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Issue 7

The Four-Way Test and Herbert J. Taylor

Savi Bhim, Assistant Regional Rotary Foundation Coordinator

Vocational Service is one of two reasons why Rotary started, and it is the theme for January. Central to this avenue of service is The Four-Way Test

The Four-Way Test is powerful but equally powerful is the story of its origin and its creator Rotarian Herbert J. Taylor.

In the early 1930s the creditors of the Club Aluminum Company reached out to the very successful Jewel Tea Company and sought the services of its Vice President Herbert Taylor. They wanted him to see if he could save the bankrupt company from being closed down. They owed \$400,000 which today, it is estimated will be equivalent to approximately \$7.5 million.

The prospects of saving the company looked slim especially during the great depression.

Nevertheless, he accepted the position of the president of the company, took an 80% pay cut and used his personal assets as collateral to secure a loan of \$6,100.

Club Aluminum was the distributor of cookware and household products and had fine products but so did their competitors. They were matched in many aspects except financially. Herb realized that he had to stand out from the competition, and it had to come from integrity, dependability and service mindedness.

He believed in ***"right there is might"*** and wanted a simple measuring stick of ethics that was easy to remember. He also did not want it to tell people what they must do but rather for them to ask themselves questions that would guide them in their decision making.

Herb would later reveal "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.***"

He placed the Four-Way Test under the glass top of his desk and decided he was going to try it first on himself before talking to anyone. It was not easy, and he came close to chucking the idea. On the very first day he checked everything that came to him and much to his dismay found that they could not even get past the first question "Is it the truth?" He realized how far away from the truth much of the company literature and advertising was.

After 60 days of faithfully following the Four-Way Test he felt that this he was on the right track. He met with his four department heads and introduced them to the Test. They all agreed to use it as their guide in all their business transactions and to introduce it to the employees to be used in their relations with others.

This led to eliminating what they could not prove. Words such as, best, finest, greatest disappeared from their advertisements. They removed all negative comments on their competitors' products and when the opportunity arose they spoke well of their competitors.

The public gradually placed more confidence in what was advertised and bought more products and the company started to show a profit. The once bankrupt company was able to pay all its debtors and paid its stockholders \$1million in dividends.

Herb would later write that the intangible dividends from the use of the Four-Way Test were even greater than the financial ones as they enjoyed a constant increase in the good will, friendship and confidence of their customers, their competitors and the public and what was even more valuable, a great improvement in the moral character of their own personnel.

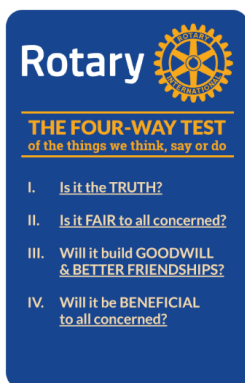
Herb wrote, "We have found that you cannot constantly apply the Four-Way Test to all your relations with others eight hours each day in business without getting into the habit of doing it in your home, social and community life. You thus become a better father, a better friend and a better citizen."

Herb was a member of the Chicago Rotary Club and introduced the Four-Way Test to Rotary. In 1943 it was adopted by Rotary and when he became the president of Rotary International in 1954-55, he shared the copyright with Rotary.

The Four-Way Test has been with us for nine decades, unchanged, and it is as relevant today as it was in 1932. These self-reflective questions take us on an exploratory journey of ourselves and allow us to self-correct by using it as a bench mark in the things we think, say and do.

As we embark on the new year, and as we strive for new ways to improve ourselves, I cannot think of a better new year's resolution than to follow The Four-Way Test.

It is a gift for everyone. It allows us to do the right thing regardless of if anyone is watching. If we live by the Four-Way Test as Herb did, it is inevitable that we too will be transformed.



The
Rotary
Foundation



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Five Ways to Inspire Through Vocational Service

Vocational Service calls on us to empower others by using our unique skills and expertise to address community needs and help others discover new professional opportunities and interests. Since January is Rotary's Vocational Service Month, this is a great time to leverage vocational service in your club projects and activities.



