

connected with attendance; Larry Akers, director of Rotary International in 1941-42, says that every worth-while business or profession in every community should be represented in Rotary. He would have every Rotary club not a social club, but a true cross section of the community. He is saying, in other words, that if Rotary is good for you, it is good for your neighbor, and we can all agree. I increased the membership of our club over 20% during my year, and I believe every man we then took in is still a member. Rotary is a service organization, and the more members it has, the greater service it can render the community. The bigger the club, the better cross section of the community it represents.

Welcoming New Members

First impressions are usually the most lasting; it is therefore desirable, so I have found, to so induct new members that they will at once realize that there is something to Rotary. True, Rotary has no ritual, yet if you present, with appropriate words, a framed copy of the Objects of Rotary, a copy of pamphlet No. 52, a late copy of "The Rotarian," the Rotary button, etc., to each new member when he is inducted, the effect will be good and the impression lasting.

Assimilating New Members

Another question, what shall be done with new members? When a new man is brought into a business enterprise, he is usually "brought up to date" on its activities. R.I. has prepared more than a dozen papers, as mentioned in File 200, relating to this subject. You, no doubt, now have a plan that is being carried out by your Rotary information committee for the development of new members; if not, one could be worked out with the aid of R.I. material.

Help from the Secretariat

Let us complete our cycle; by using information from your members, from your directors, from your district governor, and from Rotary International, each of us can help ourselves. In the secretariat in Chicago, which I visited on my return from the Rotary convention, I was impressed with the orderly manner in which they carry on, and the vast amount of information they have that can be used to advantage by every club, its officers and committees, all of which can be had for the asking.

Conclusion

This, fellows, is your year. What is going to be the verdict of your club, of your community when you turn the gavel over to your successor? That is entirely up to you.

Attendance is one feature that bothers every president. The greatest incentive to participation in each one, and will hear such good reports about those they miss that they will strive all the harder not to miss the next one and the next one. And when you get the attendance habit well developed in your members, they will take so much pride in their attendance records that they will make the necessary effort to keep them up.

Membership Growth

In a way, the addition of new members is

I repeat, if you make the fellows comfortable, feed them well, and interest them, you will have a good year.

Presiding at the Meeting

The technique and mechanics of running Rotary club meetings are simple. I have observed that by starting on time, presiding with dignity, and closing on time, you please your members. Let the other fellows do the work in so far as possible; let your secretary make the reports, and, if desirable, add a word