



**Arja Vilanko**  
**#45425**  
**President 2009-2010**



## **ANNUAL REPORT**

I felt privileged to have become the 40<sup>th</sup> ASE President at the JCI European Conference in Budapest. During my sixth year on the Board I have had the pleasure to participate in many Senate and Jaycee events inside and outside Europe. It was an honour to serve as your President representing this Association and making its accomplishments known. I would like to thank my fellow Board members for a most memorable year.

During the year the Board has worked well as a team and achieved much using the theme “**Rainbow – Gateway to the next Decade**” - with individual Jaycees and potential members; with JCI and amongst ourselves, supported by a number of agreed objectives. A workshop, before the second Board meeting, provided an opportunity for the “Sunny Board” to consider how we could make our theme a reality and achieve our objectives. Together we have done our best to live up to your expectations and built on the solid foundation that we inherited – “Letting the Sunshine In”.

Our goal this year was to build a “Rainbow Connection”, meaning that we wanted to widen our circle, to expand and unite the ASE and create strong links between the European Senate, other Senate area organisations and JCI, by making each other better – “United, but not Uniform”, and benefit from our diversity. Our journey on the “Rainbow Bridge” started from Budapest and made stops for Board meetings in Elm, Switzerland (2); Hammamet, Tunisia (3); Athens, Greece (4); Kuusamo, Finland (5); and Aarhus, Denmark (6). Most of the meetings were held in conjunction with some Jaycee event – crossing language barriers, building bridges, singing the ASE Board Song and giving more colour to the functions. I am especially pleased with our renewed relationship to French speaking friends in the “Cercle des Sénateurs – JCI Francophones”.

The Board focused on:

- improving Senator cross border contacts and getting more involvement in the ASE from countries that have so far been inactive;
- promoting the ASE as a positive, influential circle of fellow Senators with a common purpose;
- encouraging more European nations to contribute financially to the ASE;
- making the ASE better known;
- getting in closer touch with individual Senators and bringing more Senators together;
- promoting our communication channels, encouraging Senators to subscribe to the colourful Newsletter “European Senate”, to use our improved Website and the E-Bulletin;
- enhancing the dialogue between Senators and Juniors.

Our theme this year sought to develop our links with Jaycees, Senators and amongst ourselves as Senators. We continued successfully the co-operation with JCI and the Joint JCI Senate Boards. We supported the joint project – the First Timer Programme – with Senators acting as mentors, and contributed to its development at the European Conference and World Congress. A special Stand and a Meeting Point for First Timers were established at the both occasions in the Trade Show. JCI was very pleased with the results of the programme and made it a regular part of all area conferences. World President Roland Kwemain appointed a new Chairman for this programme at the beginning of the year; Swiss Senator Peter Luginbühl took over the task from Ulrich Kistner, Germany. Our involvement in the joint projects with JCI continues at the European Conference in Aarhus after the same pattern. The other joint project – the Essay Competition, was cancelled at the Hammamet 2009 World Congress. A Joint JCI Senate Boards meeting was held during the Congress. On behalf of the ASE, I was pleased to present our Annual Report for 2009. It was well received.

As part of our theme, we have had many opportunities to build “Rainbow Connections”, to strengthen links and relationships with other Area Senate Associations. Ambassador Ulrich Kistner and I together with some other European Senators represented the ASE at the US Senate meetings in Atlanta and Kissimmee. I also attended the ASAME meeting during the Africa & Middle East Conference in Abuja, Nigeria and the ASPAC and their Joint Board meetings during the Asia-Pacific Conference in Singapore. Unfortunately, the ash cloud from Iceland



curtailed Ambassador Ulrich Kistner's and my flights to the Conference of the Americas in Rosario, Argentina. However, the ASE was presented there with a PowerPoint presentation. Also some of us took part in the ASAC Electronic Forum. In addition, some Senators have registered with the JCI ASEAN+ Senators Biz Directory. Similarly ASE Ambassadors and other Board members have attended key Senate events throughout Europe. All this has enabled us to share our knowledge and experience, promote understanding as well as developing new friendships and having fun together.

A key priority has been developing our links with Juniors and younger Senators. This, I believe, we have achieved through various activities – the presence of Deputy President and Ambassador to France, Francis Defauw, the resident Ambassador Jacques Arnal and myself at the JCI France National Convention in Angers, the attendance of Ambassador Margaretha Eriksson and myself in JCI Estonia National Convention, Board meetings as part of JCI Glarus Anniversary; alongside a weekend for Hellas Jaycees; and organised by the Kuusamo chapter together with local Senators. And of course, the CCD in Linköping and the famous Crayfish Conference, both together with Jaycees. Ambassador Margaretha Eriksson and I also attended the European Presidents Meeting (EPM) in Riga with Juniors and representatives of JCI Board of Directors. During the year I have met World President Roland Kwemain several times and talked with him about his theme "Positive Change". I have also had the pleasure celebrating the recently founded JCI Latvia Senate and presenting Senatorships to many new Senators - what an honour that is.

