

ROTARY DISTRICT 7030 CONFERENCE
HYATT REGENCY HOTEL AND CONFERENCE CENTER
PORT OF SPAIN, TRINIDAD, TOBAGO
27-29 APRIL 2017

In Search of the Meaning of Rotary Service

It is a distinct honor and privilege for me and Ann to be with each of you, our newest members of our family of rotary, on this beautiful morning in Port of Spain, Trinidad/Tobago. We are gratified by the invitation extended to us by our President John Germ and Judy to come here today as their personal representatives to this conference- a Celebration of Twenty Five years of your Triumphant Rotary Spirit and great success of ***“Rotary Serving Humanity”*** this Rotary year. We want to say Thank you to DG Roger Bose for his warm welcome and all he has done for making us feel at home. Thank you to PDG Georges Nouh Chaia and Liliane who are looking after us and in such a short time have become our dear friends.

Recognitions: DGE-Waddy Sowma, DGN Dominique Venere, DGND?? And Conference Chair PP Varsha Sieurajsi

(Recognition of Senior leaders and guests according to Protocol)

In his address to his Governors at the International Assembly in San Diego, President John Germ revealed his presidential theme “ROTARY SERVING HUMANITY” In his own words, he said

“I believe everyone recognizes the opportunity to serve Rotary for what it truly is: not a small opportunity, but a great one: an opportunity of a lifetime to change the world for the better, forever through Rotary’s service to humanity.”

This year Our Rotary Foundation is celebrating 100 years of “Doing Good in the World” and as I look at our theme banner and ponder the words of our President because, for all of my 33 years as a Rotarian, I have been asking myself “What is the true meaning of Rotary Service” or as President John Germ declares as our theme for this year- “Rotary Serving Humanity”

Last year I had the privilege of representing Past President Ravi at the District 7020 conference in Nassau, Bahamas.

I had the pleasure of meeting DG Felix Stubs and he reminded me that our vocation should be more than our success. All of our successes in life expire with us as we pass away but our Significance-the Significance of our work remains.

The great opportunities of Rotary service reaches beyond our selfish pursuits and by contrast it outlives us for generations to come. In other words, it seems to me that “Rotary’s Service to Humanity”

should NOT be DEFINED BY WHAT WE DO but more importantly by WHO WE ARE!! Ask not! *What* is rotary? Ask! *Who* is Rotary?

Please allow me to speak to you of my rotary journey in ***My Search of the True Meaning of Rotary Service.***

More than 44 years ago, I departed from the teaching profession to join the business world. At that time, I was the Student Council Advisor and the student council president was a young lady by the name of Gretchen Sullivan. Upon my departure, Gretchen presented me a very special gift, which she personally put together. It was a beautiful scrapbook of memorabilia for me to always remember the wonderful experiences as Student Council Advisor to the students of Colonia Senior High School.

At the back of the book, she wrote a personal note to me that remained with me all my life. She wrote and I quote ***“Dear Mr. C. The greatest reward for a man’s toil is not what he gets for it but rather what he becomes by it.”*** My fellow Rotarians, after 33 years as a Rotarian, I now realize that the ***greatest value in Rotary is not what we get but rather what we become.***

My personal history as a Rotarian and my search for the true meaning of rotary service has been a gradual realization that we have consistently talked about what we do (community and international projects) rather than talk about “Who We Are”

Before I joined Rotary I had been an active speaker at several historical societies throughout New Jersey and when my Rotarian banker realized this, he suggested that I speak to the Rotary Club of Brick, NJ on the occasion of the 1976 Bicentennial of the USA. In the following 8 years, I was asked to join Rotary and in 1984 I became a Rotarian. Throughout my 33 years of Rotary Service I learned that the growth, the richness and the enduring character of our Rotary organization truly depends on having the capability to ***exalt the individual Rotarian***. We ask new members to join us and then we give them a list of what is expected of their membership. But do we ask them what are their expectations of Rotary? Our relationships revolve around four basic questions-What is it that I belong to? Why am I a Rotarian? Why do I remain a Rotarian? Why not share Rotary and sponsor a new member?

I know who I am and you know who you are, **but I need to know who we are! Who are we together? What are we now? What will we become?** Past President Bill Huntley said it well, ***“Rotary will never be good for any of us unless it is good for all of us.”***

“Rotary has no existence except the existence we give it. It has no glory except the glory of the dedication and the noble service of its members”

As stated earlier, we face many challenges of Membership Development & Retention. My favorite speech on Membership Development and Retention, given by Past President Bill Huntley, challenged us to answer the 4 questions.

