

ABC's of Rotary

By Past RI President Cliff Dochterman.

This is one of the most important documents that all Rotarians should read, learn and keep for additional studies when ever a question arises concerning Rotary International

Definition of Rotary

How do you describe the organization called "Rotary"? There are so many characteristics of a Rotary club as well as the activities of a million Rotarians. There are the features of service, internationality, fellowship, classifications of each vocation, development of goodwill and world understanding, the emphasis of high ethical standards, concern for other people and many more descriptive qualities.

In 1976 the Rotary International Board of Directors was interested in creating a concise definition of the fundamental aspects of Rotary. They turned to the three men who were then serving on Rotary's Public Relations Committee and requested that a one-sentence definition of Rotary be prepared. After numerous drafts, the committee presented this definition, which has been used ever since in various Rotary publications: "Rotary is an organization of business and professional persons united worldwide who provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace in the world."

Those 31 words are worth remembering when someone asks, "What is a Rotary club?"

THE OFFICIAL ROTARY FLAG

An official flag was formally adopted by Rotary International at the 1929 Convention in Dallas, Texas. The Rotary flag consists of a white field with the official wheel emblem emblazoned in gold in the center of the field. The four depressed spaces on the rim of the Rotary wheel are colored royal blue. The words "Rotary" and "International" printed at the top and bottom depressions on the wheel rim are also gold. The shaft in the hub and the keyway of the wheel are white.

The first official Rotary flag reportedly was flown in Kansas City, Missouri, in January 1915. In 1922 a small Rotary flag was carried over the South Pole by Admiral Richard Byrd, a member of the Winchester, Virginia, Rotary Club. Four years later, the admiral carried a Rotary flag in his expedition to the North Pole.

Some Rotary clubs use the official Rotary flag as a banner at club meetings. In these instances it is appropriate to print the words "Rotary Club" above the wheel symbol, and the name of the city, state or nation below the emblem. The Rotary flag is always prominently displayed at the World Headquarters as well as at all conventions and official events of Rotary International.

ROTARY'S WHEEL EMBLEM

A wheel has been the symbol of Rotary since our earliest days. The first design was made by Chicago Rotarian Montague Bear, an engraver who drew a simple wagon wheel, with a few lines to show dust and motion. The wheel was said to illustrate "Civilization and Movement." Most of the early clubs had some form of wagon wheel on their publications and letterheads. Finally, in 1922, it was decided that all Rotary clubs should adopt a single design as the exclusive emblem of Rotarians. Thus, in 1923, the present gear wheel, with 24 cogs and six spokes was adopted by the "Rotary International Association." A group of engineers advised that the geared wheel was mechanically unsound and would not work without a "keyway" in the center of the gear to attach it to a power shaft. So, in 1923 the keyway was added and the design which we now know was formally adopted as the official Rotary International emblem.

SOME ROTARY "FIRSTS"

- The first Rotary club meeting was in Chicago, Illinois, on February 23, 1905.
- The first regular luncheon meetings were in Oakland, California, chartered in 1909
- The first Rotary convention was in Chicago in 1910.
- The first Rotary club outside of the United States was chartered in Winnipeg, Manitoba, Canada, in 1910
- The first Rotary club outside of North America was chartered in Dublin, Ireland, in 1911
- The first Rotary club in a non-English-speaking country was in Havana, Cuba, in 1916
- The first Rotary club in South America was chartered in Montevideo, Uruguay, in 1918.
- The first Rotary club in Asia was chartered in Manila, Philippines, in 1919.
- The first Rotary club in Africa was chartered in Johannesburg, South Africa, in 1921.
- The first Rotary club in Australia was chartered in Melbourne in 1921

OBJECT OF ROTARY

In some areas of the world weekly Rotary club meetings begin with all members standing and reciting the Object of Rotary. This statement, which comes from the Constitution of Rotary, is frequently seen on a wall plaque in Rotarians' offices or place of business.

The Object of Rotary is "to encourage and foster the ideal of service as a basis of worthy enterprise." The statement then lists four areas by which this "ideal of service" is fostered: through the development of acquaintance as the opportunity for service; the promotion of high ethical standards in business and professions; through service in one's personal, business and community life; and the advancement of international understanding, goodwill and peace.

The Object of Rotary has not always been expressed in this manner. The original Constitution of 1906 had three objects: promotion of business interests, promotion of good fellowship and the advancement of the best interests of the community. By 1910 Rotary had five Objects as increased emphasis was given to expanding Rotary. By 1915 there were six Objects. In 1918 the Objects were rewritten again and reduced to four. Four years later they had again grown to six and were revised again in 1927.

Finally, at the 1935 Mexico City Convention the six Objects were restated and reduced to four. The last major change came in 1951, when the "Objects" were streamlined and changed to a single "Object" which is manifested in four separate ways. The "ideal of service" is the key phrase in the Object of Rotary. This ideal is an attitude of being a thoughtful and helpful person in all of one's endeavors. That's what the Object truly means.

