

歷屆國際扶輪年度主題

Rotary International Presidential Themes

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Each January, as Rotary district governors-elect convene at the International Assembly for training and fellowship, they can be certain of two things: a lot of take-home reading and the announcement of a new presidential theme.

The tradition of crafting a theme is credited to 1949-50 Rotary International President Percy C. Hodgson, who outlined a list of four objectives for his term in office. Though Hodgson's 83-word proclamation ran substantially longer than today's shorter, punchier themes, Rotarians' desire to celebrate and support their president's annual program of service has remained the same. But it was 1953-54 President Joaquin Serratosa Cibils who had the idea to distill his emphasis for the year down to a single, easily remembered theme: "*Rotary is Hope in Action*". President A. Z. Baker followed Cibils' lead in 1955-56 with "*Develop Our Resources*".

In 1957-58, President Charles G. Tennent urged Rotarians to "*Enlist – Extend – Explore – Serve*". Since that time, each president has issued a theme for his Rotary year. The shortest theme was in 1961-62 when Joseph Abey selected "*Act*." Certainly one of the more memorable themes was unveiled by 1963-64 President Carl P. Miller: "*Meeting Rotary's Challenge in the Space Age*". In 2005-06, President Carl-Wilhelm Stenhammar borrowed the motto "*Service Above Self*" as his theme to kick-off a new century of Rotary service.

In the decades that followed, Rotary International presidents introduced theme logos. Many have incorporated the theme for the year on lapel pins, blazer pocket badges, ties, and scarves. Theme ties were introduced in the 1990s, and are now given out yearly. The first scarves showing the presidential theme were designed by 1998-99 President James L. Lacy and his wife, Claudine, "*Follow Your Rotary Dream*".


Each Theme is intended to generate excitement and serve as a rally call. According to the Manual of Procedure, the theme "is of paramount importance to the implementation of service throughout the Rotary Year." Past Rotary International President Cliff Dochterman, a student of Rotary history, noted that each incoming president must consider a fairly complex set of factors in developing a theme. A successful theme, he said, should:










- Demonstrate the personality, character, and vision of the president.
- Have enough substance to remain meaningful and relevant for an entire year.
- Be reasonably easy to translate and have a clear meaning in multiple languages.
- Avoid idioms belonging to a specific culture or nationality.
- Lend itself to speeches, promotional materials, and discussions.
- Stand on its own without the need for explanation or clarification.





"Frequently, presidents-elect may consider three or four themes before making a decision," Dochterman said, citing as an example his somewhat bumpy start on the road that eventually led him to "*Real Happiness is Helping Others*" for 1992-93, "I recall that I had about eight different themes sent to 30 of my Rotary friends around the world and asked for their rating."

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在扶輪新年度的開始，大家最關心的就是新任國際扶輪社長之年度主題口號，年度主題口號最早由 1953~54 年度的國際扶輪社長開始定著現在的型式，這是年度扶輪運動之精神目標，所以對該年度之扶輪運動有重大的關係。

年度 / 週年	國際扶輪社長	主題口號	Theme
 <p>1953~54 49 週年</p>	Joaquin Serratos Ciblis 斯卑爾思 (烏拉圭)	增加社數是增加友人， 越增加友人越增加服務機會。	The more clubs we have, the more friends we have; and more friends, the greater our opportunities for service.
 <p>1954~55 50 週年</p>	Harvart J. Taylor 泰勒 (美國)	1. 溫故知新 2. 儘量分享扶輪 3. 活用四大考驗 4. 扶輪要做為青少年之楷模 5. 增加國際間之友誼 6. 優秀社員而且善良的市民	1. Review our past record and constructively prepare for the future; 2. Seek to increase our membership so that Rotary may be shared by as many as possible; 3. Strive to apply the Four Way Tests in personal lives; 4. Try to set salutary examples to juniors and minors; 5. Endeavor to promote international friendship on all occasions; 6. Take pains to be good and loyal citizens.
 <p>1955~56 51 週年</p>	Z. Baker 貝克 (美國)	開發我們的資源吧！ 1. 養成更多扶輪社員 2. 活用扶輪於職場 3. 實踐扶輪於社會 4. 加深國際瞭解 5. 為將來指導青少年	Develop Our Resources 1. By Making More Rotarians. 2. By Putting Rotary to work where we work. 3. By Living Rotary in Our Communities. 4. By Cultivating Understanding. 5. By Insuring the Future.
 <p>1956~57 52 週年</p>	Gian P. Lang 雷恩 (義大利)	1. 扶輪要簡潔 2. 扶輪社友要更多扶輪精神 3. 互相要更多瞭解	1. Keep Rotary simple. 2. More Rotary in Rotarians. 3. Learn More About Each Other.

