

ROTARY INTERNATIONAL

DISTRICT 2450

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CYPRUS ROTARY NEWS

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Reach Within to Embrace Humanity

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Message from the Deputy District Governor 2011-12 Themis Themistocleous

Dear fellow Rotarians,

I wish you, your families, and your beloved ones a happy new year, full of challenges and opportunities for service above self.

We have entered the second semester of the current Rotary year and our terms of service. This is the time to review our plans and fine-tune our projects so that we stay on course and meet our objectives by the end of June.

For my part, I have convened a meeting on Saturday 28 January, at 09.30, at the Crowne Plaza hotel in Limassol, of all Club Presidents, AGs and other members of the Cyprus Team, to assess our work so far and address any significant problems. We shall also share information about the setting up of our new District 2452, prepare for the selection of a DDG for 2013-14, and share information on upcoming training seminars in Cyprus, among other items on the agenda which I have already circulated.

January is Rotary Awareness Month. Clubs are asked to celebrate the month by training members on [Rotary history](#), programs, or how to [raise awareness](#) of your projects among your community. Or, ask members to share a personal story or experience that they have had because of Rotary. Every Rotarian has a Rotary story that can be

educational and inspiring. The beginning of a new year is a good opportunity to re-new inspiration for the rest of the Rotary year.

Finally, I ask clubs to invite their AG for a presentation on strategic planning at the club level, making sure that the incoming president and his/her incoming board are attending the meeting. I shall deliver the same presentation myself to some clubs during my visit in January or February. The presentation is a good opportunity for incoming presidents and boards to initiate a three-year strategic plan of action by creating a vision for their club, setting priorities (objectives) and developing annual goals that support each strategic priority. As the Japanese say, "vision without action is a daydream, but action without vision is a nightmare."

Have fun !

Best Rotarian regards,

Themis Themistocleous

PP RC Nicosia-Salamis

DDG for Cyprus 2011-12, D2450

Message from RI President 2011-12 KALYAN BANERJEE

January 2012



"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,

At Arlington National Cemetery outside Washington, D.C., stands a memorial to the Seabees, formally known as the U.S. Naval Construction Force. An inscription reads, "With willing hearts and skillful hands, the difficult we do at once; the impossible takes a bit longer."

In Rotary, we already have our own mottoes. If we didn't, I might be given to nominate those two lines. The power of combined effort, as Paul Harris once wrote, knows no limitation. When we work together, the impossible becomes possible.

I thought of this when I read, a few months ago, an article in the *New England Journal of Medicine*, the premier medical journal in the United States. Titled "The Polio Endgame," it outlined a strategy for a post-polio era, including managing post-eradication risks.

Thirty years ago, such an article could never have been published. Today, it is a testament to the power of dedication, of persistence, and of combined effort. The impossible has, indeed, become possible. A post-polio world, once the stuff of dreams, will soon be here.

My friends, the day that polio will be eradicated is close at hand. We have to be ready for it with a powerful Rotary – a Rotary of enthusiasm and confidence, of bold vision and clear ambitions. It is time for us to prepare by taking an honest look at our clubs. Are our projects meaningful, sustainable, and relevant? Are our meetings productive and enjoyable? Are our clubs welcoming to new members, and are our schedules and events friendly to young families? And once people join us, do we welcome them properly, involve them enough? Do we make them a part of the family of Rotary quickly enough?

The figures tell us that while enough new individuals join Rotary every year and everywhere, too many exit Rotary, on an ongoing basis. What unfulfilled hope do they leave with? What expectations are we not meeting? Can we do more and better?

Now is the time to focus our energies on our clubs, and on the way people see them. It is time to show our communities that the Rotary of today is not the Rotary of their preconceptions. Rotary is a way to connect, to do more, to be more – it is a way to take our idealism and our vision, and turn them into reality.

