



GSE Itinerary
Spring/Summer 2004

**ИНТЕРНАЦИОНАЛЬНЫЙ
ДИСТРИКТ РОТАРИ 2350
ШВЕЦИЯ - РОССИЯ**

**Rotary International District 2350
Russia /Sweden**

Russia 1 June - 17 June
Sweden 25 April - 15 May



Rotary International
ИНТЕРНАЦИОНАЛЬНЫЙ РОТАРИ

We supplied the GSE 2004 Team Pin



Mera Produktion AB

Box 2095, SE-433 02 Sävedalen, Sweden

Tel: +46 31-340 99 99 Fax: +46 31-340 99 91

Website: www.mera.se Email: infor@mera.se

NOTE™

THE EMS PARTNER

NOTE Norrtelje AB, P.O. Box 185
SE-761 22 Norrtelje, SWEDEN
Tel +46 (0) 176 793 79 Fax +46 (0) 176 198 00
www.note.se

GSE Itinerary

**Rotary International
District 2350
Russia/Sweden**

**Summer 2004
1 June - 24 June**

**ИНТЕРНАЦИОНАЛЬНЫЙ
ДИСТРИКТ РОТАРИ 2350
ШВЕЦИЯ - РОССИЯ**

Rotary International



ИНТЕРНАЦИОНАЛЬНЫЙ РОТАРИ

CONTENTS

	Page
Words of Welcome, DG Björn Lindvall, District 2350	3
Rotary, GSE - Group Study Exchange	4
History of GSE in District 2350	5
GSE Committee 2003-2004	6
GSE District Organisation	6
GSE Area Coordinators Sweden	7
Swedish Team Members	8
Swedish Team Programme	18
Russian Team Members	26
Names and addresses	31

Important addresses

Russian Embassy, Stockholm

Address Gjörwellsgatan 31, SE-112 60 Stockholm
Telephone +46 (0)8 13 04 41, +46 (0)8 13 04 43
Fax +46 (0)8 618 27 03

Swedish Embassy, Moscow

Address Mosfilmovskaya street, 60.
Telephone +7 (095) 937-92-00, 937-92-01.

Rotary International District 2350

Mr Björn Lindvall, District Governor, Stockholm-Sergel Rotary Club
Address Revisorsvägen 31, SE-120 47 Enskede Gård
Telephone +46 (0)8 91 40 46 (Home), +46 (0)703 236026 (Mobile)
E-Mail bjorn.lindvall@bs.se

District Governor Elect

Mr Ingemar Widegren, District Governor Elect, Sundbyberg Rotary Club
Address Mörbyhöjden 11, SE-182 32 Danderyd
Telephone +46 (0)8 753 20 92 (Home), +46 (0)8 706 32 32 (Office)
+46 (0)8 706 33 09 (Fax)
E-Mail ingemar.widegren@foi.se

Chairman GSE Committee

Mr Gunnar Pihl, Stockholm-Lunda Rotary Club
Address Kungs Bryggan 35, SE-179 95 Svartsjö
Telephone +46 (0)8 579 729 05 (Home), +46 (0)707464343 (Mobile)
+46 (0) 8 37 63 40 (Office), +46 (0) 8 37 63 41 (Fax)
E-Mail gunnar.pihl@knowhowsweden.se

Chair Coordinator Russia

Mrs Maya Lotoeva, Tver Rotary Club
Address Upper Volga Institute, 15 Novotorzhskaya str, 170000 TVER
Telephone +7 0822 334242 (H), +7 0822 488692 (W)
E-Mail maya_lotoeva@inbox.ru



Dear Swedish GSE Team Members and Leader!

I wish you heartily welcome to the Russian part of our District 2350 with 68 Rotary clubs covering Moscow region up to Arkhangelsk by the White Sea and Narjan-Mar by the Barents Sea.

The Group Study Exchange has always been an important and highly valued part of our district activities. Giving young professionals the opportunity to visit each others' countries is one of the best ways to exchange and spread knowledge. As future leaders of their societies the GSE team members are also contributing to Rotary's object to promote peace and understanding in the world.

This is the second time we are setting up a GSE between the Russian and Swedish parts of our district. Our exchange is unique in two ways: It is, by special permission from the Trustees of Rotary Foundation, the only exchange which is done within one district. Secondly, it is unique in the way that we have a social theme for the exchange. Last year the theme was "Drug prevention" and this year it is "Health". The reason why we have decided to have a theme for our GSE is that we feel that the exchange should benefit not only the team members as individuals but also a wider group of professionals around them. Thus the aim of the exchange is to give a group of professionals within a specific sector of importance to the well-being of society the opportunity not only to develop themselves and their knowledge but also to spread and apply that knowledge in their societies and initiate new Rotary projects. The aim is also to create networks for friendship and continuous exchange of knowledge and experience. From these points of view the GSE program becomes an investment in the future.

