

Be Better.™

JCI ™

Be Better NEWSLETTER 2011



Welcome to Brussels

2011: Issue 3

Connect with your fellow active citizens from around the world at the 2011 JCI World Congress in Brussels, Belgium. Start planning your trip to explore the latest ideas in global development, meet the 2012 international officers and enjoy this international melting pot.

Getting to Know Brussels

Belgium's capital city and the host city for the 2011 JCI World Congress, Brussels is home to the European Union (EU), a unique economic and political partnership between 27 European countries. The EU makes Brussels the center of European international relations. Belgium has been a center of international trade for centuries, which contributes to its reputation as a place of diverse culture and new ideas. A base of more than 1,000 private and public international organizations, Brussels is home to more diplomats and foreign journalists than any other city except Washington D.C. As global young active citizens engaged in cross-cultural collaboration, JCI members will find Brussels a welcoming environment for sharing ideas.

Belgium has something for everyone: unique museums, historic architecture and more than 2,000 chocolate shops. Every year, Belgium produces more than 172,000 tons of chocolate. The country has also enjoyed an unmatched reputation for specialty beers since the Middle Ages, and offers more than 650 beer styles from countless breweries. Congress attendees will have a chance to sample these tasty treats at the Congress trade show and parties.

Congress Program Preview

Every year JCI World Congress provides a venue for JCI members to collaborate to find creative solutions to community challenges. Young active citizens learn and grow through sharing experiences and ideas on relevant topics to our world today.

This year, there will be a day of Congress that is open to the public so anyone can come get a taste of JCI and our Mission. This day will consist of a variety of speakers, panels and forums about topics ranging from sustainability to combating global poverty. Speakers from JCI partners like the UN Global Compact will discuss how Corporate Social Responsibility and sustainable business practices can contribute to a better world. This discussion will empower young active citizens and other members of the community to develop targeted solutions and concrete actions to address the roots of global challenges.

This day will conclude with JCI CYEA, an international award designed to recognize outstanding young entrepreneurs, sponsored by the Flanders District of Creativity. Three finalists will present their sustainable, creative business endeavors to the panel of judges that will select the winner.

Don't miss out on other exciting JCI World Congress events like the JCI Morning Show. Join other delegates for a high-energy hour of entertainment and motivation. Get a preview of what's on tap for that day at Congress and test your knowledge of the JCI Active Citizen Framework. You can also start preparing now for Spotlight JCI, the JCI World Congress game show. Team up with other delegates from your Area and show what you know about JCI events, history, programs and other international topics. Bring your spirit chants and thinking caps to this intense match-up as the four Areas compete for the Spotlight JCI award.

Visit the events page on www.jci.cc and the JCI Facebook page to start planning your 2011 trip to Brussels now.

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Plan your travels for 2012

JCI Conference of the Americas
May 2-5, 2012 • Curitiba, Brazil

JCI Africa and Middle East Conference
May 23-27, 2012 • Damascus, Syria

JCI Asia-Pacific Conference
June 7-10, 2012 • Hong Kong

JCI European Conference
June 13-16, 2012 • Braunschweig, Germany



Spark the JCI Fire: Sharing Your Passion for Positive Change

The global impact we can create is only limited by the number of young active citizens who participate in our organization. JCI Local Organizations must continue to share JCI with young active citizens so more young people can take advantage of the opportunity to create positive change in their communities.

Every JCI Local Organization needs to continually attract new members for fresh ideas, to fill the positions of those who move on to higher offices and to replace those who left due to age limits or to take on other challenges. Successful Local Organizations have a clear strategy for recruitment, orientation and retention of new members.

Here are four steps to start a successful recruitment campaign and bring new active citizens to your Local Organization.

1. Make sure your Local Organization is attractive

A positive image, a high community profile and unique activities will naturally attract the interest of young people. By engaging current members in exciting, meaningful projects and events that are visible to the community, you will build curiosity about JCI. Use these projects to show people what JCI is by creating concrete positive change in the community.

others and become part of a global network. Set the expectation that being a JCI member takes dedication and work so they are prepared to contribute to positive change.

Then, set a realistic recruitment goal, but remember that gaining a few dedicated active members is better than recruiting an army of people who are not going to contribute in a meaningful way.

Host an open house event to teach community members about JCI in a fun, active setting. Encourage existing members to be friendly and welcoming when meeting new people at other fairs or networking events and to give a personal invite to someone new. This allows potential members to feel comfortable and excited when they attend their first JCI meeting or event because they know you.

2. Find the ideal JCI members

Attracting new members is not just about quantity. You must consider finding young active citizens who fit the JCI profile through their behavior and actions. Potential members should demonstrate passion for the ideas in the JCI Mission and seek to be a part of something new and bigger than themselves.

You must also look for young people who have an open mind to embrace the challenges and teamwork required for participation in JCI. A prospective member should also be active with other organizations and in-tune with the current issues facing their community, so they are ready to take action through JCI to create local impact.