Message from the Foundation Trustee chair

Bill Boyd

January 2011



Make giving to our Foundation an annual tradition

Areas of focus are the causes that drive Rotary. We are now halfway through the pilot of our Future Vision Plan, and as I look to the future I think the most significant change will be the adoption of the six areas of focus -- and not just for our Foundation. I recently heard RI Director Stuart Heal, the chair of the Strategic Planning Committee, say that our areas of focus fit very comfortably into our RI Strategic Plan.

Today's generation supports causes rather than organizations, and so we in Rotary should be able to clearly identify the causes that drive us. When somebody asks you what Rotary is, you do not have to fumble for words. Tell the person that we are an organization of service-minded individuals around the world who are working to make the world a better place with our efforts in water and sanitation, basic education and literacy, maternal and child health, disease prevention and treatment, economic and community development, and peace and conflict resolution. You can say that in 20 seconds!

You can see how this may bring new members to Rotary and increase the giving to our Foundation. If you approach corporations for a contribution, they are much more likely to respond if they know how their money will be spent, and that we will spend it wisely. We are building on a strong record of performance over a long period of time. Bill Gates has said as much on a number of occasions. He has shown his faith in us through his significant gifts for polio eradication.

While I am writing this from a Foundation perspective, the membership factor should not be overlooked. Plenty of organizations talk about issues, but Rotary is about action, not words.



76th District 2450 Conference

17-20 May 2012, Aqaba

Message from District Governor 2011-12
USAMA BARGHOUTHI



Fellow Rotarians,

I am honored and privileged to invite you to our 76th Conference for District 2450 which will be held between 17th - 20th May 2012 in Aqaba, the Hashemite Kingdom of Jordan's Resort city on the Red Sea.

In the Hashemite Kingdom of Jordan, which in 2011 has the honour of being Arab Tourism Capital, Aqaba is one of those wonderful places that leave lasting memories, it is a year-round resort that has something for everyone; this seaside city is blessed with great weather throughout the year.

Aqaba's strategic location at the junction of land and sea routes linking Asia, Africa and Europe, has resulted in human habitation in the area dating back at least 5,500 years. Known for many years as Ayla, a Mamlouk Fort that has transformed into a modern city with luxury five-star hotels, restaurants, entertainment, and modern malls offering plenty of shopping options and the best part that it is all tax-free.

It's very close proximity to the Red Rose City of Petra and the fabulous Wadi Rum, makes it more worthwhile to visit.

I invite you to come to Aqaba in 2012 to celebrate the achievements that each and every one of you has helped his or her club to accomplish, the achievements of our year together, the changes we made in our communities and countries, and the achievements with which we all as Changemakers embraced our communities and our fellow citizens.

It is time to meet again and to enjoy our fellowships, so bring your families and friends and enjoy the famous Jordanian hospitality.

The Rotarians of Jordan look forward with enthusiasm to welcome you all in our unforgettable Aqaba.

Ahlan wa Sahlan

Usama Barghouthi
District Governor 2011-12

[District Conference CD](#)

[Download Registration Form](#)

[About Aqaba](#)

[District Conference Fees](#)

District 2450

Country	Clubs	Members
Armenia	4	87
Bahrain	3	166 (-4)
Cyprus	19	781 (-29)
Egypt	76	2190 (-22)
Georgia	2	34 (+2)
Jordan	9	295 (-10)
Lebanon	24	606 (+16)
Palestine	1	30 (-11)
South Sudan	1	19 (-1)
Sudan	1	24 (-1)
UAE	3	178 (-6)

The District consists of 11 countries in three continents. in brackets changes from July start of year Figures
A loss of 84 members and 18 new members
At 4410 members we have NET LOSS of 66 members from start of year

Redistricting Confirmed

Clubs in District 2450 will be reorganized into two new districts, effective 1 July 2013

◆ District 2451 - EGYPT

and

◆ District 2452 - ARMENIA, BAHRAIN, CYPRUS, GEORGIA, JORDAN, LEBANON, PALESTINE, SOUTH SUDAN, SUDAN, AND THE UNITED ARAB EMIRATES.