ROTARY MOTTOS

The first motto of Rotary International, "He Profits Most Who Serves Best," was approved at the second Rotary Convention, held in Portland, Oregon, in August 1911. The phrase was first stated by a Chicago Rotarian, Art Sheldon, who made a speech in 1910 which included the remark, "He profits most who serves his fellows best." At about the same time, Ben Collins, president of the Rotary Club of Minneapolis, Minnesota, commented that the proper way to organize a Rotary club was through the principle his club had adopted-"Service, Not Self." These two slogans, slightly modified, were formally approved to be the official mottoes of Rotary at the 1950 Convention in Detroit-"He Profits Most Who Serves Best" and "Service Above Self." The 1989 Council on Legislation established "Service Above Self" as the principal motto of Rotary, since it best explains the philosophy of unselfish volunteer service.

100 PERCENT ATTENDANCE SHOULD BE THE GOAL OF EVERY ROTARIAN

Regular attendance is essential to a strong and active Rotary club. The emphasis on attendance is traced back to 1922 when Rotary International announced a worldwide attendance contest which motivated thousands of Rotarians to achieve a 100 percent attendance year after year. Many Rotarians take great pride in maintaining their 100 percent record in their own club or by making-up at other Rotary club meetings. Although the bylaws of Rotary require members to attend only 60 percent of all meetings, the custom has emerged that 100 percent is the desirable level. Rotary stresses regular attendance because each member represents his own business or profession and thus the absence of any member deprives the club of the values of its diversified membership and the personal fellowship of each member. From time to time, proposals have been made to give attendance credit to Rotarians who are on jury duty, serving in the community, attending a trade convention, on vacation in remote areas, on shipboard or unable to attend because of ill health or other special reasons. None of these exceptions has been adopted. The policy is very clear-a Rotarian is not given attendance credit if he does not attend a meeting. There are a few circumstances where attendance credit is awarded when a Rotarian participates in an alternate type of Rotary event. If a Rotarian is requested to attend an Interact or Rotaract meeting, attendance credit may be allowed. When a member attends a Rotary district conference, district assembly, international convention, Council on Legislation, a meeting of an international committee, an inter-city meeting and a few other specially designated events, attendance may be credited. A Rotarian actively participating in a district-sponsored service project in a remote area where it is impossible to make-up may also receive attendance credit.

THE 4-WAY TEST

One of the most widely printed and quoted statements of business ethics in the world is the Rotary "4-Way Test." It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago-based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, production, advertising and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy. Herb Taylor became president of Rotary International during 1954- 55. The 4-Way Test was adopted by Rotary in 1943 and has been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians.

"Of the things we think, say or do:

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?"

PAUL HARRIS-FIRST BUT NOT FIRST

Was Paul Harris the first president of a Rotary club? No.

Was Paul Harris the first president of Rotary International? Yes.

There is an easy explanation to this apparent contradiction.

Although Paul Harris was the founder and organizer of the first Rotary club in Chicago in 1905, the man selected to be the first president was one of the other founding members, Silvester Schiele.

By the year 1910 there were 16 Rotary clubs, which linked up as an organization called the National Association of Rotary Clubs. A couple of years later the name was changed to International Association of Rotary Clubs as Rotary was organized in Winnipeg, Canada, and then in England, Ireland and Scotland. In 1922 the name was shortened to Rotary International.

When the first organization of Rotary clubs was created in 1910, Paul Harris was selected as the first president. He served in this position for two years, from 1910 until 1912. Thus, the founder of the Rotary idea, who declined to be president of the first club, became the first president of the worldwide organization, Rotary International.

FIRST NAMES OR NICKNAMES

From the earliest days of Rotary, members have referred to each other on a first-name basis. Since personal acquaintanceship and friendship are cornerstones of Rotary, it was natural that many clubs adopted the practice of setting aside formal titles in conversations among members. Individuals who normally would be addressed as Doctor, Professor, Mister, the Honorable or Sir are regularly called Joe, Bill, Charley or Jerry by other Rotarians. The characteristic Rotary club name badge fosters the first-name custom.

In a few areas, such as Europe, club members use a more formal style in addressing fellow members. In other parts of the world, mainly in Asian countries, the practice is to

assign each new Rotarian a humorous nickname which relates to some personal characteristic or which is descriptive of the member's business or profession. A member nicknamed "Oxygen" is the manufacturer of chemical gas products. "Trees" is the nickname for the Rotarian in the lumber business, "Building" is the contractor, "Paper" is the stationery or office supply retailer. Other members might carry nicknames like "Muscles," "Foghorn" or "Smiles" as commentaries on their physical features.

THE FOUR AVENUES OF SERVICE

The term "Four Avenues of Service" is frequently used in Rotary literature and information. The "Avenues" refer to the four elements of the Object of Rotary: Club Service, Vocational Service, Community Service and International Service. Although the Avenues of Service are not found in any formal part of the constitutional documents of Rotary, the concept has been accepted as a means to describe the primary areas of Rotary activity.

"Club Service" involves all of the activities necessary for Rotarians to perform to make their club function successfully.

"Vocational Service" is a description of the opportunity each Rotarian has to represent the dignity and utility of one's vocation to the other members of the club.

"Community Service" pertains to those activities which Rotarians undertake to improve the quality of life in their community. It frequently involves assistance to youth, the aged, handicapped and others who look to Rotary as a source of hope for a better life.

The Fourth Avenue, **"International Service,"** describes the many programs and activities which Rotarians undertake to advance international understanding, goodwill and peace. International Service projects are designed to meet humanitarian needs of people in many lands.

