

**District 5340 Vocational Service Newsletter**  
**August 17, 2011**

First of all, I want to thank you for volunteering in your Rotary Club and making a significant contribution to District 5340 as a whole. Without your commitment to Rotary International, District 5340 would not be one of the top districts in the world.

As you know, Rotary was founded on the principle of vocation/classification and the value of working with each other in our communities. Professional relationships have always been founded upon the integrity, sincerity, and honesty of individuals and a cooperative attitude in relations among people. At a time when only 58% of the working population is employed, there has never been a greater need for an emphasis on vocational service. We all share the common goal of increasing our club membership. What better way than to show current and new members the value of business networking with integrity?

As leaders in your club, encourage time for five to seven-minute weekly talks from your members on vocation/classification. You may set parameters according to your guidelines. Clubs have often had “Who am I” talks but now is the time to incorporate “What I do” talks.

RI President Kalyan Banerjei has asked the District Vocational Chairs to emphasize the following:

- Strengthen the emphasis on vocation and classification in new member recruitment and induction.
- Identify means of emphasizing vocation in club activities.
- Create a stronger emphasis on business networking with integrity in Rotary at the club and district level.
- Focus more attention on business networking with integrity as a means of attracting and mentoring the new generation.
- Emphasize the connection between the Four-Way Test and the Declaration of Rotarians in Businesses and Professions and their importance to the values of Rotary,
- Work with youth and New Generations in your community in promoting ethics and integrity.
- Encourage members to post the “Declarations of Rotarians in Businesses and Professions” in their place of business or home office.

**The following declaration has been adopted for the use of Rotarians:**

**As a Rotarian engaged in a business or profession, I will:**

- 1) Exemplify the core value of integrity in all behaviors and activities
- 2) Use my vocational experience and talents to serve in Rotary
- 3) Conduct all of my personal, business, and professional affairs ethically, encouraging and fostering high ethical standards as an example to others
- 4) Be fair in all dealings with others and treat them with the respect due to them as fellow human beings
- 5) Promote recognition and respect for all occupations which are useful to society;
- 6) Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;
- 7) Honor the trust that Rotary and fellow Rotarians provide and not do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians.
- 8) Not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.

I have met with Vocational Service committees at various clubs and am most willing to meet with your committees to offer suggestions for vocational service projects that will make your club eligible for The Presidential Changemaker Award. I believe a professional networking event with perhaps two or three other Rotary clubs in your area could benefit your membership development goals as well as allow your members to meet other local professionals and introduce them to Rotary.

Please contact me in the near future either via email or a phone call to discuss how I can assist in meeting your club's goals. My role is to participate at the club level. This won't happen without you asking me to be involved.

Sincerely,

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