



DISTRICT GOVERNOR'S MONTHLY MESSAGE OCTOBER 2020

Dear Rotarians,
Rotaractors and Interactors in District 2482 – Bulgaria,

It just “smelled like the sea”, and we entered the business part of the year... but for our Rotary business nature, it's a real holiday! Even the “rotation of Nature” tells us that **it is time to focus more purposefully on our selfless service for the development of our communities**. And this fits naturally into their economic development above all.



You know I'm tempted to prompt the true place of our Rotary in modern civilization by taking a quick look at history. If we go back exactly 100 years to our homeland, the United States, you will agree that it was not easy for the American man (already a member of the nascent Rotarianism): exactly in 1920 they simultaneously gave women suffrage and introduced the Prohibition... Again, in the same year, the new Republican president, Warren Harding, expounded his “civilization-determining” faith, more or less as follows (of course, I paraphrase): *On the one hand, business is doing a good job on its own, on the other hand, state and local authorities know that it is better not to interfere much, because they will rather spoil the work. And in order to achieve the maximum, all that remains is for a third country to appear in each settlement – one Rotary club to connect the first two into one perfect whole.* This understanding vividly illustrates **Rotary** as an important **driving force** and, of course, as an **emanation of the free spirit**. By the way, Rotary, historically proven, really does not find a place in totalitarian societies.

Probably every year different significant events take place at the same time, as in the 1920s. We will find the same by boldly jumping forward – in 2007, the year in which we simultaneously joined the European Union, we became an independent District of Rotary International and the biggest financial crisis in the last (then) 85 years broke out...

From that moment on, the communities in our District continued to develop, incl. the economic one, already (and not only nominally) **tied to European markets and European values**. And today we are in the last year of the 2020 National Development Program, linked to the overall Europe 2020 Strategy. Briefly highlighting the topic, however, I would like to keep in mind that the economic development I am talking about now is based on the complex action of four main factors: human capital, physical capital, infrastructure and technology.

Great! **Rotary can effectively intervene in a positive way in any of these four factors!** It is important, based on the inherent concentration of expertise in each Rotary club, to be able to analyze the weaknesses of our communities and with the great potential of Rotary practices (which we must both know and use) to help overcome these weaknesses, and in the end to know how to measure the effect of our activity and to promote it in the most appropriate way. Simple... but difficult.

In the limited scope of this message, let me just briefly mention how much we can achieve in Rotary for the development of, say, “human capital”: this is our own development in the field of **professional service**, the development of our intra-Rotary **business privileges**, the activation of **our friendships by interests**, our inclusion in **Rotary action groups**, the development of **Rotary-Rotaract-Interact** contact, the activation of **RYLA** events, the **International Youth exchange**, the active involvement of **our alumni** (the alumni community – let us not forget that October 5–11 is World Rotary Alumni Reconnect Week!), the bold development of **Rotary community corps**. Yeah... and how much more... So it is with all other factors for prosperity!

But passionate about our current Rotary and personal activities, let us not miss **October 24 – World Polio Day**. Here I convey firsthand President Holger’s explicit message to us Rotarians: not to mislead ourselves that we have completely eradicated polio worldwide. There is very little left, but we must be persistently insisting on the ultimate final success!

Dear Rotarians, Rotaractors and Interactors,

Let us be healthy and inspired in our real Rotary affairs, focused primarily on the economic and overall development of our communities and ourselves, invariably proving how **Rotary opens up opportunities!**



A handwritten signature in blue ink, appearing to read "Arch. Iliyan Nikolov".

Arch. Iliyan Nikolov
District Governor 2020-21