

THE



S OF ROTARY



ROTARY INTERNATIONAL®

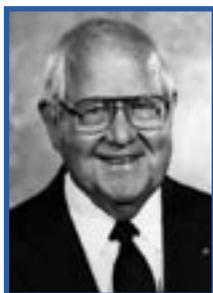
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by Clifford L. Dochterman

Many of these short articles about Rotary were first published in the weekly bulletin of the Rotary Club of North Stockton, California, USA. Originally appearing in a column called "Did Ya Know?" the pieces were prepared to share interesting facts about Rotary International with members of the North Stockton club. When their author, Cliff Dochterman, became RI president in 1992-93, the articles were collected and published as *The ABCs of Rotary*. The collection, which is periodically updated, provides a guide for Rotarians to the colorful history of their organization, its customs and traditions, and the current status of its global programs. The articles may be reprinted in Rotary club bulletins or presented as Rotary information at weekly club meetings.



Clifford L. Dochterman
President, Rotary International
1992-93

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Definition of Rotary

How do you describe the organization called “Rotary”? There are so many characteristics of a Rotary club as well as the activities of more than a million Rotarians. There are the features of service, internationality, fellowship, classifications of each vocation, development of goodwill and world understanding, the emphasis of high ethical standards, concern for other people, and many more.

In 1976, the Rotary International Board of Directors was interested in creating a concise definition of the fundamental aspects of Rotary. They turned to the three men who were then serving on RI’s Public Relations Committee and requested that a one-sentence definition of Rotary be prepared. After numerous drafts, the committee presented this definition, which has been used ever since in various Rotary publications:

“Rotary is an organization of business and professional persons united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.”

Those 31 words are worth remembering when someone asks, “What is a Rotary club?”

Official Rotary Flag

An official flag was formally adopted by Rotary International at the 1929 RI Convention in Dallas, Texas, USA. The Rotary flag consists of a white field with the official wheel emblem emblazoned in gold in the center of the field. The four depressed spaces on the rim of the Rotary wheel are colored royal blue. The name Rotary International printed at the top and bottom depressions on the wheel rim are also gold. The shaft in the hub and the keyway of the wheel are white.

The first Rotary flag reportedly was flown in Kansas City, Missouri, USA, in January 1915. In 1926, a small Rotary flag was carried over the North Pole by Admiral Richard Byrd, a member of the Rotary Club of Winchester, Virginia, USA. In 1920, the admiral carried a Rotary flag in his expedition to the South Pole. During Rotary’s centennial year, 2004-05, Rotarian and Rotaract climbers carried flags to the summits of Mount McKinley and Mount Everest.

Some Rotary clubs use the official Rotary flag as a banner at club meetings. In these instances, it is appropriate to print the words *Rotary Club* above the wheel symbol and the club’s name below the emblem.

The Rotary flag is always prominently displayed at RI World Headquarters and at all RI conventions and official events.

Rotary's Wheel Emblem

A wheel has been the symbol of Rotary since our earliest days. The first design was made by Chicago Rotarian Montague Bear, an engraver who drew a simple wagon wheel, with a few lines to show dust and motion. The wheel was said to illustrate "civilization and movement." Most of the early clubs had some form of wagon wheel on their publications and letterheads. In 1922, it was decided that all Rotary clubs should adopt a single design as the exclusive emblem of Rotarians. Thus, in 1923, the present gearwheel with 24 cogs and six spokes was adopted by Rotary International. A group of engineers advised that the gearwheel was mechanically unsound and would not work without a "keyway" in the center of the gear to attach it to a power shaft. So, the keyway was added, and the design that we now know was formally adopted as the official Rotary emblem.

The Secretariat

Many Rotarians consider the Secretariat simply another name for the RI World Headquarters in Evanston, Illinois, USA. Actually, it is much more. The name describes the entire operations of the general secretary and the more than 600-member staff working to make Rotary International and The Rotary Foundation run smoothly and effectively. In addition to World Headquarters, the Secretariat includes seven RI international offices around the world. The Secretariat's sole purpose is to serve the clubs, districts, and administrative officers of Rotary International and The Rotary Foundation. RI World Headquarters, in a building called One Rotary Center, is the headquarters of the Secretariat.

Rotary Firsts

- The first Rotary club meeting was in Chicago on 23 February 1905.
- The first regular luncheon meetings were at the Oakland, California, club, chartered in 1909.
- The first Rotary convention was in Chicago in 1910.
- The first Rotary club outside of the United States was formed in Winnipeg, Manitoba, Canada, in 1910.
- The first Rotary club outside of North America was formed in Dublin, Ireland, in 1911.
- The first Rotary club in a non-English-speaking country was in Havana, Cuba, in 1916.
- The first Rotary club in South America was chartered in Montevideo, Uruguay, in 1918.

- The first Rotary club in Asia was chartered in Manila, Philippines, in 1919.
- The first Rotary club in Africa was chartered in Johannesburg, South Africa, in 1921.
- The first Rotary club in Australia was chartered in Melbourne in 1921.

Object of Rotary

In some areas of the world, weekly Rotary club meetings begin with all members standing and reciting the Object of Rotary. This statement, which comes from the RI Constitution, is frequently seen on a wall plaque in Rotarians' offices or places of business.

The Object of Rotary is "to encourage and foster the ideal of service as a basis of worthy enterprise." The statement then lists four areas by which this "ideal of service" is fostered: the development of acquaintance as an opportunity for service; high ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society; the application of the ideal of service in one's personal, business, and community life; and the advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

The Object of Rotary has not always been expressed in this manner. The original constitution of 1906 had three objects: promotion of business interests, promotion of good fellowship, and the advancement of the best interests of the community. By 1910, Rotary had five objects as increased emphasis was given to expanding Rotary. By 1915, there were six objects. In 1918, the objects were rewritten again and reduced to four. Four years later, they had again grown to six and were revised again in 1927.

Finally, at the 1935 Mexico City convention, the six objects were restated and reduced to four. The last major change came in 1951 when the objects were streamlined to a single object with four parts.

Rotary Mottoes

The first motto of Rotary International, He Profits Most Who Serves Best, was approved at the second Rotary Convention, held in Portland, Oregon, USA, in 1911. The phrase came from a 1910 speech by a Chicago Rotarian, Art Sheldon, who said, "He profits most who serves his fellows best." At about the same time, Ben Collins, president of the Rotary Club of

Minneapolis, Minnesota, USA, commented that the proper way to organize a Rotary club was through the principle his club had adopted: Service, Not Self. These two slogans, slightly modified, were formally approved as the official mottoes of Rotary at the 1950 convention in Detroit: He Profits Most Who Serves Best and Service Above Self. The 1989 Council on Legislation established Service Above Self as the principal motto of Rotary, since it best explains the philosophy of unselfish volunteer service. In 2004, the secondary motto was changed to They Profit Most Who Serve Best.

100 Percent Attendance

Regular attendance is essential to a strong and active Rotary club. The emphasis on attendance is traced back to 1922, when Rotary International announced a worldwide attendance contest that motivated thousands of Rotarians to achieve 100 percent attendance year after year. Many Rotarians take great pride in maintaining their 100 percent record in their own club or by making up at other Rotary club meetings.

Rotary's e-clubs make it easy for members to make up meetings online. To earn an attendance credit, Rotarians log on to an e-club's Web site, read online material on a range of subjects, post comments, and submit a form to the club secretary. Find a complete list of Rotary e-clubs and the languages "spoken" at www.rotary.org.

Although the RI Bylaws require members to attend only 60 percent of all meetings, many clubs encourage more frequent attendance because the absence of any member deprives the club of the value of its diversified membership, the contributions of all members to ongoing club projects, and the personal fellowship of each member. The club's board of directors may determine appropriate reasons for excusing absences. From time to time, proposals have been made to give attendance credit for various reasons or to lower the minimum requirement, but such attempts have not been adopted by the Council on Legislation.

In 2001, the Council approved the creation of a New Models for Rotary Clubs pilot project to develop up to 200 new clubs that were more responsive to the needs of younger professionals. The new models clubs are allowed to operate outside the Standard Rotary Club Constitution and Recommended Rotary Club Bylaws. Many of these clubs have altered their meeting frequency and relaxed attendance requirements. If the pilot clubs prove successful, the Council on Legislation could adopt policies making these innovations permanent.

The Four-Way Test

One of the most widely printed and quoted statements of business ethics in the world is The Four-Way Test. It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago-based Club Aluminum Company, which was facing bankruptcy. Looking for a way to save the struggling company, Taylor drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The Four-Way Test became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company was credited to following this simple philosophy.

Herb Taylor became president of Rotary International in 1954-55. The Four-Way Test was adopted by Rotary in 1943 and has been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians: "Of the things we think, say or do: 1. Is it the TRUTH? 2. Is it FAIR to all concerned? 3. Will it build GOODWILL and BETTER FRIENDSHIPS? 4. Will it be BENEFICIAL to all concerned?"

Paul Harris — First but not First

Was Paul Harris the first president of a Rotary club? No. Was Paul Harris the first president of Rotary International? Yes. There is an easy explanation to this apparent contradiction. Although Paul Harris was the founder and organizer of the first Rotary club in Chicago in 1905, the man selected to be the first club president was one of the other founding members, Silvester Schiele.

By 1910, there were 16 Rotary clubs, which formed an organization called the National Association of Rotary Clubs. Two years later, the name was changed to the International Association of Rotary Clubs to reflect the addition of clubs in Canada, England, Ireland, and Scotland. In 1922, the name was shortened to Rotary International.

When the first organization of Rotary clubs was created in 1910, Paul Harris was selected as the first president. He served in this position for two years, from 1910 until 1912. Thus, the founder of the Rotary idea, who declined to be president of the first club, became the first president of the worldwide organization, Rotary International.

First Names or Nicknames

From the earliest days of Rotary, members have referred to each other on a first-name basis. Since personal acquaintanceship

and friendship are cornerstones of Rotary, it was natural that many clubs adopted the practice of setting aside formal titles in conversations among members. Individuals who normally would be addressed as Doctor, Mister, Professor, the Honorable, or Sir are regularly called Joe, Bill, Mary, Karen, or Charley by other Rotarians. The characteristic Rotary club name badge fosters the first-name custom.

In a few areas, such as Europe, club members use a more formal style in addressing fellow members. In other parts of the world, mainly in Asia, the practice is to assign each new Rotarian a humorous nickname that relates to some personal characteristic or describes the member's business or profession. For example, a member nicknamed "Oxygen" is the manufacturer of chemical gas products, while "Trees" might be the nickname for a Rotarian in the lumber business. Other members might carry nicknames like "Muscles," "Foghorn," or "Smiles" as commentaries on their physical characteristics.

The nicknames are frequently a source of good-natured fun and fellowship. But whether a Rotarian is addressed by a given first name or a nickname, the spirit of personal friendship is the initial step that opens doors to all other opportunities for service.

