



Dear fellow Rotarians,

The lead headline of the 28 July *Chicago Tribune* read: "Scandals shake faith in big business." The newspaper reported that more than half of area residents polled have little or no confidence in the financial reports of public companies, and two-thirds believe that the ethics of senior executives have declined in recent decades. Understandably, the high-profile criminal investigations into the practices of some corporate officers can foster global mistrust of the business community, which in turn can destabilize entire economies.



Given this breach of public trust, Rotarians need to be more diligent than ever in upholding high business standards. For almost a century, Rotarians have advocated fair business practices and high ethical standards. Founder Paul Harris established a classification system to achieve a diverse, balanced membership and discourage members from pursuing unethical or unfair business interests. This unique emphasis on professionalism distinguishes Rotary from all other service organizations.

Over the years, vocational service has lacked the visibility of other Avenues of Service. It has even been referred to as the "Forgotten Avenue of Service." To commemorate Vocational Service Month in October, we must rededicate ourselves to this long-neglected area of service. To remain relevant, we must use our vocational skills to improve our businesses, provide training and skills to young people, and ensure jobs for the disabled. Rotary's second avenue of service offers unlimited opportunities to contribute to the community.

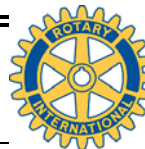
In 1932, during the Great Depression, Chicago Rotarian Herbert J. Taylor created The 4-Way Test (see page 53) to help guide his company, Club Aluminum. It was not only good for morale, it was good for business. Consumers responded enthusiastically to the company's emphasis on high quality and honest service. Taylor credited the test with saving his company from bankruptcy and transforming it into a multimillion-dollar corporation. When Taylor served as RI president in 1954-55, he offered Rotary the copyright to his "test."

Many Rotarians have questioned the relevancy of The 4-Way Test in today's challenging business climate. Yet these four simple questions have withstood the test of time in serving as a moral compass for Rotarians throughout the decades. Today more than ever, it is imperative that Rotarians serve as role models in their businesses and personal lives. It is not enough that we recite The 4-Way Test; we must actually live it. We must show the world that Rotary is relevant and acts with integrity.

Past RI Director Elmer R. Jordan wrote in the mid-1980s, "It is the field of vocational service where you and I earn our daily bread, that we as Rotarians are judged. The way in which we conduct our business and profession is what really matters."

His words still ring true as Rotary approaches its 100th anniversary. As Rotarians, we will be judged on our ability to uphold the public trust. We must continue to Sow the Seeds of Love by fulfilling our time-honored commitment to vocational service and the highest standards of business ethics.

Bichai Rattakul
President, Rotary International



The Four Way Flasher

Rotary Club of MeadowRidge Newsletter

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Web-site: www3.telus.net/MeadowRidge_Rotary

Meetings: Tuesday 12pm, Maple Ridge Library
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INVOCATION Oct. 8: Stan Wade Oct. 15: Merlyn White

BINGO SCHEDULE BE ON TIME!

	3:30-5:00	5:00-6:30
Oct. 24	Diane Kirkland	Laurie Anderson
Nov. 7	Merlyn White	Cheryl Johnson

Call Peter at 604-465-3392 for assistance or e-mail pboekhorst@telus.net

TODAY'S PROGRAM: Jim Rule - CAO District of Maple Ridge

NEXT WEEK'S PROGRAM: Shell Busey - House Smart program

CALENDAR OF CLUB EVENTS:

Date	Time	Event	Venue
Oct. 15	1:15pm	Sports Banquet Meeting	After regular meeting
Oct. 22	6:30pm	Sports Banquet	Meadow Gardens
Nov. 5	Noon	Membership Luncheon	La Trattoria
Dec. 16	Noon	Executive 2003/04 Elections	Regular meeting

**Nov. 5th no regular meeting in the library!
This will be a Membership Drive Luncheon in La Trattoria.**

And the Jackpot is an estimated BIG, BIG \$1,750

50 / 50 draw - Jackpot at \$1625 + 1/2 of today's sales, 1 cards left, which is the "Queen of Hearts" !

