



ROTARY INTERNATIONAL
Distretto 2110 - Sicilia e Malta

Gaetano Lo Cicero
Governatore



Palermo, 1 aprile 2013

Dear friends,

April is the month of the rotarian magazine and i would like to know your thoughts on this topic. Some people, in fact, think that there are too many magazines and that they are too expensive: the national magazine “Rotary”, the district bulletin, the local magazines edited by several clubs.

Some others think that the magazine is outmoded and expensive and that it is time to switch from printed paper to multimedia diffusion. But most of all, there are people who do not read any of these communications media because of “lack of time” or because “they always tell the same things”.

Dear friends, if you really want to know what good Rotary does around the world, if you want to make a difference in quality and appreciate the spirit of internationality, then make the best use of all Rotary’s information media, visit the R.I. website and the district website as well. Read our magazines and the news, participate to the district meetings and to the international meetings as the Lisbon convention.

You will experience a totally different atmosphere than the one you do normally live in your local club. If you feel that your club activities are good enough for you, then let me tell you that you are missing the best part of Rotary. In order to enjoy the social life of your own town any local association could do, but as you are members of an international club, try to make the best out of the opportunities which will surely elevate you in terms of knowledges and human relationships and links that you will be able to build.

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Most of all the presidents of clubs will have the opportunity to get, from the magazine and the website, ideas for their activities, sparks for their speeches, news on how the Rotary is changing and on the status of international projects as scholarships and the fight against polio.

Have you read, for example, the article in the last number of “Rotary” on how to introduce to the public our campaign against the polio? Or the piece on how to organize fundraising events?

I remember reading, in an old number of the magazine, a list of the contemporary artists who had been affected by polio during their childhood: the composers Joni Mitchell and Neil Young, the violinist Itzhak Perlman, the saxophonists David Sanborn and Cokney Rebel, the singers Steve Harley and Ian Dury, the pop singer Donovan and many others music idols. Besides the personal stories described in the article, it was the title that most caught my attention: “the survivors of polio”.

This and much more can be found on our magazine and website. I hope this will convince you not to file the parcel without even removing it from its package, to dedicate some minute of your time to leaf through the magazine and the bulletin enclosed to this number, to read the article that most catch your attention in order to give a sense to the costs we face by printing out this magazine.

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