When a Rotarian understands and travels down the "Four Avenues of Service," the Object of Rotary takes on even greater meaning.

THE ROTARIAN AND REGIONAL MAGAZINES

The month of April is annually designated as "Rotary's Magazine Month," an occasion to recognize and promote the reading and use of the official RI magazine, The Rotarian, and the regional magazines.

The Rotarian has been around since 1911 as the medium to communicate with Rotarians and to advance the program and Object of Rotary. A primary goal of the magazine is to support the annual theme and philosophy of the RI president and to disseminate information about new and special programs, major meetings and the emphasis of the several official "months" of Rotary.

The Rotarian provides a forum in which both Rotary-related and general interest topics may be explored. The magazine serves as an excellent source of information and ideas for programs at Rotary club meetings and district conferences. Many articles promote international fellowship, goodwill and understanding. Regular readers usually have

superior knowledge of the activities of Rotary and how each Rotarian may be more fully involved in the Four Avenues of Service around the world.

In addition to The Rotarian there are 28 regional magazines printed in 22 languages. Although each regional publication has its own unique style and content, they all provide Rotarians with up-to-date information and good reading in April-and all through the year.

INTERNATIONAL RESPONSIBILITIES OF A ROTARIAN

As an international organization, Rotary offers each member unique opportunities and responsibilities. Although each Rotarian has first responsibility to uphold the obligations of citizenship of his or her own country, membership in Rotary enables Rotarians to take a somewhat different view of international affairs. In the early 1950s a Rotary philosophy was adopted to describe how a Rotarian may think on a global basis. Here is what it said:

"A world-minded Rotarian:

- looks beyond national patriotism and considers himself as sharing responsibility for the advancement of international understanding, goodwill and peace;
- resists any tendency to act in terms of national or racial superiority;
- seeks and develops common grounds for agreement with peoples of other lands;
- defends the rule of law and order to preserve the liberty of the individual so that he may enjoy freedom of thought, speech and assembly, and freedom from persecution, aggression, want and fear;
- supports action directed toward improving standards of living for all peoples, realizing that poverty anywhere endangers prosperity everywhere;
- upholds the principles of justice for mankind;
- strives always to promote peace between nations and prepares to make personal sacrifices for that ideal;
- urges and practices a spirit of understanding of every other man's beliefs as a step toward international goodwill, recognizing that there are certain basic moral and spiritual standards which will ensure a richer, fuller life."

That is quite an assignment for any Rotarian to practice in thoughts and actions!

STANDARD CLUB CONSTITUTION

Rotary International is the most territorial organization in the world. It exists in 150 countries and cuts across dozens of languages, political and social structures, customs, religions and traditions. How is it that all of the more than 27,000 Rotary clubs of the world operate in almost identical style? The primary answer is the Standard Rotary Club Constitution.

One of the conditions to receive a charter to become a Rotary club is to accept the Standard Club Constitution, originally adopted in 1922. The Standard Club Constitution outlines administrative techniques for clubs to follow in holding weekly meetings, procedures for membership and classifications, conditions of attendance and payment of dues and other policies relating to public issues and political positions.

This constitutional document provides the framework for all Rotary clubs in the world. When the Standard Club Constitution was accepted, it was agreed that all existing clubs could continue to follow their current constitution. Although most of those early clubs have subsequently endorsed the Standard Constitution, a few pre-1922 clubs still conduct their club affairs according to their former constitutional provisions.

The Standard Club Constitution has to be considered one of the great strengths of Rotary to enable the organization to operate in so many thousands of communities.

THE SPONSOR OF A NEW MEMBER

The bylaws of Rotary clearly outline the procedure for a prospective member to be proposed for Rotary club membership. The "proposer" is the key person in the growth and advancement of Rotary. Without a sponsor, an individual will never have the opportunity to become a Rotarian.

The task of the proposer should not end merely by submitting a name to the club secretary or membership committee. Rotary has not established formal responsibilities for proposers or sponsors, however, by custom and tradition these procedures are recommended in many clubs. The sponsor should:

Invite a prospective member to several meetings prior to proposing the individual for membership.

Accompany the prospective new member to one or more orientation/informational meetings.

Introduce the new member to other club members each week for the first month.

Invite the new member to accompany the sponsor to neighboring clubs for the first make-up meeting to learn the process and observe the spirit of fellowship.

Ask the new member and spouse to accompany the sponsor to the club's social activities, dinners or other special occasions.

Urge the new member and spouse to attend the district conference with the sponsor.

Serve as a special friend to assure that the new member becomes an active Rotarian.

When the proposer follows these guidelines, Rotary becomes stronger with each new member.

WOMEN IN ROTARY

Until 1989, the Constitution and Bylaws of Rotary International stated that Rotary club membership was for males only. In 1978 the Rotary Club of Duarte, California, invited three women to become members.

The RI board withdrew the charter of that club for violation of the RI Constitution. The club brought suit against RI claiming a violation of a state civil rights law which prevents discrimination of any form in business establishments or public accommodations. The appeals court and the California Supreme Court supported the Duarte position that Rotary could not remove the club's charter merely for inducting women into the club. The United States Supreme Court upheld the California court indicating that Rotary clubs do have a "business purpose" and are in some ways public-type organizations.

