 2011-12, D2450

Message from  
RI President 2011-12  
KALYAN BANERJEE

November 2011



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

My dear brothers and sisters in Rotary,

In 1885, the London *Times* ran a series of editorials honoring the 100th birthday of Sir Moses Montefiore, the British financier and philanthropist knighted by Queen Victoria. The editorials commented on his honesty, his generosity, and his willingness to come to the aid of anyone in need. One story was particularly telling.

Someone once asked Sir Moses, one of the wealthiest men of his era, how much he was worth. In the face of such an ill-mannered inquiry, he merely paused for a moment's reflection before naming a figure – one that fell far short of his questioner's expectations. Naturally, it was met with an objection; surely he must be worth 10 times as much! Sir Moses merely smiled. "Young man," he replied, "you didn't ask me how much I own. You asked me how much I am worth. So I calculated how much I have given to charity this year, and that is the number I gave you. You see, in life we are worth only what we are willing to share with others."

When we calculate our own worth, do we think about it in terms of what we have, or how we use it? When we say that all human beings are of equal worth, do our actions follow our words?

I believe that being a Rotarian means looking at all of our resources differently. What is the most good that we could choose to do with what we have? What are the choices that will ultimately leave us the richest?

In Rotary, we are all aware of the great needs in so many parts of our world. And we all know how much we can do to help through our Rotary Foundation. We can change lives, we can restore hope, we can build futures – if we choose to.

In life, everything is a choice. We can choose to close our eyes to the needs of others, to keep what we have for ourselves, to declare the problems of others to be theirs alone. Or we can choose to look past distance, past color, past language and dress and culture, and see that people everywhere are just like us – and then refuse to walk away.



# ROTARY INTERNATIONAL

## DISTRICT 2450



# CYPRUS ROTARY

## 3rd Annual Conference & Assembly



Reach Within to Embrace Humanity



# 22 - 23 October 2011

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## 3RD CYPRUS ROTARY ASSEMBLY AND CONFERENCE COMMITTEE

<b>DDG</b>	<b>Themis THEMISTOCLEOUS</b>	3 <sup>rd</sup> Cyprus Rotary Assembly and Conference- Convener
<b>PAG</b>	<b>Phaedon STYLIANIDES</b>	3 <sup>rd</sup> Cyprus Rotary Assembly and Conference-Chairperson and responsible for Technical facilities
<b>Rtn.</b>	<b>Anastasia ORPHANOU</b>	3 <sup>rd</sup> Cyprus Rotary Assembly and Conference- Secretariat, Registration and Programme
<b>Rtn.</b>	<b>Maria HADJINICOLA</b>	3 <sup>rd</sup> Cyprus Rotary Assembly and Conference- Financial matters
<b>AG</b>	<b>Litsa ARESTI</b>	3 <sup>rd</sup> Cyprus Rotary Assembly and Conference- Liaising with hotel, banners and decoration
<b>PP</b>	<b>Maria HADJINICOLA</b>	3 <sup>rd</sup> Cyprus Rotary Assembly and Conference-Participants file
<b>Rtn.</b>	<b>Litsa ARESTI</b>	3 <sup>rd</sup> Cyprus Rotary Assembly and Conference-spouses' pro- gramme
<b>PP</b>	<b>Yiannos PISSOURIOS</b>	3 <sup>rd</sup> Cyprus Rotary Assembly and Conference, Cyprus Trainer - RF, PR & Membership workshops



# 3<sup>rd</sup> CYPRUS ANNUAL CONFERENCE & ASSEMBLY

by *PAG Biland Sadek*



22-23 October 2011 / FOREST PARK HOTEL PLATRES



**The Organizing Committee** has chosen the mountain resort of Platres as venue for the conference in relaxing atmosphere surrounding, greenery freshness and natural beauty. Thus *128 members*, spouses and guests have gladly responded to attend with encouraging fellowship friendship and good spirit.

Professional Speakers/Rotarians well versed in their fields have been invited to address the participants on subjects of great interest besides of course some Rotarians each in his scope of appointment.

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**Saturday Morning, 22 October 2011**

**Deputy District Governor (DDG) Themis Themistocleous** made the opening address, expressed his thanks, gratitude and warm congratulations to the Organizing Committee and welcomed wholeheartedly the participants. He conveyed the Governor's good wishes for the success of the conference, explained the reason of his absence caused by the same day visit of RIP to Jordan. He further outlined the Governor's wish in receiving clubs' reports on CDs and not in written documents and wished clubs to divert their personalized gifts attributed to him into financial donations favouring the Rotary Foundation. He encourages and expects great participation to the District Conference which will be held in AQABA, Jordon on May 17<sup>th</sup>-20<sup>th</sup> 2012.