But there is also a non-professional side of the GSE. You will have the opportunity to experience and enjoy Russian culture and hospitality, not to mention our beautiful cities and countryside, dressed in Spring colours. And you will meet many Rotarians as your hosts and future friends for life. You will have a lot of fun together!

A GSE is the result of a joint effort by many dedicated people in both countries. I want to use this opportunity to thank all those who have contributed to make this exchange possible. Also special thanks to the GSE committees in Russia and Sweden for your excellent work.

Once again, I wish you heartily welcome to Russia. We are happy to host you and we sincerely hope that you will enjoy your stay.

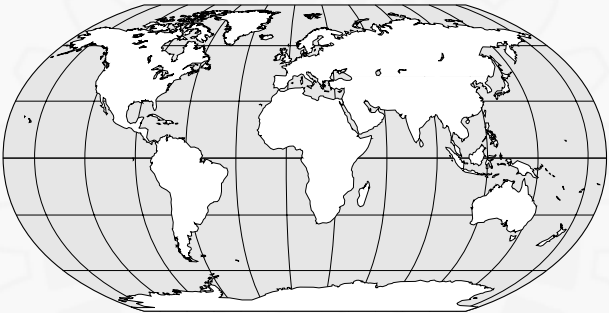
Björn Lindvall

District 2350 Governor 2003-2004

Rotary International

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Nearly 1.2 million Rotarians belong to more than 31,000 Rotary clubs located in 166 countries.

Since 1905, nearly 100 years, Rotary has grown from a small club of four members to a worldwide network of men and women who share a common vision for a better world. The world's first service organization, Rotary has a long history of helping those in need and uniting people of different cultures and beliefs. Through the work of individual Rotary clubs, and through the programs of Rotary International and The Rotary Foundation, Rotary is making the world a better place.



The Group Study Exchange (GSE) programme

The Group Study Exchange (GSE) program of The Rotary Foundation is a unique exchange opportunity for young business and professional men and women between the ages of 25 and 40 and in the early years of their professional lives.

The program is designed to develop professional and leadership skills, but also to promote international understanding of another nation's culture, politics, commerce, government and daily life.

Two Rotary Districts in different parts of the world, agree to exchange teams for a period of four to six weeks. Each team consists of four professional or business people, non-Rotarians. An experienced Rotarian is the fifth member and the leader of the team.

The GSE Team also assumes the important role of goodwill ambassadors during its stay in the hosting country, and are expected to use the opportunity to create an increased awareness and interest in the Country they represent.

History of GSE in District 2350

Previous GSE programmes between Rotary District 2350 and other Districts.

Rotary District/Country	Year	Team leader/Rotary Club
1810 Germany	1984/86	John Örtengren, Sollentuna-Tureberg
7670 North Carolina, USA	1987/89	Rolf Arne Flygare, Uppsala
5810 Texas, USA	1988/90	Sven Zetterlund, Danderyd
6440 Illinois, USA	1992/93	Torsten Lindqvist, Uppsala Södra
3660 Republic of Korea	1993/94	Lars Wahlström, Upplands Bro
9750 NSW, Australia	1994/95	Eric Byström, Stockholm Djurgården
7950 Mass./RI, USA	1995/96	Ingrid Liljeblad, Uppsala Norra
3240 Northeast India	1996/97	Krister Sällvik, Uppsala Aros
7150 New York, USA	1998/99	Bo Sundmark, Stockholm Strand
4770 Brazil	1999/00	Birgitta Porath, Norrtälje
5790 Texas, USA	2000/01	Ulf Bohlin, Upplands Väsby
5160 California, USA	2001/02	Bertil Karlmark, Uppsala Södra
2350 Russia	2002/03	Christian Rapp, Norrtälje Roden

In 2005

(Proposed) Australia. Theme: How to handle conflicts

For further information contact:

Mr Ingemar Widegren, District Governor Elect, Sundbyberg Rotary Club

Address: Mörbyhöjden 11, SE-182 32 Danderyd, Sweden

Telephone: +46 (0)8 753 20 92 (Home), +46 (0)8 706 32 32 (Office)

Fax: +46 (0)8 706 33 09

E-Mail: ingemar.widegren@foi.se

or

Mr Bo Sundmark, incoming Chairman GSE Committee, Stockholm Strand RC

Address: Skomakargatan 13, SE-111 29 Stockholm, Sweden

Telephone: +46 (0)8 20 66 11 (Home), +46 (0)18 55 20 30 (Office)

+46 (0)70 544 63 26 (Mobile)

E-Mail: bo.sundmark@ipf.se

An Experience to last a Lifetime

Bo Sundmark, Team Leader for the Swedish GSE Team that visited New York State in 1998 gives his impression of the GSE programme:

"The GSE Programme offers a unique opportunity to deepen ones skills. It allows you to encounter other professionals within your own vocation, broadening your views. An experience that was personally very rewarding. GSE means new experiences and enlightenment, both professionally and personally. It also opens doors to new worlds. And the highlights were numerous in New York State. We met with local politician and business leade, we played Golf, saw Horse races, tasted the local Wines and much more. We even learnt how to play Baseball!