First: What is it that we belong to?? What is Rotary? ***Rotary is the best decision I ever made!*** Except if my wife Ann is standing next to me! (LOL)

My friends, Rotary is not about the RI President, it is not about the District Governor, nor is it about the Club President, but rather it is about you and me as individual Rotarians- ***it is about our personal contributions that we make to those in need in our communities and around the world.***

Second: Why are you a Rotarian? I believe that each of you joined Rotary for two basic reasons: the need to serve and the need to share. There is no way Rotary will grow just because we want it to grow. No organization including Rotary can take up peoples’ time unless it allows them to make their contributions in their ***personal*** way-

allows them to be the guardians of Rotary's noble dream of peace and world understanding. As Bill would say ***"Rotarians should need Rotary just as much as Rotary needs Rotarians"***.

Third: ***Why do you stay?*** The reason why I stay is because I cannot, as an individual, accomplish what I can accomplish as a part of our Rotary association. I cannot perform open heart surgery at Children's Hospital of Philadelphia but as part of the Rotary Gift of Life program I am part of the effort in saving those children who will die without that surgery. I stay because of my personal commitment. Well then, if I know what I belong to and if I know why I joined Rotary and I know what makes me stay in Rotary then the Fourth question is obvious.

Fourth: ***Why not sponsor a new member?*** Sponsoring a new member is an honor, it is a privilege. Do you remember the name of the RI President when you joined Rotary, do you remember the name of the District Governor?? Do you remember the theme, maybe not- but I bet you remember your sponsor. We need to value our newest members as we would our newest customers or clients! May I suggest to you that we can accomplish this NOT by looking for members that LOOK LIKE US but rather attracting prospective members who are NOT like us. Rotary is an international organization, yet in many areas we lack diversity. Let us be mindful of the need for RELEVANCE in our communities and constant and never ending improvement of our Rotary Service.

We give of our time, our vocational expertise and financial resources but there is one thing more that we give that is much more important than any of the others.

What is it?? It is the LOVE- the absolute love that we have for Rotary Service. We would not be here if not for what we have in our heart- our love for Rotary.

I ask each of you to recall the day you became a member of your club. The person who asked you to join was someone who had faith and trust in you, a person who truly believed that you were in fact the best qualified person to represent your classification and your vocation.

My classification might have been that of a teacher but I left the profession and entered the business world. In my search for the true meaning of Rotary Service it became apparent to me that the true meaning of rotary service for me resided in the Avenue of Vocational Service. For me, it was never the “lost” avenue but rather it was in fact the basis of my existence in Rotary.

Vocational service is of the very fiber of Rotary. My research clearly was an indication to me that Rotarians should easily understand and accept the premise that the basis (ACTUALLY THE SOURCE) of our rotary service is truly the SECOND object of rotary which is

“to encourage and foster the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian’s occupation as an opportunity to serve society”

In many parts of the world, good things are happening not because of powerful people in government or industry, but because of ordinary people with a passion to make a difference.

Mother Teresa responded well to the question:

“What is your secret to success? Is it hard work, dedication, ability, or discipline?” With a smile she replied “It is hard to say, but one thing I know, I LOVE TO SERVE-I love to give and if you give yourself, life will give you back something to cherish. YOU CAN MAKE A DIFFERENCE IN THE WORLD”

In every country where some good project of rotary was undertaken, the program began in the minds of a few Rotarians. That part of the country, that part of the world is a better place, because of Rotarians.(D.7030 look at your website-see what you are doing in the world)

We have shown the world and we have proved to ourselves that Rotarians can meet even greater challenges by multiplying our resources and working with the governments that share our common humanitarian goals.

If we did the research, we will know that anyone who ever accomplished anything did not know how they were going to do it. They just knew that they were going to do it!

I will share short stories(Eye Mission to Dominican Republic) and (the Kite Story)

It is my conviction that our dedication to serve society is constant and never ending. Consequently, I believe that our vocation is NOT what we do but rather WHO WE ARE.

So the question should not be what is Rotary? The question should be who is Rotary?? We need to stop selling Rotary!! Rather we need to Share the Joy of Rotary Service with “like-minded people”

Mother Theresa was and is an iconic figure. People around the world recognize her and her religious order, the Missionaries of Charity. They are most famous for their work in India amidst the poorest of poor. She said that ***“Many people mistake our work for our vocation. Our vocation is the love of Jesus”*** Their vocation was NOT their “work”. Their vocation was “who they were” Are we the services we offer in the form of rotary projects? Our activity is not a bad thing-but there is something better- ***THERE IS OUR LOVE OF HUMANITY.*** I learned this very lesson from my mother.

