

# The National

The Official JCI United Kingdom Quarterly Publication Available Online and on Paper

**Inspiring Challenging Rewarding**

## National President's Message



I am delighted to welcome you to the second edition of the E-Newsletter for 2009.

2009 got off to a great start in January with JCI Barnsley hosting a brilliant Inspiration Day (or weekend, as it turned out!). February has been quite hectic with an unexpected visit from the JCI World President and the European President's Meeting (EPM) in Portugal that Lesley Young, Deputy National President and I participated in.

You will hear more about the EPM and key messages in the first paper newsletter of 2009 (Q1) due out in April. I look forward to catching up with as many of you as I can and hope you take advantage of all the opportunities that JCI has to offer.

### Charlotte Best

National President 2009  
JCI United Kingdom

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## New JCI Vision and Mission

In November 2008, at World Congress, General Assembly of JCI voted in the new vision and mission of JCI recommended by the JCI Strategic Planning Committee 2008:

### Vision

**To be the leading global network of young active citizens**

### Mission

**To provide development opportunities that empower young people to create positive change**

In 2009, National Council of JCI UK will be discussing and implementing the new vision and mission. Charlie Best is a member of the JCI Branding Committee set up to implement the new vision and mission and so, all and any comments / suggestions to Charlie or Sofie Sandell, National Marketing Director.

## More about Active Citizenship

Charlie Best



National President  
2009

(captured from a  
presentation by  
Graham Hanlon  
2008 JCI World  
President)

“Much of the fabric of  
today's modern  
Society was  
developed by the  
volunteer  
movement...”

### Guiding Principles

- Active Citizenship concerns **everyone**.
- We all have **rights and responsibilities** and shared interests at National, European and Global levels.
- Strong and healthy communities welcome and value **diversity** in cultural expression, values and lifestyles.
- **Openness, accountability** and **trust** will help maximise participation in the democratic and decision making process.
- Successful Society depends on **partnership** with citizens, civil Society, unions, business and elected representatives.
- Active Citizens are made not born.
- Active Citizenship needs **leadership**.

### JCI Vision

- **To be the leading global network of young active citizens**

### Active Citizenship

- Active Citizenship is not just for someone else – **it is for each one of us** as well as Government, business, the media, unions and various other organisations (JCI).
- It is about **how we engage with each other** and create together a set of shared values for a **better Society**.
- Active Citizenship refers to the voluntary capacity of citizens and **communities working directly** together or through elected representatives to exercise economic, social or political power in pursuit of shared goals.

### The Past

- **Much of the fabric of today's' modern Society was developed by the volunteer movement**, for example Education, Health, Sport, Trade Unions, Political Parties, Religious Groups, NGO's, Community Groups.
- Much of the social reform enjoyed by us today was promoted by voluntary groups.

### Today

At the end of the 20th Century, due to various changes in Society, **Government's are recognising the importance of the volunteer movement** and has become concerned about Society's apparent withdrawal from active participation.

### Barriers to Active Citizenship

- Time.
- New patterns of work practice.
- New patterns of leisure practice.
- Changing values and choices.
- Most people believe volunteering is declining and when asked about their own organization, 50% said it had become more difficult to recruit.
- Is Active Citizenship/Social Capital declining?
- In the US it seems to be – Robert Putman “Bowling Alone”.

“New ways need to be developed to attract, support and recognise the role of volunteers.”

“Treating volunteering and community activity as relevant items for recognition in job applications.”

“JCI Vision:  
To be the leading global network of young active citizens.”

## Commentators now accept

- **The nature of volunteering is changing.**
- There is cynicism and lack of confidence in democratic and some other consultative structures – individuals feeling they are not genuinely listened to.
- There is a sense of unease around how economic changes will impact on the community.
- **New ways need to be developed to attract, support and recognise the role of volunteers.**

## The recommendations are

### To the individual

- To join an activity or group which is **working to improve the life of your community** or tackle some issue nationally or overseas.

### To business

- Develop a formal CSR programme.
- **Support specific community projects or voluntary activities.**
- Facilitate staff secondments to various organisations.
- Adopt accreditation and recognition systems amongst themselves.

