

The RI president's monthly message

### Winds of Change

What an amazing world! Advances in technology are happening so quickly that they cause constant changes in our businesses and professions. Yet about one-third of the world's population is still living at a subsistence level with little change in their lives. It is a stark contrast and a cause for concern.

Rotary has both a distinguished heritage and a bright future. My primary task as president is to enhance the vitality and viability of Rotary clubs and to enable them to succeed in the midst of societal changes. This is an important task because it is the clubs that address and alleviate the root problems of society and thereby make the world a better place.

Wind of change was a new and significant phrase when I was a Rotary Scholar in South Africa in the early 1960s. It is serendipitous that the phrase that was first publicized in my host city of Cape Town is now applicable to Rotary as we contemplate the changes in society that dictate some corresponding changes in our organization. The phrase is now better known as winds of change.

We are currently enjoying a culture of innovation at Rotary International. We have the ability to look at all of our programs and practices to see if they can be improved, even as we steadfastly maintain our core values. I hope many Rotarians will take advantage of this opportunity to identify and implement improvements in their clubs and districts as well.

Rotary lives and breathes in our 33,000 clubs, and it is the clubs that improve lives by Building Communities – Bridging Continents. If we succeed in helping clubs to become Bigger, Better, and Bolder in the next year, then it will be clear that the best days of Rotary are still ahead. We are fortunate to be Rotarians! Together, we can make the world a better place!