

ing acquires a knowledge of business, of Rotary, of the community, and of world affairs, which expands his horizon and increases his potential effectiveness.

Acquaintance

A third reward is the wider acquaintance and better understanding of men which are consequences of the atmosphere characterizing a true Rotary meeting. Many a Rotarian has found new things to admire and respect in men he thought he knew before. By contacts with new members, with visiting Rotarians from various cities and countries and with other guests, he enlarges and enriches his experience.

These three rewards, relaxation, information, wider acquaintance, come without much effort on the individual's part. They are practically clear profit.

Opportunity to Share in Service

Another result of attendance is the opportunity to share in keeping things going. Rotary clubs don't just happen; they are the result of the unselfish devotion of officers and committees. The member who has benefited generously will want to do his share in carrying the responsibility. He can do that best if he is regular in his attendance.

Finally, the Rotarian who is regular in attendance is doing for his fellow members what we have already noticed that they do for him. Moreover, he is encouraging and sustaining those whose efforts have set the stage for the satisfaction he has found, those without whose efforts a Rotary club luncheon would be just another meeting.

Attendance in Wartime

The war—especially the regulations that have been placed on transportation and food and the problems that are being encountered in the labor market and in certain types of business, the difficulties encountered in maintaining a regular meeting place, etc.—has created new problems, and placed greater responsibility on the attendance com-

mittee. While attendance difficulties have increased, so has the importance of good attendance.

Unity is the watchword of the day. In every country directly affected by the war, the people are being called upon to present a united front. Many of the programs and the discussions will be centered on keeping the members informed with regard to the special war efforts of the community. Only if a Rotarian is regular in his attendance can he participate fully in the contribution which his Rotary club will be making in that direction. The building of morale is one of the greatest opportunities a Rotary club has in the present crisis. Poorly attended Rotary meetings have an adverse effect on the club and indirectly on the morale of the entire community. Well attended meetings, on the other hand, will be evidence that the business and professional men are cooperating enthusiastically in the war effort.

Special vigilance for the morale of your own members is required these days. If a Rotarian is experiencing difficulties in his business—if he is worried about a son or other relative in military service—he may develop an attitude that he “does not feel like” attending the Rotary meeting. In such a case the attendance committee should approach him in a friendly, helpful manner and cause him to see that he needs more than ever the kind of association and fellowship that Rotary affords.

Heretofore the average monthly attendance of all Rotary clubs in the United States and Canada has been approximately 85%. If the problems of the present day make it impossible to maintain this average we shall just have to accept this as “a casualty of war,” and make the best of it. There may be consolation in the fact that all other Rotary clubs are “in the same boat.” Let's remember—attendance is a means to an end—and not the end in itself!