Love and Respect- A lesson from my mother-

This taught me a great lesson about family. We have to appreciate one another and be present to one another. Husbands, your wife married you ***for you, not for what you do.*** Wives, your husband married you ***for you, not for what you do.***

We love our children for who they are, not for what they do. Our vocation is the love of one another. “Love your neighbor as you love yourself” I submit to you my fellow Rotarians that the 4 way test by our Past President Herbert Taylor was a realization by him of the need to provide us the guide to become more than we are. The 4 way test was not the brainchild of some committee in Evanston. Rather, it was an unassuming spin-off of the most difficult years in American history-the Great Depression.

Herbert Taylor was, in 1932, an executive with a large and relatively secure company in whose employ he might well have ridden out the storms of the late 1920's and early 30's.

He chose, however, to purchase a small kitchen utensil manufacturing company and take his chances in an already crowded industry with a market that would support only the very best.

From the outset, Taylor recognized that the smallest mistake would probably be his last. There was no room for bad calls or poor judgment.

He needed an advantage that could take him beyond a quality product, hard work and his share of good luck.

After considerable thought and consulting with his employees, he proposed a relatively simple four-part test, a filter through which he and his colleagues could pass every question and decision they would face.

The test of four fundamental doing business questions. Simply and succinctly, they addressed the issues of truth and fairness, of building friendships and accruing benefits.

Whatever else may have been involved in the way of products and practices the combination worked. The company survived and flourished. Indeed, Herbert Taylor would become, 20 years later, President of Rotary International and in the course of his year of service would give to Rotary the copyright to his “test”.

My friends, what does all of this mean to us? What is the Meaning of Rotary Service?

I found the answer in a speech delivered by PRIP Donald A. Adams at the RI convention held in 1927.

“Rotary to me is very simple but the simplest things are often the hardest to explain. I have reached about the half way mark in my life. I am, so to speak, on the crest of a hill and the road slopes away in both directions.

I want you, for a minute, to look down these roads with me. First let us look at the road ahead down which I must travel to the end of my journey. It is not smooth nor entirely straight. There are obstacles and difficulties along the way. The road is filled with travelers. Those just in front of me are a little older than I am. Farther along they are a little older and still older.

Way down at the end as far as I can see just going out of sight round the bend in the road, I see my father and mother. As I watch them I can’t help wondering what has kept them faithful all these years. Has it been financial returns? No, they have had no such rewards. Has it been the applause of their fellowmen??

They have had little of that. As I think the matter through I realize they have been kept faithful by their love for me and for our common humanity.

Now look with me down the part of the road over which I have travelled. This isn't smooth or straight. It ought to be smoother. It would be, too, had I not many times failed in my duties and opportunities. And this road is crowded with travelers. Just behind me are some a little younger than I am. Those behind them are just a little younger, and so on.

And way down at the end of the line, trudging along hand in hand, and just coming up over the brow of the hill I see my children and grandchildren. And in light of the vision we have seen on the road ahead, I know that my duty to my children and my grandchildren is to take all of the stones and obstacles out of the road as I travel on, and the duty which I owe to my children and grandchildren, as a Rotarian, I owe to every child in the world."

Today, we live in a society where focus is placed on getting things for oneself. But we forget the fact that life in abundance comes as a result of giving ourselves to others. As long as we give, we also receive. Winston Churchill reminded us that "We make a living by what we get, but we make a life by what we give"

Giving frees us from the familiar territory of our own needs by opening our minds in the unexplored worlds occupied by the needs of others.

Whenever the blood stops flowing, it begins to coagulate and to clot. In the same way, our life loses vitality and meaning when we cease to give ourselves to others.

I have read your website! It is outstanding! All of your projects are outstanding! In this district, Rotarians and Rotaractors believe in the worth and dignity of every human being.

You see neighbors in need of our commitment here at home and around the world, people who are hungry, illiterate, frightened, ill and unable to care for themselves.

Rotarians and Rotaractors in 7030 believe that as we reach out to help the children in need, we help ourselves the most. We enjoy great personal satisfaction in seeing a helpless child become healthy child and ultimately return home to become a productive member of their community.

You all believe that a great deal more good can be achieved by all of us working together as we reach out in changing and saving lives around the world.

Finally, together we Rotarians in the world believe in Rotary International who is in the unique position as an organization which has the capacity, the intention, and the ability to change the world for the better, working toward world understanding and peace.

It has been said many times that “people don’t care what you know until they know that you care” Rotarians care!!!!

We have the compassion, the caring, the understanding, the willingness and the ability to MAKE A DIFFERENCE IN OUR WORLD.

As I leave this podium, I recall the closing remarks of Past President John Kenny at the 2009 International Assembly in San Diego.

