

Be Better.™

JCI ™

Be Better NEWSLETTER 2009



2009: Issue 1

Reasons we love JCI in 2009

From the international events that inspire us, to the global network that connects us and the Mission that unites us, there's no better time than 2009 to be a JCI member. There's a chance for everyone to get involved this year to create positive change in our communities and our world.

1 Because we travel around the world.

Conference of the Americas in San Juan, Puerto Rico

At the 2009 Conference of the Americas, head to one of San Juan's beaches or the El Yunque rainforest to climb through the jungle. After viewing these ecological wonders, check out the Conference workshop on climate change to give your input on what actions JCI members should take to fight this global problem and to heal a planet that's definitely worth saving.

Africa and the Middle East Conference in Yamoussoukro, Cote d'Ivoire

In Yamoussoukro, you can beat the heat in a modern architectural marvel, the Our Lady of Peace basilica. At 149 meters tall with a capacity of 300,000, it's the largest basilica in the world. For even more excitement, check out Houphouets Palace. While you can't enter the building, you will still be able to see the resident crocodiles enjoy their meals at feeding time.

Asia-Pacific Conference in Nagano, Japan

While in Nagano, be sure to visit Zenkō-ji, a Buddhist temple that dates back to the seventh century. In this city's historic atmosphere, visitors can enjoy ancient samurai residences, temples and feudal gardens. For a faster pace, check out the Olympic ski resort or the Jigokudani Monkey Park, famous for the wild Japanese Snow Monkeys.

European Conference in Budapest, Hungary

At the project network event, delegates will exchange project ideas and get fresh insight on creating local impact. And as always, the European Conference promises some exciting after-dark activities. On Delegate's Night, check out Budapest's happening nightlife, or if you're looking for a little R&R, unwind at the special spa party.

2009 JCI Leadership Summit at the United Nations in Geneva, Switzerland

This summer, JCI is going to Geneva to team up with the UN Global Compact and the International Chamber of Commerce (ICC) to explore, propose and take actions on Climate Change. Don't miss this chance to join your fellow global citizens in a bold 21st century agenda to create changes that work for our planet.

JCI World Congress in Hammamet, Tunisia

In Hammamet, one of the most historic cities on the Mediterranean, the sightseeing feels like time travel. View the ruins of Carthage or the coliseum of El Djem, constructed between 230 and 238 C.E. The buildings might be old, but the 2009 JCI World Congress will focus on the future. JCI members are bringing together new ideas and modern solutions to create positive change in communities around the world.

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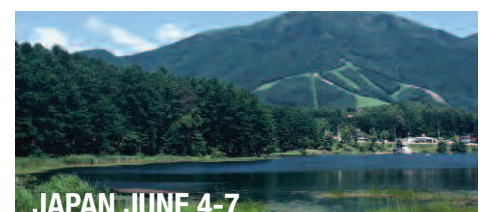
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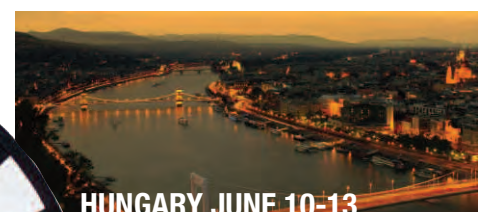
PUERTO RICO MAY 6-9



COTE D'IVOIRE MAY 20-23



JAPAN JUNE 4-7



HUNGARY JUNE 10-13



SWITZERLAND JULY 28-30



EXPLORE TUNISIA
AND CONNECT
WITH JCI MEMBERS
FROM AROUND
THE GLOBE
NOVEMBER 16-21
AT JCI WORLD
CONGRESS.

2 Because we're creating global impact.

For JCI members, climate change is not an inconvenient truth. In fact, we're facing this challenge head-on. With locally focused efforts in 5,000 communities around the world, we make up a critical mass that can help beat global warming and drive sustainable positive change. Every effort, project and member counts, so read on to find out how you can take local actions and make a global impact.

Tread Lightly

Do you know what your carbon footprint is? Each day, our mode of travel, waste and even the foods we eat negatively impact the environment. You can offset the damage today by committing to reducing your carbon footprint.

In Japan, JCI Kyoto Members obtained certification for Kyoto Environmental Management System (KES), a set of standards to manage and reduce the burden to the environment in running organizations of any size. To maintain their certification, JCI Kyoto members set concrete goals and executed projects to preserve the environment, educate the public, raise awareness and reduce the organization's burden to the environment. And the idea is catching on throughout the JCI network. The 2009 JCI European Conference Organizing Committee has committed the event to carbon neutrality and has also initiated projects such as tree planting to offset the carbon footprint of the Conference.