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	1957~58 53 週年	Charles G. Tenent 泰納脫 (美國)	1. 動員 2. 擴張 3. 探究 4. 服務	1.Enlist 2.Extend 3.Explore 4.Serve
	1958~59 54 週年	Clifford A. Randall 藍道爾 (美國)	協助造就將來 1. 大膽的面對現在 2. 分享扶輪綱領 3. 對和平發現閣下的個人進路 4. 強化我們繼承之財產	Help shape the Future 1.Dare to Face the Present 2.Share the Object of Rotary 3.Find Your Personal Path to Peace 4.Strengthen our Heritage
	1959~60 55 週年	Harold T. Thomas 湯馬斯 (紐西蘭)	1. 活潑化 2. 以身作則 3. 建造友誼之橋樑	1.Vitalize! 2.Personalize! 3.Build Bridges of Friendship!
	1960~61 56 週年	J. Edd Mclaughlin 麥克洛林 (美國)	1. 你是扶輪-表現吧! 2. 你是扶輪-擴大吧!	1.You are rotary - express it! 2.You are rotary - expand it!
	1961~62 57 週年	Joseph A. Abey 艾貝 (美國)	1. 努力行動 2. 對瞭解鋪路 3. 提高領導	1.Aim for Action. 2.Communicate for Understanding. 3.Test for Leadership.
	1962~63 58 週年	Nitish C. Laharry 賴哈利 (印度)	1. 燃起內心的火花 2. 發現自己 3. 發揮力量 4. 發揚意志	1.Kindle the Spark Within 2.Discover yourself 3.Develop your power 4.Demonstrate your purpose
	1963~64 59 週年	Carl P. Miller 卡爾·密勒 (美國)	迎接太空時代的挑戰 1. 個人對個人 2. 社對社 3. 地區對地區	Meeting Rotry's Challenge in the Space Age 1.Person to Person 2.Club To Club 3.District to District
	1964~65 60 週年	Charles W. Pettengill 白坦琦 (美國)	實踐扶輪精神 在各種職業關係，透過貴地地域社會之領導，透過我們的世界聯誼分享扶輪	Let Us Live Rotary — by sharing Rotary — in every business relationship — through your community leadership — through our world fellowship
	1965~66 61 週年	C. P. H. Teenstra 丁思泰 (荷蘭)	1. 行動 2. 強化 3. 持續	1.Action 2.Consolidation 3.Continuity

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	1966~67 62週年 Richard L. Evans 李查·伊文士 (美國)	貫徹扶輪改善世界 1. 增加新社員分享扶輪 2. 增加新社分享扶輪 3. 共享扶輪的友誼 4. 發掘貴地或社會之需要而服務 5. 改善本人行業或職業 6. 對青少年服務 7. 推進有效的公共關係 8. 強調扶輪之國際性 9. 對扶輪基金之捐獻 10. 參加世界社會服務	A Better World Through Rotary 1.Share Rotary by adding new members : 2.Share Rotary by adding new clubs: 3.Enjoy Rotary fellowship: 4.Discover and serve the needs of your community: 5.Make your business or profession better: 6.Serve youth: 7.Pursue effective public relation: 8.Emphasize the internationality of Rotary 9.Engage in World Community Service: 10.Contribute to The Rotary Foundation:
	1967~68 63週年 Luther H. Hodges 路德·賀吉士 (美國)	發揮你們扶輪的效能 1. 身與扶輪溶為一體 2. 以在本身行業或職業上的成功作表率 3. 為社會國家盡忠效力 4. 了解與關心他國人民的問題	Make your Rotary membership effective 1.Get personally I involved in Rotary 2.Exercise leadership by being successful in your own business or profession. 3.Be loyal to your own community and nation and serve them wherever possible. 4.Keep informed and develop an understanding of the problems of peoples of other nations.
	1968~69 64週年 Kiyoshi Togasaki 東崎潔 (日本)	身體力行，實踐扶輪 1. 在社務上 2. 在你的職業上 3. 建設社區的工作中 4. 在國際聯繫上	Participate! 1.Participate ... in your club. 2.Participate ... through your work 3.Participate ... in building your community. 4.Participate through international contacts.
	1969~70 65週年 James F. Conway 詹姆士·康威 (美國)	溫故與更新	Review and Renew