He counseled us and said profoundly that;

“All of us in this room have made a promise. We made it the day we became Rotarians, and the day we first put on a Rotary pin: We promised to honest and ethical. We promised to help others, where and how we were able. And we promised to do what we could to make the world a better place. We promised, in short, to put Service above Self.

“That is the promise that we made as Rotarians-a promise that is ours to keep, every day of our lives, in our clubs, our vocations, and in our communities- for each of us, in our every interaction, is the public face of Rotary. Wherever we are, whatever we do, whenever we wear the Rotary pin we are Rotary for all those who see us.

As others see and judge us, so will all of rotary be seen and judged. And that is not a responsibility to be taken lightly, for it is true as they say that a reputation takes a lifetime to build and but a moment to destroy” end of quote...

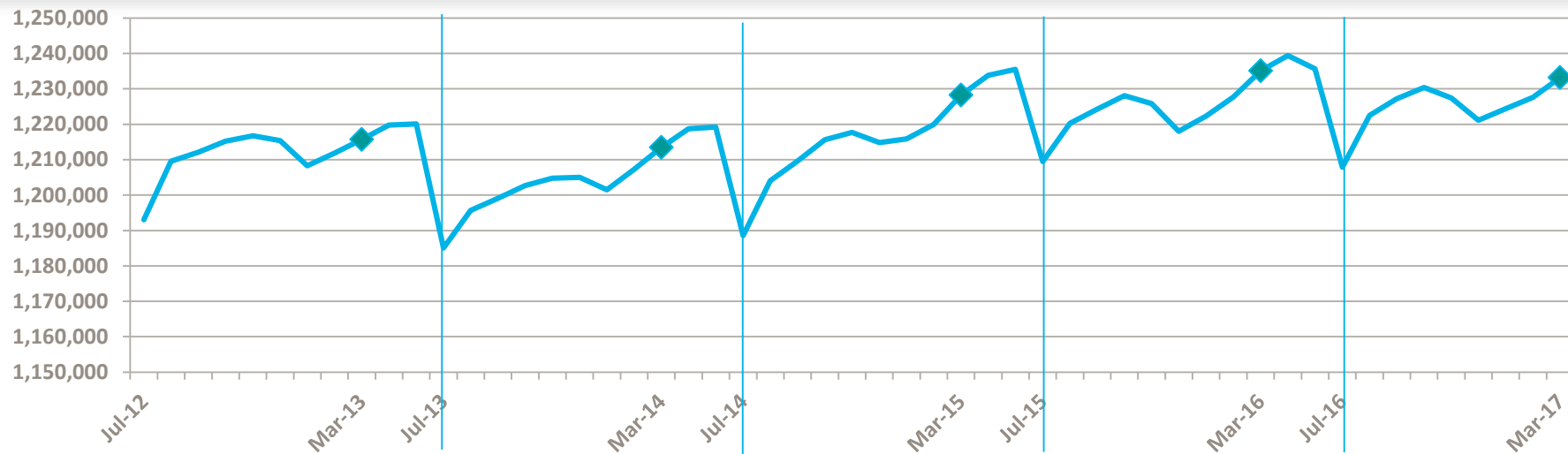
It is precisely this concept of our promise, of our commitment and our responsibility to make our world a better place that distinguishes us as Rotarians and represents our ***SIGNIFICANCE*** long after we leave this world. John Kenny and John Germ as well are telling us that the heart of Rotary is in each and every Rotary Club- that the heart of Rotary is the very heart of each and every one of its members. That the heart of rotary ***IS*** the engagement of Rotarians who, through their compassion and dedication, bring their commitment of ***Service Above Self*** into the lives of the needy people in our communities ***NOT BECAUSE OF WHAT WE DO BUT RATHER BECAUSE OF WHO WE ARE through our LOVE of HUMANITY*** . Winston Churchill said ***“Success is the ability to go from one failure to another with no loss of enthusiasm”. Never lose your enthusiasm! Never stop Serving HUMANITY! Never give up your commitment to serve those less fortunate because your noble service will always be the greater glory of Rotary. I want to say Thank you to all of you in D. 7030 “You make me want to be a better Rotarian”***



