

October 2010 DG Message

October in the Rotary calendar is the month that we focus on Vocational Service. Often called Rotary's forgotten avenue of service, Vocational Service, one of the Five Avenues of Service, encourages Rotarians to serve others through their professions and to practice high ethical standards. Rotarians, as business leaders, share skills and expertise through their vocations and inspire others in the process.

Vocational Service is observed each October, and spotlights Rotary club projects related to this avenue, offering an opportunity for clubs and districts to use their professional skills in service projects.

What does your club do for vocational service? Introduce a "mini-classifications talk" series in which each member gives a five-minute talk on his or her vocation. The purpose of these talks is to promote vocational awareness among Rotarians and help them recognize the worthiness of all useful occupations.

Present a vocational award to someone in the community who has exemplified outstanding professional achievement while maintaining very high ethical standards.

Invite experts to give a presentation on the vocational needs of the community and develop a project in response to those needs such as providing career information to youth, mentoring small businesses, or organizing workshops that provide employees with new skills.

There are so many ways Rotarians can serve others through their professions. Why not tell Rotarians in District 5040 about your club's vocational service projects locally and internationally? Send your stories and pictures to our web coordinator at editor5040@hotmail.com.

I know we have many clubs and Rotarians doing vocational service in District 5040. This is your opportunity to share your stories and inspire other Rotarians to serve others through their vocations and the promotion of high ethical standards

DG Penny