Avenues of Service

The term *Avenues of Service* refers to the four parts of the Object of Rotary: Club Service, Vocational Service, Community Service, and International Service.

Although the Avenues of Service are not listed in the constitutional documents of Rotary, many Rotarians use this concept to describe the primary areas of Rotary activity.

- Club Service involves all of the necessary activities Rotarians perform to make their club function successfully.
- Vocational Service describes the opportunity each Rotarian has to represent the dignity and value of his or her vocation to the other members of the club, as well as the responsibility of the club to undertake projects related to such areas as career planning, vocational training, and the promotion of high ethical standards in the workplace.
- Community Service pertains to those activities that Rotarians undertake to improve the quality of life in their community. It frequently involves assistance to youth, the aged, the disabled, and others who look to Rotary as a source of hope for a better life.
- International Service describes the many programs and activities that Rotarians undertake to advance

international understanding, goodwill, and peace.

Many International Service projects are designed to meet humanitarian needs in the developing world or to support relief and recovery efforts in the wake of disaster.

When a Rotarian understands and travels down the four Avenues of Service, the Object of Rotary takes on even greater meaning.

The Rotarian and the Rotary World Magazine Press

The month of April is designated as Rotary's Magazine Month, an occasion to recognize and promote the reading and use of the official RI magazine, *The Rotarian*, and the Rotary regional magazines, which make up the Rotary World Magazine Press.

The Rotarian has been around since 1911 as the medium to communicate with Rotarians and advance the program and Object of Rotary. A primary goal of the magazine is to support and promote key programs of Rotary. The magazine also disseminates information about the annual RI theme and the philosophy of the RI president, major meetings, and the emphasis of the officially designated months on the Rotary calendar.

The Rotarian provides a forum in which both Rotary-related and general interest topics may be explored. The magazine serves as an excellent source of information and ideas for programs at Rotary club meetings and district conferences. Many articles promote international fellowship, goodwill, and understanding. Regular readers usually have superior knowledge of the activities of Rotary and understand how each Rotarian may be more fully involved in the four Avenues of Service around the world.

In addition to *The Rotarian*, the Rotary World Magazine Press includes 30 regional magazines printed in 23 languages with a combined circulation of more than 750,000. Although each regional publication has its own unique style and content, all provide Rotarians with up-to-date information and good reading in April — and all through the year.

International Responsibilities of a Rotarian

As an international organization, Rotary offers each member unique opportunities and responsibilities. Although every Rotarians' first responsibility is to uphold the obligations of citizenship of his or her own country, membership in Rotary enables Rotarians to take a broader view of international affairs. In the early 1950s, a Rotary philosophy was adopted to describe how a Rotarian may think globally. Here is what it said:

“A world-minded Rotarian:

- looks beyond national patriotism and considers himself* as sharing responsibility for the advancement of international understanding, goodwill, and peace;
- resists any tendency to act in terms of national or racial superiority;
- seeks and develops common grounds for agreement with peoples of other lands;
- defends the rule of law and order to preserve the liberty of the individual so that he may enjoy freedom of thought, speech, and assembly, and freedom from persecution, aggression, want, and fear;
- supports action directed toward improving standards of living for all peoples, realizing that poverty anywhere endangers prosperity everywhere;
- upholds the principles of justice for mankind;
- strives always to promote peace between nations and prepares to make personal sacrifices for that ideal;
- urges and practices a spirit of understanding of others’ beliefs as a step toward international goodwill, recognizing that there are certain basic moral and spiritual standards which will ensure a richer, fuller life.”

That is quite an assignment for any Rotarian to practice in thoughts and actions!

* When this philosophy was developed, Rotary was still an all-male organization. The description of a world-minded Rotarian today would obviously include all female members as well.

Standard Rotary Club Constitution

Rotary clubs exist in more than 200 countries and geographical areas and cut across dozens of languages, political and social structures, customs, religions, and traditions. How is it then that all of the more than 32,000 Rotary clubs of the world operate in almost identical style? The primary answer is the Standard Rotary Club Constitution.

To receive a charter, a prospective Rotary club must accept the Standard Rotary Club Constitution, originally adopted in 1922. This document outlines administrative techniques for clubs to follow in holding weekly meetings, procedures for membership and classifications, conditions of attendance, payment of dues, and other policies relating to public issues and political positions. It is available for download at www.rotary.org.

When the Standard Rotary Club Constitution was accepted, it was agreed that all existing clubs could continue to follow their current constitution. Although most of those early clubs subsequently endorsed the standard constitution, a few pre-1922 clubs still conduct their club affairs according to their former constitutional provisions.

Sponsor of a New Member

The RI Bylaws clearly outline the procedure for proposing someone for Rotary club membership. The “proposer,” or sponsor, is the key person in the growth and advancement of Rotary. Without a sponsor, an individual will never have the opportunity to become a Rotarian. Individuals must be asked to join Rotary; thus, it is every member’s responsibility to identify and invite prospective members.

The task of the sponsor should not end after submitting a name to the club secretary or membership committee. Although Rotary has not established formal responsibilities for sponsors, the following procedures are recommended in many clubs:

1. Invite a prospective member to several meetings before proposing the individual for membership.
2. Accompany the prospective member to one or more orientation or informational meetings.
3. Introduce the new member to other club members each week for the first month.
4. Encourage the new member to become involved in any club service projects underway.
5. Invite the new member to attend meetings of the Interact or Rotaract clubs sponsored by the club.
6. Provide opportunities for the new member to get involved in international program efforts, such as Group Study Exchange or Rotary Youth Exchange.
7. Invite the new member to accompany the sponsor to neighboring clubs for the first make-up meeting to learn the process and observe the spirit of friendship.
8. Ask the new member and spouse to accompany the sponsor to the club’s social activities, dinners, or other special events.
9. Urge the new member and spouse to attend the district conference with the sponsor.
10. Serve as a mentor to ensure that the new member becomes an active Rotarian.

When a new member becomes involved and connected, both the club and the new member become stronger.

Inclusion of Women in Rotary

Until 1989, the Constitution and Bylaws of Rotary International stated that Rotary club membership was for males only. In 1978, the Rotary Club of Duarte, California, USA, invited three women to become members. The RI Board withdrew the charter of that club for violation of the RI Constitution. The club brought suit against RI claiming a violation of a state civil

rights law that prohibits discrimination of any form in business establishments or public accommodations. The appeals court and the California Supreme Court supported the Duarte position that Rotary could not remove the club's charter merely for inducting women into the club. The U.S. Supreme Court upheld the California court, maintaining that Rotary clubs do have a "business purpose" and are in some ways public-type organizations. This action in 1987 allowed women to become Rotarians in any jurisdiction having similar "public accommodation" statutes.

The 1989 Council on Legislation changed the RI Constitution with a vote to eliminate the "male only" provision for all of Rotary. Since that time, women have become members and leaders of clubs and districts throughout the world.

RI World Headquarters

The headquarters of Rotary International always has been in the Chicago area. The first seven offices were located in downtown Chicago, but in 1954 Rotary built a new building in suburban Evanston, Illinois. This building met the needs of the Secretariat until the 1980s, when the addition of new programs, the growth of The Rotary Foundation, and the new PolioPlus activities exhausted space in the headquarters building and required some staff members to operate in supplementary office space nearby.

In 1987, a modern office building that appeared to meet all of Rotary's space and future expansion needs became available in downtown Evanston. Built in 1977, the 18-story glass-and-steel structure provides nearly 400,000 square feet (37,161 square meters) of office and usable space. The building was purchased by Rotary International, which leases nearly half of the space to commercial tenants, until needed by future Rotary growth.

One Rotary Center, as it is called, has a 190-seat auditorium, large parking garage, and 200-seat cafeteria, as well as functional office space for the more than 500 employees at RI World Headquarters. The executive suite on the 18th floor includes conference rooms for meetings of the RI Board of Directors, Rotary Foundation Trustees, and RI and Foundation committees, in addition to the offices of the RI president, president-elect, president-nominee, chair of The Rotary Foundation Trustees, and general secretary.

More Rotary Firsts

- Rotary established the Rotary Endowment Fund in 1917, which became the forerunner of The Rotary Foundation.

- Rotary first established the Paul Harris Fellow Recognition in 1957 for contributors of US\$1,000 to The Rotary Foundation.
- The Rotary emblem was printed on a commemorative stamp for the first time in 1931 for the Vienna convention.
- The first Rotary club banner (from the Houston Space Center Rotary club) to orbit the moon was carried by astronaut club member Frank Borman on the Apollo 8 flight in 1968.
- The first Rotary Convention held outside the United States was in Edinburgh, Scotland, in 1921.
- The first head of state to address an RI Convention was U.S. President Warren G. Harding in 1923 at St. Louis, Missouri, USA.

Room 711 — Rotary’s Birthplace

The number 711 has a very special significance for Rotary. Room 711 of the old Unity Building, formerly located at 127 North Dearborn Street in downtown Chicago, was the birthplace of Rotary. It was in that historic room, which was the office of engineer Gus Loehr, where Paul Harris first met with several friends to discuss his new idea of a club for professionals and businessmen.

After extensive research, a few Chicago Rotarians restored the room to its 1905 authenticity. For years, Room 711 was preserved as a miniature Rotary museum by members of the Paul Harris 711 Club, which provided funds for leasing, maintenance, and preservation. In 1989, when the Unity Building was about to be torn down, 711 Club members carefully dismantled the landmark room and placed its contents in storage. There it stayed until 1994, when Room 711 was recreated and located at RI World Headquarters in Evanston, where this piece of Rotary’s heritage is preserved permanently.

World Understanding Month

February is designated World Understanding Month on the Rotary calendar. The month also includes the anniversary of the first meeting of Rotary, held on 23 February 1905, now designated World Understanding and Peace Day.

The RI Board asks all Rotary clubs to observe World Understanding Month by planning programs for their weekly meetings and undertaking special activities to emphasize “understanding and goodwill as essential for world peace.”

In February, many clubs arrange for international speakers, invite Youth Exchange students and international scholars from schools and universities to club meetings, plan programs featuring former Group Study Exchange team members, arrange discussions on global issues, present entertainment

with an international cultural or artistic theme, or plan other programs with an international emphasis.

Many clubs take the opportunity to launch an international service activity or make contact with a Rotary club in another country. February is also a good time to initiate a Rotary Friendship Exchange or encourage support for Rotary Foundation programs.

World Understanding Month is a chance for every club to promote Rotary's continued quest for goodwill, peace, and understanding among people of the world.

The Classification Principle

Virtually all membership in Rotary is based on a "classification." Basically, a classification describes the distinct and recognized business or professional service that the Rotarian renders to society.

The principle of Rotary classification is somewhat more specific and precise, however. The classification of a Rotarian describes the "principal or recognized business or professional activity of the firm, company, or institution" with which an active member is connected or "that which covers the active member's principal and recognized business or professional activity."

In other words, classifications are determined by activities or services to society rather than the position held by a particular individual. For example, a member who is a president of a bank is classified not as "bank president" but under the classification "banking."