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	1970~71 66 週年	William E. Walk 威廉·華克 (美國)	溝通隔閡 1. 人與人的隔閡 2. 國與國的隔閡 3. 人類與自然環境的隔閡	Bridge the Gaps — between people — between nations — between man and his environment
	1971~72 67 週年	Ernst G. Breitholtz 恩斯特·白樂賽 (瑞典)	扶輪精神，善意為先 則善意由你開始 讓它深入到全人類 讓它擴大到全世界	Good Will begins With you Let it radiate into All parts of life Let it encircle the globe
	1972~73 68 週年	Roy D. Hickman 羅露·赫克曼 (美國)	新觀念、新作風	Let's Take A New Look!
	1973~74 69 週年	William C. Carter 威廉·卡特 (英國)	及時行動	A Time for Action
	1974~75 70 週年	William Robbins 威廉·羅敏斯 (美國)	重振扶輪精神	Renew the Spirit of Rotary
	1975~76 71 週年	Ernesto Imbassahy de Mello 恩納斯多·殷柏賽 (巴西)	維護人類尊嚴	To Dignify The Human Being
	1976~77 72 週年	Robert A. Manchester II 羅伯特·曼徹斯特二世 (美國)	「服務」我信扶輪	"SERVICE" I believe in Rotary
	1977~78 73 週年	W. Jack Davis 傑克·戴維斯 (百慕達)	為結合人類而服務	Serve To Unite Mankind
	1978~79 74 週年	Clem Renouf 克蘭·雷納富 (澳洲)	推己及人	"Reach Out..."

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 1979~80 75週年	James L. Bomar 小詹姆斯 L. 鮑馬 (美國)	光揚服務	Let Service Light the Way
 1980~81 76週年	Rolf J. Klarich 魯爾夫 · 克拉列 (芬蘭)	及時服務	"Take Time To Serve"
 1981~82 77週年	Stanley E. McCaffrey 史丹萊 · 麥卡佛瑞 (美國)	促進世界大同	"World Understanding & Peace Through Rotary"
 1982~83 78週年	Hiroji Mukasa 向笠廣次 (日本)	天下一家- 向全世界建立友誼的橋樑	MANKIND IS ONE -Build Bridges of Friendship Throughout the World
 1983~84 79週年	William E. Skelton 威廉 · 施克惇 (美國)	分享扶輪- 服務人群	Share Rotary --- Serve people
 1984~85 80週年	Carlos Canseco 卡羅斯 · 康斯柯 (墨西哥)	發現服務的新世界	Discover a New World of Service
 1985~86 81週年	Edward F. Cadman 柯愛德 (美國)	您就是那一把鑰匙	You Are The Key
 1986~87 82週年	M.A.T. Caparas 柯百樂 (菲律賓)	扶輪帶來希望	Rotary Brings Hope
 1987~88 83週年	Charles C. Keller 查理 · 凱勒 (美國)	扶輪社員- 協力服務、獻身和平	ROTARIANS-UNITED INSERVICE-DEDICATED TO PEACE
 1988~89 84週年	H. Royce Abbey 羅逸思 · 霏比 (澳洲)	把你的生命活力獻給扶輪	PUT LIFE INTO ROTARY -YOUR LIFE

