

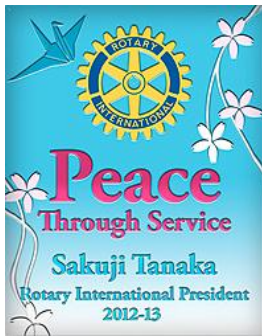


Rotary International

Governor's Newsletter

ISSUE 2 / AUGUST 2012

CYPRUS ARMENIA BAHRAIN LEBANON PALESTINE
DISTRICT 2450
JORDAN EGYPT GEORGIA SUDAN UAE



Governor's Message

Dear fellow Rotarians in District 2450,

Share your passion for Rotary with your family, friends, and community during Membership and Extension Month in August.



Globally declining membership in existing Rotary clubs and, more specifically, falling retention rates are problems we must address both locally and as a global organization. Lack of motivation, creeping age, and lack of Rotary education, are truly to blame.

We take into our clubs good, new, potentially active members. We need to give them the true meaning of Rotary, and to motivate and engage them in challenging programs, otherwise they quietly drop out.

We need to enhance our brand, agree on Rotary's identity and effectively communicate both to our target audience. Then, pride in being a Rotarian would become more contagious. Visiting prospective members would want to be a part of it, join the club, and stay.

In these times of economic distress, the cost of being a member of a Rotary club can be a discouraging factor for new recruits. But cost can be offset by the benefits of networking, fellowship, personal growth and, of course, the opportunity to serve others. We can help younger members discover how satisfying it is to replace Facebook with face-to-face relationships and experience the energy of a firm handshake and a friendly smile.

This year, RI invites members to take part in two activities designed to help us remember why we joined Rotary, what keeps us coming back, and why others should join.

**DISTRICT
GOVERNOR**

2012-13

Kevork Mahdessian

RI PRESIDENT

2012-13

Sakuji Tanaka



First, you are asked to take the [Rotary Membership Challenge](#). Commit to sponsor a new member, tell a friend or colleague about your club's projects, or volunteer as a mentor to prospective or new members. After you complete the [form](#), RI will email you links to resources to help you meet the challenge.

Second, you are invited to participate in the first-ever [Rotary Moment Tweet Day](#) on 14 August. Tweet about your favorite Rotary memory or event, talk about your club's activities, or share your community service project. Use hashtag #RotaryMoment.

Membership is crucial for our great District. With more members, we can undertake bigger and bolder service projects and other club and district activities. We shall have more resources for our humanitarian work, and we can promote Rotary more effectively.

Currently, there are 142 clubs in our great District, with some 4,300 members in total. Surely we can work together this year towards increasing our numbers, not only recruiting new members but also retaining our existing ones and setting up new clubs. Together, let's make Rotary the clear choice.

Yours in Rotary

Kevork Mahdessian

Governor

District 2450 (2012-2013)

Membership Tips

- ◇ Make Rotary fun.
- ◇ Travel together to club meetings and projects – or take a club trip together.
- ◇ Form a hiking fellowship to get active outside of weekly meetings.
- ◇ Go out to Sunday brunch with a group of members.
- ◇ Find out what gets a member excited about Rotary.
- ◇ Do a hands-on project instead of the regular meeting once a month.
- ◇ Identify a signature project -- one the club is known for throughout the community.
- ◇ Create a mentor committee, and offer three-year mentoring to new members.
- ◇ Develop a buddy system, pairing up a new member with an existing member.
- ◇ Designate someone to round up members who haven't participated in a while and drive them to the club's meetings or events.
- ◇ Plan outings to involve new Rotarians and their families.
- ◇ Invite families to club meetings.
- ◇ Promote the practice of younger members introducing other younger members.
- ◇ Organize a New Generations club to target younger professionals.

Message from
RI President 2012-13
Sakuji Tanaka
August 2012



Dear fellow Rotarians,

What is Rotary? When I ask Rotarians this question, they often give vague answers. And when I asked myself this question, I had to think about it. August is Membership and Extension Month in Rotary, and I want all Rotarians to be able to send a unified message about what Rotary is and why they joined.

The key to increasing membership is for every Rotarian to be convinced that it's good to be a Rotarian, and to convey that passion to others. In Rotary, we have a tendency to be humble and keep our achievements to ourselves. But we must share them with those around us and with the world.

Every Rotarian has a specific moment that stands out and has a special meaning. Some people refer to this as their "Rotary Moment." I believe it is very important to share this moment with others. Facts and numbers can only go so far, but sharing a personal experience can open doors and build friendships.