District Goals for Rotary Foundation

Foundation - Annual Giving

Club level:

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

Foundation - Alumni

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.

Foundation - Grants

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

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.

Foundation - Rotary Peace Fellowships

Club level:

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

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).

Seven ways to get more out of Rotary in 2012

By Antoinette Tuscano

Rotary International News – 3 January 2012

Try something different in 2012 to attract new members and keep existing ones. Here are a few ideas to help you do more with Rotary in the new year.

Be part of Rotary's efforts to End Polio Now

Consider planning a fundraiser for polio eradication, or having your club or district [light up a landmark](#) as part of Rotary's anniversary celebration on 23 February. Rotarians have made great progress in the push to end the disease, but the job isn't finished yet. As little as US\$0.60 can help immunize a child against the incurable disease. [Contribute to PolioPlus](#), and [learn more about Rotary's eradication efforts](#).

Think strategically and set club goals

A new online assessment tool will be launched in July to help clubs set goals and track their accomplishments, such as contributions to The Rotary Foundation. Available in [Member Access](#), it will replace paper-based tracking methods and help RI measure Rotary's global impact. Help your club work more efficiently by using the tool to set and measure club goals.

Help the Foundation fulfill its mission

Make a resolution to donate to the Foundation's [Annual Fund](#) in 2012. Skip one latte a week, and you'd have US\$100 or more to contribute to your club's Every Rotarian, Every Year effort. You can [make a one-time contribution or a recurring gift](#). Learn how your club or district can make a difference in one of Rotary's [six areas of focus](#) with a [Foundation grant](#).

Get inspired at the RI Convention

The 2012 RI Convention in Bangkok, Thailand, 6-9 May, will feature speakers including Nobel Peace Prize recipient Muhammad Yunus and Global Poverty Project CEO Hugh Evans. And, along with thousands of your fellow Rotarians from around the world, you'll be able to attend workshops on topics such as membership, leadership, and [Future Vision](#). [Register today](#).

Celebrate 50 years of Interact

[Interact](#) will celebrate its 50th year in 2012. Since the first club was established in 1962 at a high school in Melbourne, Florida, USA, thousands of communities worldwide have benefited from Interactors putting Service Above Self. The program has helped countless youth develop leadership skills, meet new friends, and become more familiar with Rotary. Rotary clubs that sponsor an Interact club gain fresh insight into service and help develop future Rotarians. If your club isn't already involved in Interact, consider sponsoring a club.

Publicize your good work

[PR grants](#) enable districts to raise Rotary's profile and promote the global and local work of Rotarians by placing public service announcements on television and radio, in print media and on billboards, and on the Web. Help your district apply for a grant by 4 March. To further promote your club's signature activities, be sure to update your website with information about your projects and meetings. Also, start a [social media](#) page, and follow what Rotary is doing on sites such as Facebook and LinkedIn.

Connect with alumni

Rotary Foundation [alumni](#) can be effective speakers at club meetings, and many are potential club members. Reach out to them.

Kalyan Banerjee's address to the RGHF annual meeting 2011

My dear brothers and sisters in Rotary!

It's such a pleasure to be here this morning, and to be receiving this honor from all of you. I am of course a very proud member of the **Rotary Global History Fellowship**, and when I was planning my remarks for this morning I wanted to do justice to the occasion with some appropriate historical references. So I was thinking a bit about what is probably the most famous line out there having to do with history: that those who forget history are doomed to repeat it.



But then it occurred to me that in Rotary, perhaps it might be the other way around—that those who forget our history will not get the chance to repeat it, or at least, to repeat its success.

Our first century in Rotary was a fantastic time of growth and development, of the spread of the Rotary movement throughout the world—more clubs, more members, almost every year. It was a time of great ambition and vision, of a sense of limitless opportunities and potential.

