**Rotary Themes through the Years**

Each January, as Rotary district governors-elect convene at the International Assembly for training and fellowship, they can be certain of two things: a lot of take-home reading and the announcement of a new RI theme.

The tradition of crafting a theme is credited to 1949-50 RI President Percy C. Hodgson, who outlined a list of four objectives for his term in office. Among them were the better application of the principles of vocational service and dedication to world understanding and peace through international service programs.

Though Hodgson’s 83-word proclamation ran substantially longer than today’s shorter, punchier themes, Rotarians’ desire to celebrate and support their president’s annual program of service has remained the same. Other early themes include ***Rotary Is Hope in Action*** (Joaquin Serratosa Cibils, 1953-54), ***Kindle the Spark Within*** (Nitish C. Laharry, 1962-63), and ***Good Will Begins with You*** (Ernst G. Breitholtz, 1971-72).

In the decades that followed, RI presidents introduced theme logos, lapel pins, ties, and scarves. Theme ties were introduced in the 1990s, and are now given out yearly. Many have incorporated the theme for the year. The first scarves showing the RI theme were designed by 1998-99 RI President James L. Lacy and his wife, Claudine, Follow Your Rotary Dream.

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| **Theme Logo** | **Rotary Year** | **RI Theme** | **RI President** | **District 5630 Governor** |
| 1980-1981 Take Time to Serve | 1980-1981 | Take Time to Serve | Rolf J. KlärichRotary Club of Helsinki-HelsingforsFinland | Dr. Wm. G. HasemeyerNorth Platte |
| 1981-1982 World Understanding and Peace through Rotary | 1981-1982 | World Understanding and Peace through Rotary | Stanley E. McCaffreyRotary Club of StocktonCalifornia, USA | Bill SherwoodOxford |
| 1982-1983 Mankind Is One — Build Bridges of Friendship throughout the World | 1982-1983 | Mankind Is One — Build Bridges of Friendship throughout the World | Hiroji MukasaRotary Club of NakatsuOita, Japan | Eldon JasaKearney |
| 1983-1984 Share Rotary, Serve People | 1983-1984 | Share Rotary, Serve People | William E. SkeltonRotary Club of Christiansburg-BlacksburgVirginia, USA | Edwin LoutzenheiserHastings |
| 1984-1985 Discover a New World of Service | 1984-1985 | Discover a New World of Service | Carlos CansecoRotary Club of MonterreyNuevo León, Mexico | Darrell PetersArnold |
| 1985-1986 You Are the Key | 1985-1986 | You Are the Key | Edward F. CadmanRotary Club of WenatcheeWashington, USA | Neal BaxterNorth Platte |
|  1986-1987 Rotary Brings Hope | 1986-1987 | Rotary Brings Hope | M.A.T. CaparasRotary Club of ManilaManila, Philippines | Emmett JonesMcCook |
| 1987-1988 Rotarians — United in Service — Dedicated to Peace | 1987-1988 | Rotarians — United in Service — Dedicated to Peace | Charles C. KellerRotary Club of CaliforniaPennsylvania, USA | Al AchterbergHoldrege |
| 1988-1989 Put Life into Rotary — Your Life | 1988-1989 | Put Life into Rotary — Your Life | Royce AbbeyRotary Club of EssendonVictoria, Australia | Cliff LordIndianola |
| 1989-1990 Enjoy Rotary! | 1989-1990 | Enjoy Rotary! | Hugh M. ArcherRotary Club of DearbornMichigan, USA | Ken C. WehrrnanArnold |
| 1990-1991 Honor Rotary with Faith and Enthusiasm | 1990-1991 | Honor Rotary with Faith and Enthusiasm | Paulo V.C. CostaRotary Club of SantosSão Paulo, Brazil | James W. BiehlLexington |
| 1991-1992 Look Beyond Yourself | 1991-1992 | Look Beyond Yourself | Rajendra K. SabooRotary Club of ChandigarhUnion Territory, India | Jack E. RasmussenGrand Island |
| 1992-1993 Real Happiness Is Helping Others | 1992-1993 | Real Happiness Is Helping Others | Clifford L. DochtermanRotary Club of MoragaCalifornia, USA | Nathan L. EastmanKimball |