To have been selected as a part of the GSE Team was not only a honor, but also gave a cherished memory for life", concludes Bo Sundmark.

GSE Committee 2003 – 2004

Mr Björn Lindvall, District Governor, Stockholm Sergel Rotary Club
Mr Ingemar Widegren, District Governor Elect, Sundbyberg Rotary Club
Mr Göran Tollin, Chairman Rotary Foundation Committee
Mr Bertil Karlmark, GSE Team Leader 2002, Uppsala Södra Rotary Club
Mr Bo Sundmark, GSE Team Leader 1999, Stockholm Strand Rotary Club
Mr Gunnar Pihl, Chairman GSE Committee, Stockholm-Lunda Rotary Club

GSE District Organisation Sweden

Mr Gunnar Pihl, Chairman GSE Committee
Ms Kari Golab-Trombetta, GSE Secretary, Stockholm Strand Rotary Club
Mr Tord Elfwendahl, Editor of Itinerary and Website [www.2350.rotary.se]
Stockholm Strand Rotary Club

GSE District Organisation Russia

Mr Andrei Danilenko, Ass. District Governor
Mrs Maya Lotoeva, Chair Russian GSE Committee, Secretary, Tver Rotary Club
Mr Stefan Gelineo, Moscow, President, Moscow Rotary Club
Mrs Svetlana Korotkova, Troitsk, Team leader 2003
Mr Ivan Y Novitskiy, President, Moscow Rossica Rotary Club
Mr Gunnar Pihl, Chairman, District 2350, Stockholm-Lunda Rotary Club

GSE Area Coordinators Russia

Tver <hr/> Area coordinators: Mr Igor Elgardt , Tver Rotary Club, Mrs Maya Lotoeva , Tver Rotary Club	Cherepovets <hr/> Area coordinator: Mr Victor Ivanoc , Cherepovets-Sheksna Rotary Club,
Moscow 1 <hr/> Area coordinators: Mr Oleg Novikov , Assistent area coordinator: Mr Sergei Nazarov , Moscow Rotary Club	Moscow 2 <hr/> Area coordinators: Ms Inna Smirnova , Assistent area coordinator: Ms Marina Serebranaya ,

Russian Team Members



Maya Lotoeva, Team Leader

Member of Tver Rotary Club

Occupation Radiologist
Employer Tver Cardiology Center
Address Vokzalnaya street 8 app 46, Tver
170000
Telephone 7 0822 34 42 42 (Home)
Fax /tel 7 0822 48 86 92 (Office)
E-mail maya_lotoeva@inbox.ru
Born 12 February, 1961, Tbilisi



Maria Ogorodnikova, Team Member

Sponsored by Moscow Capital Rotary Club

Occupation Clinical Psychologist
Employer Narcological Dispensary #6
Address Zelenograd 1118-68, Moscow
124460
Telephone 7 095 530 24 72 (Home)
Fax 7 095 178 18 45
E-mail marya.og@mail.ru
Born 2 August, 1976, Moscow



Andrey Ivaschhenko, Team Member

Sponsored by Cherepovets Rotary Club

Occupation Admin of sports improving activity
Employer Cherepovets Sport Club
Address Pervomaiskaya street 52-45
Cherepovets Vologda region 162 605
Telephone 7 8202 21 70 93 (Home)
Mobile 7 921 256 4982
E-mail paltchik@tchercom.ru
Born 18 Feb 1969, Vologodskaya Oblast



Elena Anikina, Team Member

Sponsored by Tver Rotary Club

Occupation Physician
Employer Tver Regional Hospital
Address Konoplyannikovoy 21 app 79
Telephone 7 0822 31 39 00 (Home)
Fax 7 0822 48 86 92
E-mail uvi@tvcom.ru
Born 26 November, 1976, Tver



Inna Zolnikova, Team Member

Sponsored by Rotary Club Rossica, Moscow

Occupation Research-associate ophtalmologist
Med.Dr., Ph.d.
Employer Helmholtz Research Institute of Eye
Address Bolshaya Gruzinskaya str 14-2,
Moscow 123242
Telephone 7 095 205 31 87
E-mail innzolnikova@hotmail.com
Born 21 September, 1975

Swedish Team Members



Harald Swartling, Team Leader

Ханалд Свартлинг, лидер группы

*Member of
Член клуба*

*Stockholm-Strand Rotary Club
Ротари Стокгольм Странд*

Occupation	Lieutenant Colonel (retired), Swedish Air Force
Address	Södervägen 48, SE-183 64 Täby
Telephone	+46 (0)8 732 87 63 (Home)
Mobile	+46 (0)733 32 77 63
E-mail	hmswartling@bredband.net
Age	56

How would you describe yourself?