This action in 1987 allowed women to become Rotarians in any jurisdiction having similar "public accommodation" statutes. The RI constitutional change was made at the 1989 Council on Legislation, with a vote to eliminate the "male only" provision for all of Rotary.

RI WORLD HEADQUARTERS

The headquarters of Rotary International always has been in the area of Chicago, Illinois, U.S.A. First it was in Chicago itself, but in 1954 an attractive new building opened in suburban Evanston.

The Ridge Avenue building met the needs of the Rotary Secretariat until the 1980s when the addition of new programs, the growth of The Rotary Foundation, and the new PolioPlus activities made the headquarters building extremely crowded and required some staff members to be housed in supplementary office space nearby.

When a modern 18-story office building became available in downtown Evanston in 1987, it appeared to meet all of Rotary's space and expansion needs for years to come. The glass and steel structure, built in 1977, provides 400,000 square feet of office and usable space. The building was purchased by Rotary International, which leases approximately two-thirds of the space to commercial tenants, until needed by future Rotary growth.

The building provides a 190-seat auditorium, large parking garage and 300-seat cafeteria, as well as functional office space for the 400 employees of the world headquarters. The executive suite on the 18th floor includes conference rooms for the RI board and committee meetings, in addition to the offices for the RI president, president-elect and general secretary.

One Rotary Center, as it is called, will enhance the efficient operations of Rotary International for many years to come.

MORE ROTARY FIRSTS

- Rotary became bilingual in 1916 when the first club was organized in a non-English-speaking country-Havana, Cuba.
- Rotary established the "Endowment Fund" in 1917, which became the forerunner of The Rotary Foundation.
- Rotary first adopted the name "Rotary International" in 1922 when the name was changed from the International Association of Rotary Clubs.
- Rotary first established the Paul Harris Fellows recognition in 1957 for contributors of \$1,000 to The Rotary Foundation.
- The Rotary club which first held meetings on a weekly basis was

Oakland, California, the Number 3 club.

- The Rotary emblem was printed on a commemorative stamp for the first time in 1931 at the time of the Vienna Convention.
- The first Rotary club banner (from the Houston Space Center) to orbit the moon was carried by astronaut Frank
- Borman, a member of that club.
- The first Rotary International convention held outside the United States was in Edinburgh, Scotland, in 1921.
- The first head of state to address a Rotary convention was U.S. President Warren G. Harding in 1923 at St. Louis.

WORLD UNDERSTANDING MONTH

The month of February is very special in the Rotary calendar since it is designated World Understanding Month. The month also includes the anniversary of the first meeting of Rotary held on February 23, 1905, now designated World Understanding and Peace Day. In designating World Understanding Month, the Rotary International board asks all Rotary clubs to plan programs for their weekly meetings and undertake special activities to emphasize "understanding and goodwill as essential for world peace."

To observe this designated month, many clubs arrange international speakers, invite youth exchange students and international scholars from schools and universities to club meetings, plan programs featuring former Group Study Exchange team members, arrange discussions on international issues, present entertainment with an international cultural or artistic theme and schedule other programs with an international emphasis.

Many clubs take the opportunity to launch an international community service activity or make contact with a Rotary club in another country. It is a good month to initiate a Rotary Fellowship Exchange, a 3-H project or encourage support for PolioPlus and other Rotary Foundation programs.

World Understanding Month is a chance for every club to pause, plan and promote the Fourth Avenue of Service-Rotary's continued quest for goodwill, peace and understanding among people of the world.

THE CLASSIFICATION PRINCIPLE

Virtually all membership in Rotary is based upon a "classification." Basically a classification describes the distinct and recognized business or professional service which the Rotarian renders to society.

The principle of Rotary classification is somewhat more specific and precise. In determining the classification of a Rotarian it is necessary to look at the "principal or recognized business or professional activity of the firm, company or institution" with which an active member is connected or "that which covers his principal and recognized business or professional activity."

It should be clearly understood that classifications are determined by activities or services to society rather than by the position held by a particular individual. In other words, if a person is the president of a bank, he or she is not classified as "bank president" but under the classification "banking."

It is the principal and recognized activity of a business or professional establishment or the individual's principal and recognized business or professional activity that determines the classification to be established and loaned to a qualified person. For example, the permanently employed electrical engineer, insurance adjustor, or business manager of a railroad company, mining company, manufacturing concern, hospital, clinic, etc., may be considered for membership as a representative of the particular work he or she may be doing personally or as a representative of the firm, company, or institution for which the professional service is being done.

The classification principle also permits business and industries to be separated into distinct functions such as manufacturing, distributing, retailing and servicing. Classifications may also be specified as distinct and independent divisions of a large corporation or university within the club's territory, such as a school of business or a school of engineering.

The classification principle is a necessary concept in assuring that each Rotary club represents a cross section of the business and professional service of the community.

EXCHANGE OF CLUB BANNERS

One of the colorful traditions of many Rotary clubs is the exchange of small banners, flags or pennants. Rotarians traveling to distant locations often take banners to exchange at "make up" meetings as a token of friendship.

Many clubs use the decorative banners they have received for attractive displays at club meetings and district events.

