



# ROTARY CLUB OF JERUSALEM

Meetings Wednesdays at 1:00 PM at the Jerusalem International YMCA

*76 years of service in Jerusalem, Israel and around the world  
The First Club in Israel - Chartered March 1929—Club # 13459 (District 2490)*

**WEDNESDAY November 30, 2005**  
77th Year—Meeting No. 20

**Club Officers:**

President: Kern Wisman

President-Elect: Marilyn Farber

Immediate Past President: Rafi Aldor

Secretary: Sandi Darmon

Treasurer: Don Shrensky

**Board Members:**

P/P Rizek Abusharr

Yaron Amitai

Art Braunstein

P/P Ruth Harris

Shlomo Khayat

P/P David Seligman

Helene Stuart

Mark Zober

### Today's Program

## GUEST SPEAKER

Rotarian P/P Benni Roditi,  
Rotary Club of Haifa

Topic: "High Tech in the Food Industry: Building a Dairy."

### Upcoming Events

07 December— Prof. Alice Shalvi  
Topic: " Women and Religion"

### 14 December — ANNUAL TREASURES BAZAAR

28 December— Beit Ticho House  
— Exhibition and Lunch

11 January District Governor Avner Fuchs.



**SERVICE Above Self**



## FARWELL TO LEN AND JOYCE WILSON

President Kern Wisman wished a fond Farewell to Rotarian Len Wilson and presented him with a Rotary Israel baseball cap and a framed Jerusalem stone and brass replica of the Jerusalem Club banner.

"I'm not sure whether in 1968 when he was a Camp Director in the Norfolk Virginia YMCA that he had any idea he would eventually be the Director-General of the YMCA in Jerusalem or that he would have been a member of the Jerusalem Rotary Club, but we are glad his road did bring him this way," said Kern.

As Len and his wife Joyce move on to retirement passing the command of the Jerusalem International YMCA ship to P/P Norris Lineweaver, who we hope will continue the tradition and also become a member of our Club. We all wish you both well in your adventures ahead.

## Rotarian Nezer Tannous Introductory Talk

One of our newest Club members, Nezer Tannous, gave us a brief talk November 23rd introducing himself to the Club. He is finishing his studies in law, waiting now for final results. He previously worked with a “float glass” (perfectly flat, clear glass) company. Initially hired to represent the company in the Palestinian areas and with Arab speaking customers throughout the Middle East region including several of the surrounding countries and in the Persian Gulf. One of the most impressive buildings that he and his company provided the glass for was the Azraeli Building complex in Tel-Aviv. Since that time he has owned his own successful restaurant, sold it, and after going on a YMCA sponsored MVP (Moderate Voices for Progress) intercultural exploration experience program to the United States, he returned to get married to Nuha Farran who was one of the other participants in the MVP program. They now have a baby girl. Nuha is a senior program coordinator of the Jerusalem International YMCA.

### ROTARY QUOTE

*Our success or failure will not depend upon the machinery of Rotary or its physical growth, but upon the extent that Rotary's ideals or objectives are translated into positive, tangible results in personal, business, community and international life. We shall be known by our works.*

- RI President Almon E. Roth, 1931.

### INTERNATIONAL TOAST

This week the International Toast is to the Rotary Club of Achulpur (District 2030) in Maharashtra State, India in honor of the volunteer service of P/P Dr. Rajesh and Neeta Gadekar who served here from November 10-17.

## GUEST ROTARIANS November 23rd

Shmuel (Sami) Dotan (DG candidate from Be'er Yacov.

Uriel Norman Garibay Tel-Aviv Yafo Club. He also brought with him a flag to exchange from his home Club in the Philippines, Metro Iloilo, Philippines, District 3850. Mr. Garibay delivered three sets of Philippine fresh water pearls from Ambassador H.E. Antonio C. Modena that were generously donated to the Rotary spoke to our Club. Mr. Garibay delivered the three sets of Philippine fresh water pearls that were generously donated to be sold at the Club Bazaar and Treasures Sale December 14th.

P/P Norris Lineweaver, Indianapolis, Indiana, USA- the incoming General Director of the Jerusalem International YMCA.

## FOUNDATIONS GREETINGS

5 November	Anniversary, Joan and Don Shrensky
27 November	Birthday, Hettie Engelsman
28 November	Birthday, Moshe Kelman
28 November	Anniversary, Deena and Auri Spigelman

**MAZAL TOV!**

Remember and contribute to our Club Foundation on special occasions.