### To the media

- Promote awareness of community activities by giving greater coverage locally and nationally.
- **Explore new ways of connecting communities.**

### To the Government

- Active Citizenship cannot imply Government withdrawal or retreat.
- **Ethos of public service needs to be reinforced and strengthened.**
- Group insurance schemes should be promoted.
- Assistance with meeting compliance costs.
- Greater funding to support capacity development particularly in area of training at National and local level.
- Provision of time off schemes.
- **Treating volunteering and community activity as relevant items for recognition in job applications.**
- Introduce a National Active Citizenship theme each year.
- Introduce National Presidential Awards to recognise outstanding contribution to civic life.
- **Explore new ways of connecting communities.**
- Education for citizenship in the school system.

## Conclusion

Without the practice of civic virtue and without active participation by citizens in the life of the community, the institutions of democracy, the market, the State – Civil Society as a whole – cannot operate in a sustainable way.

**JCI is all about Active Citizenship and has a role to play in promoting it.**

Whilst this information is contained on the JCI UK website, I thought it was worth congratulating our 2008 winners once again:

### First Timer Award

Michael Greven, JCI London

### Public Speaking Competition

Certificate of Merit - April Prendergast, JCI Leeds

Award Winner - Julia Goodfellow, JCI Leeds

### Debating Competition

JCI Hull and East Yorkshire

### Most Outstanding Business Project

Certificate of Merit - JCI Southampton

Award Winner - JCI Manchester

### Most Outstanding Community Project

JCI Boston

### Most Outstanding Social Project

JCI London

### Most Outstanding International Project

JCI London

### Most Outstanding Programme

JCI Southampton

### Most Outstanding Regular Publication

JCI London

### Most Outstanding Membership Recruitment Plan

JCI Sheffield

### Most Outstanding Training and Development Plan

JCI London

## National Awards 2008

### Catherine Berry



## National Events Liaison Director 2009



**Most Outstanding Marketing and PR Programme**

**JCI Sheffield**



**Most Outstanding New Member**

**Dani Sewell, JCI Hull and East Yorkshire**

**Most Outstanding Current Member**

**Sarah Beckwith, JCI London**



**Most Outstanding Preparation by a Deputy President**

**Debbie Tills, JCI Barnsley**

**Most Outstanding President**

**Lucinda White, JCI Sheffield**



**Most Outstanding Chamber**

**Certificate of Merit - JCI Sheffield**

**Award Winner - JCI London**

**Discretionary Awards:**

**Most Outstanding RGC - Will Noble, JCI Southampton**

**Most Outstanding Leader – Sofie Sandell, JCI London**



Contact our award winners to share in their best practice.

Start your preparation now for your 2009 National Award entries!

Check out the Award's criteria on the JCI UK website and complete the Awards submission form (two A4 sheets with 10 questions) as you go along in 2009.



Even if you don't in the end submit the entry, it's a great record of your activities and a handover note for your successors.

The deadline for the Regional Awards submissions will be a date in October and for National Awards, a date in November.

National Awards 2009 takes place the first weekend of December.



## First National Event 2009

### Inspiration Day

(or weekend as it turned out!)

17<sup>th</sup> January 2009

Hosted by JCI Barnsley



Paul McGee  
The SUMO Guy

Andy McKenchie

Louder than Life

JCI Presenter

## An Inspirational Weekend in Barnsley!!!

Inspiration weekend kicked off with JCI Barnsley's Annual Dinner on the Friday night. **The night was filled with fabulous frocks, excellent food, good music and great speeches.** The dinner started with the usual procession into the hall (complete with bagpipe accompaniment) with various distinguished guests making up the procession. The evening flowed with fine speeches and good wine, **the highlight having to be Steve Bailey's off the cuff speech having received his Senatorship** (never more deserved in our opinions). Having heard from both past and new president's the evening stepped up a notch with dancing and frolics ending, for many, late into the night (or was that early in the morning?).