**IDDG Fantinos Hadjimitsis,**



**Conference Chairman Phaedon Stylianides**

and

**Conference Trainer Yiannos Pissourios**



**each conveyed warm welcome address and overviewed the Conference Program.**



Saturday Morning, 22 October 2011

MEMBERSHIP

TRF

PR

WORKSHOPS

followed with rich guide lines, constructive information and very attractive short stories and examples awakening the sleeping moods with enthusiasm and participation into the overall discussions and presentations.





## Public Relations - Workshop

- 10.15 - 10.25 Introduction and PR Objectives for Rotary Year 2011-12 / **PAG Elena Tanou, Chairperson PR**
- 10.25-10.30 Introduction of Guest Speaker A. Mesarites / **PP Yiannos Pissourios, Cyprus Trainer**
- 10.30-12.00 **The Impact of building a brand for your Rotary Club and How to Do it.** An Interactive session on developing practical and effective ideas for promoting our Clubs, our projects and Rotary in general **Mr Andreas Mesarites**, Guest Speaker
- 12.00-12.15 **COFFEE BREAK**
- 12.15-13.00 The Power of Networking and How to Use it for Rotary, **Mr Michael Virardi, Guest Speaker**
- 13.00-13.45 Drafting an Effective PR Action Plan for your Club, **PAG Elena Tanou**

## The Rotary Foundation - Workshop

- 10.15 - 10.30 INTRODUCTION / **TRF Cyprus Chairman, PP Michael Johnson**
- 10.30 - 12.00 **MATCHING GRANTS HOW TO GET FUNDING FOR YOUR PROJECTS FROM TRF CASE STUDY**  
RC Limassol-Berengaria Cosmopolitan actual application for the funding of a minibus to transfer cancer patients / **AG Stavros Makris & PDG Doros Jeropoulos**
- 12.00 - 12.15 **COFFEE BREAK**
- 12.15 - 12.45 **FUTURE VISION** Presentation of TRF's new initiative / **PDG Doros Jeropoulos**
- 12.45 - 13.00 **POLIO PLUS** An update on RF's most important global program and how can Cyprus Clubs practically help to alleviate Polio / **AG Stavros Makris**
- 13.00 - 13.30 **GROUP STUDY EXCHANGE** Testimonials by the 2 Cyprus Participants of GSE 2010-11, Q&A / **Mr Michael Virardi and Mr Alexis Hadjipapafotiou**
- 13.30 - 13.45 **CONCLUSION** / **AG STAVROS MAKRIS**

## Membership - Workshop

- 10.15-10.30 Introduction and Membership Objectives for this year / **AG Christina Covotsou-Patroclou**
- 10.30- 11.00 An Outsider's view of Rotary in Cyprus today / **Mr Michael Virardi, Guest Speaker**
- 11.00-12.00 **The Process for new Member and Membership Retention** / **AG Christina Covotsou-Patroclou**  
3 parallel workshops and Interactive session in RECRUITMENT : How to identify and attract New Member, INDUCTION : Applying the necessary steps for introducing a new Member, RETENTION : Practical ways to retain Members, WORKSHOP CONCLUSION & DISCUSSION
- 12.00-12.15 **COFFEE BREAK**
- 12.15 - 12.45 Testimonials from new Rotarians plus Q&A
- 12.45-13.30 The Value of a strong Club Image in attracting New Members, Mr Andreas Messarites, Guest Speaker
- 13.30-13.45 Conclusions / **AG Christina Patroclou**

Saturday Afternoon, 22 October 2011



*Aromatic & Healing Herbs of Cyprus*

3<sup>rd</sup> Annual Exhibition & Workshops  
Platres- Cultural Centre  
22<sup>nd</sup> & 23<sup>rd</sup> of October 2011



Short visit had been arranged to the “*Aromatic & Healing Herbs Center*” of Cyprus with Workshop, exhibition and slides show presented by well informed speaker who had come from England.



Saturday Evening, 22 October 2011

The **Dinner** had been held at **Neraida Tavern** with live music and old timers’ songs kept the melody high in spirit, attracting the massive crowd to accompany the singer, each according to his/her own tune and tone!







