

## SATURDAY SPEECH

I must again thank Governor Joaquim Ferriera and his wife Celia Maria, and all District 4420 Rotarians for the hospitality shown to me thus far at this conference.

And a special thank you to my aides, Mario Cesar de Camargo and Denise for looking after me. Thank you.

A weekend like this is intended to increase our vision and direction for our Rotary involvement. Speaking of vision and direction, it reminds me of an Arnold Palmer golf story, one in which he was invited to attend a convention of **blind golfers**.

Arnold Palmer asked the blind golfers how they were able to know what direction to hit the ball.

One of the blind golfers explained the key ---- that the caddy went out ahead of her – with a little bell --- which the caddy would ring as he stood near the hole.

The blind golfer would then hit the ball toward the sound of the bell.

Arnold asked how well it worked, and the golfer said that it worked so well, she was willing to take on Arnold Palmer in a round of golf ---- AND, just to make it interesting, she was willing to bet Palmer \$10,000 she could beat him.

Well, Arnold Palmer could not believe it. He resisted, but the lady insisted.

So, the deal was struck. Palmer said OK. And then he asks a question.

### WHAT TIME SHALL WE TEE OFF?

And the lady said – How about 10:30.....TONIGHT!!!!

This story is a reminder that, no matter what the obstacles may be, we have to focus on what it takes to move your Rotary Clubs forward. To get where you want to be. To move in the direction you want to move. To reach the destination of your Rotary goals.

Rotary goals like eradicating polio from the face of the earth.

Through Rotary's efforts and those of partner agencies, including the World Health Organization, the United Nations Children's Fund, the United States Centers for Disease Control, and governments around the world....the world has seen a 99% reduction in the number of polio cases since 1985.

Amazingly, it is so wonderful that India is no longer polio-endemic.

We are closer than ever to ending the crippling disease for good, yet we are in emergency mode. We don't have the funding to finish the job. That's why we need you to use your network of contacts to help stop this disease. Advocacy is not the job of a small group of senior Rotary Leaders – it is up to everyone to make sure polio stays on the global agenda. Write to your government officials. Use your social network to spread the word. Provide a link to [www.endpolionow.org](http://www.endpolionow.org) in your email signature. Host a fundraising dinner to help fill the funding

gap that holds us back. Together, we will cross the finish line and leave a legacy of a polio-free world.

At significant Rotary events, like this District Conference, it is important for each of us to acknowledge our important place in leadership in Rotary. You and I are connected together in leadership.

This is our moment in time.

I am certainly humbled and privileged to be serving as one of the 17 Directors on the Board of Directors of our organization, serving a 2-year term.

I certainly feel the **excitement** of the opportunity.

And I also feel the **challenge** of helping to lead Rotary into its future as we –

1 – implement Rotary International’s Strategic Plan in each of your Rotary Clubs.

2 – help Rotary Clubs be Bigger, Better and Bolder.

3 – shape the revitalization of Rotary’s brand

4 – engage the next generation to embrace Rotary membership

5 – getting your Rotary clubs “certified” to execute the new Grants Model of our Rotary Foundation, moving toward the 100<sup>th</sup> anniversary of The Rotary Foundation in 2017, focusing and increasing our Humanitarian Service through GLOBAL GRANTS for the world, and DISTRICT GRANTS for your local communities.

And

6 – leverage our ability to succeed in eradicating polio within the next four years, by 2018 – and take the lessons learned to create more partnerships to be responsive to the challenges that confront humanity.

Each of you, too, should be feeling the **excitement** of your opportunity to serve in Rotary.

Each of you personally, I hope, are supporting The Rotary Foundation with a personal contribution.

Each of you personally, I hope, are encouraging the members of your Club Board of Directors, and aligning your club’s goals with those of Rotary International.

Each of you personally, I hope, are setting a good example of servant leadership.

And I am sure you also feel the **challenge** of helping lead your Rotary Club into its future.

Let me encourage you in the following ways –

1. In MEMBERSHIP – Set a goal to grow your membership. Decide how many members your club will have in 12 months, and go make it happen.

2. In FOUNDATION – learn all you can about The Rotary Foundation’s GRANTS MODEL, and lead your club to a higher level of donations to The Rotary Foundation’s Annual Giving, at least \$100 US per member.
3. In COMMUNICATION – improve your club’s newsletter, website and social media presence. Post your club’s projects on Rotary Showcase. Recently, you may be aware Rotary launched a ROTARY BRAND CENTER on Rotary.org, where our members can access logos, guidelines, images, videos, advertisements, and other resources to help you tell Rotary’s story better than ever before. We are applying a consistent Rotary look and voice, and we are encouraging you to describe Rotary as an organization where you

JOIN LEADERS

EXCHANGE IDEAS

TAKE ACTION

4. In your VOCATION – use your particular vocational skills for the benefit of your club and club board.

One of our former Rotary Directors, Kozo Sugo from Osaka, Japan, provided a wonderful commentary regarding Vocational Service.

Sugo says, “It is within the spheres of our occupations that we can find the very heart of Rotary service, because vocational service is the very essence of Rotary. Vocational service is, in fact, what distinguishes us from other service clubs. The world needs Rotary’s vocational service now more than ever. In today’s businesses and professions, people are grappling with an overemphasis on competition, the pressure to increase profits regardless of human cost, and the disorienting pace of technological advancements.

Today, many educational institutions and business environments focus on developing the intellect, while failing to develop compassion, integrity, loyalty, and the other virtues we collectively refer to as “good character”.

So, as President Ron has urged us, let us renew our commitment to vocational service. And let us start by looking carefully at the origins and importance of this neglected Avenue of Service, so that we may better understand how it is vital to our work as Rotarians”.

I hope you remember, from my speech yesterday, when I shared my story about shoes, and Victor, and the green glove.

I talked about the cycle where givers become receivers, and receivers become givers.

I am excited today that each of you know, so very well, the cycle where givers become receivers, and receivers become givers.

This will serve Rotary very well, as you go back home from this conference, as you share with others the excitement of your opportunity to exhibit “Service Above Self” in Rotary.

May I encourage you.

Make this moment in time count.

Show significant individual leadership.

Display the vision that says you will NEVER UNDERESTIMATE the CAPACITY of the ROTARIANS in your Rotary Club.

Open up, and add to, the crayon box that is your Rotary Club, and bring your club together with a connecting spirit like never before.

In brief, may I suggest you are in the business of creating MORE ROTARY MOMENTS FOR MORE ROTARIANS in your Rotary Clubs.

In the words of Arch Klumpt, founder of The Rotary Foundation - “No one can tell us what Rotary will be tomorrow, but one thing is certain. What Rotary will be tomorrow depends on what we Rotarians do today”

It has been wonderful to be with you in Brazil this weekend. On behalf of President Ron Burton, and Jetta, I thank you for your service, and keep up the great work of Rotary – because I trust you have realized by now – you just never know the opportunity your giving will give to others.

Thank you.