MESSAGES CLÉS EFFECTIF 2016/2017

- Les membres du Rotary sont notre principal atout. Lorsque notre effectif augmente, nos clubs sont plus dynamiques, nous accomplissons davantage et nous disposons de davantage de ressources. L'expérience des membres est la priorité interne du Rotary International alors que l'éradication de la polio reste sa priorité institutionnelle.
- Les données Effectif au **1^{er} juillet 2016** sont de **1 207 913 membres** dans **35 399 Rotary clubs**. Cela représente une diminution de 1 578 membres et une augmentation de 285 clubs par rapport au 1^{er} juillet 2015.
- L'objectif d'un Rotary plus ouvert est au cœur de nos politiques en matière d'effectif. Pour réussir, nous devons poursuivre une stratégie à long terme et mettre en œuvre des initiatives ciblées pour attirer de nouveaux membres plus divers, notamment davantage de femmes, de jeunes professionnels, d'Anciens et de jeunes retraités.
- Pour s'assurer que l'expérience des membres reste pertinente pour notre second siècle de service, le Conseil de législation 2016 a adopté des changements importants qui donnent davantage de souplesse aux clubs quant à leur réunion (fréquence, lieu, format) et les catégories de membres qu'ils peuvent proposer.
- Nos études et l'expérience de nos membres montrent que lorsque les clubs ont plus de liberté pour déterminer comment ils organisent leur réunion, qui ils invitent à devenir membre et comment ils définissent l'implication, ils sont plus dynamiques et capables de se développer. S'ils le souhaitent, les Rotary clubs peuvent désormais modifier leur règlement intérieur pour varier le jour, l'heure et le format des réunions, et proposer d'autres catégories de membres. Les clubs peuvent également décider de maintenir les règles actuellement en place.
- Il n'existe pas d'approche unique en matière d'effectif. C'est pourquoi le conseil d'administration a décidé en 2011 d'avoir une approche régionale multi annuelle plus formelle. Une nouvelle structure dirigée par les administrateurs a été mise en place. Elle désigne un chef de projet qui travaille avec le coordinateur du Rotary et d'autres membres pour atteindre les objectifs, gérer le budget et remettre des rapports sur les résultats obtenus. Même si ces plans reposent sur des stratégies régionales spécifiques, ils partagent des objectifs communs pour s'assurer d'améliorer l'attractivité du Rotary, l'implication des membres et la viabilité des clubs. L'année 2016/2017 est la dernière pour la structure actuelle des plans régionaux Effectif. La commission Effectif du Rotary travaille avec le secrétaire général à l'élaboration d'un plan et d'un budget pour poursuivre la mise en œuvre de stratégies régionales Effectif dans les années à venir.
- Les perspectives uniques et l'expérience de nos membres de tous âges sont mises à profit pour améliorer les conditions de vie partout dans le monde au travers d'actions humanitaires durables et à l'impact important. Rendre le Rotary attractif pour les jeunes professionnels comme pour les jeunes retraités est tout aussi important pour l'avenir du Rotary.

- Les jeunes professionnels ont besoin du Rotary pour leur carrière et pour avoir un impact, et le Rotary a besoin d'eux pour obtenir de nouvelles idées et exister encore 100 années supplémentaires.
- Les jeunes retraités possèdent quant à eux une grande expérience qui peut être utile aux clubs et ils cherchent souvent un moyen de rester actifs. Le Rotary est dans une position unique qui lui permet de répondre aux besoins de plusieurs générations.
- Nous soutenons les districts et les clubs en leur proposant des outils en ligne de gestion des prospects qui leur permettent de consulter, d'assigner et de suivre les demandes faites sur rotary.org. Ces demandes de prospects sont envoyées aux dirigeants de district qui sont encouragés à les étudier rapidement et à les assigner au club le plus approprié.
 - Nous recevons aujourd'hui entre 800 et 1 000 demandes de prospects par semaine
 - L'an dernier, seules 34 % des demandes de prospects ont été suivies par les districts et 16 % assignées à des clubs.
 - Ignorer ces demandes d'individus intéressés par le Rotary est non seulement une opportunité manquée de recrutement, c'est aussi un problème d'image publique.
- Nous sommes conscients que la fidélisation des membres est tout aussi importante pour les clubs et les districts. L'an dernier, le Rotary a accueilli **157 690** nouveaux membres. Malheureusement, **17 000** d'entre eux ont mis fin à leur adhésion au cours de leur première année. De plus, **153 000** Rotariens ont quitté le Rotary l'an dernier. Même s'il est important de continuer à promouvoir le Rotary auprès du grand public pour attirer de nouveaux membres, nous devons aussi travailler activement à impliquer nos membres existants, nous assurer que l'expérience au sein des clubs reste pertinente et énoncer efficacement la proposition de valeur du Rotary.
- Nos études montrent que les deux principales raisons pour lesquelles les gens rejoignent le Rotary et y restent sont les mêmes : avoir un impact dans la collectivité et la camaraderie. L'implication du plus grand nombre est notre meilleure stratégie de fidélisation, qu'il s'agisse de rejoindre une commission, de jouer le rôle de mentor ou de participer à une action.
- Nous produisons de nombreux outils et ressources pour soutenir et renforcer nos clubs, aider nos membres et améliorer l'image du Rotary :
 - Une nouvelle brochure pour les membres potentiels : [Passez à l'action](#)
 - Un guide pour l'orientation des nouveaux membres : [Présenter le Rotary](#)
 - Le [bilan de santé du club](#)
 - Une série plus complète d'[Outils d'évaluation de l'effectif](#)
 - Un tutoriel sur les [rapports Effectif](#)
 - Des guides pour améliorer l'expérience des membres
 - [Gestion des prospects](#).
 - Un [document](#) et une [vidéo](#) sur les décisions du Conseil de législation qui donne davantage de souplesse aux clubs en matière de réunions et de catégories de membres.
 - Le programme pilote Correspondants Effectif pour mieux soutenir les zones et les districts
 - Rotary Global Rewards, qui permet aux membres du Rotary et du Rotaract de faire des économies sur des centaines de produits et services, et de proposer leurs propres remises.
 - L'amélioration de nos outils en ligne, notamment Rotary Club Central, le site web rotary.org et de nouveaux documents modifiables sur le Brand Center.