Sunday the following day was highlighted by a distinguished speaker **Dr.Christos Patsallides** former Health and Interior Minister, former President WHO Assembly. The topic of his address «*WHO Mission and Challenges*», was highly interesting, extremely informative and his special touch on Rotary role in

fighting the Polio disease has been acknowledged by Rotary stand on the issue giving credit to all Rotarians and particularly the effort exerted by Cyprus Clubs in this endeavour.

**Dr. Patsalides** expanded on Polios eradication, the Rotarians’ pride to embark into such a major life saving project, quoted as two billion children’s life have been saved in 120 countries, eight billion Dollars have been collected to fight the disease which has been limited by 99%. Children’s death of 350.000 some 20 years ago has been reduced to 1.700 in the last year’s record! Tremendous great achievement!



The World Health he said is of paramount importance to the mankind. It is the best investment in the prevention of disease’s progress. It is the key solution for better health , a Human’s Right to reach all, a global target to surpass and overcome the economy’s crisis and must be Governments’ priority to support the fight of the disease in reaching the millennium cause by the year 2015.





Sunday Morning, 23 October 2011

## **ROTARY ASSEMBLY**

It has been attended by 17 out of the 19 existing clubs. The absence of the two non attending clubs has been deeply felt, terribly missed and surely caused by unforeseen reason.

However the **Agenda has been approved** as well as the Budget 2011-2012 convincingly with the expressions of PDGs John Strongylos, Takis Karakannas and Doros Jeropoulos. The subject of initiating the establishment of Rotary office has been touched, but further discussion postponed as the subject was not listed in the agenda.

**DGE Kevork Mahdessian** took the floor urged all to participate at the District Conference during his year of Governorship. He stated that the conference will be held at Monte Caputo in Limassol. He quoted that 7221 US Dollars have been this year collected to benefit Polios Plus scheme, but surely he expects much more during his Governorship term of duty counting on each and every Rotarian's effort and help to achieve the target.

**AG Christina Covotsos-Patroclou** expressed **the pride of Cyprus Rotarians** in holding in Cyprus the very last District 2450 Conference prior to the Re-Districting plan and she had pin pointed the great effort deployed to render the conference a big success.

**PDG John Strongylos** took to the podium on Re-Districting issue and had explained that 248 clubs in 12 countries with Rotating Governor is no longer practical, and RI had recommended that Districts must not have more than 60 clubs. Therefore the Re-Districting of District 2450 will start in July 2013 and Rotarian Jamil Moawad from Lebanon has been nominated as DGE for our new District that will include all existing countries except Egypt who will have its own Governor and own District. This process has been approved by RI though; the written approval is expected soon.

**PDG Doros Jeropoulos** reported that three successful meetings have been held on *Strategy Task Force on development of Cyprus Rotary* with the contribution of young Rotarians who came with new ideas. A draft is being prepared to outline the difficulties and problems with proposals of solution. New District Manual will be edited and Deputy Governors election will take place in December 2011.

**PDDG George Papaleontiou** spoke on **ICC France-Cyprus** that had been held in Limassol and invited to return visit to D1760 in Marseille during the World Water Forum from 13 to 17 March 2012.

**Elena Tanou Chairperson PR** spoke on Building the Rotary Brand, expressed pride of being Rotarian, gave emphasis on importance of Rotarians being trustworthy, loyal serving with their souls and hearts. She cited personal history happening examples on PR promotion.

## Andreas Messarites

Our aim he said is to create more awareness, face competition of attention from other NGOs, our attention spasm is very narrow, it gives attention to what is relative to our life, there is “On Going Dialogue” to which we must embark. He categorized strategy (1) as not to advertise what Rotary does but what it gives. Strategy (2) to know ourselves our identity to reach within.

He described Rotary World by questions and answers as Community Service, Fellowship, Integrity, Vocation, Understanding, Peace, Humanity, volunteering. He asked to which animal or insect Rotary would be compared? Ants won the position as in leading Team Work!

**Group Study Exchange Member Michael Virardi** address entitled “*The Power of Networking and How to use it*” was of great interest. He defined his Net Working as: Lower the intention, Increase the Trust, refer to what we have done. Talk about the need of the listeners, use the Media, show how Rotary is helping, be proud to be a Rotarian. One listens twice (having two ears) but talk once (having one mouth) a very interesting quote.

**PP Christodoulos Achilleoudis** presented [RGHF and Cyprus Rotary](#), long designed account on the RGHF doing with lots of names and statistics figures.

**PP Nigel Howarth** declared that the [Rotary Website in Cyprus](#) is to promote Rotary, enhance the image of Rotary, know what we do, differentiate Rotary action from other NGOs doing. He offered his phone No 25934816 for those interested in more information about the Website.

