

# Potomac-Bethesda Rotary Club News

## Rotary Club Calendar

**August 30 - 6:30pm Picnic at Great Falls Park**

11710 MacArthur Blvd., Potomac

Featuring Reed Martin, legend on the banjo.

He recently appeared at the Birchmere.

Families are welcome! (no charge)

[In case of inclement weather, the picnic will be held indoors at Don and Nancy Smith's home, 10805 Admirals Way, Potomac - Call 240-383-2578]

**September 6 - 6:30pm Meeting-Hunters Inn**

**Jan Potker, Author**

Sara and Eleanor: The Story of Sara Delano Roosevelt and Her Daughter-in-Law, Eleanor Roosevelt; and Janet and Jackie: The Story of a Mother and Her Daughter Jacqueline Kennedy Onassis.

**Installation of New Member Don Hiruo**

**September 11 - 7pm Manna Food Center**

**September 13 - 6:30pm Meeting-Hunters Inn**

**Dr. Elizabeth Fihe and Dr. James Marinucci**

**AIDS Orphans in Africa**

**September 17 - 6pm Sophia House**

**Feed the Homeless in Rockville**

**September 20 - 6:30pm Meeting-Hunters Inn**

**Rotary District Governor Rich Carson**

**October 4 - No Meeting**

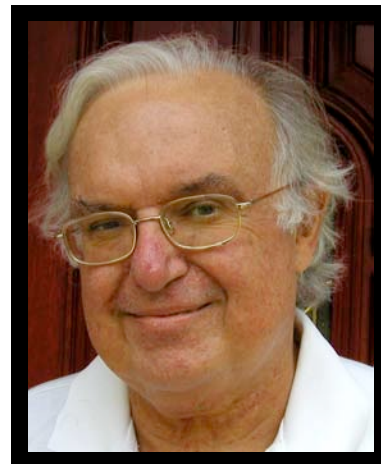
**October 6 - Annual Chartering Celebration**

**Picnic at Dick and Jane Gordon's Home**

## **August 23 Meeting Report**

We welcomed guest **Jason Hamel** visiting for the second time. **Art Blitz** described new club bylaws he drafted and invited comments from everyone. Art will provide an updated copy for review and adoption. District Executive Secretary **Ed Underriner** highlighted upcoming events during the Rotary year and urged the club to introduce the Four-Way Test Speech Contest at a local high school and sponsor a student to RYLA (Rotary Youth Leadership Awards). **Phil Meade** provided a very healthy financial report for the club.

## In Memoriam



**Hugo Eladio Souza**

Hugo was born in Montevideo, Uruguay on March 5, 1942 and departed this life on Saturday, August 25, 2007. He was the beloved and devoted husband of Nibia Souza, survived by sons, Fabian (and wife Laura) and Mauro (and wife Marthe). Hugo was the cherished grandfather of Haley, Kelly, Ryan, William and Katelyn. Hugo was a CPA by training and retired from the Inter-American Development Bank. He formerly was a member of the Belize Rotary Club and served as an Officer and Treasurer in our Potomac-Bethesda Rotary Club. In lieu of flowers, the family requests that memorial contributions be made in the Lombardi Comprehensive Cancer Center, New Research Building, Room E501, 3970 Reservoir Road N.W. Washington, D.C. 20007. [See more photos on page 2.]

### **Inside This Issue:**

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# Potomac - Bethesda Rotary Club Remembers Hugo Souza