The classification principle also permits businesses and industries to be separated into distinct functions such as manufacturing, distributing, retailing, and servicing. Classifications may also be specified as distinct and independent divisions of a large corporation or university within the club's territory, such as a school of business or a school of engineering.

The classification principle is a necessary concept in ensuring that each Rotary club represents a cross-section of the business and professional service of the community.

Exchange of Club Banners

Many Rotary clubs follow the colorful traditions of exchanging small banners, flags, or pennants. Rotarians traveling to distant locations often take banners to exchange at make-up meetings as a token of friendship. Many clubs use the decorative banners they have received for attractive displays at club meetings and district events.

The RI Board recognized the growing popularity of the banner exchange in 1959 and encouraged participating clubs to ensure that the design of their banners is distinctive

and expressive of the club's community and country. It is recommended that banners include pictures, slogans, or designs portraying the territorial area of the club.

The Board was also aware of the financial burden such exchanges may impose on some clubs, especially in popular locales where many visitors make up and request to exchange banners. In all instances, clubs are cautioned to exercise discretion and moderation in the exchange of banners so that the financial obligations do not interfere with the basic service activities of the club.

Exchanging club banners is a very pleasant custom, especially when a creative and artistic banner tells an interesting story of community pride. The exchange of banners serves as a tangible symbol of our international fellowship.

Nonattendance Rules

The Standard Rotary Club Constitution specifies three conditions under which a Rotarian's membership will automatically be terminated for nonattendance: failure to attend or make up four consecutive club meetings, failure to attend or make up 60 percent of club meetings each six months, and failure to attend at least 30 percent of the meetings of one's own club in each six-month period. In any of these three cases, a member will lose Rotary membership unless the club board of directors has previously consented to excuse such failure for good and sufficient reason.

When a member misses four consecutive regular meetings, the board will inform the member that nonattendance may be considered a request to terminate membership in the club. Therefore, the board, by a majority vote, may terminate his or her membership.

To some individuals, these rules may seem unusually rigid. However, attending club meetings is one of the basic obligations a member accepts upon joining a Rotary club. The constitutional rules merely emphasize that Rotary is a participatory organization that highly values regular attendance. When a member is absent, the entire club loses the personal association with that member. Attendance at club meetings contributes greatly to the effective operation and success of every Rotary club.

Sharing Rotary with New Members

Are you aware of the responsibility or obligation that most Rotarians fail to perform? Is it paying their dues? Attending meetings? Contributing to the club's service fund? Participating in club events and projects? No — none of these!

Of all the obligations a person accepts when joining a Rotary club, the one in which most Rotarians fail is sharing Rotary. Rotary International clearly supports the position that every individual Rotarian has an “obligation to share Rotary with others and to help extend Rotary by proposing qualified persons for Rotary club membership.” It is estimated that fewer than 30 percent of the members of most Rotary clubs have ever made the effort to propose a new member. Thus, in every club, there are many Rotarians who rarely share their positive experiences of Rotary membership with other individuals.

The RI Constitution states with respect to club membership: “Each club shall have a well-balanced membership in which no one business or profession predominates.” One merely has to glance through the pages of the local telephone or chamber of commerce directory to realize that most clubs have not invited qualified members of all businesses and professions into Rotary. One of the founding principles of Rotary is a fair and equitable representation of the professional and business population of the community it supports. To remain relevant, Rotary clubs must include all professions and businesses within a community. Clubs can further expand the diversity of their membership by making sure that their membership also reflects the local business and professional community in terms of gender, age, and ethnic background.

Only a Rotarian may propose a customer, neighbor, client, supplier, executive, relative, business associate, professional, or other qualified person to join a Rotary club. Have you accepted your obligation to share Rotary? The procedures are very simple, and everyone must know at least one person who should belong to Rotary.

Tolerance of Differences

Occasionally, there is a temptation to criticize the laws, customs, or traditions of another country that may seem strange or contrary to our own. In some instances, practices or customs that are illegal in one nation are completely lawful and acceptable in another.

As members of an international organization dedicated to world understanding and peace, it behooves Rotarians to exercise restraint in judging our Rotary friends and citizens from other countries when their behavior seems unusual. A Rotary policy adopted in 1933 states that because some activities and local customs may be legal and customary in some countries and not in others, Rotarians should be guided by this admonition of tolerance:

“Rotarians in all countries should recognize these facts, and there should be a thoughtful avoidance of criticism of the laws and customs of one country by the Rotarians of another country.” The policy also cautions against “any effort on the part of Rotarians of one country to interfere with the laws or customs of another country.”

As we strive to strengthen the bonds of understanding, goodwill, and friendship, these policies still provide good advice and guidance.

Unusual Make-up Meetings

Which Rotarians have to travel farthest for a make-up meeting? You are right if you guessed the members of the Rotary Club of Papeete, Tahiti, French Polynesia, which is located in the middle of the Pacific Ocean and is the club that is most remote from any other. The southernmost Rotary meeting is that of the Rotary Club of Base Marambio-Antártida in Antarctica. To visit the northernmost club, you must travel to the Rotary Club of Svalbard, Norway, on the Svalbard island group north of the Norwegian mainland.

It is said that there is a Rotary meeting being held someplace in the world every hour of every day. If you attended one meeting per day, it would take more than 80 years to visit all of the more than 32,000 Rotary clubs in the world, and by that time, no doubt, there would be thousands more new clubs to attend.

But today, Rotarians don't even need to leave their homes to make up meetings. Rotary e-clubs allow you to make up online, 24 hours a day, and join in discussions with Rotarians from every part of the world.

Vocational Service

Vocational Service is the second Avenue of Service. No aspect of Rotary is more closely related to each member than a personal commitment to represent one's vocation or occupation to fellow Rotarians and to exemplify the characteristics of high ethical standards and the dignity of work. Vocational service programs seek to improve business relations while improving the quality of trades, industry, commerce, and the professions. Rotarians understand that each person makes a valuable contribution to a better society through daily activities in a business or profession.

Vocational Service is frequently demonstrated by offering career guidance and occupational information to young people and helping them make vocational choices. Some clubs sponsor high school career conferences. Many recognize the dignity of employment by honoring exemplary service of

individuals working in their communities. The Four-Way Test and other ethical business philosophies are often promoted among young people entering the world of work. Vocational talks and discussion of business issues are also typical Vocational Service programs at most clubs.

Regardless of the ways in which Vocational Service is expressed, it is the banner by which Rotarians “recognize the worthiness of all useful occupations” and demonstrate a commitment to “high ethical standards in all businesses and professions.” That’s why the second Avenue of Service is fundamental to every Rotary club.

Lessons in Rotary Geography

- Were you aware that the Rotary Club of Reno, Nevada, USA, is farther west than the Rotary Club of Los Angeles?
- Would you guess that the meetings of the Rotary Club of Portland, Maine, USA, are farther south than those of the clubs in London, England?
- Can you imagine that the Rotary Club of Pensacola, Florida, USA, is west of the Detroit, Michigan, USA, club?
- It’s a fact that the Rotary Club of Cairo, Illinois, USA, is south of Richmond, Virginia, USA.
- There are 143 Rotary clubs with Tokyo in their club names.
- The Rotary Club of Nome, Alaska, USA, lies west of the club in Honolulu, Hawaii, USA, and the Santiago, Chile, club is located east of the Rotary Club of Philadelphia, Pennsylvania, USA.
- Rotary geographers will know that virtually every Rotary club meeting in Australia is east of the Hong Kong Rotary club.
- What do the Rotary clubs of Quito, Ecuador; Libreville, Gabon; Singapore; and Kampala, Uganda, have in common? You guessed right if you said they all meet approximately on the equator.

Invocations at Club Meetings

Many Rotary clubs customarily open their weekly meetings with an appropriate invocation or blessing. Usually, such invocations are offered without reference to specific religious denominations or faiths.

Rotary policy recognizes that throughout the world Rotarians represent many religious beliefs, ideas, and creeds. The religious beliefs of each member are fully respected, and nothing in Rotary is intended to prevent each individual from being faithful to such convictions.

At international assemblies and conventions, it is traditional for a silent invocation to be given. In respect for all religious

beliefs and in the spirit of tolerance for a wide variety of personal faiths, all participants are invited to seek divine guidance and peace in their own way. Usually, all RI Board and committee meetings begin with a few moments of silent meditation.

Because each Rotary club is autonomous, the practice of presenting a prayer or invocation at club meetings is left entirely to the traditions and customs of the individual club, with the understanding that these meeting rituals are nondenominational in nature and conducted in a way that respects the religious convictions and faiths of all members.

Official Directory

How do you find out when the Rotary club meets in Toowoomba, Pondicherry, or Recklinghausen? Simply turn to the *Official Directory* of Rotary International. The approximately 900-page annual publication — also available on CD-ROM — is filled with current information about Rotarians and Rotary clubs. The meeting day, time, and location of every one of the more than 32,000 clubs is listed. From the Rotary Club of A'Famosa Malacca, Malaysia, to Zwolle-Noord, The Netherlands, the *Official Directory* provides the name, street address, and e-mail address of each club president and secretary, as well as the number of club members and charter date.

The *Official Directory* also records a wealth of information about the 530 Rotary districts, as well as the composition and purpose of all official RI committees and task forces. Included are names and addresses of the members of the current RI Board of Directors and all previous boards. There is a list of all past RI presidents with the themes for their year. An excellent directory of hotels around the world and a list of vendors licensed to sell Rotary merchandise are added features. It is a perfect guidebook for making Rotary contacts when you travel.

The *Official Directory* can be ordered from RI World Headquarters or the international offices. Rotarians can also find information on club meetings through the Club Locator feature at www.rotary.org.

And, by the way, Toowoomba meets every Monday at 1800 hours, Pondicherry on Wednesdays at 1930, and Recklinghausen on Mondays at 1300. Now that's good to know!

Club and District Support

Want to know more about making up meetings at e-clubs or how to conduct a new member induction ceremony? Maybe your club didn't receive its semiannual report and you want to know what to do. Rotary can seem pretty complex to new members or Rotarians who are taking on new leadership roles,

but Rotary clubs can get answers to most of their questions from their Club and District Support (CDS) representative at the Secretariat.

These staff members offer guidance on RI resources and services, administrative procedures, Board policy and RI constitutional documents, and conducting Rotary business online. They also attend some club and district meetings to meet with Rotarians and provide training to incoming leaders. Find your club's CDS representative at www.rotary.org/support or through the Secretariat office for your area.

Opportunities for Fellowship

Most Rotarians are successful professional and business executives because they hear opportunities knock and take advantage of them. Once a week, the opportunity for Rotary fellowship occurs at each club meeting, but not all members hear it knocking.

The weekly club meeting is a special privilege of Rotary membership. It provides the occasion to visit with fellow members, meet visitors and new members, and share personal friendship with other members.

