

Dear President,

We live in a world where success is calculated in terms of wealth, accomplishment, name and fame. It is an action and accomplishment oriented society. But our success will only be partial if we are not a complete human being. Being refers to the kind of person we are—loving, caring, selfless, just and friendly. “Being is what we are in terms of the inner relationship we have established with ourselves, with our fellow men, and with our destinies. It is what we are in terms of the values we live by and the conclusion we accept as to the meaning and purpose of our lives” says Alvin Goeser.

When you bake bread, you use yeast, so that the dough rises. If you want to rise in Rotary, be like yeast to achieve your goal. This “yeast” is your attitude. The way you perceive Rotary, the way you travel with Rotary, the way you succeed in Rotary, the way you excel in Rotary, depends on your attitude . This attitude determines altitude. Satisfaction comes only when success is in your pocket and success is ensured by your attitude—attitude towards service, attitude towards your fellow Rotarians who help you achieve your goal and above all your attitude towards the communities. A gentle, compassionate, caring and lovable attitude ensures full community support and this support is vital to your success. A satisfied community is a satisfied Rotary. When we have to work for the community, in the community and with the community, we need to develop an attitude of a club that cares, shares and delivers. Many a community has rejected Rotary because of an “attitude” of Rotarians who project themselves as Messiahs. We are but only servants of the Almighty and we should convey our gratefulness to the community for accepting our efforts to help. Such an attitude may not be easy to cultivate but superior airs have always resulted in bitterness and dissatisfaction.

The need is for Rotarians to change their attitude if required. A smile, a humble expression of gratitude and a friendly approach can make slaves out of communities who would not hesitate to approach you for their problems. As a club leader, you are entrusted with great responsibilities and if you want to reach higher altitudes, shaping your attitudes can ensure success.

That is why W Clement Stone said, “There is little difference in people, but that little difference makes a big difference. The little difference is attitude. The big difference is whether it is positive or negative.”

Best of luck!



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