



The Most Important Attribute is Attitude

Years ago shortly after I started working for Ruritan, Virginia Tech did a study of why members are leaving Ruritan. One of the conclusions that they reached is that the current membership would soon pass away, and Ruritan with it, unless some-

thing is done to encourage new groups to become members.

Several years later a special Financial Advisory committee reported that unless substantial changes were made to the organization we would be non-existent in 10 years. That was over 15 years ago and we have been able to remain a viable organization helping people all over the country.

Our membership has decreased on average 600 members a year in the last five years. While our membership has decreased the need for Ruritan has not. People don't have fewer needs. People don't care less. We have survived because our cause is so noble. We begin with the idea that service is the basis of all worthy enterprise.

I do not believe that Ruritan is dead or dying. One of our Past National Presidents used to say "whether you believe Ruritan can grow or not, you are probably right." Did you get that? What we believe, what

we perceive, we sometimes become. We have all the tools in place. We have a delivery system. We have communities with great need. We have good people. What we need is a passion to make Ruritan grow.

Curtis Graham, a long time employee and a person who might well be responsible for more club growth than anyone in history, once told me that "you can teach anyone to do anything, the most important attribute is attitude." I believe that we need to dig down and search for an attitude of love for Ruritan and make growth our first priority.

When you ask a member to join your club, you are giving that person a gift. A gift of new friends. A gift of allowing them to feel how good it feels to be a community servant. A gift of belonging to something bigger than themselves. The same is true for organizing a new club. When you build a Ruritan Club in a community, that community will reap the benefits for years to come. A gift.

This issue of Ruritan is chocked full of examples of the good Ruritan does all over America. Please make building clubs, recruiting members, and keeping them a priority.

We hope you enjoy the coming fall, your district conventions, and plan to attend our National Convention in Hampton, Virginia, January 17-20.

New Clubs

<u>New Club</u>	<u>District</u>	<u>Sponsoring Club</u>	<u>DRM</u>
Elkton Middle School Ruri-Teen	9	McGaheysville	Becky Lane
Roaring Round Hill Ruri-Teens	3	Round Hill	Pearl Underwood
Church Hill	22	Telford	Jonathan Lafollette Jim Lafollette

* DRM stands for Distinguished Ruritan Member, who is the person most responsible for organizing the new club.