Paul Harris wrote: *"Each Rotarian is a connecting link between the idealism of Rotary and their trade or profession".*

Vocational Service is the way Rotary fosters and supports the application of the Ideal of Service to the pursuit of all vocations. It is the shared responsibility of both the Rotary Club and its members.

Vocational Service focuses on:

- Adherence to and promotion of the highest ethical standards in all occupations, including fair treatment of employers, employees, associates, competitors, and the public.
- The recognition of the worthiness of all useful occupations, not just those that are pursued by Rotarians.
- The contribution of your vocational talents to solving the problems of society and meeting the needs of the community.

Here are five ways you can incorporate vocational service in your club activities:

- **Host a club meeting at your work place and share about your profession; take time to learn about fellow members' occupations.**
- **Use your skills and expertise to serve a community.**
- **Practice your profession with integrity, and inspire others to behave ethically through your words and actions.**
- **Work with local businesses to create mentorship, internship, or practicum opportunities to help young people achieve their career goals.**
- **Guide and encourage others in their professional development.**

Below are some examples of clubs taking action around the world:

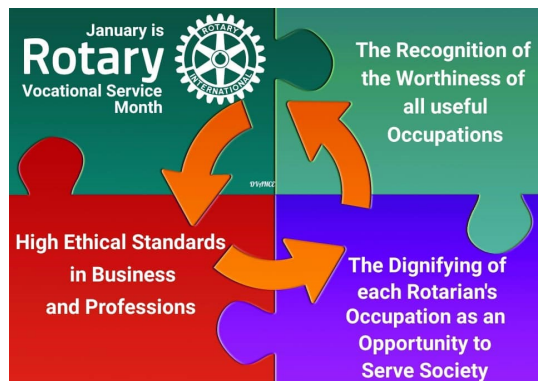
- ◆ Members from the Rotary Club of Melbourne Park in Australia come from a variety of vocational backgrounds. Not only do they utilize their skills within the club, but they also have something to offer to a wider audience. They started the 'Rotary Skillshare' series with their Past President Jason Reynolds, who owns a financial advisory business and offered to conduct a series of presentations designed to help club members make smart choices when confronted with financial decisions. The club hopes to continue the series, highlighting a different club member's profession to learn from their expertise.
- ◆ The Rotary Club of Kakuri-Kaduna in Nigeria organized a career guidance and entrepreneur workshop for students from their local secondary school. Students were surveyed beforehand for insight on their future career goals. Various speakers from different walks of life met with students to discuss their future plans.
- ◆ The Front Royal Rotary Club in the United States partners with the local Chamber of Commerce to put together an ethics workshop for high school seniors in which they are presented seven ethical dilemmas and have to determine the best route to solve each of issue.
- ◆ The Rotary Club of Bangalore Vijayanagar in India started a vocational training center offering computer training and tailored classes to help low income and unemployed men and women gain skills to become independent and self-sufficient.



Closer to home Rotary clubs have:

- ◆ Sponsored a Job Search Support Group
- ◆ Provided career talks to high school students
- ◆ Provided vocational training on carpentry, painting, masonry, welding, electrician work, plumbing, tile setting and more.

By undertaking these activities, you bring vocational service to life. Vocational service is the essence of Rotary and serves as the foundation from which we serve our communities around the world.



In Case You Don't Know, Now You Know

Rotarians in Jaipur, India launched a project to provide artificial limbs to people disabled by polio, accidents, birth defects and more. The project began making artificial limbs from everyday metals that could be found locally. With financial help from The Rotary Foundation, Rotarians began providing artificial limbs to anyone who needed one regardless of ability to pay. Thousands of Rwandans were left disfigured having their limbs hacked off during the civil war. The Rotary Club of Kigali in Rwanda sought the help of the Jaipur Limb Project. They sent technicians from India to set up a workshop in Rwanda and trained them to assemble the prosthetic limbs. As a result, many Rwandans have jobs producing the Jaipur limbs and hundreds of amputees are able to live a more productive life.

The tradition of fining can be traced back to the beginning of Rotary when the fledgling organization decided there will be no dues and all club expenses would be paid from 50-cent fines collected from members for misdeeds such as missing meetings or speaking of anything divisive.

