As I prepared for my speech today, I took a look at the history of Rotary and was fascinated to find that Rotary International was the world's FIRST service club – an organization that has grown to over 1.2 million members volunteering their time and talent to the motto: Service first above self.

It is an interesting word – the word service and the first two definitions of my Collins dictionary offered: an act of help or assistance and an organized system of labor and material aids used to supply the needs of the public.

The truth is, if we had to reduce what we all did on a daily basis – whether we were business owners, corporate leaders, or community members, to just one word we could all say: SERVICE!

Yet do we always give the level of service that truly satisfies those whom we are serving?

Many times our service efforts are stymied by our own systems and check points that work well for us but don't always work for our customers. Today's business owners are on the receiving end of many a "service-disconnect" ending sometimes in lawsuits and ultimately in the loss of money and valuable time.

It is a great thing when bad service is easily discernible: you can point at it and call it what it is. But it is quite insidious and a completely different thing when we aren't always aware that we are in fact on the receiving end of poor service. Or that we have no benchmark for determining the level of service that we should in fact be receiving!

So back to the motto of "Service above self"…how does this show up for Rotarians?

These clear guidelines cannot go unnoticed:

High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society; and the application of the ideal of service in each Rotarian's personal, business, and community life.

And so just like you, we at Microsoft must constantly examine our motives and our actions to ensure that we are on purpose always! Microsoft was founded on the belief that technology—if it is accessible, affordable and easy to use—can empower people to pursue their dreams and realize their full potential.

Over the past three decades, we have seen that idea come to life for millions of people as information and communication technologies have become less expensive, more widely available, and a mainstay of personal and professional life in many parts of the world indeed here in Jamaica.

But we are not there yet. There is still a lot of work to be done.

At Microsoft, digital inclusion is a core part of our business strategy and a cornerstone of our ongoing effort to empower people around the world through information and communications technology (ICT).

Right here in Jamaica, ICT has transformed the way we do business and share and use information, improved the way our children learn, and helped our government address social and economic issues in ways never before imagined.

Before people can experience the benefits of ICT, however, they must have access to the technology and the skills to use it.

Our commitment to advancing digital inclusion revolves around a comprehensive, long-term effort to provide the ICT access, education, and skills training that will enable businesses, service organizations and individuals to reach for and embrace new opportunities.

But what of high ethical standards? Is this just an appropriate inclusion on our framed business mission statements but a difficult goal to achieve given the competitive nature of our businesses?

Sometimes it is not always clear to see what we ourselves are doing, many times it is a question that we are not always aware that we are involved in an unethical practice and this is possible because we often take "packages" at face value and sometimes never question the genesis.

Before I go on to explain that rather mysterious previous paragraph allow me to paint the picture within which we are all operating.

Our economy is driven by our propensity to consume. For every $100 dollars that a person receives in wages he or she is able to buy goods and services bought from companies who because of increased sales can consequently pay more salaries – providing people with the resources to purchase even more. And the cycle continues.

For any business an investment in technology can reap many benefits, including reducing the overall cost of doing business and subsequently increasing sales.

And here is my point with regard to transparency and ethics: When you buy or are unaware that what you are buying is in fact pirated software the consequences can be significant:

Your software purchase may not be very secure allowing for the infiltration of viruses and malware that could sabotage your entire business's network plus your employees time and effort would be spent in sorting through technical challenges associated with the use of this software ultimately causing you to lose money in the process.

This my friends, is one of the insidious "service-disconnects" that I talked of earlier, where we need to be very aware of the transactions that we enter into – because ultimately – regardless of how we look at it there are going to be outcomes that while they may not affect us immediately will affect us eventually.

Computers and software if legitimate can act like a sieve in minimizing corruption, service errors and time wasting processes.

Yet a simple decision to buy pirated software results in a cumulative trickle down effect including: lost jobs, compromised salaries, and tax revenue implications all of which ultimately will stifle the creativity of this nation.

The Rotary Foundation will celebrate its one hundred year anniversary in 2017 moving your organization towards its second century of service. As you move forward, unveiling courageous goals, identifying worthy causes and seeking to fulfill your mission: to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty – I want to take this opportunity to say that you have a partner in Microsoft Jamaica as we ourselves continue to work along with the rest of the Microsoft family, towards our own goal of bringing the benefits of technology to one-quarter of a billion underserved people worldwide.

We recognize that we cannot do this alone and so today I want to urge you to continue your good work in this country and as you leave here today contemplate this:

Our systems, strategies and tactics are the means... Serving is our ultimate end. Let's not define the forest by the trees.