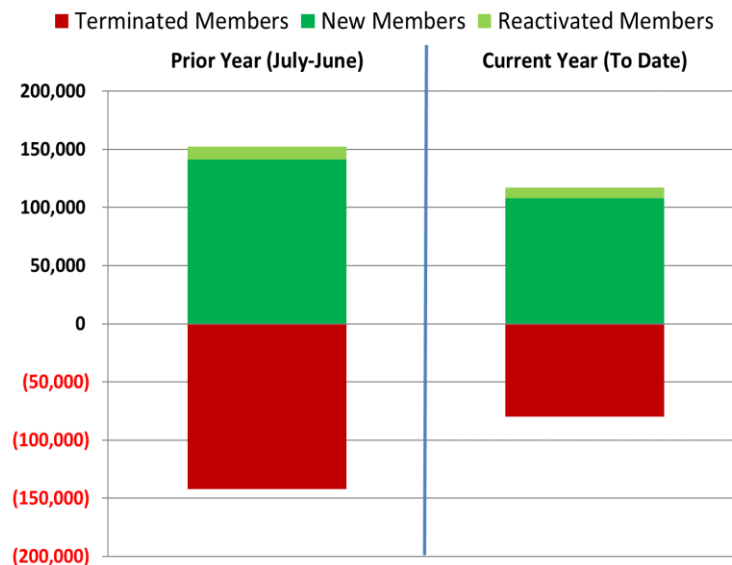


Membership Key Highlights

- 1 July 2016 Start: 1,207,906
- Current Membership: 1,233,172
- Net Change from 1 July: 25,266
- Net Change from same period prior year: -1928

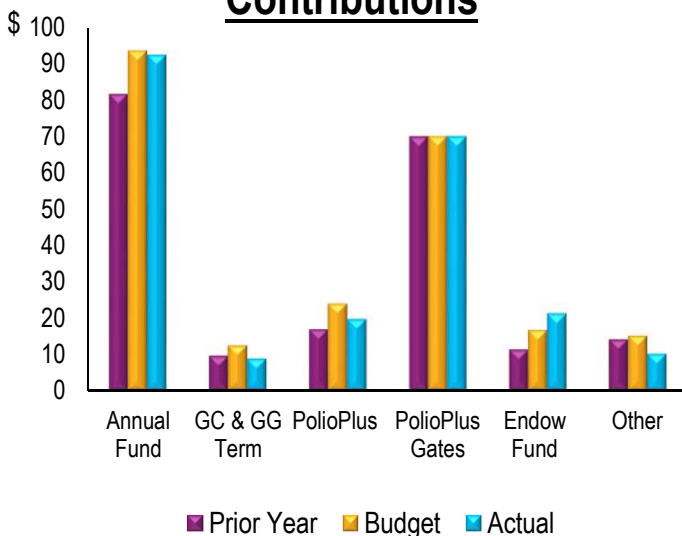
	Prior Year	Current Year
Female Members	20.12%	21.38%
Members <40	3.97%	4.90%

Membership Gains & Losses



The Rotary Foundation – March 2017 Flash Forecast (Unaudited, in US\$ Millions)