Rotary clubs that have a reputation for being "friendly" clubs usually follow a few simple steps. Members are encouraged to sit in a different seat or at a different table each week or to sit with a member they may not know very well. Members are asked to invite new members or visitors to join their table and share the conversation rather than merely eating in silence or talking privately to the person next to them. To further enhance club fellowship, Rotarians should also make a special point of trying to get acquainted with all members of the club.

When Rotarians follow these easy steps, an entirely new opportunity for fellowship knocks each week. Soon, Rotarians realize that warm friendship is the cornerstone of every great Rotary club.

Club Singing

Harry Ruggles was the fifth man to join Paul Harris in the conversations that led to the formation of the first Rotary club in Chicago in 1905. Harry was a fellow who enjoyed singing, which was a popular activity at the turn of the 20th century. At an early meeting of the fledgling group, Harry jumped on a chair and urged everyone to join him in a song.

Group singing soon became a traditional part of each Rotary meeting. The custom spread to many of the clubs in the United States and is still a popular fellowship activity in the

Rotary meetings of such diverse countries as Australia, Canada, Japan, New Zealand, and Nigeria. Some clubs sing a national song as the formal opening of the meeting. Social singing, however, is seldom found in the Rotary clubs in most Asian countries, Europe, or South America.

Types of Membership

There are two types of Rotary club membership: active and honorary.

An active member is one who has been elected to membership under a business or professional classification and enjoys all the obligations, responsibilities, and privileges of membership as provided in the RI Constitution and Bylaws. Active members may hold office in their clubs and serve RI at the district and international levels. They are expected to meet attendance requirements, pay dues, and bring new members into Rotary.

Honorary Rotary membership may be offered to people who have distinguished themselves by meritorious service in the furtherance of Rotary ideals. An honorary member is elected for one year only, and continuing membership must be renewed annually. Honorary members cannot propose new members to the club or hold office and are exempt from attendance requirements and club dues.

Many distinguished heads of state, explorers, authors, musicians, astronauts, and other public personalities have been honorary members of Rotary clubs, including King Gustaf of Sweden, King George VI of England, King Badouin of Belgium, King Hassan III of Morocco, Sir Winston Churchill, Albert Schweitzer, Charles Lindbergh, Jean Sibelius, Sir Edmund Hillary, Thor Heyerdahl, Thomas Edison, Walt Disney, Bob Hope, Albert Sabin, Margaret Thatcher, and many of the presidents of the United States.

Membership in Rotary International

If you asked a Rotarian if he or she belonged to Rotary International, the individual probably would look puzzled and answer, "Of course, I'm a member of Rotary International." But in this instance, the confident Rotarian would be technically wrong. No Rotarian can be a member of Rotary International!

The explanation of this apparent contradiction is simple. The constitutional documents of RI state that membership in Rotary International is limited to Rotary clubs. More than 32,000 Rotary clubs belong to the organization we call Rotary International.

A Rotary club is composed of persons with the appropriate qualifications of good character and reputation and a business

or professional classification and who serve in an executive or managerial capacity. The Rotarian belongs to a club; the club belongs to Rotary International. This technical distinction is not obvious or even known to most Rotarians and seldom does it create any problems or complications. It does explain, however, why the RI Board of Directors places expectations on and extends privileges to Rotary clubs, rather than to individual Rotarians.

If someone asks if you belong to Rotary International, your most accurate answer would be, “No, I belong to a Rotary club.” But it is doubtful anyone would understand — or, in fact, care about — the difference.

District Governor

The district governor performs a very significant function in the world of Rotary. He or she is the single officer of Rotary International in the geographic area called a district. The district governors, who have been extensively trained at the International Assembly and regionally at the governors-elect training seminar, provide guidance and leadership to the more than 32,000 Rotary clubs of the world. They are responsible for maintaining the high performance of the clubs of their district.

The district governor is a very experienced Rotarian who generously volunteers more than a year to leading the district; has a wealth of knowledge about current Rotary programs, purposes, policies, and goals; and is a person of recognized high standing in his or her profession, community, and Rotary club. The governor makes at least one official visit to each club in the district. The governor must supervise the organization of new clubs and strengthen existing ones. He or she performs a host of specific duties to ensure that the quality of Rotary does not falter in the district and is responsible for promoting and implementing all programs and activities of the RI president and Board of Directors. The governor plans and directs training for incoming district officers and also oversees the organization of the district conference and other special events.

Role of Assistant Governors

The office of assistant governor was created in 1996 as a key element of the District Leadership Plan, the organizational structure for all districts that was adopted by the RI Board in an effort to help district governors better support their clubs. Assistant governors are appointed by the district governor to assist in the administration of assigned clubs. These key Rotary leaders help incoming club presidents plan for their year and for the governor’s official visit, advise clubs on strategies to achieve goals, and visit their assigned clubs at least four times a year.

In addition to providing more responsive support for clubs, assistant governors also form a pool of well-trained district leaders from which to select future governors. The assistant governor serves as an important resource for both the clubs and the district governor, helping to ensure that everything runs more smoothly within the district.

The International Assembly

The International Assembly is held each year before 15 February to prepare district governors-elect from around the world for the office they will assume on 1 July. Accompanied by their spouses, the 530 incoming governors join a host of experienced Rotarian leaders for a week of training and motivational sessions. At the assembly, they meet the special Rotarian who will serve as RI president during their year as governors, and they learn the RI theme for the coming year, around which they will build their district's activities.

The first International Assembly was held in Chicago in 1919. Since then, assemblies have been held throughout the United States: Lake Placid, New York; Kansas City, Missouri; Boca Raton, Florida; Nashville, Tennessee; Anaheim, California; and, most recently, San Diego, California. But regardless of the venue, the message on the sign above the plenary hall remains unchanged: "Enter to learn . . . go forth to serve."

The District Assembly

In view of the annual turnover of Rotary leadership each year, special effort is required to provide the more than 32,000 club leaders with appropriate instruction for the tasks they will assume. The annual district assembly is the primary training event for incoming club officers.

The district assembly offers motivation, inspiration, Rotary information, and new ideas for club officers, directors, and committee chairs. Experienced district leaders conduct informative discussions on all phases of Rotary administration and service projects. The assembly gives participants valuable new ideas to make their club more effective and interesting. Usually, 8 to 10 delegates from each club are invited to attend the training session, which is held in April or May.

The district assembly also offers the incoming district governor a chance to introduce the RI theme and presidential emphases for the coming year. District goals and objectives are also described, and plans are developed for their implementation.

Participation in the annual district assembly greatly contributes to the success of each Rotary club during the following year.

The District Conference

A district conference brings together all club members and their families — not just club officers and committee members — to enjoy fellowship and inspirational speakers and discuss matters that make one's Rotary membership more meaningful. Every person who attends a district conference finds that being a Rotarian becomes even more rewarding because of the new experiences, insights, and acquaintances developed at the conference. Those who attend a conference enjoy going back, year after year.

Every Rotary district has a conference annually. These meetings are considered so important that the RI president selects a knowledgeable Rotarian as a personal representative to attend and address each one. The program always includes several outstanding entertainment features, interesting discussions, and inspirational programs.

One of the added benefits of attending a district conference is the opportunity to become better acquainted with members of one's own club in an informal setting. Lasting friendships grow from the fellowship hours at the district conference.

Presidents-elect Training Seminar (PETS)

The Bylaws of Rotary International require that incoming club presidents attend a presidents-elect training seminar (PETS) organized by the district governor-elect in cooperation with the current governor. Generally held in March, this two- or three-day motivational and leadership training meeting is designed to prepare incoming club presidents for the office they will assume on 1 July.

Among the subjects covered are the RI theme for the coming year, effective service projects, and The Rotary Foundation. Incoming club presidents learn about their role and responsibilities, goal setting, selection and preparation of club officers, club administration, membership recruitment and retention, public relations, and RI and district resources.

In some areas of the world, two or more neighboring districts conduct multidistrict PETS. Multidistrict PETS groups have found that their larger numbers help them attract popular Rotary speakers, provide incoming presidents with a perspective beyond the district, and generate more diverse strategies for effective club leadership.

Club Leadership Plan

Building on the success of the District Leadership Plan, the RI Board of Directors approved the Club Leadership Plan in

2004 as the recommended administrative structure for Rotary clubs. The plan is designed to strengthen Rotary clubs by focusing on building continuity among leadership, achieving consensus for decision making and planning, and involving all members in club projects and activities. Rotary clubs should follow nine steps to implement the plan, which can be adapted to meet the club's specific needs and culture. The plan also includes a streamlined committee structure focusing on club administration, membership, public relations, service projects, and The Rotary Foundation.

Youth Exchange

Rotary Youth Exchange is one of the most popular programs to promote international understanding and develop lifelong friendships. Beginning in 1927 with the Rotary Club of Nice, France, exchanges in Europe continued until World War II and resumed in 1946. In 1939, an extensive Youth Exchange was created between California, USA, and Latin America. Since then, the program has expanded around the world. In recent years, more than 7,000 young people have participated annually in Rotary club- and district-sponsored exchange programs.

The values of Youth Exchange are experienced not only by the high-school-age students involved but also by the host families, sponsor clubs, receiving high schools, and the entire community. Youth Exchange participants usually provide their fellow students in their host schools with excellent opportunities to learn about customs, languages, traditions, and family life in another country.

Youth Exchange offers young people interesting opportunities and rich experiences to see another part of the world. Students spend a full academic year abroad through the long-term exchange program. A growing number of clubs and districts are sponsoring short-term exchanges of several weeks or months.

A structured program of RI since 1974, Youth Exchange is a highly recommended activity for all Rotary clubs to enhance international understanding and goodwill.

No Personal Privileges

Frequently, friends ask whether Rotarians receive special business benefits from their Rotary membership. Should Rotarians expect a special discount or some preferential service just because they are dealing with a fellow Rotarian?

The answer is clearly no. The *RI Manual of Procedure* expressly states the Rotary position on this matter. The policy, originally approved by the RI Board in 1933, is that in business and professional relations, "a Rotarian should not expect,

and far less should a Rotarian ask for, more consideration or advantages from a fellow Rotarian than the latter would give to any other business or professional associate. . . . Any use of the fellowship of Rotary as a means of gaining an advantage or profit is contrary to the spirit of Rotary.”

On the other hand, if new or increased business comes as the natural result of friendship that develops in Rotary — just as it may in situations outside of Rotary — it is not considered an infringement on the ethics of Rotary membership.

It is important to remember that the primary purpose of Rotary membership is to provide each member with a unique opportunity to serve others and that membership is not intended as a means for personal profit or special privileges.

Every Rotarian an Example to Youth

In 1949, the RI Board adopted the slogan Every Rotarian an Example to Youth as an expression of commitment to children and youth in each community in which Rotary clubs exist. Serving young people has long been an important part of the Rotary program.