The Rotary International board recognized the growing popularity of the banner exchange back in 1959 and suggested that those clubs which participate in such exchanges give careful thought to the design of their banners in order that they be distinctive and expressive of the community and country of which the club is a part. It is recommended that banners include pictures, slogans or designs which portray the territorial area of the club.

The board was also mindful of the financial burden such exchanges may impose upon some clubs, especially in popular areas where many visitors make up and request to exchange. In all instances, clubs are cautioned to exercise discretion and moderation in the exchange of banners in order that the financial obligations do not interfere with the basic service activities of the club.

Exchanging club banners is a very pleasant custom, especially when a creative and artistic banner tells an interesting story of community pride. The exchange of banners is a significant tradition of Rotary and serves as a tangible symbol of our international fellowship.

NON-ATTENDANCE RULES

The Rotary Club Constitution specifies three conditions under which a Rotarian's membership will automatically be terminated for non-attendance. These circumstances are: failure to attend or make up four consecutive club meetings, failure to attend or make up 60 percent of club meetings each six months and failure to attend at least 30 percent of the meetings of one's own club in each six-month period. Under any of these three cases, a member will lose Rotary membership unless the club board of directors has previously consented to excuse such failure for good and sufficient reason.

To some individuals, these rules may seem unusually rigid. However, being present at club meetings is one of the basic obligations a member accepts upon joining a Rotary club. The constitutional rules merely emphasize that Rotary is a participatory organization which highly values regular attendance. When a member is absent the entire club loses the personal association with that member. Being present at a club meeting is considered a vital part of the operation and success of every Rotary club.

For any Rotarian to miss four consecutive meetings, or disregard the other attendance requirements, should be considered tantamount to the

submission of one's resignation from the club. When a club terminates a member for non-attendance, it is simply an acceptance of a resignation and not a punitive action by the club officers. All Rotarians know the consequences of non-attendance, so it clearly becomes a conscious decision by a Rotarian to withdraw from the club when he fails to fulfill the attendance requirements.

SHARING ROTARY WITH NEW MEMBERS

Are you aware of the responsibility or obligation most Rotarians fail to perform? Paying their dues? Attending meetings? Contributing to the club's service fund? Participating in club events and projects? No- none of these!

Of all the obligations a person accepts when joining a Rotary club, the one in which most Rotarians fail is "sharing Rotary." The policies of Rotary International clearly affirm that every individual Rotarian has an "obligation to share Rotary with others and to help extend Rotary through proposing qualified persons for Rotary club membership." It is estimated that less than 30 percent of the

members of most Rotary clubs have ever made the effort to propose a new member. Thus, in every club, there are many Rotarians who readily accept the pleasures of being a Rotarian without ever sharing that privilege with another qualified individual.

The Rotary policy on club membership states: "In order for a Rotary club to be fully relevant to its community and responsive to the needs of those in the community, it is important and necessary that the club include in its membership all fully qualified prospective members located within its territory." One merely has to glance through the yellow pages of the local telephone directory to realize that most clubs have not invited qualified members of all businesses and professions into Rotary.

Only a Rotarian may propose a customer, neighbor, client, supplier, executive, relative, business associate, professional or other qualified person to join a Rotary club. Have you accepted your obligation to share Rotary? The procedures are very simple, and everyone must know at least one person who should belong to Rotary.

TOLERANCE OF DIFFERENCES

Occasionally there is a temptation to criticize the laws, customs and traditions of another country which may seem strange or contrary to our

own. In some instances illegal practices or customs of one nation are completely lawful and acceptable in another.

As members of an international organization dedicated to world understanding and peace, it behooves Rotarians to exercise restraint in judging our Rotary friends and citizens from other countries when their behavior seems unusual to us. A Rotary policy has existed for more than half a century relating to this dilemma of international relationships.

The statement, adopted in 1933, says that because it is recognized that some activities and local customs may be legal and customary in some countries and not in others, Rotarians should be guided by this admonition of tolerance:

"Rotarians in all countries should recognize these facts and there should be a thoughtful avoidance of criticism of the laws and customs of one country by the Rotarians of another country." The policy also cautions against "any effort on the part of Rotarians of one country to interfere with the laws or customs of another country."

As we strive to strengthen the bonds of understanding, goodwill and friendship, these policies still provide good advice and guidance.

VOCATIONAL SERVICE

Vocational Service is the "Second Avenue of Service." No aspect of Rotary is more closely related to each member than a personal commitment to represent one's vocation or occupation to fellow Rotarians and to exemplify the characteristics of high ethical standards and the dignity of work. Programs of vocational service are those which seek to improve business relations while improving the quality of trades, industry, commerce and the professions. Rotarians understand that each person makes a valuable contribution to a better society through daily activities in a business or profession.

Vocational Service is frequently demonstrated by offering young people career guidance, occupational information and assistance in making vocational choices. Some clubs sponsor high school career conferences. Many recognize the dignity of employment by honoring exemplary service of individuals working in their communities. The 4-Way Test and other ethical and laudable business philosophies are often promoted among young people entering the world of work. Vocational talks and discussion of business issues are also typical vocational service programs at most clubs.

Regardless of the ways that Vocational Service is expressed, it is the banner by which Rotarians "recognize the worthiness of all useful occupations" and demonstrate a commitment to "high ethical standards in all businesses and professions." That's why the Second Avenue of Service is fundamental to every Rotary club.