**Inspiration Day itself began with a most important session, tea and coffee,** for those that had indulged that little bit extra at the annual dinner the night before. **This led onto a speed networking session aimed at introducing the 2009 National Board.** Our competitive natures (not to mention our greedy streaks) were brought out by **an origami competition that highlighted the best and the worst of the paper folders** (is it actually possible to create the 'flapping bird'? our team felt it was a flight of fantasy and therefore stuck to making boats). Controversy followed (led by said 'flapping bird'), with accusations of cheating, but the best team (the one with the most fake cash and the 'origami master') won in the end and **showed great teamwork to beat all others hands down.**



The day moved onto the key note speaker **Paul McGee, otherwise known as The Sumo Guy.** We were told to shut up and move on! He helped us to understand how to deal with stressful situations and move on from them, **most importantly that it is always OK to have a little hippo time, wallow in things and then move on.** The session was well received by the audience and everyone learned a lot, Paul himself was extremely buoyant about the whole session. The day then progressed onto lunch.

After lunch the participants were split into **two groups to participate in two very different activities** (assisted by the cunning use of coloured stamps on name badges). First we were treated by **Louder than Life, a samba drumming company aimed at creating teamwork through music.** By the end of the session we were working together as a team to play sweet, sweet music (or

possibly not so sweet, depending on what instrument you were attempting to play). Some were better than others, and our timing skills were put to the test. Not only did we create a samba band, we also learned to walk, stamp and change direction all at the same time – or at least this was the vain hope put forward by our excellent teacher; I believe that some of us managed to disappoint him somewhat with our lack of natural rhythm and any sense of direction (if the doors had been open we might have been lost in the grounds of Ardsley House for good!).



**The second session was led by Ian McKechnie and his motivational speaking.** The session was very energetic and aimed at giving people the tools to go forward with their lives. We jumped, punched and hooked our way through and came away feeling energised.

**The day ended on a high, with a samba band competition between the two groups.** The two teams took this very seriously, facing off across the room and proceeding to compete to the very best of their abilities but of course only one team could be victorious (naming no names, the team with a certain young lady from JCI Leeds stole the show). **The day ended with a lot of energy and everyone left feeling enthused for the rest of the weekend.**

**The final chapter of Inspiration weekend was JCI Presenter.** The day was aimed at **improving presentation skills and to give the participants the confidence and tools to create and give a competent presentation.** The day showed clear progression with everyone giving short presentations and in between being taught how to give a presentation and what to put into one. Everyone's confidence increased as the day progressed and the day culminated in a 10-minute presentation. Having completed the presentations feedback was given on the positive and negative aspects of the final presentations. **All the participants left the day feeling better about giving presentations and with the skills to complete an effective presentation.**

**One thing is for certain the weekend was certainly inspirational and enjoyed by all!**

By  
Gemma Fletcher  
JCI Barnsley  
&  
Helen Soutter  
JCI Barnsley



## Interested in JCI Presenter, other JCI Training Sessions or becoming a JCI Trainer?

By popular demand, JCI Presenter will be run again in the UK in 2009.

I am also looking to run JCI Trainer – the next session after you have completed JCI Presenter.

In the last quarter of 2009, sessions of JCI UK Local Leaders Workshop – the “how to’s” of JCI UK – will take place.

Become a JCI Certified Trainer through JCI Training:

### JCI Presenter

The JCI Effective Presentation Course is a full day course that focuses on the concepts of creating and delivering an effective presentation utilizing visual aids and strong delivery methods with a mind towards understanding the audience. Participants practice presentations during the entire course.

### JCI Trainer

The JCI Planning and Delivering Training Course is a two day course that covers adult learning styles, the best training methods to teach adults, the training tools and other techniques you need to understand to deliver training for adult audiences.

JCI Trainer can be taken by those who graduated from JCI Presenter and want to develop their confidence in presenting complex information in an understandable and interesting way, and increase your ability to motivate others.

### JCI Designer

The JCI Training Designers Course is a three day course that introduces techniques and tools to design training courses with detailed trainers’ instructions, participants’ handouts and visual aids in such way that other trainers can easily conduct the course.

JCI Designer can be taken by trainers who are at least at the Certified National Trainers level and have conducted at least 25 hours of training after reaching the CLT level.

### JCI Head Trainer

JCI Head Trainer is a four hour session and only available for Certified National Trainers level and above. It presents the JCI Training standards of performance and efficiency for JCI Certified Trainers, unveils the methods of mentoring and coaching the Assistant Trainers, helping them to improve their skills and efficiency in delivering the course content and brings up the Head Trainer’s responsibilities with online course administration, programming and reporting.