Sharing is Caring

Once you've learned how to fight global warming, don't keep it to yourself. Educate your local community and call them to action. In their "Lasting Development" seminar, members of JCI Hammamchatt (Tunisia) raised awareness about the seriousness of climate change and taught participants what they can do to reverse it. By teaching citizens how to make changes in their daily consumption and production, they create lasting changes that reach future generations.

Be a good neighbor.

Learn from these JCI organizations and choose community-tailored projects that target the needs of your neighborhood. By planting 700 trees in their city, members of JCI Coronel Oviedo (Paraguay) not only preserved the environment, but as neighbors notice the beautiful new landscape, they are also raising community awareness.

Members of JCI Menton Roquebrune Cap Martin (France) knew they needed more than just a clean-up crew to stop the pollution of the French Riviera. So they took a more sustainable approach and started the "Boat Service" project to educate yacht operators about the negative impacts of pollution and waste collection in the Riviera.

Size Matters

By teaming up with like-minded people, we can magnify our efforts. At each of the 2009 Area Conferences, join other JCI members at the climate change workshops and learn together how to generate healthy change for our planet. Register today for the JCI Leadership Summit at the UN in Geneva this July. This event is a chance to work with the UN Global Compact, the International Chamber of Commerce (ICC) and fellow JCI members to develop concrete plans to carry out environmental sustainability efforts and fight global warming.

3 Because we have room to grow.

In 2008 the JCI Strategic Planning Committee met to examine JCI's place in the 21st century and to create a map to future success. Because JCI is dedicated to being better, the Committee established some ambitious goals: to increase JCI's impact by growing the membership by 50% by 2013, and to build a clear, strong and unified public image. For an organization as diverse as ours, portraying a single image globally will require extensive research and the help of all JCI members. To take an active role in defining JCI's identity to the world, voice your opinion through online surveys throughout 2009. Enter your e-mail address on the JCI homepage to learn more through the JCI Be Better E-Newsletter.



4 Because we embrace our roots.

In 2008 JCI adopted a revised Mission statement and a new Vision statement, leaving some wondering where JCI was headed. Sure, change can be scary. But by embracing a stronger definition of who we are and where we are headed, it marks a return to JCI's core values and strengths. And that's one change we all can believe in.

Back to Our Roots: The Revised Mission

An organization that seeks to be everything to everybody runs the risk of losing its identity, abandoning its purpose and losing its core values. The new Mission does not seek to change the purpose of our organization but rather presents the same concept in a more concise, efficient and easily understood way. The new Mission is easier to relate to and promote, with posterity in mind. The types of opportunities listed in the previous Mission statement may change over time, but the purpose of JCI's existence will not.

Aiming for the Future: The New Vision

A vision is a clearly written, motivational statement that lists the ultimate goals of the organization. While JCI founder Henry Giessenbier expressed noble aspirations in his vision for the organization, the new Vision represents a more realistic picture of the organization's direction. The Vision sets a realistic goal and provides clear direction for our members of where the organization should be in the near future.

Expanding our Horizons: New Opportunities

Will Areas of Opportunity still exist? Unquestionably yes, but limited to four areas? Not necessarily! JCI continues to provide unlimited opportunities for our members. These opportunities will change over time and cannot be determined or confined to a short list. The needs and expectations of each member differ, as do the needs of each community. Each member must take advantage of every opportunity to empower themselves and in so doing bring positive change to their community.

From Benefit to Values: Strategic Communication Shift

The adoption of this Mission and Vision signals a strategic shift in the way we communicate about JCI. It does not change who we are but emphasizes what we want to accomplish: To provide development opportunities that empower young people to create positive change. Thousands of young people have benefited from the opportunities that JCI offers, but the benefits are not our purpose. Our purpose is how members transform these benefits from the organization into creating positive change: our ultimate goal.

“The types of opportunities listed in the previous Mission statement may change over time, but the purpose of JCI’s existence will not.”

5 Because we're proud of where we come from.

For this special issue of the JCI Be Better Newsletter, we asked members from the 2009 Area Conference host countries to tell us why they're excited to show their homeland to JCI members. Read on, and find out what we're all looking forward to.