That's why I decided to create some sample messages that I call "Rotary Moments." You can use these one-minute and three-minute messages to answer the question "What is Rotary?" in a way that is most personal to you. They will help you talk about the projects you've been involved in, how they've helped your community, and what's been most meaningful to you.

To strengthen Rotary, we need more members. But unless those members are convinced of the benefits of the organization and can share that passion with others, expanding Rotary won't be meaningful.

If every Rotarian is happy about being a Rotarian and spreads the word with a clear, unified message – if every Rotarian around the world can be his or her own PR department – the combined, collective effect will be enormous. These sample messages will help us all clearly communicate our enthusiasm to others. This will lead to an increase in new membership and in member retention.

The messages are available for free download at www.rotary.org, and Rotarians can buy other membership materials at shop.rotary.org.

I believe that the purpose of every life is to help others and contribute to society. Once Rotarians begin using these samples, the world will become more aware of how Rotary is helping people live that way. I encourage you to share your Rotary Moment with other Rotarians as well as non-Rotarians.

Message from
Foundation Trustee Chair 2012-13
Wilfrid J. Wilkinson
August 2012



To achieve our goals, we need every Rotarian

At the RI Convention in Bangkok, Thailand, in May, I spoke about The Rotary Foundation's five important goals for this year. Goals that require great efforts, not only by the leadership of Rotary, such as club presidents, district governors, RI directors, and Foundation trustees, but by all 1.2 million Rotarians, everywhere in the world – including the ones who couldn't attend the convention.

The Foundation will achieve our monetary goal only if every Rotarian, and every club, contributes something this Rotary year. And we will be successful in rolling out our Future Vision Plan worldwide only if every district, working with the regional Rotary Foundation coordinators and district officers, provides the recommended structure and training that will result in a stronger and more cost-effective way of Doing Good in the World.

With a more efficient Foundation, we will support the goal of RI President Sakuji Tanaka to build *Peace Through Service*. We will do this while we plan for the introduction of stewardship safeguards, particularly for District Designated Fund spending.

No goal is ever achieved without a plan. Your club and district should already have a plan in place for achieving your goals for 2012-13, and now is the time to put it into action. To reach our goals, every Rotarian, club, and district should participate in The Rotary Foundation, whether by carrying out a Foundation grant project, telling others about the good work that Rotary accomplishes every day, or raising funds to support our educational and humanitarian efforts. I urge every Rotarian to commit today to achieve Rotary's 2012-13 goals. We can do it. We will do it, but only if every Rotarian in the world plays his or her part.

So, Rotarians, let's get started.

The Rotaract Club of Limassol Berengaria Cosmopolitan 18th July 2012

Early this year the members of the Rotary Club of Limassol Berengaria Cosmopolitan were approached to see if they were interested in sponsoring a new Rotaract Club.

There are many young professional people working in the city who do not speak Greek, so a Cosmopolitan Club seemed to be a good idea and our members reactions were very positive.



Contacts were made personally, at work, and through Facebook, and soon a meeting was arranged which was attended by young people from thirteen different nationalities whose common language was English.

They were given information about Rotaract and the personal, professional and social benefits of being a member, and so the Club was formed.

Their members come from a diverse range of backgrounds, cultures, languages and careers, but they soon got organised and decided on their roles in the Club.

Marleen Brouwer from The Netherlands was elected to be the first President and she has a very committed and enthusiastic team to support her.

The Charter Night was held in Limassol on 18th July and was attended by the District Governor, Kevork Mahdessian who presented Marleen with their Charter.

Our Rotary Club is very proud to be sponsoring our new Rotaract Club, and we have already been impressed by the organisation of their first major fundraising event.

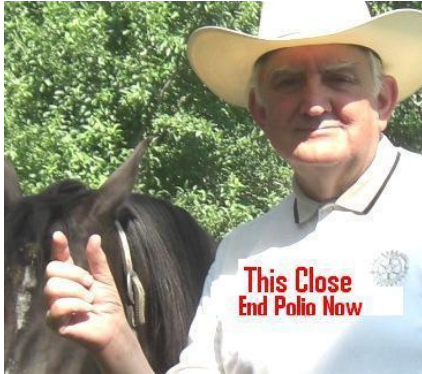
We will look forward to cooperating on joint projects in the future and wish them every success in the years to come.



Carol Heads

President of The Rotary Club of Limassol Berengaria Cosmopolitan)

R O T A N e w s



This is a special edition because we just could not wait to tell our readers of the new club that has been chartered in Abu Dhabi, state capital of United Arab Emirates. Rotary has much to offer communities in the Middle East and North Africa. I know many of you will want to welcome them into the Rotary Family.