Other JCI training sessions such as **JCI Achieve** and **JCI Admin** – more about the “how to’s” of JCI - are also available.

To learn more about JCI Training, check it out on the JCI website – [www.jci.cc](http://www.jci.cc) or contact me - adam@peopleprofitplanet.co.uk or 07967 603 717

## Personal Development

### Adam Woodall



### Personal Development Director

2009

### JCI Mission:

To provide development opportunities that empower young people to create positive change

## JCI's World President and his visit to the UK



**Jun Sup Shin (Suppy)**

"Global Impact through Local Action."

**By Sofie Sandell**



**Marketing Director 2009**

JCI London

## JCI's World President and his visit to the UK

Jun Sup Shin, nominated by JCI Korea, was elected JCI (Junior Chamber International) President at the 63rd JCI World Congress held in New Delhi, India, in November 2008.

Born in 1970 in Seoul, Korea, Jun Sup Shin graduated from New York University, earning a Bachelor of Science Degree in Business Management in 1993. He also completed a Management of Technology Course from Waseda University in Japan in 2005. He resides in Seoul, Korea, with his wife, Mi Mi, and their daughter, Yeon Jae.

In 1993 Shin joined Sung Moon Electronics Co., Ltd., a manufacturing company, as CEO. Sung Moon has been listed at the Korean Stock Exchange market since 1990 and produces raw material and components for electronic purposes and export to more than 30 countries.

Shin became JCI Seoul President in 2004 and served as National Vice President in 2005. At the international level, Shin was the Asia-Pacific Development Officer in 2002, Special Assistant for Sponsorship for Asia and the Pacific in 2005, JCI Vice President in 2006, JCI Executive Vice President in 2007, and Chief Executive Assistant to the President in 2008. He has been honoured as a JCI Senator (Honorary Life Member) No. 63092.

As JCI President, Shin will visit many countries where JCI is established. His priorities will include meeting JCI members, heads of state and community leaders worldwide; promoting membership growth and sponsorship; and advocating Global Impact through Local Action to address climate change. He believes that by taking small actions locally as active citizens, JCI members can make a global impact on many aspects with positive change. He will preside over the JCI World Congress to be held in Hammamet, Tunisia, November 16-21, 2009.

### What are your goals for 2009?

My goal is to focus on membership recruitment, external sponsorship and climate change, which are all very important to the organization and to me personally.

### How will you combine being JCI World President with your personal and professional lives?

Balancing personal and professional life will be difficult, but I hope to do my best. I will be travelling very often, but I will return home for short visits when I can to see my wife and my daughter. Also, I will set my business aside for the year so that I can dedicate 100% of my attention and energy to being JCI's President.

### What is your best JCI experience so far?

After I became a JCI candidate, Taro Aso, the Prime Minister of Japan, invited me to Japan. I met him once before and once after the election, and he sent his regards to my father. Taro Aso and my father knew each other well because Taro Aso was the 1978 JCI Japan National President the same year my father was the JCI Korea National President. I felt really privileged to be a JCI member.

**JCI London hosted JCI World President Jun Sup Shin (Suppy)** for his 3 day visit to London in February. Charlie Best (JCI UK's National President) and Richard Tong (RGC North West) both came to London to attend meetings during the visit and many local members came along to the organised events to meet with the World President.

“When the World President visits your country, you should grab the opportunity...”

I had the opportunity to meet Suppy on his first night in London, over **dinner at the Institute of Directors (IOD)** in central London. One of my first questions to him was about his family business where he is the CEO. Suppy told me it is a very small company that has been in his family for 40 years. Very small for me means a maximum of 25 people. However, it turns out his "very small company" has 1200 employees and is exporting to more than 40 countries!

“JCI UK and JCI London took advantage of Suppy's visit and organised a packed agenda”

**When the World President visits your country, you should grab the opportunity** to plan as many meetings as possible. To go into a meeting with the JCI World President can have a big impact on the group/individual you are meeting. **JCI UK and JCI London took advantage of Suppy's visit and organised a packed agenda** around London. We travelled to the City, the West End and Canary Wharf, both over and underground for meetings with MPs, CEOs, the Korean Embassy and other important officials.

One of the meetings we had was arranged thanks to past National President, Joe Dilger who works with **Oasis Community Learning**. We are grateful that Joe helped us with this as Oasis would like to become more involved in JCI.