Inquisitive. And still with a yearning appetite for new things in life, and still very young at heart! I like to stay fit and seize every opportunity to go for a bicycle ride, skating or even better, a round of golf.

What are your interests?

I love nature, which even includes occasional bird watching. Otherwise my interests are mostly general knowledge with an edge towards history, even though history means aviation history to a very large extent.

Why did you apply to become Teamleader for the GSE-Team this year?

Several times during my Rotary membership I have been in contact with Rotary's GSE exchange and it's young participants, included being host and guide to GSE-team members. The GSE-teams, young, positive and ambitious people who are curious about life, always seem to have a good time together. And now that I have the time, I feel I can also contribute to these young professional individuals growing experience, and a worthwhile cause.

What do you hope to learn from this GSE with Russia?

The development in the Russian society is in light words positive and very enthralling. I am curious to witness a small part of this development from inside Russia. The 2004 theme is "Health" gives me the opportunity to study Russia from several new angles. 1) To live in a Russian family and together with them get to know the 2) Russian soul and Russia as a nation included Russia today, it's history and culture (Kremlin, Fabergé jewelry, Moscow metro, Lenin mausoleum, St Basil's Cathedral, Bolshoi theater, Museums and Circus). The Team will also meet the Russian countryside and for Swedes the little known cities of Tver and Cherepovets. And 3) study Russian society through the eyes of the GSE-theme "Health". Perhaps there will even be a chance for me to satisfy some of my own interests in Russian aviation, especially the Monino air museum, or play a Russian golf course.

Host Families for Harald Swartling

1 - 5 June **Tver**

Ms Olga Dontsova

Member of Tver Rotary Club, Secretary

Address: Krobkova street 1, app 22, Tver 170002

Tel: +7 0822 49 03 94 (Home)

E-mail: kattyket@inbox.ru

Pets: Dog

6 - 11 June **Cherepovets**

Mr Victor & Mrs Tatayna Ivanov

Member of Cherepovets-Sheksna Rotary Club, President

Address: Olimpiskaya street 53/139,
162623 Cherepovets, Vologodskoi

Tel: +7 8202 28 79 77 (Home)

 +7 9217 23 03 07 (Mobile)

E-mail: ive252@tchercom.ru

Pets: No

12 - 24 June **Moscow**

Mr Eugeniy & Mrs Maria Osnovin

Member of Rossica Rotary Club

Address: Karamishevskaya nab., 13, Moscow

Tel: +095 107 30 39 (Home)

Pets: Cat

Swedish Team Members



Mia Barkland, Team Member

Мия Баркланд, член группы

Sponsored by Stockholm Strand Rotary Club

Спонсирована клубом Ротари Стокгольм Странд

Occupation Group Coordinator Environment

Employer Posten Sverige AB

E-mail mia.barkland@posten.se

Age 30

I was raised in Värmdö, outside of Stockholm, where I still live together with my boyfriend, our son, a dog and a horse. I am Coordinator of Corporate Environmental Policy for the Swedish Postal Service, working primarily with internal and external environmental communications. I hold a degree in Biology, majoring in Environmental Issues and Marketing Communication at IHR.

How would you describe yourself?

I am a positive extrovert who is most happy when there is much going on around me. I am curious about life and seek opportunities to see and learn.

What are your interests?

I spend much of my free time physically active outdoors, in the mountains, by the sea or riding horseback. I enjoy working on our house and spending time with friends and family. Traveling is a passion too and even though I have visited many places, there are still many dream trips to make!

Why did you apply for the GSE-scholarship?

Because I am interested in people, different cultures and in environmental and health issues. To experience another country and at the same time to work with these questions is a fantastic opportunity!

What do you hope to learn from this GSE with Russia?

I hope to obtain new knowledge in the area of health, especially from a different perspective and to have the opportunity to meet Russian colleagues within the same environmental fields. I also look forward to experiencing a new culture and seeing what Russian family daily lives are like. A new/broader perspective of everything will be a valuable life-lesson. I hope to also be able to share my Swedish experiences with those that I meet.

