

THE STANDARD

October 8, 2021

President:
Doug MacDonald

Editor:
Joe Klassen

Reporter:
Peter Harding

FOUR WAY TEST

In all things we think, say or do

1. Is it the TRUTH ?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?



SERVE TO CHANGE LIVES

In the beginning:

It was a cold and dark autumn morning as I drove up to the Dalhousie Community Centre for my first “in person” Rotary meeting in what seemed like forever.

However it didn't take long to get back in to the routine as I was warmly welcomed by Greeter Steve Dunk and President Doug MacDonald. It was great to actually talk to people and, albeit we were a small gathering of about 14 and the seating did keep us socially distanced, there was still the old banter and friendly barbs tossed around the room.

We enjoyed a light breakfast of fruit and frittata catered by the Kirby Centre. President Doug commenced the meeting with an online ringing of the bell around 7:20.

Another 20 members joined us via Zoom and, after President Doug read the land acknowledgement, Peter Harding lead us in the singing of O'Canada followed by Harold Aitkenhead providing thanks and Steve Dunk welcoming everyone in the room and online. Unfortunately there were no quests to introduce.

Sunshine report.

Harold Aitkenhead wished Happy Birthday to Sheila Tyminski and Bonnie Khanna

He also congratulated Ed and Sherry Bourassa, Al and Donna Black and Doug and Kristine Hood on their recent wedding anniversaries

There were no club anniversaries this week.

Harold's joke about the proper use of a credit card had us all chuckling.

Rotary
Club of Calgary Heritage Park





Our meeting.

Classification Speakers:

Janet Blahun introduced our guest speakers, Monica Amabilis and Mark Rowe, who enthralled us with their classification talks. I love hearing about the lives and adventures of the members of our club and Monica and Mark did not disappoint. While I am not going to record all the details let's just say any presentations that involve world travel through over 60 countries, a professional wrestler as a family member and twins in both families, well that should entice you to sit down with both of these amazing people and hear their stories first hand.

Janet thanked both of our speakers for sharing a little of their life story, at least to this point, with us.

Happy Bucks

Graham Drake was going to give \$5 Happy Bucks for the presentations but since there were twins in each story he double his Happy Bucks to \$10.

Bill Hope was happy to be at an in person meeting for the first time in nearly 2 years

Brad Wellicome also happy for the presentations and to be at the in person meeting

Don McArthur happy all the way from Vancouver for the great classification presentations.

Minutes

Reminder about the upcoming Scavenger hunt on Wheels October 23rd at 3:00 PM. Details and sign up on our club website.

Bob Clark will be sending out an invitation for RCCHP members to attend a free presentation by Green Fools Society whose program we supported last year. Come and see the kids and the instructors in action.

Next week – Back at Heritage Park Gunn Dairy Barn!!

Yes, October 15th we plan to be back at the Gunn Barn and looking forward to guest speaker Nic Blanchet, Executive Director of Friends of Fish Creek Provincial Park Society.

That's a wrap

President Doug led us as we recited the Rotary Four Way Test before bringing our meeting to a close. Happy Thanksgiving everyone. See more on the history of the 4-Way Test on the next page.

In the early 1930s Herbert J. Taylor set out to save the Club Aluminum Products distribution company from bankruptcy. He believed himself to be the only person in the company with 250 employees who had hope. His recovery plan started with changing the ethical climate of the company. He explained:

"The first job was to set policies for the company that would reflect the high ethics and morals God would want in any business. If the people who worked for Club Aluminum were to think right, I knew they would do right. What we needed was a simple, easily remembered guide to right conduct - a sort of ethical yardstick- which all of us in the



Our meeting.

company could memorize and apply to what we thought, said and did.

I searched through many books for the answer to our need, but the right phrases eluded me, so I did what I often do when I have a problem I can't answer myself: I turn to the One who has all the answers. I leaned over my desk, rested my head in my hands and prayed. After a few moments, I looked up and reached for a white paper card. Then I wrote down the twenty-four words that had come to me:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?

I called it "The Four-Way Test of the things we think, say or do."

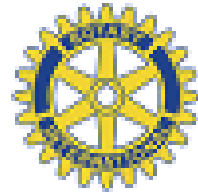
First testing it out on himself, he realized that the first question, "Is it the truth?" was barely applied in his business' day-to-day operations. After 60 days, Herbert J. Taylor decided to share those principles with the four department directors of his company (each had a different religious faith). Those four directors validated his principles, and rolled it out company-wide.

When studying his advertising statements, he realized how very little could be stated as "truth," so a lot of copywriting adjustments were made to realign the company's messages with a sense of genuine truth. The aggressiveness towards competition was also scrutinized and eliminated.

In 1932, Taylor's company was on the edge of bankruptcy. 20 years later, by applying the Four-Way Test, the company repaid its debts, generously paid its shareholders, and had a healthy financial balance.

Adoption of the test by Rotary

In the 1940s, when Taylor was an international director of Rotary, he offered the Four Way Test to the organization, and it was adopted by Rotary for its internal and promotional use. Never changed, the twenty four word test remains today a central part of the permanent Rotary structure throughout the world, and is held as the standard by which all behaviour should be measured. The test has been promoted around the world and is used in myriad forms to encourage personal and business ethical practices.^[3] Taylor gave Rotary International the right to use the test in the 1940s and the copyright in 1954. He retained the rights to use the test for himself, his Club Aluminum Company and the Christian Workers Foundation



Position	Assigned Member
📅 October 29, 2021	
Greeter	Dunk, Steve
Grace and Sunshine Report	Gentles, Brian
Introduce and thank Speaker	Clark, Bob
Standard Reporter	Gray, Garry
📅 November 5, 2021	
Greeter	Harding, Peter
Grace and Sunshine report	Harvey, Martin
Introduce and Thank speaker	Le, Kathy
Standard Reporter	Hochhausen, Fran
📅 November 19, 2021	
Greeter	Hochhausen, Phil
Grace and Sunshine report	Hood, Doug
Introduce and Thank Speaker	MacDonald, Doug
Standard reporter	Kelly, Lorne
📅 November 26, 2021	
Greeter	Hope, Bill
Grace and Sunshine report	Khanna, Surinder
Introduce and Thank speaker	Mihailedes, Christine
Standard Reporter	Kim, Harry
📅 December 10, 2021	
Greeter	Kinley, Doug
Grace and Sunshine Report	Klassen, Joe
Introduce and Thank Speaker	Harding, Peter
Standard Reporter	Leigh, Peter

**THE ROTARY CLUB OF CALGARY
HERITAGE PARK**

**P.O. BOX 30261
CHINOOK RPO**

**WEAR YOUR
ROTARY PIN**



The Rotary Club of Calgary Heritage Park Announcements

Oct 29	Bob Clark—Toastmasters Interactive morning
Nov 5	David Spence—CTV Meteorologist
Nov 11	Rotary Remembers
Nov 12	No Meeting.
Nov 19	Classification—Tracey and Vince Vavrek
Nov 26	Mark Kondrat—Beer in Alberta
Dec 2	Christmas party (Thursday evening)