President RC Limassol **Julius Markides** outlined the “Unnecessary and tedious duplication in communication, objected to the increase per capita in the Budget that will lay burden on the clubs. Recommended review of the expenditure on Training and Conferences.

Rotaract was represented by **VDRR Vural Vural** announcing the existence of **9 Rotaract Clubs** in Cyprus. He invited Rotarians to their meetings as their experience is needed he said. RC Ledra has donated them 2470 Euros in view of attending RYLA

The closing session has summed up the [Resolutions](#).

**Over all the Conference was very well organized, created lots of friendship, expanded information, brought family gathering, promoted Team Work, encouraged involvement, achieved its goal in Rotary understanding. [Photo Gallery](#)**



## Council on Legislation (COL)

### HOW TO PROPOSE A LEGISLATION

#### **Dear Club Presidents**

As we are now in the second quarter of Rotary's 2011-12 year, there are almost 2 months to submit proposed legislation for the 2013 Council on Legislation. RI must receive proposed legislation, along with its certification form signed by the district governor and proposer's purpose and effect statement, no later than 31 December 2011.

For our district which will be holding its conference next May 2012, legislation can still be proposed and endorsed through a ballot-by-mail.

Attached please find a document on how to propose a legislation.

Additional information about and useful tools for the 2013 Council have been posted on the Council on Legislation section of the RI website (<http://www.rotary.org/col> ).

If you have any questions about the Council on Legislation, please do not hesitate to contact me.

Best regards,

**Mohamed Delawar**

PDG Mohamed Delawar

District 2450 COL (2013) Delegate

Tel.: +202 2528 7445

Fax: +202 2528 7446

E-mail: [mohamed@delawar.net](mailto:mohamed@delawar.net)



## 3 First RGHF World Records in October 2011 making all 4 within a period of 3 years (2009-2011)



*By PP Christodoulos Achilleoudis*

One of the greatest and finest projects ever done, of whole Cyprus Rotary, related with one of the finest Fellowships, the Rotary Global History Fellowship (RGHF). As it is known, RGHF undertook the responsibility of preserving rotary history globally.

With the cooperation of all Cyprus Rotary Clubs, all Assistant Governors and many Cyprus Rotary Officials, Cyprus Rotary as whole managed to reach this unique success, **to come on top of the RGHF's World with 3 First World Records at one time, making them 4 all together since 2009.** This year's records were unanimously acknowledged and applauded during the Annual RGHF Institute held in Bavaria, Germany, at Herrsching by Ammersee, 9-11 October 2011.

### 1<sup>st</sup> RGHF World Record:

#### "Cyprus Rotary - The First RGHF Country Association in the World"

with all 19 Rotary Clubs participating through their Presidents (100%) and all 9 Assistant Governors with their Coordinator (100%) in October 2011. Total number 28 as follows:

#### (A) All President/Representatives of the 19 Rotary Clubs

- |  |  |
|--|--|
| 1. Andreas Kapetanios, President RC of Famagusta                   | 11. Patroclos Patroclou, President RC Limassol-Kourion                 |
| 2. Christos Phylactou, President RC Famagusta-Cavo Greco           | 12. Katharine Konaris, President RC Nicosia                            |
| 3. Savvas Constantinou, Secretary RC Kyrenia (President no e-mail) | 13. Katerina Nicolaidis, President RC Nicosia-Aspelia                  |
| 4. Haluk Ayhan Feridun, President RC Kyrenia-Liman                 | 14. Joseph Mehri, President RC Nicosia-Ledra                           |
| 5. Mete Guven, President RC Kyrenia-St. Hilarion                   | 15. Polys Michaelides, President RC Nicosia-Lefkothea                  |
| 6. Christakis Christophorou, President RC Larnaca                  | 16. Tassos Partzilis, President RC Nicosia-Salamis                     |
| 7. Kyriakos Seraphim, President RC Larnaca-Kition                  | 17. Hasan Hasipoglu, President RC Nicosia-Sarayonu                     |
| 8. Julius Markides, President RC Limassol                          | 18. Costas Papadopoulos, President RC Paphos                           |
| 9. Takis Koufaris, President RC Limassol-Amathusia                 | 19. Roger Bailey, PP RC Paphos-Aphrodit (International Representative) |
| 10. Timothy Droham, President RC Limassol-Berengaria Cosmopolitan  |  |

