

OUT OF THE PARC

Phoenix Arcadia Sunrise Rotary Club

Speaker Calendar:

- August 13 speaker: Teri Lane, Director City of Hope—Cancer Research
- August 20 speaker: Heidi Lichte, Desert Song Yoga Studio—Everything you need to know about Yoga
- August 27: Phoenix Rescue Mission

TERI LANE ON CITY OF HOPE

Teri Lane brings us news of The City of Hope. Teri is Regional Director of City of Hope's Southwest Region and is responsible for fundraising and development in Arizona, Colorado, New Mexico, Nevada, and Utah.

City of Hope is a new model of cancer center,

focused on rapidly transforming scientific discoveries into better treatments and better prevention strategies for cancer, diabetes, HIV/AIDS and other life-threatening diseases.

Ranked as one of "America's Best Hospitals" in cancer by *U.S. News & World Report*,

City of Hope is a pioneer in the fields of hematopoietic cell transplantation and genetics. Designated as a comprehensive cancer center, the highest honor bestowed by the National Cancer Institute, City of Hope's research and treatment protocols advance care throughout the nation.



DUES IS DUE REDUX

While PARC Treasurer-For-Life Dave Demaine has been dodging hurricanes in Hiwaya, we shall continue to remind his club-mates that quarterly dues were due beginning last month (July).

In case you missed it last week, dues are now \$175 per quarter, up from \$125.

The change was required because we now are back to weekly breakfast meetings, instead of alternating

breakfast and evening socials.

Breakfast for Rotary Rule of 85 members and Guest Rotarians is still \$15.

HISTORY OF THE 4-WAY TEST

The author of the Four Way Test, Herbert J. Taylor, was the 50th president of Rotary International (1954-55). The four questions which comprise this test came to him as an an-

swer to prayer. And today the test is known and practiced worldwide. Following his discharge from the Navy after World War I, Herb Taylor went home to Chicago, married the young

woman who was waiting for him, then started his business career in Pauls Valley, Oklahoma, located in District 5770.

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OUT OF THE PARC

HISTORY OF THE 4-WAY TEST, CONTINUED

During his 4-1/2 years there, he became a Rotarian and a strong advocate of community service.

Back in Chicago he moved rapidly up the ladder with Jewel Tea Company. In 1930, while executive vice president of the company, he was asked by a bank representative to spend half his working time helping another company avoid bankruptcy, and at the same time help save 250 jobs during the peak of the depression.

It was agreed that the failing company, Club Aluminum, could contract 1/2 his time. He soon discovered the company was immersed in lawsuits and \$400,000 in debt. No one else thought it was a wise move but, feeling confident that this was the plan for his life, he resigned his \$33,000 a year job, borrowed \$6,100 on his Jewel Tea stock, and wound up as President of Club Aluminum in 1932. His new salary was \$6,000 per year.

Herb knew if the employees of his new company were to think right they would do right, so his first priority was to set ethical business standards. What was needed was some sort of "yardstick"; an easily remembered guide. After searching unsuccessfully through books, he did what he usually did with his problems...he leaned on his desk, rested head on hands, and prayed. After a few moments he reached for paper and pencil and wrote the 24 words which are so well known to Rotarians:

***Is it the truth?
Is it fair to all concerned?
Will it build goodwill and better friendships?
Will it be beneficial to all concerned?***

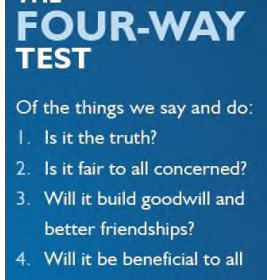
The first business across his desk that day was a tear sheet of some advertising where the product was billed "the greatest cookware in the world". Knowing this could not be proved, he gave instructions to eliminate all superlative advertising, and to use only facts. After two months, he called in his four department heads: a Catholic, a Christian Scientist, an Orthodox Jew and a Presbyterian, and asked if there was anything in the Four Way test that was contrary to their religious or moral beliefs. After careful scrutiny they approved it, and agreed to use it.

All employees were then encouraged to use the Test. The test was printed on the back of all business cards. Salesmen were encouraged to say something like "of course I can't live up to it perfectly, but I'd appreciate your help. Whenever you find I am not living up to it, let me know and I'll try my best to change". Instead of persuading a dealer to take more than he needed, the salesmen would determine what the dealer could reasonably sell, then provide tips and materials to help the sales. Renewed confidence became evident in the dealers and, as this feeling was passed on to customers, sales began to climb steadily.

By using the Four Way Test, goodwill was built with both dealers and consumers. Employees tried to make certain they never spoke of a competitor's product unless they had something good to say. This resulted in a growth in esteem for the entire industry, and more sales for all. The debt of \$400,000 was paid off in five years and, during the next 16 years, the company's net worth climbed to \$1,750,000, with over \$1 million in stock dividends distributed.

In 1942, after Herbert Taylor recited the Four Way Test and spoke of its origin in a speech to a Rotary club in California, a man in the audience asked if he might write it down and use it. Several others in the audience also copied it. Then, a member of the Board of Directors of Rotary International asked if the Test might be used to promote Rotary's objective of high ethical standards. Finally, during Taylor's term as R.I. President in 1954, the copyright for the Four Way Test was presented to Rotary International.