| 1993-1994  Believe in What You Do — Do What You Believe in | 1993-1994 | Believe in What You Do — Do What You Believe in | Robert BarthRotary Club of AarauSwitzerland | Milton W. RogersChappell |
| 1994-1995 Be a Friend | 1994-1995 | Be a Friend | Bill HuntleyRotary Club of Alford & MablethorpeLincolnshire, England | Jack R. KnicelySidney |
| 1995-1996 Act with Integrity, Serve with Love, Work for Peace | 1995-1996 | Act with Integrity, Serve with Love, Work for Peace | Herbert G. BrownRotary Club of ClearwaterFlorida, USA | Bevin BumpChadron |
| 1996-1997 Build the Future with Action and Vision | 1996-1997 | Build the Future with Action and Vision | Luis Vicente GiayRotary Club of ArrecifesBuenos Aires, Argentina | Bob PharesNorth Platte |
| 1997-1998 Show Rotary Cares — for your community, for our world, for its people | 1997-1998 | Show Rotary Cares — for your community, for our world, for its people | Glen W. KinrossRotary Club of Hamilton, Brisbane Queensland, Australia | Melvin H. GosdaGrand Island |
| 1998-1999 Follow Your Rotary Dream | 1998-1999 | Follow Your Rotary Dream | James L. LacyRotary Club of CookevilleTennessee, USA | Karl J. BordenKearney Dawn |
| 1999-2000 Rotary 2000: Act with Consistency, Credibility, Continuity | 1999-2000 | Rotary 2000: Act with Consistency, Credibility, Continuity | Carlo RavizzaRotary Club of Milano Sud-Ovest, Italy | David L. VarmetteChadron |
| 2000-2001 Create Awareness — Take Action | 2000-2001 | Create Awareness — Take Action | Frank J. DevlynRotary Club of AnáhuacDistrito Federal, Mexico | Jerry DrauckerOgallala |
| 2001-2002 Mankind Is Our Business | 2001-2002 | Mankind Is Our Business | Richard D. KingRotary Club of Niles (Fremont)California, USA | Marcie SchmidtMinden |
| 2002-2003 Sow the Seeds of Love | 2002-2003 | Sow the Seeds of Love | Bhichai RattakulRotary Club of DhonburiThailand | Diane Finch-OerterArnold |
| 2003-2004 Lend a Hand | 2003-2004 | Lend a Hand | Jonathan B. MajiyagbeRotary Club of KanoKano State, Nigeria | Mark MendenhallNorth Platte |
| 2004-2005 Celebrate Rotary | 2004-2005 | Celebrate Rotary | Glenn E. Estess Sr.Rotary Club of Shades ValleyAlabama, USA | Ken GnadtGrand Island |
| 2005-2006 Service Above Self | 2005-2006 | Service Above Self | Carl-Wilhelm StenhammarRotary Club of GöteborgSweden | William E. BallouKearney |
| 2006-2007 Lead the Way | 2006-2007 | Lead the Way | William B. BoydRotary Club of PakurangaAuckland, New Zealand | Cloyd ClarkMcCook |
| 2007-2008 Rotary Shares | 2007-2008 | Rotary Shares | Wilfrid J. WilkinsonRotary Club of TrentonOntario, Canada | Robert “Bob” StetterValentine |
| 2008-2009 Make Dreams Real | 2008-2009 | Make Dreams Real | Dong Kurn LeeRotary Club of Seoul HangangSeoul, Korea | Thomas L. KrausOgallala |
| 2009-2010 The Future of Rotary Is in Your Hands | 2009-2010 | The Future of Rotary Is in Your Hands | John KennyRotary Club of GrangemouthScotland | Dr. James ShreckNorth Platte |
| 2010-2011 Building Communities -- Bridging Continents | 2010-2011 | Building Communities — Bridging Continents | Ray KlinginsmithRotary Club of KirksvilleMissouri, USA | Dave SnowSt. Paul |
| 2011-2012 Reach Within to Embrace Humanity | 2011-2012 | Reach Within to Embrace Humanity | Kalyan BanerjeeRotary Club of VapiGujarat, India | Ronald L. BazataKearney |
| 2012-2013 Peace Through Service | 2012-2013 | Peace Through Service | Sakuji TanakaRotary Club of YashioSaitama, Japan | Dian EdwardsO’Neill |
| 2013-2014 Engage Rotary Change Lives | 2013-2014 | Engage Rotary Change Lives | Ron D. BurtonRotary Club of NormanOklahoma, USA | Duane TappeMcCook |
| RI President-elect Gary C.K. Huang chose Light Up Rotary as his theme for 2014-15. | 2014-2015 | Light Up Rotary | Gary HuangRotary Club of Taipei TaiwanTaipei, Taiwan |  |