Youth service projects take many forms around the world. Rotarians sponsor Boy Scout and Girl Scout troops, athletic teams, centers for disabled children, school safety patrols, summer camps, recreation areas, safe driving clinics, county fairs, child care centers, and children’s hospitals. Many clubs provide vocational counseling, establish youth employment programs, and promote use of The Four-Way Test. Increasingly, drug or alcohol abuse prevention and HIV/AIDS awareness projects are being supported by Rotarians.

In every instance, Rotarians have an opportunity to be role models for the young people of their community. One learns to serve by observing others. As our youth grow to become adult leaders, it is hoped each will achieve that same desire and spirit to serve future generations.

The slogan accepted over 50 years ago is just as vital today.

World Community Service

World Community Service (WCS) is the Rotary program by which a club or district in one country provides humanitarian assistance to a project of a club in another country. Typically, the aid goes to a developing community where the Rotary project will help raise the standard of living and the quality of life. The ultimate object of World Community Service is to build goodwill and understanding among peoples of the world.

An excellent tool for finding a club in another country that needs help on a worthy project is the WCS Projects Exchange, a

database at www.rotary.org that features hundreds of activities in developing areas. Updated monthly, the projects exchange lists project descriptions, estimated costs, and contact information.

Clubs seeking help with a humanitarian project may register their needs, and clubs seeking to assist a WCS project may easily review the list of needs registered in the projects exchange. Thus, the exchange provides a practical way to link needs with resources, while building bridges of friendship and world understanding. Every Rotary club is urged to undertake a new World Community Service project each year.

Women's Groups Associated with Rotary Clubs

Some very significant programs of Rotary service are conducted not by Rotarians but by organizations of Rotarians' wives and other female relatives associated with Rotary clubs around the world. Generally organized before Rotary clubs admitted women to membership, these groups served, and continue to serve, as a way for spouses of Rotarians to support the Rotary ideal of service and make valuable contributions to their community.

Women's groups — often called Women of Rotary, Rotary Ann Clubs, Las Damas de Rotary, or the more formalized organization, Inner Wheel — annually conduct hundreds of notable projects of humanitarian service. They work with schools, clinics, food and clothing distribution centers, hospital facilities, orphanages, and homes for the elderly. In many instances, the women's groups complement and supplement the programs of service performed by the local Rotary clubs. Many of the women's groups actively conduct international as well as local service projects.

In many countries, the wives of Rotarians have been called "Rotary Anns," a tradition that began at the 1914 Rotary Convention in Houston. On the train ride there, only one Rotarian's wife was on board. Rotarian passengers identified the woman, named Ann, as "the Rotarian's Ann" — which soon became Rotary Ann — and created a Rotary Ann chant, which was taken up at the Houston station when the group discovered another wife named Ann among the greeters. Rotary Ann thus became a term of endearment for Rotary wives.

In 1984, the RI Board of Directors recognized the excellent service and fellowship of the clubs and organization of female relatives of Rotarians and encouraged all Rotary clubs to sponsor such informal organizations.

Literacy Projects

An estimated one billion people — one-fourth of the world's adult population — are unable to read. Illiteracy among adults

and children is a global concern in highly industrialized nations and in developing countries.

The tragedy of illiteracy is that those who cannot read are denied personal independence and become victims of unscrupulous manipulation, poverty, and the loss of human dignity. Illiteracy is demeaning. It is a major obstacle for economic, political, social, and personal development and a barrier to international understanding, cooperation, and peace.

Many Rotary clubs have surveyed the needs of their community for literacy training and developed projects to meet those needs. Some clubs provide basic books for teaching reading. Others establish and support reading and language clinics, provide volunteer tutorial assistance, and purchase reading materials. Rotarians can play a vitally important part in their community and in developing countries by promoting projects to open opportunities that come from the ability to read. For example, Australian Rotarians developed Lighthouse for Literacy projects in four schools in Thailand. The project's innovative teaching method proved so successful that the Thai government adopted it for all the nation's schools. Other Rotary clubs have used this model to develop literacy projects in Bangladesh, Brazil, South Africa, and other countries.

The International Convention

Each May or June, Rotary International holds a worldwide convention "to stimulate, inspire, and inform all Rotarians at an international level." The convention, which is generally held in a different part of the world each year, is the annual meeting to conduct the business of the association. The planning process usually begins several years in advance. In selecting the site, the RI Board determines a general location and invites cities to make proposals.

The conventions are truly international, attended by 20,000 to 40,000 Rotarians and guests. In addition to being fun events, international conventions offer Rotarians unique opportunities for vacation travel. All members should plan to participate in an RI Convention to discover the real internationality of Rotary. It is an experience you'll never forget.

Intercountry Committees

In 1931, Rotarians in France and Germany organized the *petit comité*, a small group with the goal of fostering better relations between the people of these neighboring nations. Since that time, Rotarians throughout Europe have led the way in creating intercountry committees to encourage contacts between Rotarians and Rotary clubs across national boundaries.

Intercountry committees have now been established in many parts of the world to promote friendship as well as cooperate in sponsoring World Community Service projects, student exchanges, and other activities to improve understanding among nations. Frequently, intercountry committees sponsor visits of Rotarians and their families across national borders and arrange intercity meetings and conferences.

In some instances, intercountry committees are created between countries separated by great distances in an effort to encourage goodwill and friendship with matched or partner areas of the world. The intercountry committees coordinate their efforts with the district governors of their countries and always serve in an advisory capacity to districts and clubs.

Intercountry committees provide an additional means for Rotary clubs and Rotarians to fulfill the responsibilities of the fourth Avenue of Service: international understanding, goodwill, and peace.

RIBI

The structure of Rotary International in Great Britain and Ireland (RIBI) forms an interesting chapter in our history. In 1914, after Rotary expanded across the Atlantic to Great Britain and Ireland, the British Association of Rotary Clubs was established as part of the International Association of Rotary Clubs. During World War I, there was little contact between the international clubs, and the British association held the small number of Rotary clubs together in Great Britain, Ireland, and a few other European communities.

Following the war, a new Rotary International Constitution was adopted in 1922 that established the principle that whenever a country had 25 Rotary clubs it could become a “territorial unit” and thus have a representative on the RI Board and receive other specific powers. The clubs in Great Britain and Ireland immediately petitioned for and received the status of a territorial unit. No other group in the world made such a request or received that status.

In 1927, RI terminated the territorial unit concept and organized Rotary clubs by “areas” of the world. However, all of “the rights, privileges, and powers of existing territorial units” were forever protected and perpetuated. Thus, RIBI has continued to function as an independent unit of Rotary International, subject to certain approvals by the RI Constitution.

The RIBI form of administration is uniquely appropriate to Great Britain and Ireland because of geography, language, tradition, and custom. Because of this historic relationship, RIBI maintains a slightly different administrative structure from all

the other Rotary clubs and districts in the world, even though it is a full member of Rotary International.

Council on Legislation

In the early days of Rotary, any change in the RI Bylaws or Constitution was proposed and voted on at the annual convention. As attendance at conventions increased and open discussion became more difficult, the Council on Legislation was created in 1934 as an advisory group to debate and analyze proposals before they were voted on by the convention.

Finally, at the 1970 Atlanta convention, it was decided that the Council on Legislation would actually become the legislative or parliamentary body of Rotary. The Council is composed of one delegate from each Rotary district as well as several ex officio members. It was agreed that the Council would meet every three years at a site and time other than the RI Convention.

The Council has the responsibility of considering and acting upon all enactments, which are proposed changes in the RI Bylaws and Constitution and the Standard Rotary Club Constitution, and resolutions, which are recommendations to the RI Board for policy, program, and procedural changes. Proposals may be submitted by any Rotary club or district or the RI Board. The Council's actions are subject to review by all the Rotary clubs of the world before they become final. If a Council action is opposed by 10 percent of the voting strength of the clubs, such legislation is suspended and submitted to all the clubs for a final vote.

The Council on Legislation provides the membership of Rotary a democratic process for legislative change in the operations of Rotary International.

Global Networking Groups

The interests and hobbies of Rotarians are as diverse as the membership itself. Global Networking Groups offer a way for Rotarians to share their common interests with other members worldwide. Two types of groups fall under this umbrella: Rotary Fellowships, which center around recreational or vocational interests, and Rotarian Action Groups, which focus on specific issues.

Rotary Fellowships represent an abundance of recreational and vocational pursuits, including tennis, music, and quilting among the recreational activities and professional interests such as accounting, law enforcement, and pharmacology. Their activities are as varied as their interests. For example, the International Fellowship of Rotarian Convention Goers promotes the annual RI Convention and assists at the

orientation session for first-time convention goers, while the International Fellowship of Flying Rotarians organizes “fly-ins” for members to meet in various parts of the world.

Rotarian Action Groups typically carry out service projects and activities concerned with a specific issue. For example, the Rotarian Action Group of Dental Volunteers provides dental services to developing countries, and the Rotarians Fighting AIDS Rotarian Action Group aims to mobilize Rotarians and provide global leadership in the fight against HIV/AIDS.

Rotary Friendship Exchange

Rotary Friendship Exchange encourages Rotarians and their families to visit with Rotarian families in other parts of the world. Friendship exchanges may be conducted club-to-club (individual Rotarians and their families) or district-to-district (four to six Rotary couples).

On a Rotary Friendship Exchange, several Rotarian couples travel to another country. Later, the hospitality is reversed when the visit is reciprocated. After a successful pilot experiment, the Rotary Friendship Exchange became a structured program of Rotary in 1988.

Rotary Friendship Exchange is frequently compared to the Group Study Exchange program of The Rotary Foundation, except that it involves Rotarian couples or families who personally pay for all expenses of their intercountry experience. Doors of friendship are opened in a way not otherwise possible.

Rotarians seeking an unusual vacation and fellowship experience should learn more about the Rotary Friendship Exchange. Some exciting Rotary adventures are awaiting you!

Rotary Youth Leadership Awards (RYLA)

Each year, thousands of young people are selected to attend Rotary-sponsored leadership camps or seminars held in districts throughout the world. In an informal atmosphere, groups of outstanding young people ages 14-30 spend several days in a challenging program of leadership training, discussions, inspirational addresses, and social activities designed to enhance personal development, leadership skills, and good citizenship. The official name of this activity is the Rotary Youth Leadership Awards (RYLA), although these events are sometimes referred to by other names, such as camps, youth leaders seminars, or conferences.

The RYLA program began in Australia in 1959, when young people throughout the state of Queensland were selected to meet with Princess Alexandra, the young cousin of Queen Elizabeth II. The Rotarians of Brisbane, who hosted

the participants, were impressed with the quality of the young people and decided to bring youth leaders together each year for a week of social, cultural, and educational activities. The RYLA program gradually grew throughout all the Rotary districts of Australia and New Zealand. In 1971, the RI Board adopted RYLA as an official program of Rotary International. While RYLA is generally conducted as a district activity, an international RYLA is now held each year before the RI Convention.

