



國際扶輪 RI 社長

保持簡單

我在 1961 年加入扶輪時，經常聽到扶輪領導人說「使扶輪保持簡單」。事實上，這句話還是 1956-57 年度國際扶輪主題的一部份！然而，過去 50 年來，隨著扶輪社員人數及計畫數目日益增多之際，要保持簡單變得愈來愈困難。

經修正過的 2010-13 國際扶輪策略計畫是個令人耳目一新的簡單方法，可使扶輪在未來依然能保持強壯及活力。這項計畫的 3 個優先事項都是清楚簡短的敘述，要我們(1)支持及強化我們的扶輪社；(2)焦點置於及增加我們的人道服務；以及(3)提升我們的公共形象與對扶輪的認識。

這是一項真實的策略計畫，因為 3 個優先事項的每一項都有一份可衡量的目標清單，還有一份追蹤所有目標進度的計分表。我們目前正在重新調整國際扶輪的預算來因應這些新的優先事項，也正努力在國際扶輪所有活動中均衡達成這些優先事項。即使在紐奧良舉行的 2011 年國際扶輪年會的分組會議，也會在這 3 項優先事項之間均衡分配。這項有簡單說明的優先事項的新策略計畫絕對不會只是擺在辦公室架上積灰塵而已。

請注意這 3 項優先事項彼此相互依賴。我們多年來已經瞭解到沒有強健的扶輪社，扶輪就無法提供優良可堪模範的服務計畫，沒有有意義的重要服務計畫，扶輪社就無法吸收及留住優質的社員。第 3 項優先事項則指出在現代世界裡，扶輪需要我們的社區、夥伴組織、有時候還要有政府的支持，才能辦理較大型的服務計畫，也才能建立更強健的扶輪社。

因為根除小兒麻痺等疾病計畫，扶輪此刻正站在世界的舞台。可是我們仍然是一個植根於基層的組織，我們的力量仰賴我們扶輪社的健全。策略計畫的 3 個優先事項提醒我們，扶輪的成功建立在一個簡單的公式之上——強健的扶輪社、優質的服務計畫、再加上良好的公共形象。由於保羅·哈理斯以及其他扶輪先鋒的努力，這個簡單的公式產生了豐碩的結果——以及一個更美好的世界！

Ray Klingensmith

國際扶輪社長
雷·科林根史密斯



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Keep it simple

When I first joined Rotary in 1961, I often heard Rotary leaders say “Keep Rotary Simple.” In fact, that phrase was part of the RI theme in 1956-57! However, as Rotary has grown in both the number of members and the number of programs during the last 50 years, simplicity has become more difficult.

The revised RI Strategic Plan for 2010-13 is a refreshingly simple approach to keeping Rotary strong and vibrant in the future. The three priorities of the plan are clear and brief statements calling us to (1) support and strengthen our clubs, (2) focus and increase our humanitarian service, and (3) enhance our public image and awareness.

It is a true strategic plan because each of the three priorities has a list of measurable goals, and in turn, there is a scorecard to track progress of all the goals. We are realigning the RI budget to reflect the new priorities, and we are trying to balance the priorities in all RI activities. Even the breakout sessions at the 2011 convention in New Orleans will be balanced between the three priorities. The new plan with the simply stated priorities will not be left to merely gather dust on an office shelf!

Please note the interdependence of the three priorities. We have recognized for many years that Rotary cannot provide exemplary service projects without strong clubs and that clubs cannot recruit and retain high-quality members without significant service projects. The third priority now recognizes that in the modern world, Rotary needs the support of our communities, of partner organizations, and sometimes of governments, to conduct larger service projects, which in turn build stronger clubs.

Rotary is now on the world stage due to PolioPlus. But we are still a grassroots organization, and our strength is dependent on the health of our clubs. The three priorities of the strategic plan remind us that the success of Rotary is based on a simple formula of strong clubs, significant service projects, and a favorable public image. Thanks to Paul Harris and other Rotary pioneers, it is a simple formula that produces extraordinary results – and a better world!

Ray Klingensmith

RI President Ray Klingensmith