
扶輪社長是扶輪的關鍵人物

Club presidents critical to Rotary

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英國伯明罕 2009 年國際扶輪國際年會的參與者。
Attendees at the 2009 RI Convention in Birmingham, England. Rotary Images/Monika-Lozinska Lee

扶輪領導人要求扶輪社長們明年要努力使他們的扶輪社擁有創社以來最好的一年，所以，也會成為他們的生命中最好的一年之一。

2009 年的 6 月 22 日在英國伯明罕所舉行的國際年會，在一次扶輪社社長以及社長當選人的高層會議議程當中，國際扶輪社長 Dong Kurn Lee 以及社長當選人 John Kenny 強調社長們在組織的歷程中扮演著極為重要的角色。他們鼓勵參加者以達成社員的成長及防止社員流失當作推動其社行動的方法。

「如果社長是有組織觀念以及有熱情的，那麼，這個扶輪社將會成功」Dong Kurn Lee 說：「一個成功的扶輪社能夠做很多讓夢想成真的事。重要的是，不僅是讓新成員加入我們的扶輪社，更是讓具有資格、有能力及能夠激勵人心的人才留在扶輪社裡。」

「我堅信」Kenny 說：「扶輪社社長是扶輪當中最重要的人。」他要求社長當選人要讓自己的社至少參與其中一項有關明年度社長重點強調的服務項目，這三項服務分別是水資源、保健與防飢，還有識字。「當扶輪社被認為是主動積極時，社員才會強固。」他解釋說。

Kenny 還強調防止社員流失跟招募新社友一樣重要。

「在一年當中大量湧入很多社友，而在下個年度大批人出走扶輪社並不是個好現象。」他說：「我們不只是想要數字而已，我們要的是真正的扶輪社友。」

蘇格蘭 Grampian 的 Ellon 扶輪社社長 Eleanor MacAlister 分享她的第一步計畫的成功案例，她讓每個社員都有責任，提供出能邀請到社內的貴賓的名字。在第一個三個月的期間，每十五個被列名的候選人中，就有七位成為正式的扶輪社員。其中有一位社友還參加每一個當地的商業會議。

「承擔社員行動的風險。」她告訴高層會議的出席者。

其他的扶輪社長們也分享了彼此成功的故事，並且在雙向溝通的議程當中直接回饋給領導人。其中幾個扶輪社友仍然堅持要開放一些扶輪社讓女性來參與。

Rotary leaders asked club presidents to work hard to make the next year the best in the life of their club -- and, as a result, one of the best years of their lives as well.

At a special summit for club presidents and presidents-elect, held 22 June during the 2009 RI Convention in Birmingham, England, both RI President Dong Kurn Lee and President-elect John Kenny stressed the vital role that club presidents play in the life of the organization. They encouraged attendees to push their clubs to be active in service as a means of achieving membership growth and retention.

"If the president is organized and enthusiastic, then the club will succeed," said Lee. "A successful club can do so much more to *Make Dreams Real*. It is important not just to have members in our club, but members who are qualified, skilled, and motivated."

"I firmly believe," said Kenny, "that the club president is the most important person in Rotary." He asked presidents-elect to have their clubs take on at least one service project related to one of next year's three presidential emphases of water, health and hunger, and literacy. "When Rotary clubs are seen to be active, membership is strong," he explained.

Kenny also stressed that member retention is as important as recruitment.

"It does no good to have an influx one year and an exodus the next," he said. "We don't just want numbers, we want true Rotarians."

Eleanor MacAlister, president of the Rotary Club of Ellon, Grampian, Scotland, shared the success of her club's Step One program, which makes it the responsibility of every member to come up with names of people to invite into the club. Of the 15 candidates who were named in the first three-month period, seven became members. A club member also attends every local chamber of commerce meeting.

"Take risks with membership initiatives," she told the summit attendees.

Other club presidents also shared success stories, and directed feedback to the leaders during a question-and-answer session. A few Rotarians insisted that more still needs to be done to open up some clubs to women.