ROTARY ANNS

In many Rotary clubs throughout the world, wives of male members are affectionately called "Rotary Anns." This designation was never one of disparagement, but rather grew out of an interesting historical occasion.

The year was 1914 when San Francisco Rotarians boarded a special train to attend the Rotary convention being held in Houston. In those days few wives attended Rotary events, and until the train stopped in Los Angeles, the only woman aboard was the wife of Rotarian Bru Brunnier. As the train picked up additional convention-bound delegates, Mrs. Ann Brunnier was introduced as the Rotarian's Ann. This title soon became "Rotary Ann." Since the clubs of the West were inviting the Rotarians to hold their next convention in San Francisco, a number of songs and stunts were organized which would be performed in Houston. One of the Rotarians wrote a "Rotary Ann" chant. On the train's arrival at the Houston depot, a delegation greeted the West Coast Rotarians. One of the greeters was Guy Gundaker of Philadelphia, whose wife was also named Ann. During the rousing demonstration, someone started the Rotary Ann chant. The two petite ladies, Ann Brunnier and Ann Gundaker, were hoisted to the men's shoulders and paraded about the hall. The group loved the title given to the two women named Ann. Immediately the same term of endearment was used for all of the wives in attendance, and the name "Rotary Ann" was here to stay. Guy Gundaker became president of Rotary International in 1923 and Bru Brunnier was elected president in 1952. Thus, each of the two original Rotary Anns became the "first lady of Rotary International."

LESSONS IN ROTARY GEOGRAPHY

- Were you aware that the Rotary Club of Reno, Nevada, is farther west than the Rotary Club of Los Angeles, California?
- Would you guess that the meetings of the Rotary Club of Portland, Maine, are farther south than those of the clubs in London, England?
- Can you imagine that the Pensacola, Florida, Rotary Club is west of

the Detroit, Michigan, club?

- It's a fact that the Cairo, Illinois, Rotary Club is south of Richmond, Virginia.
- There are 69 Rotary clubs with the word "Tokyo" in their club names.
- The Rotary Club of Nome, Alaska, lies west of the club in Honolulu, Hawaii, and the Santiago, Chile, club is located east of the Rotary Club of Philadelphia, Pennsylvania.
- Rotary geographers will know that virtually every Rotary club meeting in Australia is east of the Hong Kong Rotary Club.
- What do the Rotary clubs of Quito, Ecuador, Libreville, Gabon, Singapore, and Kampala, Uganda, have in common? You guessed right if you said they all meet approximately on the equator.
- There are many interesting relationships and things to learn as you become acquainted with the 27,000 clubs in the wide world of Rotary.

INVOCATIONS AT CLUB MEETINGS

In many Rotary clubs, particularly in Judeo-Christian nations, it is customary to open weekly meetings with an appropriate invocation or blessing. Usually such invocations are offered without reference to specific religious denominations or faiths.

Rotary policy recognizes that throughout the world Rotarians represent many religious beliefs, ideas and creeds. The religious beliefs of each member are fully respected, and nothing in Rotary is intended to prevent each individual from being faithful to such convictions.

At international assemblies and conventions, it is traditional for a silent invocation to be given. In respect for all religious beliefs and in the spirit of tolerance for a wide variety of personal faiths, all persons are invited to seek divine guidance and peace "each in his own way." It is an inspiring experience to join with thousands of Rotarians in an international "silent prayer" or act of personal devotion. Usually all Rotary International board and committee meetings begin with a few moments of silent meditation. In

this period of silence, Rotary demonstrates respect for the beliefs of all members, who represent the religions of the world.

Since each Rotary club is autonomous, the practice of presenting a prayer or invocation at club meetings is left entirely to the traditions and customs of the individual club, with the understanding that these meeting rituals always be conducted in a manner which will respect the religious convictions and faiths of all members.

OPPORTUNITIES FOR FELLOWSHIP

Most Rotarians are successful professional and business executives because they hear opportunities knock and take advantage of them. Once a week the opportunity for Rotary fellowship occurs at each club meeting, but not all members hear it knocking.

The weekly club meeting is a special privilege of Rotary membership. It provides the occasion to visit with fellow members, to meet visitors you have not known before, and to share your personal friendship with other members.

Rotary clubs which have a reputation of being "friendly clubs" usually follow a few simple steps: First, members are encouraged to sit in a different seat or at a different table each week. Second, Rotarians are urged to sit with a member they may not know as well as their long- time personal friends. Third, members invite new members or visitors to join their table just by saying: "Come join us, we have an empty chair at this table." Fourth, members share the conversation around the table rather than merely eating in silence or talking privately to the person next to them. Fifth, Rotarians make a special point of trying to get acquainted with all members of the club by seeking out those they may not know.

When Rotarians follow these five easy steps, an entirely new opportunity for fellowship knocks each week. Soon Rotarians realize that warm and personal friendship is the cornerstone of every great Rotary club.

SENIOR ACTIVE MEMBERSHIP

"Senior active" is a form of membership reserved for members who have provided substantial years of service to Rotary and is usually regarded as a mark of Rotary distinction. Being a senior active member signifies that a Rotarian has been involved in club activities over a long period.