Contributions

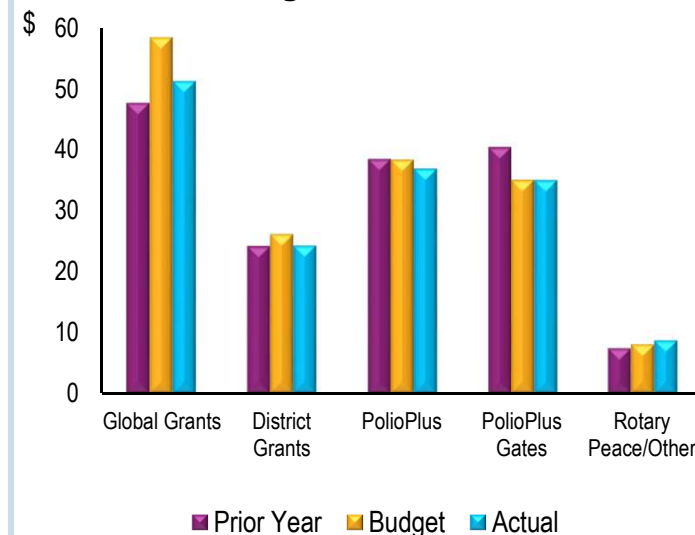


Summary

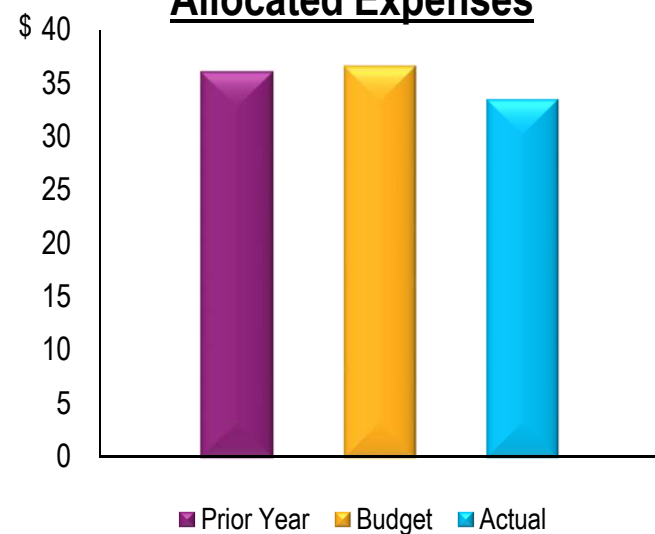
	Budget	Actual	Fav/ (Unfav)
Revenue	\$ 259	\$ 294	\$ 35
Expenses *	203	190	13
Net	\$ 56	\$ 104	\$ 48

* Expenses include program awards and allocated expenses.

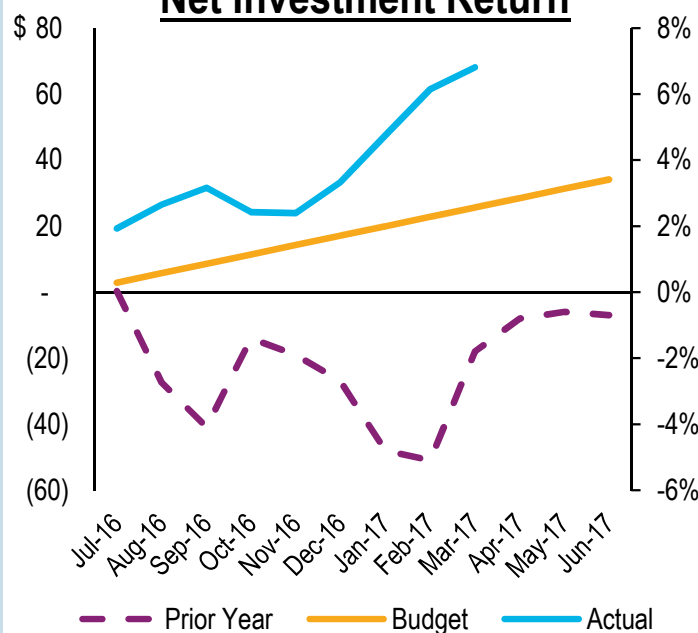
Program Awards



Allocated Expenses



Net Investment Return



Key Highlights

Revenues

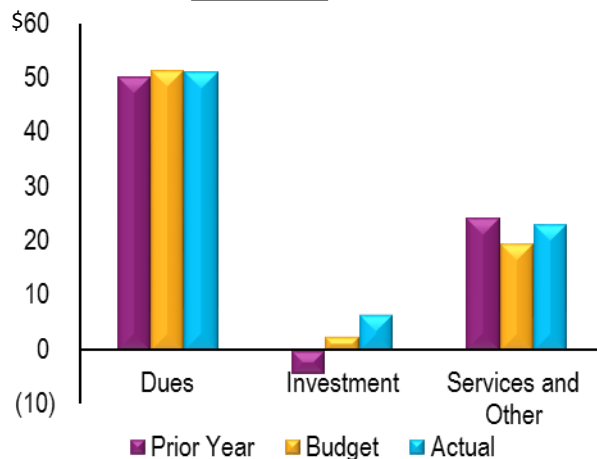
- Contributions** were estimated to be under budget by \$9M, due Donor Advised Fund \$5M, Grant Cash and Term Gifts \$4M, PolioPlus Fund \$4M, and Annual Fund \$1M, offset by Endowment Fund over budget by \$5M.
- Investments:** YTD net investment earnings are estimated to be \$68M, \$43M higher than budget.