“You can't miss San Juan, a city with a rich blend of Latin flavor and northern influences where you'll experience 500 years of history in the Old San Juan, our marvelous Caribbean beaches and exotic rain forests. Of course I should mention that San Juan is also home to the best parties in the world. Come dance to salsa, merengue and reggaeton rhythms with a chilled Piña Colada in your hand!”
—Michael Rivera Irizarry, JCI Puerto Rico



“Although it was the host city of the 1998 Winter Olympic games, Nagano is a city to experience all of the four seasons of the Great Mother Nature. It is also a city with a rich cultural history, forever famous for its Japanese castles. Come to Nagano, where we will greet you with true Omoiyari spirit!”
—Hirofumi Yamada, JCI Japan



“While our city is famous for the beautiful Caiman Lake and Our Lady of Peace, the world's largest basilica, I invite JCI friends to come to Yamoussoukro to experience how the Ivorian people and strangers have come together in harmony and created a city that symbolizes our cultural diversity. Here they'll witness the zaouli, the gbô, the adjoss and goli, native dances that emerged from our complex mix of peoples. They also have the chance to visit the villages of weavers, N'débou and Tonzouébou, where they will discover the rich Baoule cloth and its original design.”
—Djakaridja Diarrassouba, JCI Cote d'Ivoire



“Budapest, the ‘Paris of the East’ offers more than a typical city, and at the 2009 European Conference, we're offering much more than a typical event. There will be special tours and excursions, exclusive entertainment during Gala and unique nighttime events such as Thursday Night Fever in the Citadella on top of Gellért Hill with the best view of Budapest and a spa party in the Szechenyi thermal bath. Budapest certainly promises to be the most unique party atmosphere you've ever experienced!”
—Kinga Lakatos, JCI Hungary

6 Because everybody can have a voice. Even you.

Tell us your story from a JCI international event and you could be featured in an upcoming issue. E-mail your response (150 words) and a high-resolution, color photograph to identity@jci.cc.

7

Because SG Kodama speaks your language.

The last time we counted, JCI Secretary General Kodama spoke seven (count 'em, seven!) languages. As you prepare for your travels to JCI events in 2009, there's no better teacher to turn to for some help communicating with the locals.



JCI Conference of the Americas in San Juan, Puerto Rico

Official event languages: Spanish and English
City's language: Spanish

JCI Africa & Middle East Conference in Yamoussoukro, Cote d'Ivoire

Official event languages: French and English
City's language: French

JCI Asia-Pacific Conference in Nagano, Japan

Official event language: English
City's language: Japanese

JCI European Conference in Budapest, Hungary

Official event language: English
City's language: Hungarian

22nd JCI Academy in Kagoshima, Japan

Official event language: English
City's language: Japanese

JCI Leadership Summit at the United Nations in Geneva, Switzerland

Official event language: English
City's languages: French, also German & Italian

JCI World Congress in Hammamet, Tunisia

Official event language: English
City's languages: French and Arabic

I speak a little Spanish/French/ Japanese/Hungarian.

Spanish: Hablo un poco de español.

French: Je parle un peu français.

Japanese: Watashi wa nihongo wo sukoshi hanashi masu.

Hungarian: Egy kicsit beszélek magyarul.

I don't speak Spanish/French/ Japanese/Hungarian.

Spanish: Yo no hablo español.

French: Je ne parle pas français.

Japanese: Watashi wa nihongo wo hanashi masen.

Hungarian: Nem beszélek magyarul.

Do you speak English?

Spanish: ¿Hablas inglés?

French: Tu parles anglais?

Japanese: Anata wa eigo wo hanashi masuka?

Hungarian: Beszélsz angolul?

Speak more slowly, please.

Spanish: Habla más despacio, por favor.

French: Parle plus lentement, s'il te plaît.

Japanese: Sumimasen. Motto yukkuri hanashite kudasai.

Hungarian: Kérlek, beszélj lassabban.

How do you say ____ in Spanish/ French/Japanese/Hungarian?

Spanish: ¿Cómo se dice ____ en español?

French: Comment dit-on ____ en français ?

Japanese: ____ wo nihongo de wa nanto iimasuka?

Hungarian: Hogy mondják magyarul azt, hogy _____ ?

Do you understand me?

Spanish: Me entiendes?

French: Est-ce que tu me comprends?

Japanese: Watashi no itte irukotoga wakari masuka?

Hungarian: Értesz engem?

I don't understand.

Spanish: No entiendo.

French: Je ne comprends pas.

Japanese: Wakari masen.

Hungarian: Nem értem.

I understand.

Spanish: Entiendo.

French: Je comprends.

Japanese: Wakari masu.

Hungarian: Értem.

8

Because Henry Giessenbier would be proud if he saw us now.

Sometimes we need to look back at where we've been to determine where we should go in the future. When Henry Giessenbier founded the JCI movement in 1915, he had a vision: to build a better world by helping young people to be better citizens. And this year, the opportunities are endless.

From the 2009 JCI Leadership Summit at the United Nations in Geneva Switzerland, where we'll learn how to combat climate change, to the JCI Area Conferences, where members will find out how to create global impact at the local level, there are limitless ways we are improving ourselves and our world.

“Make a good citizen
a better citizen.”

—Henry Giessenbier



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Do you have a story to share about your experience at a JCI International Event? E-mail story and photos to identity@jci.cc for consideration for upcoming newsletter issues. Not all submissions will be included.

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