

# OUT OF THE PARC

OCTOBER 1, 2014

Phoenix Arcadia Sunrise Rotary Club

## Speaker Calendar:

- *October 1: Win Holden discusses the Fiesta Bowl*
- *October 8: Open Date—need speaker*
- *October 15: Club Assembly*
- *October 22: Open Date—need speaker*
- *October 24: 5:30 PM MST: World Polio Day—End Polio Now Webcast*

## WIN HOLDEN

**Now:** Win Holden is publisher of *Arizona Highways*, an internationally acclaimed travel magazine.

Win leads book publishing, licensing, e-commerce, product development, catalog marketing, and retailing activities centered on the magazine.

**Past Life:** Win has held management positions at MAC America Communications, Inc.; PHOENIX Magazine; and Phillips-Ramsey Advertising & Public Relations.



## FIESTA BOWL

The Fiesta Bowl is an American college football bowl game played annually at the University of Phoenix Stadium in Glendale, Arizona. Between its origination in 1971 and 2006, the game was hosted in Tempe, Arizona at Sun Devil Stadium.

From 1996 until 2014, Frito-Lay was the bowl's title sponsor through its

Tostitos tortilla chip brand. Previous sponsors included Sunkist and IBM. Frito Lay withdrew from sponsoring the game on June 9, 2014, citing the higher costs of sponsoring the event through the new College Football Playoff system.

In 1998, the Fiesta Bowl became part of the Bowl Championship Series (BCS), and before 2007

every four years (most recently in 2003) was the designee for the national championship game. Beginning with the 2014 season, Fiesta Bowl became a member of College Football Playoff, hosting a semifinal game every three years, and all the teams playing in this bowl will be selected by the CFP Selection Committee.



## JOKE O' DA WEEK

There was once a man from the city who was visiting a small farm, and during this visit he saw a farmer feeding pigs in a most extraordinary manner. The farmer would lift a pig up to a nearby apple tree, and the pig would eat the apples off the tree directly. The farmer would move the pig from

one apple to another until the pig was satisfied, then he would start again with another pig. The city man watched this activity for some time with great astonishment. Finally, he could not resist saying to the farmer, "This is the most inefficient method of feeding pigs that I can imagine. Just

think of the time that would be saved if you simply shook the apples off the tree and let the pigs eat them from the ground!" The farmer looked puzzled and replied, "What's time to a pig?"



*A little higher and to the right, please.*



**PHOENIX  
ARCADIA SUNRISE  
ROTARY CLUB**

## Our Children, Our Future.

Meets Wednesday mornings at 6:45 AM  
Vincent on Camelback  
3930 E Camelback Rd,  
Phoenix, AZ 85018

President, Dan Laux  
President-Elect, Jim Wilson,  
Treasurer, David Demaine  
Community Service, Judy Wilson  
Vocation Service, Jim Wilson  
Club Service, Betty Peterson  
Membership, Mike Burke  
International, Sujoy Spencer-Thorlakson  
Past President, Mike Curlee  
Newsletter, Jim Wilson

## OCTOBER BIRTHDAYS

We have no September Birthdays.

## OCTOBER ANNIVERSARIES

We have no September Anniversaries.

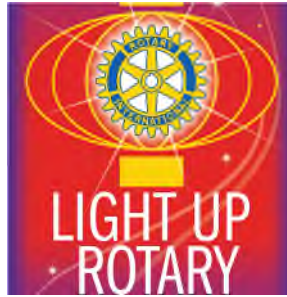
## SCOREBOARD



Volunteer Hours	<b>175</b>
Vocational Scholarship	<b>1</b>
Service Projects	<b>1</b>
Paul Harris Fellows	<b>76%</b>
Social Events	<b>0</b>
RYLA Sponsorship	<b>0</b>

Founded in 1988, the **Phoenix Arcadia Rotary Club** has a strong tradition of serving the community, state, and the world. Our primary areas of service have been youth health and education, and international projects to improve the quality of life in less prosperous countries. Hands-on work, fellowship and fund-raising have been the hallmarks of Phoenix Arcadia Rotary for over 25 years. Besides the Rotary International slogan *"Service Above Self"*, our club's slogan is... *"Our Children, Our Future"*.

Our gatherings promote community service and fun with new friends as we enjoy this Rotary experience. Please, come see what it is all about. *You might find yourself enjoying a whole new experience. We can't wait to meet you!*



We're on the web!  
[phoenixarcadiarotary.org](http://phoenixarcadiarotary.org)

## THE FOUR-WAY TEST

Of the things we say and 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?

## 50 THINGS EVERY ROTARIAN SHOULD KNOW

*Steve Garret, 5300 District Governor 1994-1995 presented "50 Things Every Rotarian Should Know About Rotary". We shall endeavor to present one a week during the next year.*

### #8 - FOUR AVENUES OF SERVICE

The term "Four Avenues of Service" is frequently used in Rotary literature and information. The "Avenues" refer to the four elements of the Object of Rotary: Club Service, Vocational Service, Community Service and International Service.

Although the Avenues of Service are not found in any formal part of the constitutional documents of Rotary, the concept has been accepted as a means to describe the primary areas of Rotary activity.

- "Club Service" involves all of the activities necessary for Rotarians to perform to make their club function successfully.
- "Vocational Service" is a description of the opportunity each Rotarian has to represent the dignity and utility of one's vocation to the other members of the club.
- "Community Service" pertains to those activities which Rotarians undertake to improve the quality of life in their community. It frequently involves assistance to youth, the aged, handicapped and others who look to Rotary as a source of hope for a better life.
- The Fourth Avenue, "International Service," describes the many programs and activities which Rotarians undertake to advance international understanding, goodwill and peace. International Service projects are designed to meet humanitarian needs of people in many lands.

When a Rotarian understands and travels down the "Four Avenues of Service," the Object of Rotary takes on even greater meaning.