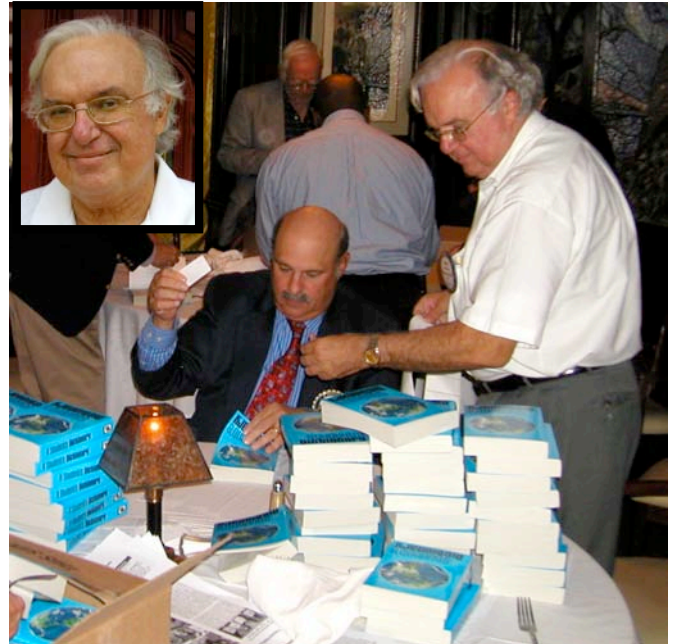
Rotary Club Holiday Party 2006



Rotarian of the Month, July 2006



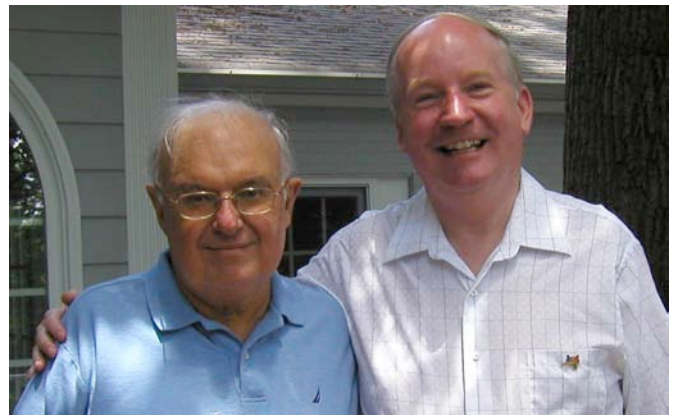
Feeding the Homeless at Sophia House



Dictionaries for Third Grade Children



Rotary International Convention,  
Copenhagen, Denmark, June 2006



Rotary Club Officer Installation, June 2007



Potomac Day, October 2006

*Hugo has been an outstanding member of several Rotary Clubs in the world including Belize and Potomac-Bethesda, and will be dearly missed.*

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## **The Four-Way Test Means Business**

**Rotary's gold standard of ethics builds friendships, attracts customers - and helps club members sleep at night**

By Nancy Shepherdson The Rotarian September 2007

At any Walgreens drugstore in the United States, you're likely to see The Four-Way Test hanging on the wall in the manager's office and in the pharmacy. These plaques are tangible evidence of a philosophy that has guided the company's corporate culture for decades, championed by Rotarian Charles R. Walgreen Jr., the son of its founder.

A member of the Rotary Club of Chicago, Walgreen, who died in February at age 100, informally used the test as early as 1947 while serving as president of the drugstore chain. Dick Schneider, who started working there that year, recalls getting a copy of the test and being told by Walgreen that "we use it as a compass around here." In speeches, Walgreen often referred to it as "a prescription for living, a new version of the golden rule." The company formally adopted the test in 1955.

Walgreen first heard of The Four-Way Test from fellow club member Herbert J. Taylor. Taylor came up with the four simple precepts in 1932, when Club Aluminum Company, where he was president, was facing almost certain bankruptcy. In the depths of the Depression, no one was buying much aluminum. But Taylor thought that if he could convince his employees to do the right thing in every situation, they might at least win sales from their competitors. "So one morning," he would often recount, "I leaned over my desk,

rested my head in my hands. In a few moments, I reached for a white paper card and wrote down what had come to me - in 24 words."

Five years later, Club Aluminum was back in the black. Taylor always credited The Four-Way Test with its resurgence. Rotary International adopted the test in 1943, and Taylor became RI president in 1954. At one point, our organization assumed the copyright on his test. Now in the public domain, it has been adopted by scores of companies in the 75 years since he thought up its four principles, which remain relevant today.