Host Families for Mia Barkland

1 - 5 June Tver

Ms Ludmila Tarasova

Member of Tver Rotary Club

Address: Korobkova street 2 apartment 72, Tver 170002

Tel: +7 0822 48 95 65 (Home)

+7 903 802 20 16 (Mobile)

Pets: No

6 - 11 June Cherepovets

Mr Andrei Ivashchenko

Member of the Russian Team

Address: Pervomayskaya 52/45

162623 Cherepovets, Vologodskoi

Tel: +7 8202 21 70 93 (Home)

Pets: No

12 - 17 June Moscow

Mr Sergei & Mrs Nadezda Nazarov

Member of Moscow Rotary Club, Past President

Address: Lesnaya 2, v. Misailovo, Moscow Oblast

Tel: +095 973 35 76 (Office)

+095 799 65 58 (Mobile)

E-mail: sgnazarov@mtu-net.ru

Pets: Dog

17 - 24 June Moscow

Ms Inna Zolnikova

Member of the Russian Team

Address: B. Gruzinskaya str., 14-2, Moscow

Tel: +095 205 31 87

E-mail: innzolnikova@hotmail.com

Pets: No



Catarina Hane, Team member

Катарина Хане, член группы

Sponsored by Järfälla Kvarnen Rotary Club

Спонсирована клубом Ротари Эрфалла Кварнен

Occupation Massage Therapist

E-mail catarinahane@yahoo.se

Age 37

I was born and raised in Karlsborg, but for the past seven years I have been living on the outskirts of Stockholm. I obtained a Degree as a Certified Massage Therapist in 1994 and have since taken courses in Deep Tissue and On-site Massage. I conduct most of my massage therapy and healthcare work on site at companies, allowing employees to receive treatment at their workplace.

How would you describe yourself?

I see myself as open, spontaneous and positive person - with a strong mind.

What are your interests

I'm very athletic. I train Karate and Weightlifting, and enjoy long hikes in the woods. I am currently studying Spanish with a goal to master the language. I support organisations that help orphaned children in Columbia and drill wells in the Amazon rain forest to create fresh water supplies for remote villages.

Why did you apply for the GSE-scholarship?

I have a strong urge and will to help other people. I'm interested in studying other cultures and learn more about how Health issues are tackled in Russia.

What do you hope to learn from this GSE with Russia?

I would like to learn more about alternative medication, and especially visit schools that practice it. My aim is to see and experience a culture different from Sweden's. To meet Russian families. To visit institutions for alternate medicine and benefit and learn from the experience. I also hope to become better acquainted with Rotary's efforts bearing in mind the incredible work being done to vaccinate against Polio in the Third World.

I often think "the Atlantic wouldn't be the Atlantic if it wasn't for all its waterdrops". It's thought like these that make every effort important to give the children on the back streets of our World a Polio shot....

Host Families for Catarina Hane

1 - 5 June Tver

Mr Igor & Mrs Evgenia Elgardt

Member of Tver Rotary Club, Past President 2000-2001

Address: Basseyay street 13

Tel: +7 0822 48 89 69 (Home)

+7 0822 57 19 22 (Mobile)

Fax: +7 0822 31 84 21

E-mail: kardio@tvcom.ru

Pets: Cat

6 - 11 June Cherepovets

Mr Andrei Ivashchenko

Member of the Russian Team

Address: Pervomayskaya 52/45

162623 Cherepovets, Vologodskoi

Tel: +7 8202 21 70 93 (Home)

Pets: No

12 - 24 June Moscow

Mr Eugeny & Mrs Maria Osnovin

Member of Rossica Rotary Club

Address: Karamishevskaya nab., 13, Moscow

Tel: +095 107 30 39 (Home)

Pets: Cat

Swedish Team Members



Kristina Nilsson, Team member

Кристина Нилссон, член группы

Sponsored by Stockholm-Lunda Rotary Club

Спонсирована клубом Ротари Стокгольм Лунда

Occupation Project Manager/Consultant

Employer Research International

E-mail k.nilsson@research-int.com

Age 30

I was born in Halmstad, Sweden and received my university degree in Economics in Sweden at Kalmar Högskola and Lund University and in France at Université de Renne. For the time being, I work in Stockholm for Research International doing employee opinion polls for large and medium-sized companies with focus on motivation, leadership, health and competence.

How would you describe yourself?

I am a positive and extrovert person, who likes to have a lot of things happening in my life. At the same time, I like order and structure.

What are your interests?

Stockholm offers a great variety regarding food and culture which I like. I also appreciate to go to the theatre, cinema and restaurants and I am an avid reader of books, mainly fiction.

Why did you apply for the GSE-scholarship?

The GSE-exchange offers a unique experience to acquaint oneself with another countries, culture, and the people. As I am working with how matters regarding the situation of employees on the job market, I am interested in getting an insight on how Russian companies work with health issues, how they motivate their employees and what responsibility the leaders have.

What do you hope to learn from this GSE with Russia?

My aim is to visit Russian companies and to review how management look on these issues. I also aim to get to know Russia as a nation, to see how people live, learn their history and to experience the Russian culture.

