

Rotary Club of South Hill

2010-2011 Rotary Year

Randy L. Cash, President



Four (4) Avenues of Service

For years, Rotary's commitment to *Service Above Self* has been channeled through the four (4) Avenues of Service, which form the foundation of club activity. To get started on a project, think broadly about how the Rotary Club of South Hill and its members could contribute within each avenue.

(1) International Service – Lee W. Warren, Chairman

A foundation for peace is built of many small efforts to advance understanding and goodwill among people of different nations and to improve the quality of life. Rotary International regards the building blocks of International service as:

- **Special international observances and events**
- **International meetings**
- **International educational and cultural activities**
- **The Rotary Foundation**
- **World Community Service**

The goal of the International Service Committees should be to involve every club member in an activity that emphasizes our common humanity. The ideal way is through joint projects with Rotarians in other lands. However, many worthwhile International Service projects involve Rotarians working with government or private agencies.

International Service encompasses efforts to expand Rotary's humanitarian reach around the world and to promote world understanding and peace. It

includes everything from contributing to PolioPlus to helping Rotary Youth Exchange students adjust to their host countries

Rotary International's formal commitment to International Service began in 1921, when it was incorporated into the *Object of Rotary*. This Avenue of Service had begun unofficially in 1914, when clubs in England and Ireland housed Belgian refugees, one of a huge range of activities that transcend national boundaries.

In the Rotary Club of South Hill, the following Committees fall under the purview of International service:

- **The Rotary Foundation**
- **Group Study Exchange**
- **Bio-Filter Project**

(2) Vocational Service - Charles C. Wright, Chairman

The second of the four (4) Avenues of Service, Vocational Service, fosters and supports the application of the *Ideal of Service* in pursuit of all vocations. Inherent in the Vocational Service Ideal are:

- **Adherence to and promotion of the highest ethical standards in all occupations, including loyalty to employers, employees, and associates, and fair treatment of those with whom one has business or professional relations**
- **The recognition of the worthiness to society of all useful occupations**
- **The contribution of one's vocational talents to the problems and needs of society**

Vocational Service is the responsibility of both a Rotary club and its members. The role of the club is to develop projects that help members contribute their vocational talents. The role of members is to conduct their professional lives in accordance with Rotary principles and to share in projects, which the club has developed.

Vocational Service evolved from the "*classifications principle*" - a feature originally unique to Rotary that limits active membership to one representative from each business or profession. This one-member, one-classification system remains the basis for each Rotarian's personal obligation in Vocational Service - to serve as a representative of that classification within the club. This knowledge and experience gives each club the resources to complete projects that address all aspects of the Vocational Avenue of Service.

Vocational Service involves club members serving others through their professions and aspiring to high ethical standards. Rotarians, as business leaders, share skills and expertise through their vocations, and they inspire others in the process.

Observed each October, Vocational Service Month spotlights Rotary club projects related to this avenue, offering an opportunity for clubs and districts to use their professional skills in service projects.

In the Rotary Club of South Hill, the following committees fall under the purview of Vocational Service:

- **4-Way Test Essay Contest**
- **Rotary Youth Leadership Award (RYLA)**
- **Teacher Appreciation**
- **Rotary Scholarship**
- **Emergency Services Appreciation**
- **Classifications**

(3) Community Service - Dwayne N. Gwaltney, Chairman

Once described as the "*heartbeat of Rotary*", Community Service, the 3rd Avenue of Service, is a multi-pronged effort to improve the quality of life within a village or municipality. Rotarians have long been making substantial and lasting contributions to their communities. To a large extent, Rotary's reputation is built on the Community Service projects undertaken by Rotarians.

Community Service is the opportunity Rotary clubs have to implement club projects and activities that improve life in the local community. When Rotary clubs complete effective service projects, they improve the community, bring people together, and reflect well on Rotary. When Rotary is viewed as a positive force in the community, its membership strengthens and grows, adding to the organization's ability to serve worldwide.

Rotarians have put *Service Above Self* for more than a century. Through the Community Avenue of Service, Rotarians give back to the places they live in. The projects are as varied as the Rotary clubs that carry them out, but all address the needs of a particular group.

In the Rotary Club of South Hill, the following committees fall under the purview of Community Service:

- **Holiday Bazaar**
- **School Involvement**
- **Farmer's Day**
- **Spring Fest**
- **Monster Mash**
- **Service Above Self Award**
- **Environmental**
- **Reverse Raffle**
- **Picnic In The Park**

Club Service – Jimmie K. Crowder, Chairman

The purpose of Club Service is to foster the successful administration of a Rotary Club. Many Rotary leaders regard Club Service as the most important part of the club mechanism because without a well functioning club, little else can be performed via the other three (3) Avenues of Service.

Club service involves regularly attending meetings, sponsoring new members, participating in club fellowship, taking part in programs, serving on committees and on the club's board of directors, and representing the club in outside activities. Rotarians have an obligation to strengthen their club;

so all members should be encouraged to get involved in club service. Club service focuses on strengthening fellowship and ensuring the smooth functioning of Rotary clubs.

In the Rotary Club of South Hill, the following committees fall under the purview of Club Service:

- **Membership**
- **Nominating**
- **Spouse's Night**
- **Rotary Auction**
- **Food Concessions**
- **Family Picnic**
- **Club Educator**
- **Sergeant-At-Arms**
- **Club Bulletin**
- **Club Newsletter**
- **Club Directory**
- **Club Web Site**
- **Public Relations**
- **Weekly Club Programs**