"The Four-Way Test was ahead of its time as a model of business ethics," notes Paul Bube, a professor of religion at Lyon College in Batesville, Ark., USA. Several years ago, Bube spoke at the Rotary Club of Salina, Kan., about business ethics and The Four-Way Test. "Taylor developed it during a time when scandalous business practices contributed to the Great Depression," he says.

"The kind of corporate scandals we are seeing today are reminiscent of the scandals Taylor witnessed. I believe The Four-Way Test is a vision which, if followed, can be a powerful force for good in the world."

## **Is it the TRUTH?**

"You could call it the sleep-at-night test," says Allan Resnick, vice president of the Walgreens legal division. "I always tell people that at Walgreens, you don't need to ask permission to do the right thing. You just do it." For Resnick, though, and many of the people who use it in their daily business

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dealings, The Four-Way Test is much more than a guide to personal behavior. It's a compelling business model that's actually a powerful workforce management tool.

Perhaps the most useful aspect of the test, Resnick says, is its ability to bring ethically minded people together. "People see my plaque as soon as they enter my office. When I interview people and talk about the culture of the company, I'm gauging their reaction. Are they indifferent to it? Excited? You get a feeling about whether people want to work in an ethical culture."

Walgreens expends a fair amount of effort to expose as many of its 200,000 employees as possible to The Four-Way Test. And, especially at Walgreens headquarters outside of Chicago, even non-Rotarians such as Resnick apply it routinely to ethical dilemmas. He recalls how, after the sale of some property several years ago, the company's real estate division received a "fairly large sum of money" that should have gone to the buyers instead. "[The buyers] wouldn't have even known we had it," he says. "Many companies would have just cashed the check. They were fairly astonished to receive the money from us."

## Is it FAIR to all concerned?

In Texas, USA, Realtor and Rotarian Tony Weissgarber adopted The Four-Way Test and says he greatly prefers it to the National Association of Realtors' nine-page "fine-print ethics statement." Weissgarber even touted the test in a letter that was printed in the association's magazine. The gist of his

message was, "If Realtors need that many words to say what we believe in, how can we really know what we believe?" He adds: "I told them that if you use The Four-Way Test faithfully, you never need anything more. When I'm in front of a prospect, I just think, is this fair? That helps in all kinds of situations."

Weissgarber believes so strongly in the test that he's urged all his fellow members in the Rotary Club of San Antonio at the Dominion to adopt it in their businesses and post it on their Web sites. At least one member took him up on the challenge: Jim Landers, a photographer with 14 people working for him, who says the test "reinforced what I believed in all along, but it's like a very fine paintbrush you use to paint in the details. It's a philosophy I have in the background of my business all the time, helping me to provide a good role model."

## Will it build GOODWILL and BETTER FRIENDSHIPS?

Kit Lindsay, owner of Lindsay Transmission in Warrensburg, Mo., USA, was 24 years old when he received the Rotary Club of Warrensburg's first Four-Way Test Award, which is given to non-Rotarians. He was nominated after a Rotary officer visiting town needed to have his motor home repaired when it broke down. Another local shop had proposed a transmission replacement, but Lindsay fixed the problem for \$200. "We have a saying at my business: We do what's right."

That was 20 years ago. Now a Rotarian and chair of his club's Four-Way Test Award

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committee, Lindsay has introduced a great many local people to the test.

## Will it be BENEFICIAL to all concerned?

RI Director-elect Lars-Olof Fredriksson encourages the use of The Four-Way Test around the world. A member of the Rotary Club of Äänekoski, Finland, Fredriksson has tried to apply the test throughout his careers in public relations and the Finnish air force because, he says, it always works. "Making profit is right, but doing it without ethical consciousness, moderation, and without responsibility for the consequences is indefensible," he explains. "The tenets of truth, honesty, decency, and morality are now more complicated than before and create the often-used explanation, It all depends. But The Four-Way Test gives a bright, clear answer in any situation."