Host Families for Kristina Nilsson

1 - 5 June Tver

Mr Alexander & Mrs Tatyana Lebedev

Member of Tver Rotary Club

Address: Tatarski pereulok 17 app 35, Tver 170000

Tel: +7 0822 48 92 39 (Home)

E-mail: seliger-agro@stels.tver.ru

Pets: No

6 - 11 June Cherepovets

Mr Yuriy & Mrs Nadezda Gulaev

Member of Cherepovets-Sheksna Rotary Club

Address: Pervomayskaya 64/10

162623 Cherepovets, Vologodskoi

Tel: +7 8202 24 62 16 (Home)

Pets: No

12 - 17 June Moscow

Mr Sergei & Mrs Nadezda Nazarov

Member of Moscow Rotary Club, Past President

Address: Lesnaya 2, v. Misailovo, Moscow Oblast

Tel: +095 973 35 76 (Office)

+095 799 65 58 (Mobile)

E-mail: sgnazarov@mtu-net.ru

Pets: Dog

17 - 24 June Moscow

Ms Inna Zolnikova

Member of the Russian Team

Address: B. Gruzinskaya str., 14-2, Moscow

Tel: +095 205 31 87

E-mail: innzolnikova@hotmail.com

Pets: No

Swedish Team Members



Camilla Westgren, Team member

Камилла Вэстгрэн, член группы

Sponsored by Stockholm-Borgen Rotary Club

Спонсирована клубом Ротари Стокгольм Борген

Occupation Nutritionist, lecturer and instructor
Employer Institute of Environmental Medicine
Division of Nutrition Epidemiology at Karolinska Institute

E-mail camillawestgren@hotmail.com

Age 26

I was born in Stockholm, Sweden, and currently live here with my fiancé Michael. I'm a nutritionist working at Karolinska Institute as a researcher in nutritional epidemiology (the science of how diet affects public health).

How would you describe yourself?

I am a positive, curious, open-minded and creative woman who likes to have many parallel projects going on in my life.

What are your interests?

I love physical activity, especially long distance running, biking and hiking. In my spare time I enjoy cooking and baking, reading literature about nutrition, health and fitness, as well as criminal stories and adventure novels. I also love sewing, being with friends, travelling, and having a blast. I am a semi-vegetarian, which means that I eat fish and chicken but NOT red meats.

Why did you apply for the GSE-scholarship?

I believe it is a unique and exciting opportunity to get an insight into Russia and Russian nutrition, which is a totally new frontier. I am also interested in knowing more about the Russian health system, their dietary recommendations and public views regarding health. To live in host families during the stay also enhances the total experience because one becomes culturally immersed in their daily life.

What do you hope to learn from this GSE with Russia?

I look forward to meeting people of a new nationality and their cultural and historical treasures, as well as getting an insight into the work of Russian colleagues.

Host Families for Camilla Westgren

1 - 5 June Tver

Mr Sergey & Mrs Larisa Kisilev

Member of Tver Rotary Club

Address: Sovetskaya street 56-2, app 27, Tver 170000

Tel: +7 0822 42 64 46 (Home)

Pets: Cat

6 - 11 June Cherepovets

Ms Kseniya Tikhomirova

Member of Cherepovets-Sheksna Rotary Club

Address: Ocyabrskiy prospect 87/31,
162601 Cherepovets, Vologodskoi

Tel: +7 8202 31 42 05 (Home)

Pets: Dog

12 - 17 June Moscow

Ms Bella Lurie

Member of Capital Rotary Club

Address: Ak.Bakuleva str., 4-1, Moscow

Tel: + 095 438 52 18 (Home)

Pets: No

17 - 24 June Moscow

Ms Inna Smirnova

Member of Rossica Rotary Club, Secretary

Address: Pokrovka str., 45-5-27, Moscow

Tel: +095 916 31 42 (Home)

E-mail innas5555@rambler.ru

Pets: No

Programme for the Swedish Team

1 - 5 June

Tver

Coordinators

Mr Igor Elgardt, Tver Rotary Club

Mrs Maya Lotoeva, Tver Rotary Club

Tuesday 1 June

17.00

Welcome in Tver.

Meeting with host families and Rotarians at cafe.

Evening

Together with host families

Wednesday 2 June

09.00

Meeting at the Health Care Department of the Regional Administration and Medical Academy. To study Health Care System and prevention.

13.00

Lunch at "Nadezhda" restaurant .

15.00

*Sightseeing, river tour, local museum.
(depending on the weather)*

18.00

Families meet the group at the museum.

Evening

Together with host families

Thursday 3 June

9.00

Departure to Rameshki (small town in 60 km north from Tver) visiting rural hospital, and school. Presentation at provisional Rameshki Rotary Club at lunch time.

18.00

Arrival to Tver.

Evening

Together with host families

Friday 4 June

08.00

Presentation at the Tver Rotary Club.

09.30

Visit to Tver Cardiology Center to see massage, physiotherapy, acupuncture.