And that is something that we want to keep on with, of course, in our second century. We want to find ways of bringing out that Rotary excitement and enthusiasm, to bring it forth into our clubs and communities. These days we talk a lot in Rotary, as much as we ever did, but I think that we should be talking more about our history. We should be looking more at how and why Rotary had such great growth for so many decades. Because we all know that we're not on that fast-track trajectory these days, and perhaps looking at our history a bit more would help us to understand why, and even reverse that trend.

You know, there are not many things more inspirational in Rotary than looking back at the writings of Paul Harris. Now, I know I am in the company of some of the world's leading experts on our first president, and I had thought to browse a bit through some of my predecessor's travelogues to find a quote or a story to use here. Well, I can warn you right now of the dangers of sitting down after lunch on a Sunday and opening up some of those writings, thinking it'll only be a few minutes! The next thing you know your wife will be calling you for dinner, you'll have completely forgotten what you were looking for and you'll be on the edge of your seat wondering whether anyone will actually be there to meet the Harrises at the train station in Latvia!

But if you're fortunate, as I was, you'll also find that you've stuck in a lot of bookmarks along the way. And so you'll have a few good quotes to use, such as this one:

"Individual efforts when well directed can accomplish much, but the greatest good must necessarily come from the combined efforts of many men. Individual efforts may be turned to individual needs but combined effort should be dedicated to the service of mankind. The power of combined effort knows no limitation."

And really, that's it, isn't it? That's what is behind Rotary service—that idea, that when we get together, all of us, there is no limit to what we can do.

Our history gives us so much to be proud of. It shows us how noble Rotary is, how ambitious, how truly great. And I think all of us, history buffs or not, would do well to remember that.

Well, I think I've spoken long enough, and we all have a very full day ahead of us. So I will just close by thanking you again for making me part of the history of Rotary Global History

Fellowship. I wish you a wonderful rest of this Rotary convention—and I look forward to seeing every one of you next year at the 103rd Rotary International Convention in Bangkok.

Thank you.

DISTRICT CORNER

Keeping clubs on track

District leaders can help clubs address warning signs before members leave

The warning signs are clear: A member becomes negative or regularly leaves meetings early. Participation begins to dwindle to a few core stalwarts. How can district leaders help struggling clubs turn things around?

As a district trainer and governor-nominee, David Yeghiaian has worked with club leaders on such challenges. He believes that just a few adjustments can re-engage wavering members. By addressing warning signs early, clubs in your district will be stronger.

Yeghiaian offers tips on what to look for and how to respond:



Low attendance. In Yeghiaian's District 6220 (parts of Michigan and Wisconsin, USA), club officers are encouraged to review quarterly attendance trends and contact individuals when their attendance dips too low. A member might be absent because of problems with his or her health or that of a family member. Remind club officers that a simple phone call can help re-engage the Rotarian by demonstrating that the club cares.



Negativity. Potentially contagious, "[negativity] is the most troubling because this may be a member who still attends but causes others to leave," Yeghiaian says. For example, a member advocating an international project may become disengaged if fellow members aren't interested. Encourage

members to continue to pursue their ideas with their club colleagues, or help them partner with other local Rotary clubs to launch their project.



Lack of interest. "It's important to involve members in activities based on their own interests and strengths," Yeghiaian says. "Encourage an accountant to serve as treasurer, or ask someone who works for a nonprofit organization to lead the fundraising committee." When members are contributing to something they're already passionate about, the outcome is better projects and happier members.



Financial issues. Yeghiaian noticed that many younger members were leaving clubs because they were falling behind on payments. To prevent those with a "Rotary heart, but not a Rotary pocketbook" from leaving, District 6220 temporarily waived club-level dues for younger members in need of assistance. Members were also invited to bring their own breakfast or lunch to a meeting instead of having to purchase a meal.