“...Suppy enjoyed his last evening in true London style... enjoying a traditional meal of Fish & Chips at one of the oldest pubs in London.”

Wednesday night was dedicated to allowing Suppy to meet up with **local JCI members at the London Chamber of Commerce**. After mingling and a group photo session, Suppy told us about his vision for 2009, **"by taking small actions locally JCI members can make a global impact"**. We learned more about the JCI/UN event in Geneva in mid 2009 where more than 1000 delegates are expected. **The night finished with 25 - 30 members joining the World President for drinks at the nearby Golden Fleece pub.**

On Thursday, on his final day in London, Suppy had **lunch with the Korean ambassador** who is interestingly an old friend of his father. In the afternoon **Suppy and several JCI members gathered at London Chamber of Commerce with Peter Bishop - Deputy Chief Executive of London Chamber of Commerce and Chairman of the International Chamber of Commerce**. In this meeting we learned more about the LCC and their activities. One of the great outcomes of this meeting was an agreement for JCI London to write an article in the London Business Magazine.

In the evening we gave Suppy a proper picture of London by taking the **Jubilee Line to the Docklands for a history lesson**. During this trip to East London we bumped into a past member (Past President of JCI Leeds) waiting for the tube, who **spotted us due to our JCI pins on our suits!**

Once in the docklands, **the Canary Wharf group (the company behind the Canary Wharf development), showed us the plans for East London** over the next 20 years. They are encouraging big blue-ship companies in the area to buy everything locally and therefore reduce the impact of transport as well as provide more business to the area. **Their actions exemplify Suppy's vision of acting locally to make a global impact.**

Later that night Suppy and several JCI members enjoyed his last evening in **true London style... enjoying a traditional meal of Fish & Chips at one of the oldest pubs in London.**

This year Suppy has a busy agenda visiting 70 countries and **we were very happy he chose London as one of the first places to visit in his presidential year.**

## Funding Opportunities within JCI UK

### British Senate Bursaries

The British Senate (life long members of JCI UK) has expressed an interest in helping new members of JCI UK become engaged with the organisation in its widest perspective. For this reason, each year they will offer up to 6 x £100 bursaries for new members towards international events with both a training and social aspect.

#### Events

Any international event outside of JCI UK can be considered such as:

- Other National Conferences (incl. Scotland and Ireland)
- Multi-country conferences e.g. the Baltic Conference and Danube Conference
- European Conference
- World Congress (see below for events not in Europe)

The bursary can be used towards the cost of registration for the event, hotel accommodation or the cost of travel incurred by the new member attending.

Preference will be given to events within Europe, as the overall costs are lower than for events outside Europe, and the award of a Senate bursary is more likely to make the difference between a member attending or not attending.

#### Applicants

Applicants must be paid up members of JCI UK at all stages of the bursary process and must have been a member, in candidate or in full, for 12 months or less.

Applications may come from the new member, but will require endorsement by their local President, and/or their Regional Group Chairman. Applications can be made on the new member's behalf by their local President.

Although the application must be made within 12 months of joining, the event itself can take place up to 12 months after the bursary is made.

#### Applying for a Senate Bursary

The application and full details of where to send it are on the JCI UK website.

Contact Allison Cowell, National Finance Director, for further details.

### BJC Foundation (former name of JCI UK was British Junior Chamber)

Current and former members of JCI UK contribute a capital sum of money that is held on trust and the interest is utilised to:

- To help contribute to the funding of new Chamber Launches
- To help sustain recently launched Chambers usually with matched or own-source co-funding
- To help grow existing Chambers
- To co-fund events which have as a clear objective membership growth

The BJC Foundation is administered by Trustees who are all former members and Senators of JCI UK.

An application form and full details of where to send it are on the JCI UK website.

Need more? Contact Sarah-Jane Mills, National Membership Director: [sarah-jane.mills@jciuk.org.uk](mailto:sarah-jane.mills@jciuk.org.uk)



## Active Membership = Marketable Skills

These mainly relate to the skills and experiences that you can develop through taking part at Local, Regional, National or International level by, for example, being part of a team delivering a project; being a project leader; a member of your chamber's management/leadership team, or being on Regional or National Board.