*The Rotary Club of MeadowRidge is registered as
Meadow Ridge Foundation No. 89125 2116 RR 0001*



HAPPY BIRTHDAY

Oct. 16: Cheryl Johnson

LAST WEEKS PROGRAM

Not much to report as it was recorded as a business meeting however it was not a business meeting, as they are supposed to be 3rd, not 2nd Tuesday. Anyway that meant no speaker and probably not a business meeting this week, as we will have a speaker (how confusing).

Submitted by Debi Pearce

RI CONVENTION PROMISES AUSTRALIAN ADVENTURE

Start making plans to meet your Rotarian "mates" in Brisbane, Queensland, Australia, for the 94th Rotary International Convention, to be held 1-4 June 2003. Don't miss this opportunity to celebrate Rotary while enjoying hospitality "down under" in this vibrant, sunny city. Brisbane was the birthplace of the Rotary Youth Leadership Awards (RYLA) in 1959, and a special International RYLA seminar is being planned there for 29 May-1 June 2003, just before the convention.

Brisbane is also home to the Rotary Center for International Studies at the University of Queensland. The center's first class of Rotary World Peace Scholars begins its studies in early 2003.

The Brisbane Convention & Exhibition Centre, a centralized site with easy access to the city's many downtown attractions, will serve as the primary venue for official Brisbane convention activities. Nearby are fine restaurants, outdoor cafes and markets, shopping, and botanical gardens. The Lone Pine Koala Sanctuary - the world's largest - is 15 minutes away. For postconvention fun, Queensland's best beaches and golf courses are less than an hour away.

Register by 31 December 2002 to take advantage of deeply discounted registration fees. More information is available on the Web at www.rotary.org/meetings.

Be sure to visit the Brisbane Host Organization Committee Web site at www.rotary2003.org.

Rewarding sponsorship opportunities are available for the RI Convention. In addition to helping Rotary further its mission, corporate sponsors will receive significant promotional exposure to the more than 20,000 expected attendees. Companies that would be a strong match with Rotary's ideals and demographics may contact Coalescence Inc., Rotary's sponsorship agency, at (305) 759-8235 or rotary@dowellgood.com.



FRISBEE GOLF TOURNAMENT SUNDAY, SEPTEMBER 29, 2002

This is a belated report on the Frisbee Golf Tournament at Dave Rempel's home.

Sunday turned out to be the perfect day for an outside sports activity. The clouds looked black in some areas and thunder could be heard on occasion but Dave somehow arranged for the sun to peak through and he held the rain at bay for the whole day. The only way you could get wet was if you fell in one of Dave's picturesque ponds. No water hazard accidents happened - except for the attack of the "crazed black swan". Kevin may talk in a high pitched squeaky voice for awhile. That will teach you to tease those big black ones! I didn't know Kevin could move that fast!

If you were there, you had a lot of fun - if you didn't make it this year - we hope you'll be there next year! You really missed a good day out!

Dave and his daughter, Jacqueline won the tournament with a score of "41". The 2nd closest score was "56". Next year, maybe, we should introduce the handicap system we use in golf, to help out all of us uncoordinated beginners.

Dave's daughter Jacqueline was also the lucky winner of \$37.00 for the closest shot to the pin contest, with Laurie a close 2nd.

Everyone brought great food to fill us up after a hard day on the "course". Dave supplied us with an exotic treat of "Emu" burgers. They were wonderful! However, beef burgers were supplied to those with less adventurous taste buds.

Next year, I'm going to practice up and beat the pants off Dave. So everyone be there!

Thanks so much to Dave and Sharon Rempel for the use of their ideal property complete with a zillion water hazards and their hospitality for having us all there.

Submitted by Brian Bekar

HE IS COMING TO TOWN!

RI President Bhichai Rattakul will be in Vancouver on March 12, 2003. This came about as a request from the District Governors of Districts 5020, 5030, 5040 and 5050.

Details are as follows: Wednesday, March 12, 2003
 West Bayshore Conference Centre
 1601 Bayshore Drive, Vancouver, B.C.

No Host Bar - 6:00 PM Dinner - 7:00 PM

Business Attire, Black Tie Optional Cost is \$80.00 Canadian

- The above includes a four course dinner with wine; ten seats to a table
- Dietary restrictions must be made clear at time of ticket ordering
- This involves 4 Rotary Districts and it is anticipated that tickets will sell out quickly - in order to avoid disappointment get your payment and order in quickly.

Our President Bhichai Rattakul is an inspiring speaker and you will benefit from his presentation.