

## Service-A Rotary Core Value

Delivered at the Club's weekly luncheon  
by Stew Nelson  
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As you know January is "Rotary Awareness Month," so I was excited when President Lou asked for me, a relative newcomer, to prepare a short talk on how "**Service,**" a Core Rotary value, and **our own actions** influence the public's perception of Rotary.

Presumably we are all here because we believe in "Service above Self." I know that's why I'm here. Rotary is way more than lunches and bowling. The fact of the matter is Rotarians are known throughout the world for promoting what I call "Organized & Coordinated Volunteerism." People join because it is here that they can leverage their volunteer efforts with over a million people world with **mutual interests**. The ultimate value of Rotary is greater than the sum of its members.

How many people in the room, when you first heard about the devastating earthquake in Haiti, thought about fellow Rotarians that may be in desperate need or wondered what we as club will do? [Raise your hands.] I am sure Rotarians around the world will rise to this challenge just as they did after the tsunami as that is what we are all about. If you missed the tsunami relief you will certainly get an opportunity with the Haitian earthquake relief efforts.

The number of local opportunities to serve in our club is great also—many with little time commitment. Each of us should try to join as many of our service opportunities as time permits us. I am too busy is not an excuse! We are all too busy to some extent during various phases of our lives. It is a matter of setting priorities. Steven Covey 101.

As true Rotarians we sometimes find it harder to ask for help than to just do it ourselves, so our committees are not known for their recruiting prowess. I challenge you to set as one of your goals for 2010 to reach out and find another opportunity to pitch in and help. You might start when you hear Todd speak about the Rotate Your Food Committee, which is looking for helpers, as are many other committees.

Oh, and by the way, wear your pin more. We know what the mission and core values of our organization are. But if a non-Rotarian asks you about the pin, take the opportunity to tell them what it stands for--"Service above Self." And don't forget to add our Values: Fellowship, Leadership, Integrity, Diversity, and SERVICE!!