The skills and experiences gained can be directly translated back into your work place and benefit you there too.

One way of demonstrating these benefits is through the use of competencies. A selection of 15 competencies that JCI can assist you in developing are set out below:

- Leadership
- Decisiveness
- Team Skills
- Creative Thinking
- Initiative
- Management Control
- Staff Development
- Planning and Organisation
- Presentation skills
- Communications
- Commercial Awareness
- Financial Awareness
- Strategic Vision
- Problem Solving
- Self Management

There are roles currently available at National level on the following teams:

**Trends Team Member** – keep an eye out for trends in the media that may be appropriate for JCI UK or your local chamber to focus on in our programmes. You can develop:

- Team Skills, Creative Thinking, Initiative, Communications, Commercial Awareness, Strategic Vision, Self Management

**Newsletter Editor** – co-ordinate this form of internal communication to our members. You can develop:

- Decisiveness, Team Skills, Creative Thinking, Initiative, Management Control, Planning and Organisation, Communications, Strategic Vision, Self Management

**Design Team Member** – review our marketing materials to decide if we need to update them and if so, to create and implement the changes. You can develop:

- Decisiveness, Team Skills, Creative Thinking, Initiative, Management Control, Planning and Organisation, Presentation Skills, Communications, Commercial Awareness, Strategic Vision, Problem Solving, Self Management

**Website Team Member** – review our website with a view to updating it / change the look and feel to make it a communication tool to be proud of. You can develop:

- Decisiveness, Team Skills, Creative Thinking, Initiative, Planning and Organisation, Presentation Skills, Communications, Commercial Awareness, Financial Awareness, Strategic Vision, Problem Solving, Self Management

If you are interested in any of these roles and/or want to discuss other opportunities within JCI UK, please contact **Charlie Best** on [charlie.best@jciuk.org.uk](mailto:charlie.best@jciuk.org.uk).

**JCI UK Head Office**  
**PO Box 6638**  
**Grantham**  
**NG31 9BX**

**Telephone: 01476 404005**  
**Fax: 01476 404006**

**Contact: Lorna Bainbridge**

JCI UK is part of Junior Chamber International [www.jci.cc](http://www.jci.cc) Sign up for newsletters on the JCI website to find out more about JCI Worldwide

Check out 'members only' resources and benefits on the JCI UK website [www.jciuk.org.uk](http://www.jciuk.org.uk)

## National Board 2009

**National President** - Charlie Best

**Deputy National President** – Lesley Young

**Immediate Past National President** - Sarah Jane Mills

**Finance Director** – Allison Cowell

**Administration Director** – Tina Strack

**Business Director** – Andrew Morton

**International Director** - Lesley Young

**Membership Director** – Sarah-Jane Mills

**Marketing Director** – Sofie Sandell

**Personal Development Director** – Adam Woodall

**National Events Liaison Director** - Catherine Berry

**Regional Group Chairmen:**

**RGC Northern Ireland** – TBC

**RGC North West** - Richard Tong

**RGC Yorkshire** – Angela Chapman

**RGC South East** – Tina Strack

**RGC South** – Steve Davies

## JCI UK 2009 National Events & Annual Dinners (Q1 & Q2)

### Annual Dinners in March and April

- 21<sup>st</sup> March – JCI Wakefield's Annual Dinner – It's Murder Whilst You Eat! – a night of murder, mystery, black ties and cocktail dresses
- 18<sup>th</sup> & 19<sup>th</sup> April – JCI Boston's 45<sup>th</sup> Celebration Weekend – PGL's Activity Centre at Caythorpe Court, near Newark (networking master class; black tie dinner – 60's theme; outdoor activities; treasure hunt)

### April 2009

- 24<sup>th</sup> to 26<sup>th</sup> – Scottish National Conference in Aberdeen

### May 2009

- 1<sup>st</sup> to 3<sup>rd</sup> – Nom2Nom Weekend, Switzerland (National Board only)
- 16<sup>th</sup> – President's & Deputy's Day – JCI Wakefield are bidding to host the one day event for President's, their Deputies and/or any member interested in becoming Deputy; it includes National Council

### June 2009

- 10<sup>th</sup> to 14<sup>th</sup> – JCI European Conference, Budapest