Set Up: Mary Smith moved into town and opened a stationary store 6 months ago. She’s working very hard to make her new business successful, and so far, it’s doing well. She joined the Chamber of Commerce, has a reputation as a good worker, and last week hosted a Chamber mixer at her store. You’ve decided she’d make a good Rotarian. You visit her store and ask:

Q: Would you like to join me for breakfast at my Rotary Club next Tuesday as my guest? We have a program you might enjoy.

Mary’s Question: What is Rotary?

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Answer #1: Rotary is an international service organization. We have clubs in almost every country, and for the past 20 years, we’ve been working to eradicate polio. Right now, our club is helping drill water wells in Bangladesh and we’re financing a micro-credit bank in Kenya. Anyway, are you interested in joining me for breakfast?

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Answer #2: Rotary is a leadership organization. We’re made up of local business, professional and civic leaders. We meet regularly, get to know each other, form friendships, and through all that, we’re able to get things done in this community. Anyway, are you interested in joining me for breakfast?

ISSUE: Which response would be more likely to interest Mary in your Rotary club?