Rotary Community Corps

One of the programs in Rotary's panoply of worldwide service activities and projects is the Rotary Community Corps (RCC). Formerly known as Rotary Village Corps (or Rotary Community Service Corps in urban areas), this form of grassroots self-help service was initiated by RI President M.A.T. Caparas in 1986 as a means of improving the quality of life in villages, neighborhoods, and communities. The program is built on the premise that there is frequently an abundance of available labor in an area but no process for mobilizing men and women to conduct useful projects of community improvement.

A Rotary Community Corps is a Rotary club-sponsored group of non-Rotarians who want to help their own community by conducting service projects. Rotarians provide professional expertise, guidance, encouragement, organizational structure, and some material assistance for the RCC, whose members contribute the manpower and knowledge of community needs to help their own community. Thus, the Rotary Community Corps offers another way for Rotarians to serve in places of great need.

Rotary Volunteers

You can find them working in remote clinics, refugee camps, makeshift hospitals, primitive villages, and their own communities. They are experts in administration, community development, education, food production, health care, and water and sanitation. They're Rotary Volunteers.

The Rotary Volunteers program encourages and facilitates volunteer service, putting Rotary's ideal of Service Above Self into action. The program is administered by Rotary Volunteers committees at the club, district, and international levels. Rotary Volunteers have shared their expertise in a multitude of humanitarian projects around the world.

Rotarians and non-Rotarians who wish to serve as international volunteers can register with RI World Headquarters and are included in the Rotary Volunteers Database at www.rotary.org. Resources for finding volunteer opportunities and special needs include the Rotary Volunteers

International Site List Database and the Rotary Volunteers Resource List, both available at www.rotary.org. These tools can help volunteers locate their own projects and make arrangements directly with project coordinators.

Interact

Interact, a Rotary-sponsored youth service club, was launched by the RI Board of Directors in 1962. The first Interact club was established by the Rotary Club of Melbourne, Florida, USA. Interact clubs provide opportunities for young people of secondary school age to work together in a world fellowship of service and international understanding. The term “Interact” is derived from *inter*, for international, and *act*, for action. Every Interact club must be sponsored and supervised by a Rotary club and must plan annual projects of service to its school, to its community, and in the world.

In 2006, there were more than 10,500 Interact clubs with 242,000 members in 119 countries. Interactors develop skills in leadership and attain practical experience in conducting service projects, thereby learning the satisfaction that comes from serving others. A major goal of Interact is to provide opportunities for young people to create greater understanding and goodwill with youth throughout the world.

Rotaract

Building on the success of Interact clubs in the early 1960s, the RI Board created Rotaract in 1968. The new organization was designed to promote responsible citizenship and leadership potential in clubs of young men and women ages 18-30. The first Rotaract club was chartered by the Rotary Club of Charlotte North in Charlotte, North Carolina, USA. In 2006, there were 184,000 members in more than 8,000 Rotaract clubs in 139 countries.

Rotaract clubs emphasize the importance of individual responsibility as the basis of personal success and community involvement. Each club is required to complete at least two major service projects each year, one to serve the community and the other to promote international understanding. Rotaract also provides opportunities leading to greater leadership and professional development. Rotaractors enjoy many social activities as well. A Rotaract club can exist only when sponsored, guided, and counseled by a Rotary club.

Still More Rotary Firsts

- Rotary first presented Significant Achievement Awards in 1969 to clubs with outstanding international or community service projects.

- Rotary's first convention held in the Southern Hemisphere was in Rio de Janeiro, Brazil, in 1948.
- Rotary's first community service project took place in 1907 when Chicago Rotarians installed a public restroom outside City Hall.
- The first year that The Rotary Foundation received total contributions of US\$1 million in a single year was 1964-65. In 2004-05, about \$85 million was given to the Annual Programs Fund. Contributions since 1917 total about \$1.7 billion.
- Rotary's first appeal for aid to disaster victims was in 1913 when \$25,000 was given for flood relief in Indiana and Ohio, USA.

RI's General Secretary

The day-to-day operations of Rotary International's Secretariat are under the supervision of the general secretary, the top professional officer of Rotary. Although the general secretary is responsible to the RI Board and president, he provides the ongoing management for nearly 650 staff members who work at RI World Headquarters and the seven international offices.

The general secretary serves as secretary to the RI Board and is also the chief executive of The Rotary Foundation, under the supervision of the Foundation Trustees. He is the secretary of all Rotary committees as well as the Council on Legislation, regional conferences, and the annual RI Convention.

The general secretary is appointed by the RI Board for a term of not more than three years, which may be renewed by the Board for a term of up to five years. Since 1910, 10 men have served in that position. Chesley Perry, the original general secretary, served from 1910 to 1942. Others who followed were Phil Lovejoy (1942-52), George Means (1953-72), Harry Stewart (1972-78), Herb Pigman (1979-86 and 1993-95), Philip Lindsey (1986-90), Spencer Robinson Jr. (1990-93), Geoffrey Large (1995-97), and S. Aaron Hyatt (1997-2000). Ed Futa was appointed in 2000.

Throughout the history of Rotary, the personal influence and administrative skills of our general secretaries have significantly shaped the course of Rotary programs and activities.

Selecting a President

Each year, a distinguished Rotarian is selected as the worldwide president of Rotary International. The process begins one year in advance when a 17-person nominating committee is elected from separate zones of the world. To qualify for the nominating committee, a Rotarian must have served on the RI Board of Directors. If no past director from the zone is able to serve, a past trustee of The Rotary Foundation

or a past district governor who has served on an RI committee may be appointed to the nominating committee.

The nominating committee may consider all past RI directors for candidacy. Members of the nominating committee and current directors are not eligible. Any Rotary club may suggest the name of a former RI director to the committee for consideration.

The committee convenes in September to select the Rotarian to be the presidential nominee, whose name is announced to all clubs. Any Rotary club may make an additional nomination before 1 December, which must then be endorsed by 1 percent of all the Rotary clubs of the world (about 320 clubs). If such an event occurs, an election is held by mail ballot. If no additional nomination is presented by the clubs, the person selected by the nominating committee is declared the president-nominee. At the international convention, the president-nominee is elected by voice vote and becomes the president-elect for the following year, which is spent preparing to serve the Rotarians of the world as the international president.

Annual RI Themes

In 1949-50, RI President Percy C. Hodgson established four objectives for his team and launched the Rotary tradition of an annual theme. Since then, the annual RI themes have varied in length and message but all have inspired Rotarians to greater action.

In 1961-62, Joseph Abey selected *Act*, the shortest theme. A one-word theme was also chosen in 1968-69 by Kiyoshi Togasaki (*Participate!*).

Carl Miller, in 1963-64, had a theme for the times, *Meeting Rotary's Challenge in the Space Age*. Other timely themes were in 1980-81 when Rolf Klärlich created *Take Time to Serve* and in 1973-74 when William Carter used *A Time for Action*. Two themes have a similarity to commercial advertising: *A Better World through Rotary* (Richard Evans, 1966-67) and *Reach Out* (Clem Renouf, 1978-79). Bridges have provided a striking metaphor. Harold Thomas, 1959-60, urged Rotarians to *Vitalize! Personalize! Build Bridges of Friendship!* William Walk, 1970-71, created *Bridge the Gaps*; and Hiroji Mukasa, 1982-83, declared *Mankind Is One — Build Bridges of Friendship throughout the World*.

A worldwide focus was given by Stanley McCaffrey in 1981-82 with the message *World Understanding and Peace through Rotary* and again in 1984-85 by Carlos Canseco who urged Rotarians to *Discover a New World of Service*. In other years,

the individual was emphasized, as *You Are Rotary — Live It! Express It! Expand It!* (Edd McLaughlin, 1960-61), *Goodwill Begins with You* (Ernst Breitholtz, 1971-72), and *You Are the Key* (Edward Cadman, 1985-86). Frequently, the theme urges Rotarians to become more involved in their club, such as *Share Rotary — Serve People* (William Skelton, 1983-84) and *Make Your Rotary Membership Effective* (Luther Hodges, 1967-68). But whether you *Review and Renew, Take a New Look — and Act, Let Service Light the Way*, or *Dignify the Human Being*, it is clear that the RI president provides Rotarians with an important annual program of emphasis.

In 1986-87, President M.A.T. Caparas selected the inspiring message that *Rotary Brings Hope*. Charles Keller in 1987-88 saw *Rotarians — United in Service — Dedicated to Peace*, while Royce Abbey asked his fellow members in 1988-89 to *Put Life into Rotary — Your Life*. Hugh Archer (1989-90) urged us to *Enjoy Rotary!* and Paulo Costa (1990-91) asked that we *Honor Rotary with Faith and Enthusiasm*. Rajendra Saboo (1991-92) exhorted every Rotarian to *Look Beyond Yourself*. In 1992-93, Clifford Dochterman reminded Rotarians that *Real Happiness Is Helping Others*, and in 1993-94, Robert Barth counseled Rotarians to *Believe in What You Do — Do What You Believe In*. In 1994-95, Bill Huntley encouraged Rotarians to *Be a Friend* to their communities. During 1995-96, Herbert Brown asked Rotarians to *Act with Integrity, Serve with Love, Work for Peace*. In 1996-97, Luis Giay called on Rotarians to *Build the Future with Action and Vision*. Glen Kinross in 1997-98 proposed the plan to *Show Rotary Cares*, and James Lacy asked Rotarians to *Follow Your Rotary Dream* in 1998-99. In 1999-2000, Carlo Ravizza proposed the theme *Rotary 2000: Act with Consistency, Credibility, Continuity*. The next year, Frank Devlyn asked Rotarians to *Create Awareness — Take Action*, and in 2001-02, Richard King reminded Rotarians that *Mankind Is Our Business*.

Many recent themes have encouraged Rotarians to take positive action, such as *Sow the Seeds of Love* (Bhichai Rattakul, 2002-03), *Lend a Hand* (Jonathan Majiyagbe, 2003-04), *Celebrate Rotary* (Glenn Estess Sr. during Rotary's centennial year, 2004-05), and *Lead the Way* (William Boyd, 2006-07). In 2005-06, Carl-Wilhelm Stenhammar veered slightly from tradition by using Rotary's motto *Service Above Self* as the RI theme.

Campaigning Prohibited

One of the interesting bylaws of Rotary International provides that “no Rotarian shall campaign, canvass, or electioneer for elective position in Rotary International.” This provision

includes the offices of district governor, RI director, RI president, and various elected committees. The Rotary policy prohibits the circulation of brochures, literature, or letters by a candidate or anyone on behalf of such a candidate. Only the RI Board via the Election Review Committee has the authority to identify specific activities as campaigning.

After a Rotarian has indicated an intention to be a candidate for one of the elective Rotary offices, he or she must refrain from speaking engagements, appearances, or publicity that could reasonably be construed as furthering his or her candidacy. The only information that may be sent to clubs relating to candidates for an elective position is that which is officially distributed by the general secretary of RI.

A Rotarian who becomes a candidate for an elective position, such as district governor or RI director, must avoid any action that would be interpreted as giving himself or herself an unfair advantage over other candidates. Failure to comply with these provisions prohibiting campaigning could result in the candidate's disqualification. In Rotary, it is believed that a Rotarian's record of service and qualifications for office stand on their own and do not require publicity or special promotion.

