

It's March and thoughts of spring are upon us.  The days are longer, birds sing louder and the sun shines brighter in anticipation of a new season.

I love Spring!  It is a time of anticipation and excitement, a time to be renewed and reenergized!  As we move closer to the beginning of the final quarter of our Rotary year, we must dig in with even greater energy to accomplish the goals we have set and meet the needs of a challenging world. There are so many paths one can follow in Rotary, so many choices where we can focus our attention.  But as RI President Ray reminds us, we need to keep it simple and focus on three activities.  The three simple components to the RI Strategic Plan are (1) support and strengthen our clubs, (2) focus and increase our humanitarian service and (3) enhance our public image and awareness.   All creating Bigger, Better and Bolder Rotary clubs.

Educate yourselves through participation at District Assembly, at RLI (Rotary Leadership Institute), at District Conference and as part of creating member cohesiveness through the Visioning process; efforts that build and strengthen our Rotary clubs.

Members stay through engagement in our service activities.  Keeping our service projects focused and strong we are able to address the humanitarian needs of our world.

We can be easily overcome with stories about those who go to bed hungry, those without adequate shelter, the natural disasters that wipe out once thriving communities such as in New Zealand or, in the case of Haiti, turn a world with nothing into life with less than nothing.  We are moved to help by stories that make us uncomfortable but we should also move others by stories that have improved and changed lives.  Rotarians have taught children and adults to read, provided a meal a day for those used to scraps, furnished schools to bring the light of knowledge, installed wells and bio sand filters that build healthier communities, restored dignity with the gift of a wheelchair, sent scholars on to higher education, and exemplified Rotary's ideals and values in their daily business lives, standing as shining examples to others.

And that is where increasing our PR comes in to play.  If your road has been successful, it is time to continue down the path to create similar successes.  It is also a time to share those successes and see where you can divert your lessons learned to create more.  Rotary enthusiasm can be infectious but only if we share it.

We have traveled far this year; new paths are still being plotted. It is not a time to quit.  We can still accomplish more.  Keep in mind the words of the German poet, Goethe, "Whatever you can do or dream you can, begin it. Boldness has genius, power, and magic in it.  Begin it now."  It is never too late.

Open your hearts to those in need.  There is so much we can do. Rotarians who care and share a love for humanity are easily motivated to do more, to make a difference.  Remember what has kept you in Rotary - the love of fellowship, the love of service and the love that ultimately changes lives in our local and global communities. We choose to be in Rotary - today, I encourage you to choose to make a difference.