Expenses

- Program awards** were \$10M under budget, primarily due to timing in spending of Global Grants \$7M and District grants \$2M.
- Allocated expenses** were favorable by \$3.0M, due to open positions, and lower than expected expenses for officer volunteer travel, recognition, and published materials.

Rotary International – March 2017 Flash Forecast (Unaudited, in US\$ Millions)

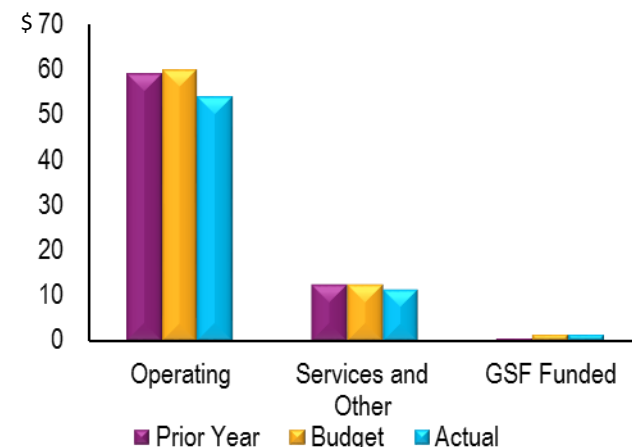
Revenue



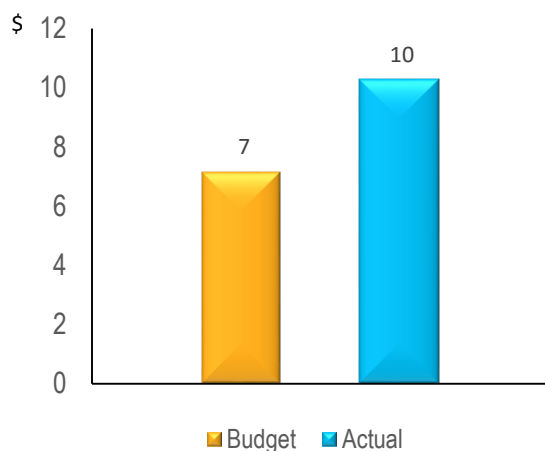
Summary

	Budget	Actual	Fav/ (Unfav)
Revenues	\$ 73	\$ 80	\$ 7
Expenses	73	69	4
Net	\$ -	\$ 11	\$ 11

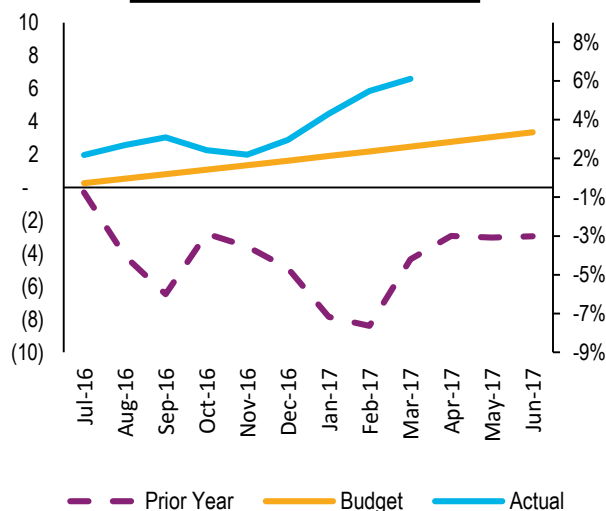
Expenses



Convention Revenues



Net Investment Return



Key Highlights

Revenues

- Dues** revenues are as budgeted.
- Investments** YTD net investment earnings are estimated to be \$6.6M; \$4.1M higher than budget.
- Services and other revenue** were favorable by \$3.0M mainly due to early promotion of the Atlanta convention registration. Current registration is at 33,263 compared to a total budgeted attendance of 22,500.

Expenses

Expenses are favorable by \$3.7M, of which approximately \$1.7M is due to timing of IC, officer/volunteer travel, and PR and Media expenses. Permanent savings of \$2.0M have been identified in volunteer reimbursement, publications, marketing, postage and occupancy.