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	1989~90 85 週年	Hugh M. Archer 艾企和 (美國)	享受扶輪	ENJOY ROTARY
	1990~91 86 週年	Paulo V. C. Costa 保羅·柯斯達 (巴西)	以信心與熱誠，弘揚扶輪	Honor Rotary With Faith And Enthusiasm
	1991~92 87 週年	Rajendra K. Saboo 拉珍德雷·薩寶 (印度)	超越自己向前看	Look Beyond Yourself
	1992~93 88 週年	Clifford L. Dochterman 克利佛·陶德曼 (美國)	助人真快樂	Real Happiness is Helping Others
	1993~94 89 週年	Robert R. Barth 羅伯·巴斯 (瑞士)	信你所做得，做你所信的	BELIEVE IN WHAT YOU DO. DO WHAT YOU BELIEVE IN
	1994~95 90 週年	Bill Huntley 比爾·韓德立 (英國)	做朋友	Be a Friend
	1995~96 91 週年	Herbert G. Brown 賀伯·布朗 (英國)	以真誠來行動，以愛心來服務，為和平而奮鬥	Act with Integrity Serve with Love Work for Peace
	1996~97 92 週年	Luis Vicente Gay 路易士·維生·季愛雅 (阿根廷)	用行動與憧憬建造未來	Build The Future With Action And Vision
	1997~98 93 週年	Glen W. Kinross 葛倫·金樂施 (澳洲)	表現扶輪的關懷 為你的社區、為我們的世界、為人類	Show Rotary Cares For Your Community For Your World Its People

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 1998~99 94 週年	James L. Lacy 詹姆斯·雷施益 (美國)	追求你的扶輪夢想	Follow Your Rotary Dream
 1999~00 95 週年	Carlo Riarazza 卡洛·賴唯捨 (義大利)	扶輪 2000 年： 持恆、持守、持續的 行動	ROTARY 2000: Act with Consistency, Credibility, Continuity.
 2000~01 96 週年	Frank J. Devlyn 法蘭克·戴甫靈 (墨西哥)	促進瞭解，採取行動	CREATE AWARENESS TAKE ACTION
 2001~02 97 週年	Richard D. King 理查·金恩 (美國)	服務人類是我們的事業	MANKIND IS OUR BUSINESS
 2002~03 98 週年	Bhichai Rattakul 陳裕財 (泰國)	播撒愛心的種子	SHOW THE SEEDS OF LOVE
 2003-04 99 週年	Jonathan B. Majiyagbe 馬奇亞伯 (奈及利亞)	伸出援手	Lend a Hand
 2004-05 100 週年	Glenn E. Estes Sr. 艾思悌士 (美國)	慶祝扶輪	Celebrate ROTARY
 2005-06 101 週年	Carl-Wilhelm Stenhammar 施當恆 (瑞典)	超我服務	Service Above Self
 2006-07 102 週年	William B. Boyd 白義德 (紐西蘭)	帶頭前進	Lead The Way

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	2007-08 103 週年	Wilfrid. J. Wilkinson 魏京森 (加拿大)	扶輪分享	Rotary Shares
	2008-09 104 週年	Dong Kurn Lee 李東建 (韓國)	讓夢想成真	Make Dreams Real
	2009-10 105 週年	John Kenny 約翰·肯尼 (英國)	扶輪的未來在你的手中	The future of Rotary IS IN YOUR HANDS i
	2010-11 106 週年	Ray Klingensmith 柯林根·史密斯 (美國)	打造社區連結世界	Building Communities Bridging Continents
	2011-12 107 週年	Kalyan Banerjee 潘乃傑 (印度)	人道關懷行善天下	Reach Within to Embrace Humanity
	2012-13 108 週年	Tanaka Sakuji 田中作次 (日本)	以服務促進和平	Peace through Service
	2013-14 109 週年	Ron D. Burton 朗·伯騰 (美國)	參與扶輪、改變人生	Engage Rotary Change Lives
	2014-15 110 週年	Gary C.K. Huang 黃其光 (臺灣)	光耀扶輪	Light Up Rotary
	2015-16 111 週年	K.R. Ravindran 雷文壯 (斯里蘭卡)	成為獻給世界的禮物	Be a gift to the world