Age is another factor when looking for new members. Prospective members should ideally be younger than the average age of current members, but avoid creating a large generation gap so that new members will feel comfortable and easily integrate.

3. Create a Recruitment Plan

Begin with a recruitment message that shares your passion for JCI in a vibrant and meaningful way. Consider the factors that set your Local Organization apart from other community groups. JCI helps young people find their own power to improve the world, positively impact the lives of

4. Induction into JCI to start an active membership

Congratulations! You have completed the above steps and have a number of new members who are eager to participate. Now it is time to host an official induction ceremony sealing their membership with an important moment in their JCI experience. This is a traditional ceremony with Local, National or International Officers present, where the new member takes the JCI oath. Celebrate and congratulate the new member, and continue to teach and guide them. Immediately involve them in a new or existing project so they feel like an integral part of the organization.

Remember that new members have three important qualities: curiosity, energy and enthusiasm. Make sure you encourage these traits and give them special attention to ensure they feel welcome and involved. Show excitement for the new ideas they bring to your existing projects and events. For more in-depth tips about recruitment, refer to the Membership Recruitment Local Action Guide in the Local Organization Toolkit at www.jci.cc. Also reference the Membership Involvement Local Action Guide, to turn your new members into dedicated young active citizens who represent JCI in your community and around the world.

Advancing Our Shared Goals: The UN MDGs



The eight UN Millennium Development Goals (UN MDGs) encourage development by improving social and economic conditions in nations throughout the world.

At the 2003 JCI Leadership Summit, JCI passed a resolution committing to and supporting the UN MDGs. Each year, JCI members organize many projects that advance the goals, which provide a framework for creating targeted solutions to local problems to improve communities worldwide. With the help of organizations like JCI, the UN hopes to reach these goals by 2015. Here are some projects from JCI Local Organizations across the globe advancing the UN MDGs that are most relevant in their community.



JCI Tallinn – Estonia Races for Education

MDG #2 Achieve Universal Primary Education

An annual event since 2002, the members of JCI Tallinn from JCI Estonia organize a day of competition and outdoor activities to help families living in poverty provide education for their children. The “Rat Race” takes place in the streets of Old Town Tallinn, where participants compete in an obstacle course to win awards and prizes. More than 300 participants look forward to this annual event as a day of fun while improving education in their community.

Local companies support this event by providing funds, advertising and prizes to raise awareness and motivate Rat Race participants. The entry fees go directly into a scholarship fund for improving children’s education. On average, the Rat Race raises about €12,700, providing scholarships for at least 20 underprivileged children to start university studies.



JCI Port Louis – Mauritius Fights Poverty

MDG #1 Eradicate Extreme Hunger and Poverty

To address the low standard of primary education and health in the poverty-stricken Bois Marchand area, JCI members in Port Louis, Mauritius implemented a comprehensive assistance project. Primarily concerned with the low-income families who struggle to feed and take proper care of their children, women and elderly, JCI Port Louis sought to alleviate the poverty by empowering the women and helping the kids receive quality education.

Initiatives included providing literacy courses for women, delivering food and educational gifts to children and educating the community on adequate, respectful care for the elderly. The members of JCI Port Louis continue to make a difference in the lives of the citizens in Bois Marchand by providing educational seminars as well as through special gift giving. Through careful analysis and planning, JCI Port Louis is providing a solution to vital concerns for the Bois Marchand area and will help them forge a better future.

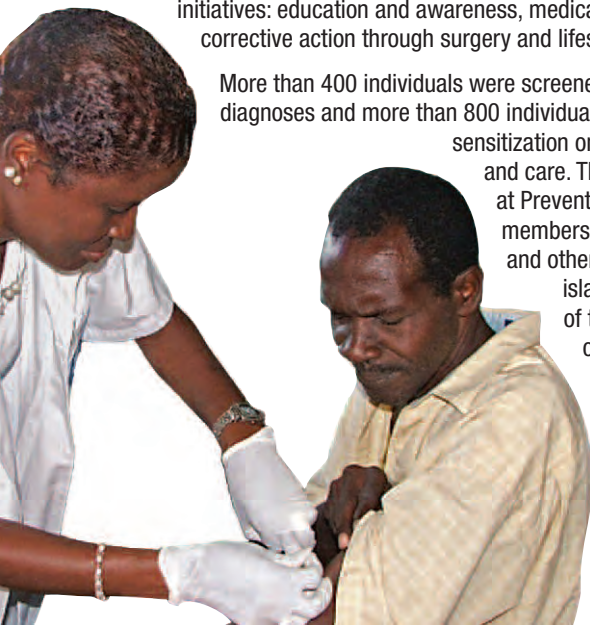


JCI Jamaica Challenges Cancer

MDG #6 Combat HIV/AIDS, Malaria and other diseases

JCI Jamaica of JCI West Indies launched an initiative in 2006 called the Prevention Code to attack one of the world’s most feared diseases, cancer. Based on a survey conducted by JCI Jamaica and the Jamaican Cancer Society, the project focused on three different initiatives: education and awareness, medical testing and screening and corrective action through surgery and lifestyle changes.