In 1923, The Rotary International Board voted in favor of resolution #34, which is regarded as the Magna Carta for clubs. It states that: **Each individual Rotary Club has absolute autonomy in the selection of its objective activities.** Rotary International may offer helpful suggestions in the club for standardization of such objective activities as have already been widely demonstrated by many clubs to be worthwhile but there shall be no compulsion on the clubs nor shall any objective activities of any club be prescribed.

The Rotary Foundation—Did you know?

January is Rotary's Vocational Service Month and the second Avenue of Service. The Rotary Foundation has a long-standing commitment to vocational training, not only through established programs like the Group Study Exchange program, but through district and global grants that fund vocational training teams throughout the world.

The Concept of Vocational Service

The Object of Rotary is a philosophical statement of Rotary's purpose and the responsibilities of Rotarians. The concept of vocational service is rooted in the Second Object, which calls on Rotarians to "encourage and foster":

- The High ethical standards in business and professions
- The recognition of the worthiness of all useful occupations
- The dignifying of each Rotarian's occupation as an opportunity to serve society.

Service Above Self

Rotary's early leaders often cited the Golden Rule – "Do unto others as you would have them do unto you" – as the guiding principle of Rotary's Vocational Service. By the time the National Association of Rotary Clubs held its first convention in 1910, the networking emphasis had begun to shift. from "he profits most who serves his fellows best" to "he profits most who serves best". This idea morphed into "Service, not Self" and finally, it became the Rotary slogan we know today -- "Service Above Self".

Of all the hundred and one ways in which men can make themselves useful to society, undoubtedly the most available and often the most effective are with the spheres of their own occupations.

Paul Harris, January 1912

The Heart of Rotary

Vocational Service remains at the heart of Rotary. Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.

From its origins, Rotary has built a philosophy based upon integrity in businesses and professions. Rotary clubs and individual Rotarians are committed to Vocational Service and high ethical standards in all of their interactions. These are summed up in the Object of Rotary, our core values (Service, Fellowship, Diversity, Integrity, Leadership), The Four-Way Test, and the Rotary Code of Conduct, carried out through our worldwide network of Rotary clubs and Rotarians.



Today, with over 1.2 million members in more than 35,000 clubs in nearly 200 countries, Rotary provides humanitarian service, promotes high ethical standards in all vocations, and helps build international understanding, goodwill and peace.

Serve to Change Lives

Rotary Club of Duarte and Duarte Kiwanis Make a Difference In Central America

The Rotary Club of Duarte's humanitarian aid trip to Central American began with a conversation about 6 months prior with discussions between Rotarian Margaret Finlay and her friend, Reyna Diaz. Over the past 30 years, they had made many humanitarian trips to Central America, taking clothing, school supplies, medical tools, four donated ambulances, wheelchairs, computers, printers, toys, food, etc. to urban areas as well as rural agricultural areas.

In their delegation for this trip, there were 12 people, 4 of which were children under the age of 14. The trip was 6 days long and began in San Salvador, El Salvador.

The first day of their trip they spent in an area of the city called Soyopango. This area is known to be a high crime area, with students having nowhere to socialize and study after school. A nonprofit organization named FUSALMO (Fundacion Salvador del Mundo) has been operating in 3 cities in El Salvador.

She looked like any other 14-year-old, playing with the little 2-year-old boy on the hard-packed dirt floor of the shack. When we walked into the small hut high on the side of the mountains of Guatemala, she smiled shyly at us, beneath her dark eyes, framed with long beautiful lashes. "Bienvenidos a mi casa", she said quietly, barely above a whisper. The little boy on the floor was playing with a discarded wheel from a trashed bicycle and appeared to take little notice of us.

There was an older woman standing next to her and she explained that the young girl was pregnant and was expecting her 3rd child. The woman explained that the girl had been married at age 12 and her husband was out working in the fields above their shack.

There were many things that shocked the visiting Rotarians and other members of delegation about the living and social conditions of the indigenous people in this Central American country, but none were more dispiriting than to see one generation after another caught in a web of poverty, with little chance of significant change.

Most importantly, the older students are given the opportunity to do computer work and print items on 3D printers, as well as build robots. The Rotary Club provided supplies for all the students, and soccer balls for many of the school soccer teams.