12.00

Lunch

14.00

Visit to bakery to see programs for employees and dietary sort of bread

16.00

Shopping

22.00

Night Club (optional at one's own expenses)

Saturday 5 June

17.00

Departure to Moscow Railway station for Cherepovets.

Programme for the Swedish Team

6 - 11 June

Cherepovets

Coordinator

Mr Victor Ivanov, Cherepovets-Sheksna Rotary Club

Sunday 6 June

07.00

Meeting with host families

15.00

Sightseeing tour of the city

Evening

Together with host families

Monday 7 June

09.00

Meeting at the Health Care City Department

12.00

Visit to the City Hospital

13.30

Lunch and free time

18.00

Cherepovets-Sheksna Rotary Club. Presentation

19.30

Return to the family

Tuesday 8 June

09.00

Visit to the City Orphanage

11.00

Visit to City Profilactorium Adonis

13.00

Lunch

14.30

Visit the metallurgy plant Severstal

17.00

Meeting at ecological organization Green wave

19.00

Back to the family

Evening

Together with host families

Wednesday 9 June

09.00

Visit to Kirillo-Belozarsky monastery

Evening

Together with host families

Thursday 10 June

09.00

Fitness Center

11.00

Recreation Center "Russian voyages"

13.00

Lunch

14.30

Sauna

19.00

Back to the family

Evening

Together with host families

Friday 11 June

Free activities until

21.30

Train to Moscow

Programme for the Swedish Team

12 - 17 June **Moscow**

Coordinators *Mr Oleg Novikov*
Mr Sergei Nazarov, Moscow Rotary Club

Saturday 12 June

09.30 *Arrival at Moscow, Jaroslavsky station,
hosts meet guests.*

18.00 *Meeting at Roman Rozhnikovsky (Nostalg etc).
Hosts to take guests to and from the restaurant.*

Sunday 13 June

10.00 *Meeting at Hotel National
Transportation to Zagorsk (Nazarov, Ivanushko) and
excursion at Troitse - Sergievskaya Lavra*

14.00 *Lunch at McDonalds near Lavra*

15.00 *Continuation of excursion, and walk*

19.00 *Dinner at Nazarov's home. The group stays
overnight at Nazarov's.*

Monday 14 June

10.00 *Excursion on «Dentas» (private stomatology)
Transportation - Nazarov, Ivanushko.*

14.00 *Lunch at «Dentas» together with doctors*

15.00 *Moscow Medicine Academy*

17.00 *Novodevichij monastery*

19.00 (20.00) *Musical supper at Roman Rozhnikovsky*

22.00 *Hosts take guests from restaurant*

Tuesday 15 June

10.00 *Hosts and guests to Christ The Saviour Church*

10.00 *Excursion at the Church, followed by bus excursion
in Moscow (Ivanushko, same bus to Gosduma).*

14.00 *Lunch at Moscow City Duma*

15.00 *Medical Center at Arbat (transportation to the Center
- Nazarov, Ivanushko)*

17.00 *Walk at Old Arbat, shopping - souvenirs, then walk
to Moscow Rotary Club*

19.30 *Club meeting, Moscow Rotary Club presentation
Hosts to invite guests home after the meeting.*

Programme for the Swedish Team

Wednesday 16 June

- 10.00 Meeting at Hotel National (hosts takes guests)
Bus all day supplied by Rotary Club of Rossica
- 10.00 Seltsov (Novitsky) Excursion "State Medical Care"
- 14.30 Lunch at Moscow City Duma
- 16.00 Tretyakov Gallery
- 19.00 Circus at Tsvetnoj Boulevard
- 21.30 Hosts take guests from Circus

Thursday 17 June

- Free activities until 18.00
- 18.00 Meeting at the Hotel National, transport to Restaurant "Usadba" (Tsaritsino). Dinner with hosts of the first and the second weeks in Moscow, transportation is sponsored by Rotary Club of Rossica.

18 - 24 June Moscow

- Coordinators Ms Inna Smirnova,
Ms Marina Serebranaya,

Friday 18 June

- 10.00 Meeting at the Social Department of prefecture, North-East County of Moscow, transportation by host families.
- 12.00 Meeting at the Center of Social Service, Maryina Roscha District.
- 14.00 Lunch
- 15.00 Free activities
- Evening Together with host families.

Saturday 19 June

- All day Free activities

Sunday 20 June

Visit to Troitsk, informal meeting with Troisk Rotary Club, barbecue (shashlik)

Monday 21 June Vocational Day

Moscow Capital Rotary Club is responsible.

