



ROTARY INTERNATIONAL



VALEDICTORY SPEECH

PRESENTED AT THE DISTRICT CONFERENCE OF
DISTRICT 2290

by

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STAVERN, NORWAY

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APPRECIATION

- We have spent 4 wonderful days here.
- Thanks all for hospitality.
- Presentations and Discussions during the Conference.
- Gender balance
- Fellowship among participants
- We go back with fond memories
- We are hundreds of friends richer



STATUS OF DISTRICT 2290

- D.2290 has 44 clubs and 1913 members.
- No Interact, No Rotaract, No RCC
- Youth Exchange done.
- 27 participated in RYLA



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- Participated in 4 local and 8 international projects.
- You have 623 PHFs
- 12 Benefactors and 2 Major Donors
- 1 Peace Fellow
- 21 Past District Governors.



PERCEPTION ABOUT ROTARY

- Raison d'être' of Rotary: Still relevant?
- Rotary Mottos and Values remain awesome
- Numbers matter and Growth is possible
- Be a Gift; Invite Someone!



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PERCEPTION ABOUT ROTARY

- Free masons
- Secret, Exclusive, Snobbish Club
- Wealthy people driven by guilt
- Selfless people serving the needy
- Old men's club
- Rich people meeting to dine/wine



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PERCEPTION ABOUT ROTARY - Continued

- No apologies for riches and success.
- But we are about friendship and service
- Not about age, gender, race.
- Rather about values and like mindedness.
- That explains, recruitment by invitation
- Hence, Rotarians are guilty of exclusion.



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WHERE ARE WE GLOBALLY TODAY?

- 7 billion human beings
- 1.2m Rotarians;
- In over 200 Countries
- 110 years of Rotary
- But 1m for 7billion figures are embarrassing.
- It is equal to 0.0001714% of Population.





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WHAT ABOUT NORWAY

- 5.165 million population
- 6 Rotary Districts
- Approx. 338 Rotary clubs
- 13,700 Rotarians





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ROTARIANS ARE SUCCESSFUL EXECUTIVES WHO WORRY ABOUT

- Image and Reputation
- Convenience and Customer Care.
- Market share and Profitability
- Growth, Succession etc.
- Why do we forget these in Rotary?



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- Need for Rotary services increasing.
- Norway can be more than 6 Districts.
- But numbers do matter
- 13,700 for 5 million pop means 0.274 Rotarian for every 100 people.
- This is good but can be improved.
- We can't move with 10% growth.



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GROWTH IS POSSIBLE

- “Quality” is a tired excuse and diversion.
- Membership is by Invitation
- Why do we invite “poor quality”?
- As Judge and Jury, we plead guilty
- We have better people to invite
- In 52 weeks you meet many eligibles.



STRATEGY FOR GROWTH

- Start **INTERACTS** in many Secondary Schools
- Start many Community and Institutional **ROTARACTS**
- Mentor and integrate these “Children”
- Make Rotary attractive to join
- These will provide continuous vertical flow.



STRATEGY FOR GROWTH

- 40.8% of Norway is 25 – 54 years
- Only 11.7% of Norway is 55 – 64 years
- Only 16.1% of Norway is 65 years and over.

These figures should inform our strategies.

- Pay attention to majority (25 – 54 years)

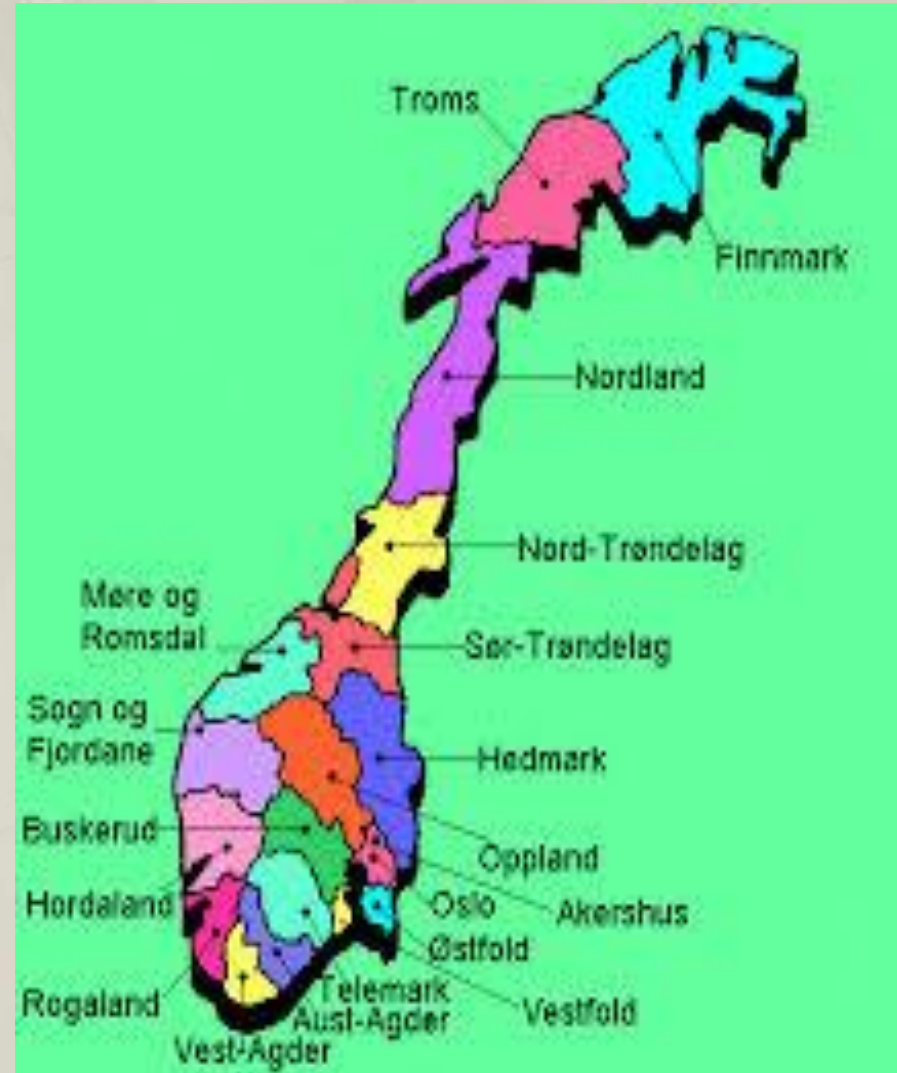


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STRATEGY FOR GROWTH IN NORWAY

- Look at Regional, Provincial, Districts, County towns.
- All classifications available there
- How many of these have Rotary?
- How many can take more clubs?.
- Consider Breakfast, Lunch, Evening, Dinner clubs everywhere.





MY VISION FOR D.2290 BY 2020

- Large, strong and diversified Rotary membership
- Stronger clubs
- Greater impact of services and values
- Greater local and global visibility
- Increased finances and TRF contributions.
- Talking more to public than self.



CONCLUSION

- Congratulations all on Successful DC.
- Rotary Values and Products remain relevant.
- Our communities need and expect services
- Numbers and accessibility required for relevance and existence
- We have been re-energised here
- Let us go and **BE A GIFT TO THE WORLD.**



Thank you!