



The “secret” of the effective: sharing a rotarian altruistic and active path

Dear fellow members,

August is the month dedicated by Rotary International to the effective and how to maintain and expand it.

It is a pity that such a crucial matter coincides, at least in countries like ours, with a less intensive rotarian period due to the summer break. But Rotary is in fact International and, as we should remind ourselves more often, we should not look at it from a local point of view, or even worse, from a localistic one.

After all, sensible minds like ours cannot fail to notice that this subject requires a permanent attention which should go beyond a “dedicated” month.

The effective can only be maintained and expanded if the Club action reflects the principles and general rules of the organization, which contain the whole Rotarian identity. We should then try to realize the same with intelligence and ductility but still inside the “enclosure” of Rotarian ideals.

This will reveal Rotary first of all to ourselves and then to the outside world if we will be able to convey our work in the right ways.

Service, effective and public image become the three topic moments of rotarian everyday routine: Rotary is service, the effective finds its realization in the service, the transmission of the rotarian image based on the service attracts new members (or persuades those who had a different ideas about Rotary, to address himself in a different way which is healthy for our organization).

We are men of goodwill who are trying to attract other men of goodwill with whom we can share an altruistic and active path: the “secret” of the effective is all about this.

The past month has finally given me the opportunity to spend time with the Club rather than just with the executives, as happened so far during the formative meetings, from pre-Sipe to the Assembly. I have experienced a very pleasant sensation due to the warmth received and the expectations about my humble self. I believe I have not spared myself neither for the visits already done nor for the presences to all events.



After all, it is necessary to be amongst the members to be able to listen, which is my duty and I will try to do it as much as possible and to reaffirm my availability to be there always and no matter what: from the most numerous and oldest Club to the smallest and youngest one.

I am receiving conflicting news about the length and complexity of the Installation ceremonies. It seems that the recommendation to keep them concise and sober has been received only partially. Obviously, the long times and the complex ceremonies have been metabolized to such an extent that they have now been supinely accepted even though they are still criticized (sometimes very severely). I believe that we would need more courage in dealing with this matter, by convincing ourselves that it is possible to change and that changes sometimes do not diminish but on the contrary increase consensus.

I record with great satisfaction the continuous success of the sale of the boxes generously provided by Societa' Agromonte (www.agromonte.it) and whose proceeds will entirely go to the Rotary Foundation. We will regularly bring them during our visits and it would be useful if the Clubs could let us (myself and/or the District Secretaries Franco Pitanza and Maurizio Pettinato) know in advance their required quantities.

I am going to leave you by extending my wishes for a peaceful summer to your loved ones and by reminding you to regularly update the editorial staff of the *Giornale del Rotary 2110* with the latest Clubs activities according to the instructions already provided by the Director Giorgio De Cristoforo, who is responsible for the sensational success that our magazine obtains also on a national scale.

Till September, which will be the month of Basic Education and Literacy Month.

Yours in Rotary

A handwritten signature in black ink that reads "Francesco Filazzo".

Catania, 1 August 2015