Names and Addresses

- Mr Bertil Karlmark** GSE Team Leader 2002,
Uppsala Södra Rotary Club
Address Balders väg 7 A, SE-754 40 Uppsala
Telephone +46 (0) 18 32 86 06 (Home),
+46(0)705 22 07 40 (Mobile)
Fax +46 (0) 18 32 22 80
E-Mail bk@mgu.se
- Mr Björn Lindvall** District Governor,
Stockholm Sergel Rotary Club
Address Revisorsvägen 31, SE-12047 Enskede Gård
Telephone +46 (0) 8 91 40 46 (Home)
+46 (0) 8 522 560 00 (Office)
+46 (0) 70 323 6026 (Mobile)
E-Mail bjorn.lindvall@bs.se
- Mr Gunnar Pihl** Chairman GSE Committee,
Stockholm-Lunda Rotary Club
Address Kungsbryggan 35, SE-179 95 Svartsjö
Telephone +46 (0) 8 579 729 05 (Home),
+46 (0) 8 37 63 40 (Office)
+46 (0) 70 746 43 43 (Mobile)
E-Mail gunnar.pihl@knowhowsweden.se
- Mr Bo Sundmark** Incoming Chairman GSE Committee
GSE Team Leader 1999,
Stockholm Strand Rotary Club
Address Skomakargatan 13, SE-111 29 Stockholm
Telephone +46 (0) 8 20 66 11 (Home)
+46 (0) 18 55 20 30 (Office)
+46 (0) 70 544 6326 (Mobile)
E-Mail bo.sundmark@ipf.se
- Mr. Göran Tollin** Chairman Rotary Foundation Committee
Stockholm Gamla Stan Rotary Club
Address Daltorpsvägen 10, SE-162 44 Vällingby
Telephone +46 (0) 8 25 35 37 (Home & Fax)
E-Mail gtollin@swipnet.se
- Mr Ingemar Widegren** District Governor Elect,
Sundbyberg Rotary Club
Address Mörbyhöjden 11, SE-182 32 Danderyd
Telephone +46 (0)8 753 2092 (Home)
+46 (0)8 706 3232 (Office)
E-Mail ingemar.widegren@foi.se

Acknowledgements

Several Rotarians, Rotary Clubs and businesses have contributed to the arrangements surrounding this year's Group Study Exchange, within District 2350, between Russia and Sweden.

On behalf of the GSE Team 2004, the GSE Committee wishes to thank the following for their efforts and contributions:

Elfwendahl & Co AB

through Tord Elfwendahl (Stockholm Strand Rotary Club) and Carina Linné (Stockholm Strand Rotary Club) for GSE Itinerary editing and production.

KnowHow Sweden AB

through Gunnar Pihl (Stockholm-Lunda Rotary Club) for overall GSE organization.

Länsförsäkringar

through Krister Alpmar (Stockholm Strand Rotary Club) for supporting the Swedish GSE Team with gifts.

NK Bokhandel

through Folke Gerhardt (Stockholm Strand Rotary Club) for supporting the Swedish GSE Team with gifts.

Nordea

through Barbro Bergman (Stockholm Strand Rotary Club) for supporting the Swedish GSE Team with gifts.

Note Norrtelje AB

through Mats Hultin (Norrtelje Roden Rotary Club) for commercial support.

Posten

through Anita Nilsson (Stockholm Strand Rotary Club) for supporting the Swedish GSE Team with gifts.

Presenta of Scandinavia AB

through Jurek Waldfoegel (Stockholm Strand Rotary Club) for supporting the Swedish GSE Team with gifts.

and the kind assistance of the follow Rotary Clubs for their support:

Stockholm Strand Rotary Club

for supporting the Swedish GSE Team, Team Leader Harald Swartling and Team Member Mia Barkland.

Järfälla Kvarnen Rotary Club

for supporting the Swedish GSE Team and Team Member Catarina Hahne.

Stockholm Borgen Rotary Club

for supporting the Swedish GSE Team and Team Member Camilla Westgren.

Stockholm-Lunda Rotary Club

for supporting the Swedish GSE Team and Team Member Kristina Nilsson.

Stockholm International Rotary Club

for their kind help in translating and proof reading this Itinerary.

Norrtelje Roden Rotary Club

for supporting the GSE Exchange 2004.





"I don't know
I don't know
I don't know
I don't know
I don't know
I don't know
I don't know
I don't know
I don't know
Now — w

A Good First Impression is the Foundation for Sales

In a classic, award-winning McGraw-Hill advertisement that appeared in 1958, a solemn-faced man in a business suit leans forward in a chair and stares at the reader, with the caption:

*"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"*

McGraw-Hill's ad was for business-to-business advertising to promote name recognition. But the moral of the ad applies to any initial sales and marketing activity in any market.

Forty six years later the same questions still apply, and the answer is the same.

If you have something to sell, advertise it!

Elfwendahl & Co

Advertising that sells. No less.

Box 20174 • SE-100 41 Stockholm • Sweden
Tel +46 8 678 32 30 • Fax +46 8 611 23 58 • www.elfw.se

Member of Broadcast Designers Association Int. and The Swedish Association of Advertising Agencies