Yeghiaian also encourages district leaders to help clubs develop an annual survey to assess engagement and participation, and then to create plans based on the club's vision. He also says that Rotary leaders should inspire, not just motivate: "Motivational leaders may keep members engaged for a brief time, but inspirational leaders have a much longer-term impact."

Learn more about [fostering club leadership](#) and [helping struggling clubs](#).

January 2012 | www.rotary.org/rotaryleader | rotary.leader@rotary.org

FOR DISTRICTS

DEADLINES

- 15 March For district governors to submit [Significant Achievement Award](#) nominations (one per district) to RI
- 31 March For [District Simplified Grant](#) requests
- 15 April For governors to receive forms for the [RI Recognition of Membership Development Initiatives](#) from clubs ... For governors to report clubs qualifying for the [Presidential Citation in Member Access](#)

OTHER NOTICES

- PR grant applications for 2012-13 will be distributed to district governors-elect at the International Assembly in January. Application deadline is 15 August.
- Governors must certify to RI by 30 June who will represent their district at the 2013 [Council on Legislation](#).
- Districts must vote on all proposed legislation to the 2013 [Council on Legislation](#) at a district conference or through a ballot by mail. The deadline to submit legislation is 31 December.

FREE WEBINARS AVAILABLE

Free webinars can be a source of ideas for clubs in your district. Spread the word to clubs during visits, district conferences, and in newsletters. Sign up for upcoming webinars or listen to archived recordings at www.rotary.org/webinars.

BY THE NUMBERS

1,222,293
ROTARIANS WORLDWIDE

34,118
ROTARY CLUBS

530
ROTARY DISTRICTS

8,480
ROTARACT CLUBS

195,040
ROTARACT MEMBERS

13,217
INTERACT CLUBS

303,991
INTERACT MEMBERS

7,033
ROTARY COMMUNITY CORPS

161,759
RCC MEMBERS

All figures as of 30 April

SPREAD THE WORD

Rotary's best PR representatives: Rotarians

Here's how to help bolster our public image

Beneficiaries of Rotary's community service projects are well aware of the good work Rotary does, but the general public often is not.

A 2010 RI-commissioned public image survey spanning six countries found that while respondents had heard of Rotary, they did not know much about what it does. This is where Rotarians come in, says Pauline Leung, general coordinator of Rotary public image coordinators.

"It's the responsibility of each and every Rotarian to tell the story of Rotary service to our communities," says Leung, a member of the Rotary Club of Taipei Pei-An, Taiwan. "When we talk of promoting Rotary, we have to do it through effective channels. The most credible way is to have the media tell our stories."

In addition, mentioning Rotary to business colleagues, friends, and others is an important way

individual Rotarians can spread the word about what we do, one person at a time.

Person-to-person dialogue about Rotary makes a difference. The 2010 survey, consistent with another done four years earlier, also found that people are much more likely to know about Rotary and perceive it positively if they personally know a Rotarian.

During January, Rotary Awareness Month, Leung encourages all Rotary clubs to look at their current practices for promoting Rotary and to implement a plan that makes sense for them.

"It's not an easy task. Sometimes, if Rotarians do too many things, it gets people confused about Rotary," says Leung. "We must have consistency when promoting the image of Rotary. There must be training for Rotarians to understand our position, our vision, our values, and our focused areas of service."

To help members get that training, encourage them to spend 10 minutes with a free learning module on enhancing Rotary's public image, and to visit Rotary's public relations page.

WORKING WITH THE MEDIA

- Invite a reporter to become a member or to speak at a club meeting.
- Appoint one person to be in charge of public relations.
- Establish a list of target media and their contacts, and keep them informed about Rotary's work.

SHARING ROTARY WITH OTHERS

- Wear your Rotary pin with pride.
- Order 50 copies of What's Rotary? for members to share with the general public.
- Prepare a short elevator speech about Rotary to share with co-workers, clients, and others.