

## Executive Director Mike Chrisley



### Let's Rededicate Ourselves to Serving our Communities

Rebirth. Revitalization. Coming back to life. Turning over a new leaf. New beginnings. I believe that we have arrived at a place where we can begin to realize all these things. No matter what you

believe about 2020 I think we are finally turning a corner. Many of our clubs are beginning to meet in person again. We are seeing a renewal of clubs doing fundraising and community service. We are getting back to being the Ruritan we have always been.

Many of our clubs never missed a beat. During 2020 we did things in a different way, but we did things. Many clubs had success in ways that they did not anticipate, but they had success. We made lemonade with the lemons and kept right on serving communities.

Ruritan did not change. We are still the same as we were before 2020. We need to rededicate ourselves to serving our communities. The needs in communities are still there. They may have even more needs now than before 2020. Our fundamental value proposition is what we do for other people. We are built on the ideal that "Service is the basis of all worthy enterprise". We have a proud heritage of putting others before self, helping those who need us. We do not wait for people to seek us out, we go into communities and seek out those who need us.

I was proud of the way you stepped up in 2020 but that was not something new. I have always been proud of who you are and what you do for people. Come back to life. Begin again. Revitalize. That is my challenge to you. Of course, I want you to be safe, but people need us. I worry because if people stop doing things (like meeting) it is difficult to start doing them again. Please do not stop "doing" for others.

We are busy making plans for coming back to life. We are fortunate to be planning a summer conference at The Hotel Roanoke. We encourage any of

you who can to plan to attend. It just might be the shot in the arm you need to continue to excel in your Ruritan journey.

You will see in the pages of this magazine that we are also planning a great convention. It will be a great time of reunion for the Ruritan family. We cannot wait to see you there. There

was a song that was popular 20 years ago that said "the future is so bright I gotta wear shades". I think we should all get out our shades and wear them to Myrtle Beach for our convention. It is up to all of us to make sure that Ruritan's future is so bright we gotta wear shades.

We will take care of all the business of Ruritan, but we will also have a lot of fun. The convention will be a great family reunion with a lot of fun events. I have missed you all so much. I cannot wait to see you.



**"Coming Together is the Beginning."**

**"Staying Together is Progress."**

**"Working Together is Success."**