The Japanese were the first to use the Four Way Test in high schools. At a civic club meeting one member said to the president, "I have a community service project to recommend. Let us put a big box at the entrance to the railroad station. As you know, rain showers often come quickly. Let us put some umbrellas in the box



4-Way Test

and a sign above: Borrow an umbrella and please return this umbrella when you are through with it". A second man said, "Who will furnish all the umbrellas, because no one will return them?" A third man said, "We have used the Four Way Test in our schools for two years and saw a definite improvement in the moral and ethical standards of our young people. Why not put the Four Way Test on the umbrellas?"

So they did. Right on the inside of the big parchment and bamboo umbrellas, the Four Way Test was printed for the borrower to see. At the end of the test was added, "Please return this umbrella to the place where you got it". Later, the civic club sent Mr. Taylor one of the umbrellas with the comment that not a single umbrella had been lost.

The four Way Test started in an office in the days of the Great Depression as help to preserve the jobs of 250 people. Through Rotary International, it spread around the world.

AUGUST IS MEMBERSHIP & EXTENSION MONTH



*Membership is
EVERY Rotarian's
business*

Why join Rotary?

I joined because I got tired of Mike Burke bugging me, and I figured 'it couldn't hurt'.

Why stay in Rotary?

There are as many reasons as there are Rotarians. Here are handful that I've constantly heard over my years in Rotary:

Friendship: In an increasingly complex world, Rotary provides one of the most basic human needs: the need for friendship and fellowship. It is one of two reasons why Rotary began in 1905.

Business Development: The second original reason for Rotary's beginning is business development. Everyone needs to network. Rotary consists of a cross section of every business community. Its members come from all walks of life. Rotarians help each other and collectively help others.

Personal Growth and Development: Membership in Rotary continues one's growth and education in human relations and personal development.

Leadership Development:

Rotary is an organization of leaders and successful people. Serving in Rotary positions is like a college education. Leadership: - learning how to motivate, influence, and lead leaders.

Citizenship in the Community: Membership in a Rotary club makes one a better community citizen. The average Rotary club consists of the most active citizens of any community.

Continuing Education: Each week at Rotary there is a program designed to keep one informed about what is going on in the community, nation, and world. Each meeting provides an opportunity to listen to different speakers and a variety of timely topics.

Fun: Rotary is fun, a lot of fun. Each meeting is fun. The club projects are fun. Social activities are fun. The service is fun.

Citizenship in the World: Every Rotarian wears a pin that says "Rotary International." There are few places on the globe that do not have a Rotary club.

Assistance when Traveling: Because there are Rotary clubs everywhere, many a Rotarian in need of a doctor, lawyer, hotel, dentist, advice, etc., while traveling has found assistance through Rotary.

The Absence of an "Official Creed": Rotary has no secret handshake, no secret policy, no official creed, no secret meeting or rituals. It is an open society of men and women who simply believe in helping others.

The Opportunity to Serve: Rotary is a service club. Its business is mankind. Its product is service. Rotarians provide community service to both local and international communities. This is perhaps the best reason for becoming a Rotarian: the chance to do something for somebody else and to sense the self-fulfillment that comes in the process and return of that satisfaction to one's own life. It is richly rewarding.

Rotary is cool. Pass it on.

JOKE O' DA WEEK

During a visit to the mental asylum, a visitor asked the Director what the criterion was, which defined whether or not a patient should be institutionalized. "Well," said the Director, "we fill up a bathtub, then

we offer a teaspoon, a teacup and a bucket to the patient and ask him or her to empty the bathtub"

"Oh, I understand," said the visitor. "A normal person would use the bucket be-

cause it's bigger than the spoon or the teacup."

"No," said the Director, "A normal person would pull the plug. Do you want a bed near the window?"



I don't get it.



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
Judy Wilson, Community Service
Vocation Service, Jim Wilson
Club Service, Betty Peterson
Membership, Mike Burke
International, Sujoy Spencer-Thorlaxson
Mike Curlee, Past President
Newsletter, Jim Wilson

AUGUST BIRTHDAYS

August 1: John Aitchison

August 10: Tom Rouse

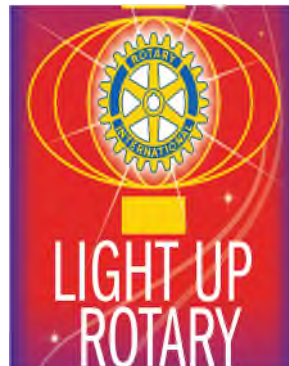
AUGUST ANNIVERSARIES

We have no Rotary anniversaries in August.

One suspects most folks were out of town.

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*



the Way Test

言行はこれに照らしてから

1. 真実かどうか
2. みんなに公平か
3. 好意と友情を深めるか
4. みんなのためになるかどうか

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.

#1- DEFINITION OF ROTARY

How do you describe the organization called "Rotary"? There are so many characteristics of a Rotary club as well as the activities of a million Rotarians. There are the features of service, internationality, fellowship, classifications of each vocation, development of goodwill and world understanding, the emphasis of high ethical standards, concern for other people and many more descriptive qualities.

In 1976 the Rotary International Board of Directors was interested creating a concise definition of the fundamental aspects of Rotary. They turned to the three men who were then serving on Rotary's Public Relation Committee and requested that a one-sentence definition of Rotary be prepared. After numerous drafts, the committee presented this definition, which has been used ever since in various Rotary publications:

"Rotary is an organization of business and professional persons united worldwide who provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace in the world."

Those 31 words are worth remembering when someone asks, "What is a Rotary club?"

We're on the web!

phoenixarcadiarotary.org