The Rotary Foundation's Beginning

Some magnificent projects grow from very small seeds. The Rotary Foundation had that sort of modest beginning.

In 1917, RI President Arch Klumph told the delegates to the Atlanta convention that "it seems eminently proper that we should accept endowments for the purpose of doing good in the world." The response was polite and favorable, but the fund was slow to materialize. A year later, the Rotary Endowment Fund, as it was originally labeled, received its first contribution of US\$26.50 from the Rotary Club of Kansas City, Missouri, USA, which was the balance of the Kansas City convention account following the 1918 annual meeting. Additional small amounts were contributed each year, but after six years the endowment had reached only \$700. A decade later, The Rotary Foundation was formally established at the 1928 Minneapolis convention. In the next four years, the Foundation fund grew to \$50,000. In 1937, a \$2 million goal was announced for The Rotary Foundation, but these plans were abandoned with the outbreak of World War II.

In 1947, upon the death of Paul Harris, a new era opened for The Rotary Foundation as memorial gifts poured in to honor the founder of Rotary. Since then, The Rotary Foundation has been achieving its noble objective of furthering "understanding and friendly relations between peoples of different nations."

By 1954, the Foundation received for the first time \$500,000 in contributions in a single year, and in 1965 \$1 million was received.

It is staggering to realize that, given such humble beginnings, The Rotary Foundation received almost \$85 million in 2004-05 to support annual programs and nearly \$118 million in total contributions.

The Permanent Fund of The Rotary Foundation

It was Arch Klumph, father of The Rotary Foundation, who said, "We should look at the Foundation as being not something of today or tomorrow, but think of it in terms of the years and generations to come." This long-term vision is why the Foundation's Permanent Fund is considered the most important way to ensure the future of Rotary's educational and humanitarian programs. Contributions to this fund are invested for the future; only earnings from their investment are used to support Foundation programs. The Permanent Fund provides a steady and secure supplement to Foundation support, always guaranteeing a minimum level of program activity and allowing for the possibility of new and expanded programs in the future.

The Foundation gives special recognition to donors to the Permanent Fund as Major Donors, Bequest Society Members, and Benefactors. Major Donors make gifts of US\$10,000 or more, Bequest Society Members include the Permanent Fund in their estate plans for \$10,000 or more, and Foundation Benefactors make either provisions in their will or an outright contribution of \$1,000 to the fund. Special naming opportunities exist above the \$25,000 level. Contributors to the Permanent Fund are creating a legacy with Rotary and ensuring that The Rotary Foundation will remain a powerful force for good in the world far into the future.

Ambassadorial Scholarships

The Rotary Foundation Ambassadorial Scholarships program is the world's largest privately funded international scholarships program. In 1947, 18 Rotary Fellows, as they were called then, from 11 countries were selected to serve as ambassadors of goodwill while studying in another country for one academic year. Since that time, approximately US\$462 million has been expended on 37,000 scholarships for people from some 110 countries, studying in 105 countries around the world.

The purpose of the scholarships program is to further international understanding and friendly relations among people of different countries. Scholars are expected to be outstanding ambassadors of goodwill to the people of the host country through both informal and formal appearances

before Rotary and non-Rotary groups. Each scholar is assigned a host Rotarian counselor to facilitate involvement in Rotary and integration into the host culture.

Since 1994-95, The Rotary Foundation has offered two new types of scholarships in addition to the Academic-Year Ambassadorial Scholarships. The Multi-Year Ambassadorial Scholarship is awarded for two years of specific degree-oriented study abroad. The Cultural Ambassadorial Scholarship provides funding for three or six months of intensive language study and cultural immersion in another country.

In addition to being an investment in the education of tomorrow's leaders, Rotary Foundation scholarships create personal links between countries and are an important step toward greater understanding and goodwill in the world.

Rotary World Peace Fellowships

In 1999, The Rotary Foundation launched the Rotary Centers for International Studies in peace and conflict resolution, a partnership with seven leading universities around the world to provide advanced educational opportunities for a group of Rotary World Peace Fellows chosen from various countries and cultures. Each year, 60 fellows are selected to begin two-year master's-level degree or certificate programs in conflict resolution, peace studies, and international relations. Each Rotary district may nominate one candidate for a world-competitive selection process every year. The first Rotary World Peace Fellows began their studies in the 2002-03 academic year.

The Rotary Centers will provide future leaders with opportunities to study the root causes of conflict, theories of international relations, and effective models of cooperation. Beyond academics, Rotary World Peace Fellows will gain practical tools in conflict resolution for use in their chosen careers. The Rotary Centers will also help to advance research, teaching, and publication on issues related to conflict resolution and world understanding.

The first class of Rotary World Peace Fellows graduated in 2004 and are already contributing significantly to the world community in a variety of ways — working for international agencies such as the United Nations or for governments as diplomats, foreign service officers, economists, and policy analysts.

Group Study Exchange

One of the most popular and rewarding programs of The Rotary Foundation is Group Study Exchange. Since the first exchange between districts in California and Japan in 1965, the program has provided educational experiences for more than

52,000 business people and professionals who have served on about 12,000 teams. The GSE program pairs Rotary districts to send and receive study teams. Since 1965, more than US\$88 million has been allocated by The Rotary Foundation for Group Study Exchange grants.

GSE provides an opportunity for the visiting team members to meet, talk, and live with Rotarians and their families in a warm spirit of friendship and hospitality. In addition to learning about another country through visits to farms, schools, industrial plants, professional offices, and governmental establishments, GSE team members serve as ambassadors of goodwill. They interpret their home nation for host Rotarians and others in the communities they visit. In recent years, teams of a single vocation or cultural group have been exchanged. Some GSE teams have helped to create humanitarian projects between their countries. Many of the personal contacts blossom into lasting friendships.

The Group Study Exchange program has provided Rotarians with a most enjoyable, practical, and meaningful way to promote world understanding.

Health, Hunger and Humanity (3-H) Grants

In 1978, The Rotary Foundation launched its most comprehensive humanitarian service activity with the Health, Hunger and Humanity Grants program. The 3-H Grants program is designed to undertake large-scale service projects beyond the capacity of individual Rotary clubs or groups of clubs.

Since 1978, almost 290 3-H projects have been carried out in 75 countries, with an appropriation of more than US\$74 million. The objective of these projects is to improve health, alleviate hunger, and enhance human, cultural, and social development among peoples of the world. The ultimate goal is to advance international understanding, goodwill, and peace.

The first 3-H project was the immunization of six million children in the Philippines against polio, marking the birth of what we now know as the PolioPlus program. As 3-H progressed, new projects, including nutrition programs, vocational education initiatives, food production enhancement, and polio victim rehabilitation, were carried out to help people in developing areas of the world. All 3-H projects are supported by the voluntary contributions of Rotarians through The Rotary Foundation.

Matching Grants

One of the most popular programs of The Rotary Foundation is Matching Grants, which assists Rotary clubs and districts in

conducting international service projects. Since 1965, more than 24,000 grants have been awarded for projects in nearly 170 countries, totaling more than US\$243 million.

The Rotary Foundation provides matching funds to clubs or districts for relatively small, one-time-only humanitarian service projects. Grants are awarded for a wide variety of projects, such as providing agriculture, water, and medical care/equipment; combating diseases; helping the disabled; promoting literacy and numeracy; and developing educational or occupational training programs. The minimum grant award is \$5,000, and the maximum is \$150,000. The Foundation provides a \$0.50 match for every \$1 cash contribution and a \$1 match for every \$1 District Designated Fund contribution.

Matching Grants are not approved to purchase land or construct buildings and may not be used for programs already underway or completed. Personal participation by Rotarians is required, and the benefits should extend beyond the recipients.

The Matching Grants program plays a very significant part in The Rotary Foundation's humanitarian work and provides an important incentive for clubs to undertake worthwhile service projects in another part of the world.

District Simplified Grants

District Simplified Grants help Rotary districts provide short-term service or humanitarian aid that benefits a community. Districts can request a portion of their District Designated Fund for a grant to support one or more projects locally or internationally. District Simplified Grants are managed at the district level but must adhere to the standard eligibility guidelines for humanitarian grants.

Volunteer Service Grants

Volunteer Service Grants (formerly known as Individual Grants) support the travel of individual Rotarians and the spouses of Rotarians as they provide a needed service to a community or plan a needed project. Only active Rotarians and their spouses are eligible to travel. Spouses who are not Rotary club members but are qualified to serve may accompany a team, but these individuals may not serve as team leaders or travel without a team. Eligibility for travelers is based on a defined community need that can be met by the experience and skills of the Rotarians/team and an understanding that the skills and experience are not available in the community. Also, the service or planning activity must be planned before submission of the grant application.

The award is a flat grant of US\$3,000 (for individuals) or \$6,000 (for teams of up to five members). The length of service is a minimum of 5 days for planning activities and 10 days for direct service activities, with a maximum of 60 days for both types of activities.

PolioPlus

PolioPlus is Rotary's massive effort to eradicate poliomyelitis from the world. It was launched in 1985 with the goal of raising US\$120 million to immunize the developing world's children against polio for five years. The PolioPlus fundraising campaign that concluded in 1988 raised a record \$247 million. In 2002, after a funding gap was identified as the most significant obstacle to global eradication, Rotary launched a new polio eradication fundraising campaign called Fulfilling Our Promise: Eradicate Polio, with a goal of \$80 million. With typical generosity and enthusiasm, Rotarians raised more than \$135 million in cash, District Designated Fund allocations, and government matching funds. Overall, Rotarian contributions to the global polio eradication effort will exceed \$650 million.

Of equal significance has been the huge volunteer army mobilized by Rotary International. Hundreds of thousands of volunteers at the local level have provided support during National Immunization Days — and continue to do so in the few remaining polio-endemic countries — mobilizing their communities for immunization and other polio eradication activities.

Rotary International is part of the Global Polio Eradication Initiative in partnership with the World Health Organization, UNICEF, the U.S. Centers for Disease Control and Prevention, national governments, and others, making this effort the world's most extensive public-private health undertaking. As a result of the initiative's efforts, almost two billion children have received oral polio vaccine and are protected from poliomyelitis. WHO declared the Americas polio-free in 1994, the Western Pacific region in 2000, and Europe in 2002.

As of 2006, the number of polio cases had been reduced by 99 percent since 1985. Efforts are focused on eradicating the virus in a few remaining polio-endemic countries — all in Africa and South Asia.

Achieving eradication will be difficult (only one other disease, smallpox, has ever been eradicated) and expensive (estimated total cost is nearly \$3 billion). It requires polio-endemic, high-risk, and recently endemic countries to carry out National Immunization Days to immunize all children under the age of five, continued routine immunization of

children worldwide, systematic reporting of all suspected cases, rapid response to outbreaks, and establishment of laboratory networks. This infrastructure developed for the polio eradication initiative is helping to combat many other infectious diseases throughout the developing world.