More than 400 individuals were screened and received professional diagnoses and more than 800 individuals received counseling and sensitization on cancer awareness, prevention and care. These services were provided at Prevention Code sites run by JCI Jamaica members from four JCI Local Organizations and other volunteers at sites throughout the island. After the overwhelming success of the Prevention Code, the members of JCI Jamaica remain dedicated to combating cancer and have also implemented a similar project to address HIV/AIDS.



JCI Korea Cleans for A Cause

MDG #7 Ensure Environmental Sustainability

After a large oil spill on the Taean Peninsula in December 2007, JCI members in Korea took action to help restore the shoreline areas and surrounding communities affected by the disaster. Almost 80 people, including JCI Korea-Taean members and their families spent months running clean-up projects along the oil-ridden beach. The number of volunteers quickly grew to more than 45,000 as more citizens joined in.

The project lasted more than two and a half years. JCI Korea-Taean established a disaster headquarters near the spill area where they directed volunteers and supplies as well as reported to the citizens on the progress of the project. The teamwork and support shown from people from all over the country brought hope and life back to a once-devastated community.





Kodama's Essential Facts and Figures

JCI and the UN have had a strong partnership since 1954. As young active citizens working to advance the UN Millennium Development Goals, members can brush up on UN facts. Put on your thinking caps and get ready for JCI Secretary General Edson A. Kodama's UN quiz.

1. What day was the UN founded? (This day is celebrated every year as UN Day.)

- A) March 13, 1947
- B) October 24, 1945
- C) July 15, 1945
- D) October 21, 1947
- E) December 31, 1999

2. In what city in the United States was the United Nations created?

- A) New York City
- B) Phoenix
- C) Milwaukee
- D) San Francisco
- E) St. Louis

3. Who was the first official Secretary-General of the UN?

- A) U Thant
- B) Dag Hammarskjöld
- C) Trygve Lie
- D) Boutros Boutros-Ghali
- E) Joaquin V. Gonzalez

4. Who was the first woman appointed to the post of UN Deputy-Secretary?

- A) Michelle Bachelet
- B) Louise Fréchette
- C) Ursula H. Barrow
- D) Caroline Millar
- E) Cleopatra

5. How many countries attended the first United Nations General Assembly?

- A) 75
- B) 51
- C) 58
- D) 10
- E) 493

6. How many member states does the UN have now?

- A) 192
- B) 204
- C) 47
- D) 152
- E) 522

7. What countries hold the five permanent seats on the UN Security Council?

- A) Brazil, Canada, China, Russia, United States
- B) Brazil, China, India, Russia, United Kingdom
- C) China, Brazil, South Africa, United Kingdom, United States
- D) China, France, Russia, United Kingdom, United States
- E) Monaco, Nauru, San Marino, Seychelles, Tuvalu

8. What five countries were elected this year to serve a two-year non-permanent term on the UN Security Council?

- A) Ecuador, India, Pakistan, Portugal, Turkey
- B) Colombia, Germany, India, Portugal, South Africa
- C) Argentina, India, Portugal, South Africa, Spain
- D) Cameroon, Costa Rica, Germany, Hungary, Portugal
- E) Atlantis, Krypton, Narnia, Neverland, Oz

9. What are the six official UN languages?

- A) Arabic, Chinese, English, French, Portuguese, Spanish
- B) Arabic, Chinese, English, German, Russian, Spanish
- C) Chinese, English, French, German, Japanese, Spanish
- D) Arabic, Chinese, English, French, Russian Spanish
- E) Atlantean, Elvish, Esperanto, Klingon, Na'vi, Wookiee

10. What is the title of the soldiers the UN sends in to prevent more violence in war-stricken countries?

- A) International Peace guards
- B) Population Security forces
- C) Peacekeeping troops
- D) Peace Enforcing services
- E) Superman Troops

ANSWERS: 1-B, 2-D, 3-C, 4-B, 5-B, 6-A, 7-D, 8-B, 9-D, 10-B

A Look Back: JCI Member Charles Lindbergh Takes Flight

Charles Lindbergh, an American aviator, inventor, explorer and JCI USA member began his flying career as a U.S Air Mail pilot. He then took Active Citizenship to new heights as he embarked on a non-stop flight from New York to Paris in a single-seat, single-engine plane, the Spirit of St. Louis.

For this historic flight, he was awarded the Orteig Prize and the nation's highest military decoration, the Medal of Honor. His perseverance, bravery and flight skills allowed him to make a lasting discovery for the aviation field and show others how to take the future of our world into their own hands. His pinnacle achievement in the history of flight created a lasting impact across the globe. His confidence and strength exemplify the act of living through the JCI Mission by empowering yourself and inspiring others to create positive change in your local community and around the world.



A portrait of Charles Lindbergh as he stands with his monoplane, Spirit of St. Louis, ten days after his solo flight over the Atlantic Ocean in May 1927.

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