Our means of communicating with Senators have been enhanced. The European Newsletter has continued to be produced by the British Senate. Newsletter Editor Peter Browning and his team have worked hard to ensure we have an interesting, informative and colourful "European Senate". He was nominated as JCI Senator of the Year 2010 by the Joint Boards of the Junior Chamber International Senates. The website [www.jcisenate.eu](http://www.jcisenate.eu) has been improved although there is still a lot of updating and development work to be done. More technical support will be provided soon. E-Bulletins have been produced after each Board meeting to create more awareness of opportunities, with recent information and often with a presentation of one European Senate country, and forwarded to the Secretaries of National Senate organisations for onward distribution. Networking between Senate groups is now more effective in Europe through these actions.

I am very grateful that I had the opportunity to work with such an excellent Rainbow team. We have started to collect information for an Ambassadorial history of all the ASE countries and to build a new joint project for Europe. Also a corporate logo for the ASE is under development. We now have important documentation for the ASE Board – guidelines for roles of Board members, and a protocol. In addition, the document of "the Senators' Expectations at the World Congress" has been updated. All together we brainstormed ideas on how to raise our profile and promote the ASE. This is only one part of the results from our numerous Board meetings. I especially want to thank IPP Clare Ashton who has helped us all whenever assistance has been needed and of course Liaison Officer 2010 Aarhus Aud Schjødt Fredriksen, who has worked hard with the SOC, chaired by the Danish Senate President Mirella Castellano, to ensure that we will have a memorable European Conference.

Finally, I would like to thank many Past Presidents, National Senate Presidents/Chairmen and other Senators for their contributions and friendship. My thanks also go to my President colleagues in other area Senates. I was privileged to have such good friends as colleagues. Communication between Joint Board members and the Senate Associations has improved and new ways of communication have been developed. In particular, I have appreciated the support of Mary Sawyer, Secretary of JCI Senate Joint Boards and Earl Sawyer, Executive Director of Member Services / Senate Officer who have advised me during my Presidency. In addition, I have made many new friends and renewed old friendships. You all made this Rainbow Year unforgettable for me. And the best memories are those shared with Rainbow friends.

Let the Sunshine In,

Yours sincerely,

*Arja Vilanko*

JCI Senator # 45425

ASE President 2009-2010





### My President colleagues:

John Moreno, ASAC President, the Association of JCI Senators of the Americas and the Caribbean  
 Babatunde Ogala, ASAME President, the Association of JCI Senators of Africa and the Middle East  
 Victor Wong, ASPAC President, the Association of JCI Senators of the Asia-Pacific  
 Doug Meyers, US JCI Senate President  
 Julius Wong, ASEAN President, the Asean Jaycee Senate Association (2009)  
 William Tay, ASEAN President, the Asean Jaycee Senate Association (2010)

### Travel schedule 2009/2010

#### 2009

June	14	1st ASE Board Meeting	Budapest	Hungary
June	15-19	US Senate Convention	Atlanta	USA
August	07-09	52nd International Crayfish Party	Halmstad	Sweden
August	20-23	Finnish Senate Annual Meeting	Tampere	Finland
September	04-06	Senotium	Kristiansand	Norway
September	09-13	JCI Glarus 40th Anniversary and 2nd ASE Board Meeting	Elm	Switzerland
September	13-20	"A-Team"	Grindelwald	Switzerland
September	25-27	JCI Estonia National Convention and 20th Anniversary	Tallinn	Estonia
October	09	Jaycees Aurajoki Election Meeting	Turku	Finland
October	16-18	JCI Finland Election Meeting and Senators Programme	Kajaani	Finland
November	06-07	JCI France National Congress and the Senate AGM	Angers	France
November	15-21	World Congress and 3rd ASE Board Meeting and Joint Board Meeting	Hammamet	Tunisia
December	11-13	Swiss Senate Drumming Out	Solothurn	Switzerland

#### 2010

January	09	Danish Drumming Out	Aarhus	Denmark
January	14-17	British Drumming Out	Milton Keynes	UK
January	19	Monaco JCI Senate 20th Anniversary and Drumming Out	Monte Carlo	Monaco
January	21-24	US JCI Senate Mid Year Meeting	Kissimmee, Florida	USA
January	29-31	Swedish CCD	Linköping	Sweden
February	04-07	4th ASE Board Meeting	Athens	Greece
February	19-21	European Presidents Meeting and Senators Programme	Riga	Latvia
March	05-07	JCI Finland Regional Convention A and Senators Programme	Rymättylä	Finland
April	08-11	5th ASE "Spring" Meeting	Kuusamo	Finland
April	23-25	JCI Finland Annual Convention and Senators Programme	Kuopio	Finland
April	28-02	23rd German Senate Conference	Munich	Germany
May	4	Aurajoki Junior Chamber and Senators Traditional Luncheon	Turku	Finland
May	12-15	JCI Africa & Middle East Conference and ASAME Senate Conference	Abuja	Nigeria
June	03-06	JCI Asia-Pacific Conference and ASPAC Senate Conference	Singapore	Singapore
June	09-13	European Conference	Aarhus	Denmark
June	10	6th ASE Board Meeting	Aarhus	Denmark
June	12	ASE Annual Meeting	Aarhus	Denmark