### (B) All Assistant Governors with their Coordinator

- |                                 |                                  |
|---------------------------------|----------------------------------|
| 1. Fantinos Hadjimitsis         | Assistant Governors' Coordinator |
| 2. Christina Covotsos-Patroclou | Assistant Governor               |
| 3. Dincer Cagin                 | Assistant Governor               |
| 4. Stephanos Papageorgiou       | Assistant Governor               |
| 5. George Psimolophites         | Assistant Governor               |
| 6. Litsa Aresti                 | Assistant Governor               |
| 7. Maria Christopoulou          | Assistant Governor               |
| 8. Sozos-Christos Theodoulou    | Assistant Governor               |
| 9. Stavros Makris               | Assistant Governor               |

### 2<sup>nd</sup> RGHF World Record

#### "Cyprus-The First RGHF Country in the World

with a total number of 109 members participating within 3 years (2009-2011), taking into consideration its population which is not more than a million.

For reaching this number, the following Cyprus Rotary Officials contributed, increasing the total number of RGHF members by 21, as follows:

#### (A) The Past DG of District 2450

- |                             |                 |
|-----------------------------|-----------------|
| 1. Christodoulos Karakannas | PDG(1990-1991)  |
| 2. Doros Jeropoulos         | PDG (1998-1999) |
| 3. John Strongylos          | PDG (2005-2006) |

#### (B) The Incoming DG for District 2450

- |                      |                       |
|----------------------|-----------------------|
| 1. Kevork Mahdessian | Incoming DG 2012-2013 |
|----------------------|-----------------------|

#### (C) The Past DDG for Cyprus

- |                        |                  |
|------------------------|------------------|
| 1. Tassos Televantides | PDDG (2009-2010) |
| 2. George Papaleontiou | PDDG (2010-2011) |

#### (D) The Deputy District Governor for Cyprus (With 14 members of his Team)

- Themis Themistocleous, Deputy District Governor for Cyprus (2011-2012)
- Maria Hadjinicola, Aide to DDG, Newsletter and Website content
- Yiannos Pissourios, Cyprus Trainer
- Phaedon Stylianides, Aide to DDG Strategic Planning
- Takis Taoushanis, Member Finance Committee
- Glafkos Georghiou, Member RF Committee, Matching Grants
- George Souroullas, Member RF Committee, Fellowships & Scholarships
- Efstathios Ioannides, Chairperson Vocational Service Committee

- Alkis Socratous, Chairperson New Generations Committee
- Elena Tanou, Chairperson PR and Image of Rotary Committee
- Christodoulos Achilleoudis, Chairperson Awards and Recognitions Committee
- George Petrou, Member Awards and Recognitions Committee
- Popi KanariChairperson, Environment, Health Committee
- Savvas Omorphos Chairperson, History of Cyprus Rotary Committee
- Katerina Kalavas, Past President RC Nicosia-Aspelia

3rd With the 1<sup>st</sup> World Record of the RC Nicosia-Lefkothea in 2009 as "The First 100% RGHF Club in the World" with 72 members joining, 3 in total First World Records were succeeded by Cyprus Rotary, during the last 3 years 2009-2011. This led to the 4<sup>th</sup> below:

#### 4<sup>th</sup> First World Record

Cyprus-The First Country in the World, which managed to achieve 3 RGHF First World Records within 3 years (2009-2011).

### CONGRATULATIONS RECEIVED

(a) From the Fellowship's Founder and Chief Executive Officer Jack Selway who wrote:

*"This is the biggest effort ever in all RGHF! God bless everyone. I stand in Awe!!!"*

(b) From our District Governor Usama Barghouthi who wrote:

*"I wish to congratulate the Rotarians of Cyprus on this achievement in RGHF arena with the multi Firsts in the World. I commend the action of all involved and look forward to congratulate you in person upon my visit. Rotary Action Groups and Rotary Fellowships are important to Clubs and Rotarians to enhance service through fellowship".*

(c) From many others all over the world.

All details about the above **unique Triumph of Cyprus Rotary**, as well as the International **RGHF Forum** including also all the names of Rotarians and Rotary Officials from Cyprus, can be found on: [www.rghf.org](http://www.rghf.org)



13 RGHF Members, all with their pins. From these, 8 were new members pinned by the District Governor Usama Barghouthi during the Joint Dinner on 25 October 2011, at the Hilton Hotel, with 3 of the 6 Rotary Clubs of Nicosia: RC Kyrenia, RC Nicosia-Lefkothea, RC Nicosia-Salamis.