A Rotarian automatically becomes "senior active" upon completion of 15 years of service in one or more Rotary clubs. Senior active status is also conferred upon a Rotarian with ten or more years service who has reached the age of 60, or with five or more years of service who has reached the age of 65. A Rotarian who serves as a district governor is also eligible for senior active membership.

One of the benefits of being senior active is that the Rotarian no longer must reside or have his place of business within the territorial limits of the club. If a senior active member moves to another city, he may be invited to join Rotary without having an open classification. When a Rotarian becomes senior active, his/her classification is released to enable another individual to join Rotary.

It is important to remember, senior active is not a classification, it is a type of membership. A senior active member is always identified by "former classification," which describes a business or profession.

HONORARY MEMBERSHIP

"Honorary" is one of the four types of membership a person may have in a Rotary club. This type of membership is the highest distinction a Rotary club can confer and is exercised only in exceptional cases to recognize an individual for unusual service and contributions to Rotary and society. An honorary member is elected for one year only, and continuing membership must be renewed annually. Honorary members cannot propose new members to the club, do not hold office and are exempt from attendance requirements and club dues.

Many distinguished heads of state, explorers, authors, musicians, astronauts and other public personalities have been honorary members of Rotary clubs, including King Gustaf of Sweden, King George VI of England, King Badouin of Belgium, King Hassan III of Morocco, Sir Winston Churchill, humanitarian Albert Schweitzer, Charles Lindbergh, composer Jean Sibelius, explorer Sir Edmund Hillary, Thor Heyerdahl, Thomas Edison, Walt Disney, Bob Hope, Dr. Albert Sabin, British Prime Minister Margaret Thatcher and many of the presidents of the United States. Truly, those selected for honorary membership are those who have done much to further the ideals of Rotary.

MEMBERSHIP IN ROTARY INTERNATIONAL

If you asked a Rotarian if he or she belonged to Rotary International, the individual probably would look puzzled and answer, "Of course I'm a member of Rotary International." But in this instance, the confident Rotarian

would be technically wrong. No Rotarian can be a member of Rotary International!

The explanation of this apparent contradiction is simple. The constitutional documents of RI state that membership in Rotary International is limited to Rotary clubs. Over 27,000 Rotary clubs belong to the organization we call Rotary International.

A Rotary club is composed of persons with the appropriate qualifications of good character and reputation, a business or professional classification and who serve in an executive or managerial capacity. The Rotarian belongs to a club-the club belongs to Rotary International. This technical distinction is not obvious or even known to most Rotarians and seldom does it create any problems or complications. It does explain, however, why the Rotary International Board of Directors places expectations upon and extends privileges to Rotary clubs, rather than to individual Rotarians.

If someone asks if you belong to Rotary International, your most accurate answer would be, "No, I belong to a Rotary club." But I doubt if anyone would understand the difference, or, in fact, would really care.

DISTRICT GOVERNOR

The Rotary district governor performs a very significant function in the world of Rotary. He or she is the single officer of Rotary International in the geographic area called a Rotary district, which usually includes about 45 Rotary clubs. The district governors, who have been extensively trained at the worldwide International Assembly, provide the "quality control" for the 27,000 Rotary clubs of the world. They are responsible for maintaining high performance within the clubs of their district.

The district governor, who must make an official visit to each club in the district, is never regarded as an "inspector general." Rather, he or she visits as a helpful and friendly adviser to the club officers, as a useful counselor to further the Object of Rotary among the clubs of the district, and as a catalyst to help strengthen the programs of Rotary.

The district governor is a very experienced Rotarian who generously devotes a year to the volunteer task of leadership. The governor has a wealth of knowledge about current Rotary programs, purposes, policies and goals and is a person of recognized high standing in his or her profession, community and Rotary club. The governor must supervise the organization of new clubs and strengthen existing ones. He or she performs a host of specific duties to assure that the quality of Rotary does not falter in the district, and is

responsible to promote and implement all programs and activities of the Rotary International president and the RI Board of Directors. The governor plans and directs a district conference and other special events.

Each district governor performs a very important role in the worldwide operations of Rotary. The district governor is truly a prime example of Service Above Self performing a labor of love.

THE DISTRICT ASSEMBLY

In view of the annual turnover of Rotary leadership each year, special effort is required to provide the 27,000 club leaders with appropriate instruction for the tasks they will assume. The annual district assembly is the major leadership training event in each Rotary district of the world.

The district assembly offers motivation, inspiration, Rotary information and new ideas for club officers, directors and key committee chairmen of each club. Some of the most experienced district leaders conduct informative discussions on all phases of Rotary administration and service projects. The assembly gives all participants valuable new ideas to make their club more effective and interesting. Usually eight to ten delegates from each club are invited to attend the training session.

Another important feature of a district assembly is a review by the incoming district governor of the program theme and emphasis of the new RI president for the coming year. District goals and objects are also described and plans are developed for their implementation.

The success of each Rotary club is frequently determined by the club's full representation and participation in the annual district assembly.

THE DISTRICT CONFERENCE

Most Rotarians have never attended a Rotary district conference. They have not experienced one of the most enjoyable and rewarding privileges of Rotary membership.