Past RI Director Orscelik Balkan worked closely with Past RI President Kalyan Banerjee, helping the new Rotarians to get their club under way. Read Orscelik's report below, which contains some important email addresses.

We also introduce the 2012-2013 Reach Out To Africa Committee members who have been appointed by President Sakuji Tanaka.

See the report of last year's achievements by the very active ROTA committee that has formed in India. Thanks to PP Sudhir Waghmare for sending it to us.

And finally, see the very early end-of-year preliminary report of membership for African Districts. The official numbers will not be known until October, after SARs (Semi Annual Reports) sent in by clubs have been submitted and recorded.

At the end of July, look for news from the Rotary Institute and ROTA workshop in Livingstone, Zambia as well as hints and cautions for organizing an NID by PDG Ann Lee Hussey..

Inauguration of the RC of Abu Dhabi - The Most Recent Member of RI

My Fellow Rotarians,

I recently returned back from Abu Dhabi where I was honored to inaugurate the CHARTERING MEETING of the RC OF ABU DHABI as the special representative of our immediate PRIP Kalyan Banerjee. Abu Dhabi is the capital state of United Arab Emirates, and The RC of Abu Dhabi is established on 30 June, 2012 under the patronage of His Highness Sheikh Nahyan Bin Mubarak Al Nahyan, the Minister of Higher Education of UAE. Please join me in welcoming the new Rotarians to our Rotary Family and extending our deep appreciation and thanks to the Honorary Member of the Club, His Highness Sheikh Nahyan.

PRIP Kalyan worked very hard and diligently on extending Rotary in Middle Eastern and East

Mediterranean countries. As the first yield of his relentless and guiding efforts, we have gained a distinguished Club to our Rotary World. We are continuing to progress on his footsteps for opening non-Rotary countries Qatar and Oman to Rotary. I was privileged to work with him in this mission. Unfortunately, PRIP Kalyan could not attend the chartering ceremony because of his busy days of his changeover and asked me to carry on the inauguration. I take it as my duty to express our gratitude for the extension accomplishment that he facilitated at this region. We are also indebted great appreciation and thanks to Dr. Nabil Mitry (n.mitry@manchester-clinic.com), the Charter President of our new club; Immediate PDG Usama A. Barghouthi (DG.2011.12@gmail.com); and PDG Mohamed Delawar (mohamed@delawar.net) for their tireless efforts and committed dedication. I salute them all.

Best regards,

Orscelik Balkan



With much strong support from Past RI President Kalyan Banerjee and with the efforts and enthusiastic guidance from Reach Out To Africa Vice Chairman, Past RI Director Orscelik Balkan, the first Rotary club in United Arab Emirates has been chartered. I am sure that all readers of this newsletter welcome them into the family of Rotary. This is his report.

Dates of District Governor's Official Visits

<i>COUNTRY</i>	<i>DATES</i>
Lebanon Club Visits	22/08/2012 – 28/08/2012
Peace Conference Izmir 01/09/2012 -02/09/2012	
Cyprus Club Visits	04/09/2012 – 07/09/2012
Cyprus Club Visits	10/09/2012 – 15/09/2012
Lebanon Club Visits	17/09/2012 – 21/09/2012
District 2450 4th Cyprus Conference 21/09/2012 – 23/09/2012	
Cyprus Club Visits	25/09/2012
Selection of Director For Zone 20 A+B 29/09/2012- 30/09/2012	
Lebanon Club Visits	02/10/2012 – 04/10/2012
Membership Seminar – Lebanon 05/10/2012 – 07/10/2012	
Jordan / Palestine Club Visits	12/10/2012 – 18/10/2012
Vocational Training Seminar – Jordan 13/10/2012	
Armenia / Georgia Club Visits	18/10/2012 – 26/10/2012
Cyprus Club Visits	01/11/2012 – 02/11/2012

...Dates of District Governor's Official Visits

<i>COUNTRY</i>	<i>DATES</i>
Egypt Club Visits	03/11/2012 – 14/11/2012
20B Zone Meeting Rotary Institute – Izmir 16/11/2012 – 18/11/2012	
Egypt Rotary Foundation District Seminar 22/11/12 - 24/11/2012	
Egypt Club Visits	25/11/2012 – 27/11/2012
Berlin Peace Forum 29/11/2012 – 02/12/2012	
U.A.E. Rotary Foundation District Seminar & Club Visits 06/12/2012 – 12/12/2012	
Sudan Club Visit	20/01/2013 – 21/01/2013
Egypt Club Visits	22/01/2013 – 31/01/2013
Bahrain Club Visits	13/02/2013 – 16/02/2013
77th District Conference Limassol	04/04/2013 – 07/04/2013