## ***With The Help Of Rotarians, Peace Centers Bring Hope To World***

By Antoinette Tuscano RI News

Advancing world understanding, goodwill, and peace is a part of Rotary's mission, but to accomplish this in a world strewn with conflict takes commitment. Rotarians are working toward that goal by supporting the Rotary Centers for International Studies in peace and conflict resolution and the Rotary Peace and Conflict Studies Program.

Nearly 400 Rotary peace program participants, alumni, faculty, and Rotarians gathered 14 to 16 June for the first Rotary World Peace Symposium in Salt Lake City to discuss how alumni and participants of the

two programs can work to resolve conflicts worldwide.

"Finding the path to world peace and understanding is not a spectator sport. It is fully participatory," Past RI President Charles C. Keller told attendees. "Mankind in the world as we know it cannot survive the continued use of war as a means of settling our disputes."

If Rotarians don't support the Rotary Centers for International Studies in peace and conflict resolution and the Rotary Peace and Conflict Studies Program, "the cost of failure will be borne by every man, woman, and child on this planet in some way - either directly or indirectly," said Keller.

Located at seven leading universities around the world, the Rotary Centers provide fellows the chance to study in a graduate-level program in conflict resolution, peace studies, international relations, and other related disciplines. The Rotary Peace and Conflict Studies Program is a shorter program aimed at professionals in governments and other agencies.

Throughout the symposium, speakers talked about the dire need for peaceful ways to end violent conflicts.

"We truly live in a bloody and cruel world. The statistics numb us," said Edward Blender, chair of the Rotary Centers Major Gift Initiative. To continue the peace programs into perpetuity, the Rotary Centers Major Gift Initiative is seeking to create a \$95 million endowment fund by 2015.

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On any given day, said Blender, there are 20 to 30 armed conflicts in the world. In the last 15 years, 3.6 million people – 45 percent of whom are children – have died due to civil and ethnic wars and violence.

Disease, war, and conflict disintegrates societies, added UN Foundation senior adviser Gillian Sorensen. In volatile regions of the world, lethal brews of hopelessness, anger, and frustration make some people feel that combat gives them a purpose and a place to belong. The work of the Peace Fellows, however, is reason for hope. She called upon the Peace Fellows to be "the first guard of a mighty peaceful army."

Rotarians can help the programs by securing funding as well as finding well-qualified candidates - especially from areas facing conflict - and encouraging them to apply for the programs.

"We need the continued financial support from Rotary clubs and districts all over the world," said Keller. "Someday, one or more of our Rotary Peace Fellows will be in the right place at the right time to make a really big difference, and then Rotarians everywhere will know our search for peace is working."

## **Registration Open For 2007 Rotary Day At The United Nations**

RI News 9 August 2007

Rotarians and their guests are invited to attend Rotary Day at the United Nations on 3 November in New York City.

The meeting, scheduled from 9:30 a.m. to 4:00 p.m. at UN Headquarters, will include

presentations and panel discussions addressing key humanitarian issues such as water, health, literacy, and hunger.

Under the theme *Rotary and the United Nations: Sharing*, United Nations officials, representatives from key nongovernmental organizations (NGOs), and Rotary International leaders will all address the group. The event is sponsored by the Rotary International representatives to the United Nations in New York.

For the fourth consecutive year, there also will be a separate youth program for high-school age students.

For additional information, contact Brad Jenkins, RI Representative to the United Nations in New York at: [bradjenkins@att.net](mailto:bradjenkins@att.net) or 908-766-4790.

## **August is Rotary Membership Month! Invite a Guest to a Club Meeting**

**We are looking for men/women in a variety of professions – just a few vocations are listed below:**

**Small Business Owner**

**Physician**

**Insurance brokers/agent**

**Pharmacist**

**Banking and Wealth Management**

**Journalist/writers**

**Architect**

**Automotive**

**Grocery Store Management**

**Rotary Shares by**

**Growing Rotary Membership!**

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