A district conference is for all club members and their spouses, not just for club officers and committee members. The purpose of a district conference is for fellowship, good fun, inspirational speakers and discussion of matters which make one's Rotary membership more meaningful. Every person who attends a district conference finds that being a Rotarian becomes even more rewarding because of the new experiences, insights and acquaintances

developed at the conference. Those who attend a conference enjoy going back, year after year.

Every one of Rotary's more than 500 districts has a conference annually. These meetings are considered so important that the Rotary International president selects a knowledgeable Rotarian as his personal representative to attend and address each conference. The program always includes several outstanding entertainment features, interesting discussions and inspirational programs.

One of the unexpected benefits of attending a district conference is the opportunity to become better acquainted with members of one's own club in an informal setting. Lasting friendships grow from the fellowship hours at the district conference.

YOUTH EXCHANGE

Rotary Youth Exchange is one of Rotary's most popular programs to promote international understanding and develop lifelong friendships. It began in 1927 with the Rotary Club of Nice, France. In 1939 an extensive Youth Exchange was created between California and Latin America. Since then the program has expanded around the world. In recent years more than 7,000 young people have participated annually in Rotary-sponsored exchange programs.

The values of Youth Exchange are experienced not only by the high school-age students involved but also by the host families, sponsoring clubs, receiving high schools and the entire community. Youth Exchange participants usually provide their fellow students in their host schools with excellent opportunities to learn about customs, languages, traditions and family life in another country.

Youth Exchange offers young people interesting opportunities and rich experiences to see another part of the world. Students usually spend a full academic year abroad, although some clubs and districts sponsor short-term exchanges of several weeks or months.

Approximately 36 percent of Rotary Youth Exchange students are hosted or sent by the clubs in the United States and Canada. European countries account for about 40 percent, and 12 percent come from Australia and New Zealand. Asian clubs sponsor 5 percent, and 7 percent come from Latin American countries. Over 70 percent of all Rotary districts participate in Youth Exchange activities.

Youth Exchange is a highly recommended program for all Rotary clubs as a practical activity for the enhancement of international understanding and goodwill.

NO PERSONAL PRIVILEGES

Frequently, friends ask whether Rotarians receive special business benefits from their Rotary membership. Should Rotarians expect a special discount or some preferential service just because they are dealing with a fellow Rotarian?

The answer is clearly "no." The Rotary Manual of Procedure expressly states the Rotary position on this matter. The policy, originally approved by the RI Board of Directors in 1933, is that in business and professional relations "a Rotarian should not expect, and far less should he ask for, more consideration or advantages from a fellow Rotarian than the latter would give to any other business or professional associate with whom he has business relations." Over 50 years ago the concept was expressed that "true friends demand nothing of one another, and any abuse of the confidence of friendship for profit is foreign to the spirit of Rotary."

On the other hand, if new or increased business comes as the natural result of friendship created in Rotary, it is the same normal development which takes place outside of Rotary as well as inside, so it is not an infringement on the ethics of Rotary membership.

It is important to remember that the primary purpose of Rotary membership is to provide each member with a unique opportunity to serve others, and membership is not intended as a means for personal profit or special privileges.

"EVERY ROTARIAN AN EXAMPLE TO YOUTH"

In much of the official literature of Rotary International relating to service to young people, a special slogan will be found- "Every Rotarian an Example to Youth." These words were adopted in 1949 by the Rotary International Board of Directors as an expression of commitment to children and youth in each community in which Rotary clubs exist. Serving young people has long been an important part of the Rotary program.

Youth service projects take many forms around the world. Rotarians sponsor Boy Scout and Girl Scout troops, athletic teams, handicapped children's centers, school safety patrols, summer camps, recreation areas, safe driving clinics, county fairs, child care centers and children's hospitals. Many clubs

provide vocational counseling, establish youth employment programs and promote use of The 4-Way Test. Increasingly, drug and alcohol abuse prevention projects are being supported by Rotarians.

In every instance, Rotarians have an opportunity to be role models for the young men and women of their community. One learns to serve by observing others. As our youth grow to become adult leaders, it is hoped each will achieve that same desire and spirit to

serve future generations of children and youth. The slogan accepted over 40 years ago is just as vital today. It is a very thoughtful challenge-"Every Rotarian an Example to Youth."

WORLD COMMUNITY SERVICE

World Community Service is the Rotary program by which a club or district in one country provides humanitarian assistance to a club in another country. Typically the aid goes to a developing community where the Rotary project will help raise the standard of living and the quality of life. The ultimate object of World Community Service is to build goodwill and understanding among peoples of the world.

One important way to find a club in some other part of the world which needs help on a worthy project is to use the WCS Projects Exchange, a list of dozens of worthy activities in developing areas. The exchange list is maintained in the RI Secretariat in Evanston and is readily available upon request. It outlines projects, provides estimated costs and gives names of the appropriate contacts.

Clubs which need assistance, or are seeking another club to help with a humanitarian project, such as building a clinic, school, hospital, community water well, library or other beneficial activity, may register their needs. Clubs seeking a desirable World Community Service project may easily review the list of needs registered in the Projects Exchange. Thus, the exchange provides a practical way to link needs with resources. Every Rotary club is urged to undertake a new World Community Service project each year. The WCS Projects Exchange list is an excellent tool to find a real need, a project description and cooperating club in a developing area. The job then is to "go to work" to complete the project, and at the same time build bridges of friendship and world understanding.