

***“Ask not what your country can do for you – ask what you can do for your country.”***

**John F. Kennedy**

The month of September turned out to be behind us with the holidays over, with the deserted beaches, with the mountains anticipating the autumn, but it also filled us with national pride. We celebrated our most important national holidays—the Unification of the Principality of Bulgaria with Eastern Rumelia and the Independence Day of Bulgaria. The first day of school again gave us energy and aspiration for improvement. Symbolically, our active Rotary life also restarts.

I had the good fortune to visit 62 of the clubs in our motherland Bulgaria and to feel the living Rotary spirit and the respect with which my friends treat the institution of District Governor. In the candid, meaningful, and inspiring conversations that often lasted for hours, I realized the enormous potential and felt the power of my humble and dedicated friends.

I touched with my senses and heart the potential and energy that friends carry as a fundamental factor in economic and social development (the Rotary theme for October).

Usually we Rotarians talk about what we do for society as Rotary, Rotaract or Interact Club, and forget that as a building block of these clubs, we influence society on a daily basis and work for its economic and social development with our professional skills and achievements, with our moral messages and behavior. By what we do, not by what we say, we create the image of the Rotarian—employer, specialist, employee, creator and public figure.

Our friends are small, medium, but also very large employers in prosperous, innovative and most importantly legal companies. In this way, they not only provide a livelihood, but also educate.

Our friends produce commodities worldwide, but they are not just manufacturers. They are leaders, guides, pillars and the best in their field of development, both nationally and globally.

Our friends design and create an intellectual product not only in Bulgaria, but also in many countries around the world.

There are doctors among us who would be a source of pride for every country, and they are here in Bulgaria.

There are teachers among us who are truly leaders, inspirers and sculptors of intellect and knowledge. They create and leave behind many and undisputed champions of international Olympiads, educated and gripped by science young people for whom the pursuit of knowledge has become a continuous process of improvement.

More than 70% of Rotarians’ children who have studied abroad return to Bulgaria and continue the family business or family liberal profession, start a new business of their own or realize themselves as high-level managers in prestigious companies. The same happens with those children with a Rotary spirit who have chosen to stay abroad as ambassadors for the good of Bulgaria.

Undoubtedly, spiritual, moral, ethical and family values are the strengths of the majority of Rotary friends.

And perhaps even without realizing this fact, we work daily and hard in our workday for the economic and social development of society. With our behavior as personalities and as families, as a community organized in a club, we have conveyed our message to others and they recognize us by our concrete and visible actions as a factor for economic and social development.

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