### FOUNDATION DONORS (September-November)

P/P Rizek Abusharr	P/P Benad Avital	P/P Ruth G. Harris
Leonard Wilson	Bill Broughton	P/P Werner and Pamela Loyal
Helene Stuart	P/P Yossi Cassuto	P/P Richard Fain
P/P Abraham Taubenhause	Perry Roded	Peretz Katz
	Rhoda and Yaakov Cohen	Mark Zober and Marilyn Farber
	P/P Amram Miller	

## ROTARY MOMENT– PUBLIC RELATIONS

P/P Moshe Kelman gave the Rotary Minute for the week. The topic covered was PUBLIC RELATIONS.

The pointed out that Rotary activities and projects can only reach a wide audience by active initiated public relations. One of the endeavors of Rotary is to spread the message of Rotary to as wide an audience as possible. The principles of Rotary— TOLERANCE, FAIRNESS, TRUTH and ETHICAL CONDUCT, in professional, business and personal behaviour should be emulated by both non-Rotarians and Rotarians alike.

Rotary Club should endeavor to obtain full representation of the media in their membership. Publicity should be sought for Rotary projects and for informing the public about Rotary. Media representatives should be invited to speak at the Club. Club members should speak in the community about Rotary and on their own subjects as Rotarians.

Rotary International provides many resources and training material to Rotarians in the area of Public Relations. Below are some of the ideas you can find on the RI website: [www.rotary.org/support/prtools/training/start.html](http://www.rotary.org/support/prtools/training/start.html) . Below is some material from that site.

*"In the promotion of understanding, it is important to reach large numbers — non-Rotarians as well as Rotarians — and you cannot reach large numbers privately."*

— Paul Harris, founder of Rotary

Regardless of cultural differences from one country to another, Rotary clubs around the globe have audiences with which they should or must communicate. Developing a message and finding the appropriate way to deliver it is public relations in action.

Direct your Rotary message to:

- \* the media
- \* local government officials
- \* the business community
- \* civic leaders and organizations
- \* people directly affected by Rotary service projects

Effective public relations campaigns require time, effort, and planning. It is incumbent on Rotary public relations chairpersons to develop a strategy at or before the beginning of each Rotary year. Before anything else, make a timetable. By developing a comprehensive plan early on, you can prevent difficulties later and avoid last-minute preparations. An effective way to create a plan is to lay out a large blank calendar for the coming year.

Once stories are developed, identify the target media. These might include:

- \* your local newspapers
- \* the local radio station(s)
- \* specialized media that cover one specific topic, such as education or health
- \* metropolitan radio stations
- \* local television station(s)

After targeting the media, put together a contact list for each story that includes the names of journalists, editors, or news directors who might take a special interest. Larger newspapers or broadcast stations may have departments or reporters specializing in certain topics such as business, features, medical news, calendars of events or education. A business writer may be interested in a club's career day for students, while an education writer may wish to interview an exchange student or an Ambassadorial Scholar.



"Service Above Self"

Rotary International Website [www.rotary.org](http://www.rotary.org)

### *Rotary Club of Jerusalem*

Jerusalem International YMCA  
26 King David Street  
Mailing Address:  
P.O. Box 446 Jerusalem 91003  
Jerusalem

**76 years of service in Jerusalem,  
Israel and Around the World**

Bulletin Editor: Mark Zober

Comments to: [mzober@netvion.net.il](mailto:mzober@netvion.net.il)

(02) 673-3882

This is a weekly Newsletter of the Rotary  
Club of Jerusalem

Club Website:

[www.rotaryclubjerusalem.homestead.com](http://www.rotaryclubjerusalem.homestead.com)

*"Rotary is an organization of business and professional leaders united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. There are approximately 1.2 million Rotarians, members of more than 32,000 Rotary clubs in 168 countries."*

## Rotary Humour Corner

### HOW TO STAY YOUNG

1. Throw out nonessential numbers. This includes age, weight and height. Let the doctors worry about them. That is why you pay "them "
2. Keep only cheerful friends. The grouches pull you down.
3. Keep learning. Learn more about the computer, crafts, gardening, whatever. Never let the brain idle. "An idle mind is the devil's workshop." And the devil's name is Alzheimer's.
4. Enjoy the simple things.

5. Laugh often, long and loud. Laugh until you gasp for breath.

6. The tears happen. Endure, grieve, and move on. The only person, who is with us our entire life, is ourselves. Be ALIVE while you are alive.

7. Surround yourself with what you love, whether it's family pets, keepsakes, music, plants, hobbies, whatever. Your home is your refuge.

8. Cherish your health: If it is good, preserve it. If it is

unstable, improve it. If it is beyond what you can improve, get help.

9 Don't take guilt trips. Take a trip to the mall, even to the next county; to a foreign country but NOT to where the guilt is.

10. Tell the people you love that you love them, at every opportunity. AND ALWAYS REMEMBER:

Life is not measured by the number of breaths we take, but by the moments that take our breath away.

