

As one Rotary year begins, another comes to a close.  So it is with the annual Rotary themes that change from year to year.  We proudly follow the current theme, out of respect, because the message resonates with us and because Rotarians are able to readily apply the themes to the projects and service they dedicate themselves to.

In the early years of Rotary international, president's themes were not the norm.  In 1949-50, Percy Hodgson utilized objectives as a form of theme:

*Objectives of Our Team for 1949-50:*

*1. Each new member admitted into a Rotary club to be adequately informed about his duties and obligations BEFORE his induction -- properly introduced to the club -- and effectively assimilated into the work of the club during the first year;*

*2. A better understanding and application of the principles of Vocational Service as set forth in SERVICE IS MY BUSINESS;*

*3. A contribution to world understanding and peace through an intensification of our international service program;*

*4. An outstanding district conference in every district.*

These objectives certainly apply to our clubs today.  Clubs are more effective the better informed their members are and certainly engagement of members strengthens retention.  Rotarians have long recognized that international outreach will create a more peaceful world and I urge you to participate more in grants and projects in the coming years.  Great project ideas will be shared at our district conference. Every year we strive for an outstanding District 7780 conference and this year is no different.  Have you seen our conference program? Have you registered yet? Attending District Conference is an easy way to obtain all of the objectives reviewed above.

It is amazing how President Percy's objectives continue to be reinforced as Rotary saw the introduction of official President's themes.  1968-69's *Participate!*drives home involvement in your club, in service and in events to further your Rotary understanding.  In 1974-75 we were urged to *Renew the Spirit of Rotary.*This year conference offers service project opportunities and inspirational speakers but most of all the fellowship of Rotary that is the spirit that binds us.  Then there is *You Are the Key*in 1985-86, *Put Life into Rotary-Your Life*in 1988-89 and *Enjoy Rotary*in 1989-90 that urged Rotarians to be involved with all aspects of Rotary and to have fun in the process.  You can see where I am going as I ask you to *Honor Rotary with Faith and Enthusiasm*(1990-91).

Every International President asks us to focus on what makes Rotary the special organization that it is - *Service Above Self.*As one Rotary year begins, another comes to a close.  But the work of Rotary knows neither calendar nor timepiece.  Thank you for your service to others and to your club.  Because we all know that *Real Happiness is Helping Others.*

Our 2010-2011 theme will resonate with Rotarians for as long as Rotary remains as the words describe so well what Rotarians do in the act of service.

Together let us *Reach Within to Embrace Humanity*as we continue to do what Rotary does best, *Building Communities, Bridging Continents.*

See you at District Conference!

          District Governor Ann Lee