No other nongovernmental organization has ever made a commitment on the scale of PolioPlus. It may be considered the greatest humanitarian service the world has ever seen. Every Rotarian can share the pride of that achievement.

Paul Harris Fellows

Undoubtedly, the most important step to promote voluntary giving to The Rotary Foundation occurred in 1957, when the idea of Paul Harris Fellow Recognition was first proposed. Although the concept of making US\$1,000 gifts to the Foundation was slow in developing, by the early 1970s it began to gain popularity. The distinctive Paul Harris Fellow medallion, lapel pin, and attractive certificate have become highly respected symbols of a substantial financial commitment to The Rotary Foundation by Rotarians and friends around the world. In 2006, the number of Paul Harris Fellows reached the one million mark.

A companion to Paul Harris Fellow Recognition, the Rotary Foundation Sustaining Member, which is the recognition presented to an individual who has made a contribution of \$100, with the stated intention of making additional contributions until \$1,000 is reached. (Contributions can also be made in someone else's honor.) At that time, the Sustaining Member becomes a Paul Harris Fellow.

A special recognition pin is given to Paul Harris Fellows who make additional gifts of \$1,000 to the Foundation. The distinctive gold pin includes a blue stone to represent each \$1,000 contribution — from \$2,000 to \$6,000. Red stone pins signify gifts of \$7,000-\$9,000. Paul Harris Fellow Recognition provides a very important incentive for the continuing support needed to underwrite the many programs of The Rotary Foundation that build goodwill and understanding in the world.

Citation for Meritorious Service and Distinguished Service Award

Two very special awards of recognition are occasionally presented by the Trustees of The Rotary Foundation to Rotarians who render outstanding service to the Foundation. The Rotary Foundation Citation for Meritorious Service recognizes significant and dedicated service by a Rotarian

to promote Foundation programs and thus advance the Foundation's goal of better understanding and friendly relations among people of the world.

The Rotary Foundation Distinguished Service Award is presented to a Rotarian who has received the Citation of Meritorious Service and whose outstanding record of service to The Rotary Foundation reaches beyond the district over an extended period of time.

Both of these select awards are presented for exemplary personal service and devotion to the Foundation rather than financial contributions. Only one Rotarian may receive the Citation for Meritorious Service in any district each year; the Trustees grant no more than 50 Distinguished Service Awards in any one year. A recipient of the Citation for Meritorious Service is not eligible for nomination for a Distinguished Service Award until four full years have elapsed.

It is a very proud distinction for any Rotarian to be selected for one of these high levels of recognition by the Trustees of The Rotary Foundation.

Public Relations of Rotary

Historically, Rotarians perpetuated a myth that Rotary should not seek publicity but rather let our good works speak for themselves. A 1923 policy stating that "publicity should not be the primary goal of a Rotary club in selecting an activity" of community service was frequently interpreted to mean that Rotary clubs should avoid publicity and public relations efforts. Actually, the 1923 statement further observed that "as a means of extending Rotary's influence, proper publicity should be given to a worthwhile project well carried out."

A more modern public relations philosophy was adopted in the mid-1970s, which affirms that "good publicity, favorable public relations, and a positive image are desirable and essential goals for Rotary" if it is to foster understanding, appreciation, and support for its Object and programs and to broaden Rotary's service to humanity. Today, most Rotarians recognize that active public relations is vital to Rotary's success.

A service project well carried out is considered one of the finest public relations messages of Rotary. It is essential that Rotary clubs make every effort to inform the public of such projects. The Secretariat offers many tools to help clubs publicize their projects in their community and make the public more aware of Rotary's work worldwide. A range of television public service announcements, print ads, and billboard designs in nine languages can be ordered from the Secretariat office serving your area.

As Rotary clubs and districts consider effective public relations, it is important to remember that when Rotarians think of Rotary, we think of our noble goals and motives. But when the world thinks of Rotary, it can only think of our actions and the service we have performed.

RI Web Site

Since the late 1990s, Rotary International has been using the Internet to communicate with its members and showcase Rotary's many programs and activities. The official RI Web site at www.rotary.org also allows members to conduct Rotary business online — from ordering publications to making contributions to The Rotary Foundation to registering for the RI Convention.

Through the Member Access feature, club officers can make changes to their club's membership information, and all Rotarians can register for the convention and make contributions to The Rotary Foundation. Using the Club Locator function, members can easily identify places to do make-ups. Rotarians can also use the site to order Rotary publications, videos, forms, and other supplies, as well as download an array of publications and forms for free, making it more convenient and less expensive for Rotarians to access Rotary materials. Language communities provide essential Rotary information in eight languages for non-English-speaking Rotarians and link to other language sites maintained by Rotarians around the world.

The RI Web site offers a vast amount of information, including the latest Rotary news. A visit to www.rotary.org will be enlightening to all Rotarians.

Use of the Rotary Marks

Rotary International owns numerous trademarks and service marks, including the Rotary emblem and the name Rotary; collectively, they're known as the Rotary Marks. Using them properly preserves their identity as symbols of Rotary throughout the world. Rotary clubs and districts are welcome to use these marks to promote their projects, programs, and activities so long as the club or district responsible is clearly identified and the marks are correctly reproduced.

When "Rotary" or the Rotary emblem appears with the name of a club or district activity, the activity name should be placed nearby and given equal prominence. When naming an activity associated with a club or district foundation, separate "Rotary" and "Foundation" with at least one other word — for example, the Rotary Sedona West Foundation or Chicago Rotary Club Foundation — to avoid confusion with The Rotary Foundation of RI.

The Rotary emblem is our most recognizable and reproduced trademark. It should always be reproduced in its complete form. When reproduced in more than one color, it must appear in its official colors of royal blue and gold. The Rotary emblem and many other Rotary logos are available for download at www.rotary.org.

Rotarians often wear the Rotary emblem as a lapel button; be sure to purchase such items from authorized licensees of RI. Rotary entities wishing to use the Rotary Marks for sponsorship or partnership purposes should contact their Club and District Support representative at the Secretariat for the most current RI Board guidelines.

Special Rotary Observances

The Rotary calendar designates several months and weeks as times to emphasize major programs and activities of Rotary International.

- January is Rotary Awareness Month. This is a time to expand knowledge of Rotary and its activities among our membership and throughout the community.
- February is World Understanding Month. This month was chosen because it includes Rotary's anniversary, 23 February. Rotary clubs are urged to present programs that promote international understanding and goodwill, as well as launch World Community Service projects in other parts of the world.
- March is Literacy Month, a time for clubs to develop their own literacy projects and raise awareness of Rotarians' efforts worldwide to eliminate illiteracy.
- Another significant occasion in March is World Rotaract Week, the week in which 13 March falls. It's a time when Rotary clubs and districts highlight Rotaract by joining in projects with their Rotaract clubs.
- April is set aside as Magazine Month. Throughout the month, clubs arrange programs and activities that promote the reading and use of *The Rotarian* and the Rotary regional magazines.
- June is Rotary Fellowships Month, a time to increase interest and membership in one of the dozens of Rotary Fellowships and celebrate the ideal of service through common hobbies and professions.
- August is Membership and Extension Month, a time to focus on Rotary's continuing need for growth by seeking new members, working to keep current members active and interested, and forming new clubs.

- September is New Generations Month, when Rotary clubs of the world give special emphasis to the many Rotary-sponsored programs that serve children and young people.
- October is Vocational Service Month, a time when clubs highlight the importance of the business and professional life of each Rotarian and emphasize the Rotary practice of high ethical standards.
- November is Rotary Foundation Month. Clubs and districts call attention to the programs of The Rotary Foundation and frequently cultivate additional financial support for the Foundation by promoting contributions for Paul Harris Fellows and Sustaining Members.
- World Interact Week, the week in which 5 November falls, is a time for sponsoring Rotary clubs to plan joint projects with their Interact clubs.
- December is Family Month, when clubs work to assist families in their communities and celebrate the family of Rotary, which encompasses spouses and children of Rotarians, participants in RI programs, and others in the community with strong ties to Rotary.

Each of these special times serves to elevate the awareness among Rotarians of some of the excellent programs of service to be found in the world of Rotary.

Organizing New Clubs and Extending Rotary

Steady growth in new clubs is extremely important in extending the worldwide programs and influence of Rotary International. In fact, in recent years, the formation of new Rotary clubs has been the major factor in Rotary's membership increases. New Rotary clubs may be established anywhere in the world where the fundamental principles of Rotary may be freely observed and where a successful club can reasonably be maintained. For example, many of the new clubs formed since 1990 have been in the emerging democracies in Eastern Europe.

The RI Board of Directors must approve the extension of Rotary into countries where clubs have not previously existed. In 2005-06, the Board opened China, Cuba, and Vietnam for extension. To avoid confusion with local officials, RI Board policy requires Rotarians to work through the RI Extension Committee when forming clubs in countries where Rotary clubs do not currently exist.

A club must be organized to serve a specific "locality" in which there are enough business or professional people of good character engaged in leadership, proprietary, or management positions and where there are opportunities for Rotary

service. A minimum of 40 potential classifications is necessary for a proposed new club, and from that list a permanent membership of at least 20 members must be enrolled.

District governors are responsible for approving and monitoring the formation of new clubs. The governor appoints a special representative to guide the organization of a new club, with the first step being to conduct a survey of the locality to determine the potential for a new club. A new club must adopt the Standard Rotary Club Constitution, have a minimum of 20 charter members with clearly established classifications, elect officers, pay a charter fee, hold weekly meetings of the provisional club, and choose a club name that will distinctly identify it with its locality. A provisional club becomes a Rotary club when its charter is approved by the RI Board of Directors.

It is a great opportunity and special duty of all Rotarians to assist and cooperate in organizing new clubs. New clubs strengthen Rotary's long-term viability and its commitment to humanitarian service throughout the world.

Colorful Governors' Jackets

One of the more recent Rotary traditions began in 1984-85 when the district governors decided to wear a distinctive yellow sport coat to official Rotary events. In succeeding years, the president of Rotary International has selected a colorful jacket for the district governors and other international officers of Rotary. The distinctive yellow jacket of Carlos Canseco was followed by such blazing colors as Paulo Costa's green coats (1990-91), Clifford Dochterman's red coats (1992-93), Luis Giay's brick coats (1996-97), and Glen Kinross' sea-foam green coats (1997-98). President Rajendra Saboo (1991-92) selected wheat-colored tan and Hugh Archer (1989-90) picked maroon. Blue was the jacket color chosen by Charles Keller (1987-88), Bill Huntley (1994-95), Herbert Brown (1995-96), James Lacy (1998-99), Bhichai Rattakul (2002-03), Carl-Wilhelm Stenhammar (2005-06), and William Boyd (2006-07). An array of colors, shades, and patterns has been picked by other presidents. Rotarian leaders annually speculate on the jacket color to be worn by the incoming RI president before the International Assembly when the announcement is made.

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One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org