## **Public is aware of Rotary, but unsure of what we do**

**Do** your friends and co-workers know that you're a Rotarian? Do you tell acquaintances about your club's good works in the community or internationally?

Did you know that talking about your involvement in Rotary could significantly enhance the organization's image and boost public awareness? It's up to every Rotarian to tell the world what Rotary is and does.

According to a public image survey commissioned by Rotary International in 2010, people are much more likely to know about Rotary and perceive it positively as a charitable organization if they personally know a Rotarian. The finding is just one of many that could shape how clubs and districts promote Rotary in their communities.

RI commissioned the survey of 1,000 individuals in each of six countries -- Argentina, Australia, Germany, Japan, South Africa, and the United States -- to gauge the general public's awareness and perception of the organization. The results are consistent with those of a similar survey conducted in 2006: While respondents had heard of Rotary, they did not know much about what it does.

Building familiarity is not easy, says Pauline Leung, Rotary public image general coordinator. "Sometimes Rotarians are doing too many things and can get people confused about Rotary. We must have consistency when promoting the image of Rotary. Rotarians should receive training so they can clearly express our position, our vision, our values, and our areas of focus."

### **High awareness, low familiarity**

The survey showed that awareness of Rotary varies from country to country, and culture to culture. Of the six countries surveyed, Australia had the highest proportion of respondents who said they were aware of Rotary (95 percent), while Germany had the lowest (34 percent).

But awareness of Rotary doesn't necessarily translate into familiarity with what it does. While almost everyone in Australia indicated an awareness of Rotary, only 35 percent of respondents said they had some familiarity with the organization. In South Africa, where 80 percent of respondents indicated they were aware of Rotary, only 23 percent said they had some familiarity with what it does.

The survey report concluded that public image efforts will need to be tailored to each country. It also noted that boosting awareness alone will not be enough to get the public to readily associate Rotary with good works, or to generate greater community involvement.

The survey further concluded that demographics play a significant role in whether people have heard of Rotary. The survey included a cross section of each country's population by age, gender, income level, and education level. In Japan, 67 percent of respondents age 40 or older said they had heard of Rotary, compared to only 38 percent of those younger than 40. In Argentina, 63 percent of the highest income bracket had heard of Rotary, while only 20 percent of the lowest income bracket had. The report concluded that clubs may need to gain a better understanding of what would increase interest among younger professionals.

### **Public perception and giving**

The public's view of Rotarians differs somewhat from how Rotarians see themselves. More than 65 percent of respondents viewed Rotarians as charitable, respected, and caring. But only 26 percent selected the attribute women to describe Rotary, while more than 50 percent associated the organization with men. In other questions, more respondents said they associated club membership with men than with women. The survey

concluded that Rotary is still being seen as a male-dominated organization. Work needs to be directed toward communicating opportunities for women to join.

Interest in contributing time or money to a Rotary club varied by nation. Interest was highest in South Africa, at 49 percent, and lowest in Japan, at 10 percent. The survey report concluded that because interest in contributing money varies by nation, Rotarians need to tailor marketing efforts to reflect local club initiatives.

The public's interest in joining a Rotary club is low. Among the countries surveyed, an average of only 16 percent of respondents said they would be likely to join a local Rotary club. More than 59 percent said they would be unlikely to join. In the United States, women were half as likely as men to report interest in joining.

### Similar findings

Similar findings came from focus groups that RI conducted between 2008 and 2010. The 40 groups included non-Rotarians in cities where Rotary had been experiencing membership declines. Read more about the results in the October/November 2010 issue of [\*The Membership Minute\*](#), or [download the full report](#).

“Because each Rotary club is independent in deciding what services they want to be involved in, this can cause mixed impressions in the communities on what we do,” Leung says. “These surveys underscore the importance of having a consistent message.”

The 1.2 million Rotary club members worldwide are the organization's greatest strength. Here are a few resources that clubs and districts can use to promote Rotary:

Find tips for [creating a signature activity](#).

Learn how to [apply for a PR grant](#) to enhance Rotary's image.

Find your [Rotary public image coordinator](#).

Learn [how to plan an End Polio Now lighting](#).

Browse best practices for member [recruitment and retention](#).

Download [Be a Vibrant Club: Your Club Leadership Plan](#) (PDF) to discover ways to make your club more dynamic and increase its diversity.

Download the [Membership Development Resource Guide](#) (PDF) and [Club Assessment Tools](#) (PDF).

Get a [catalog of membership development resources](#) (PDF).

Learn tips for [finding and keeping members](#).