The group made their way up to Guatemala, and worked with an entirely different population, indigenous people who live in shacks on the hillside. They purchased food and bagged it for all of the people that attended a local church service and handed out clothing and toys for the children. About 250 people attended the service.

The following day the group visited families in the hills and saw the extreme poverty that they lived in and had purchased some necessities for them, such as toothpaste and soap, which for them really are luxuries.

The Rotary Club is already planning another trip for next year to follow-up with the people that they had come to know and love.

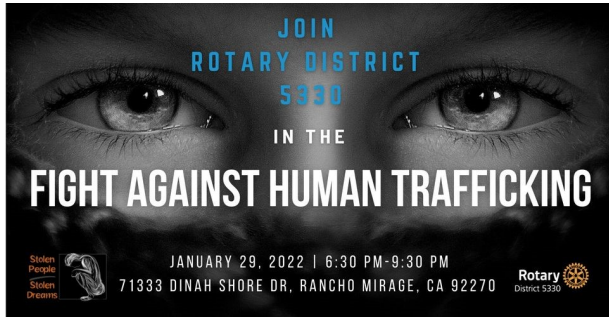


Our service to these humble people was only eclipsed by the generous, grateful spirit and love that we felt from them.

Rotarian Margaret Finlay

District 5330

A Rotary and Community Fundraising Dinner to Fight Against Human Trafficking



Rotary District 5330 Governor, Dan Goodrich, dedicates this event to raising awareness and funds to help stem the tide of human trafficking in our region. "We cannot ignore this epidemic that is in our own back yard

and threatens our children each and every day." District Governor Goodrich explains, "This is a big problem that will take all of us working together to make an impact."

Register here: https://registrations.dacdb.com/Register/index.cfm?EventID=77565604&NoCaptcha&fbclid=IwAR2NM387ouKN-2g3--cRNnNB85O4QlpFQcy9hYwb_9v6pUwo8iHZVQIXP0

District 5330 in collaboration with Coachella Valley Coalition Against Human Trafficking, welcomes Rotarians and community members to join the fight against human trafficking at the Community Fundraising Dinner which will be held at the Westin Mission Hills Resort on January 29, 2022.

Guest Speakers Riverside District Attorney, Mike Hestrin and CEO of Million Kids, Opal Singleton will talk about the current epidemic of human trafficking in Riverside and San Bernardino Counties including warnings about new tactics traffickers are using to entice and abduct our most innocent and vulnerable population into this underground industry. Survivor, Erika London will share her story, describe how she was rescued, and explain how she continues to survive and thrive after her horrifying human trafficking experience.

Net proceeds raised from ticket sales, donations, and silent auction items will go to increase awareness, provide community education, and support human trafficking survivors. Tickets are on sale now for \$150 and can be purchased online.



District 5330 Gala

January 29, 2022

6:30 – 9:30 pm

Westin Mission Hills Resort

Dinner, Program and Live Auction

\$150 per person



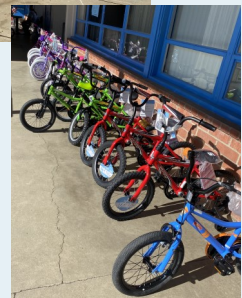
From January through December 2021
there have been **five**
new cases of the Wild Polio Virus.

District 5240

Building Bikes for Children at Christmas

Rotarians from throughout the district came together on a recent Saturday to assemble bikes for children this holiday season.

With donuts and coffee on hand, Rotarians, family members and friends got down to busy building more than 150 bikes.



District 5000

Rotary Club of Kona

Ding Dong Dinner Ditch



Each year, the Rotary Club of Kona makes a difference in their community during the holidays by organizing what they call *"Ding Dong Dinner Ditch."*

Members of the club arrange for Santa and his elves to deliver holiday dinners, and breakfast too, to local families in need, including those at their local domestic abuse shelter.

This generous act of kindness has changed the lives of many families. When the holidays may seem bleak, Rotarians help to restore some much needed spirit to these families while giving back to the community where they live.



District 5300

Santa Clothes Service Project

It's the most wonderful time of the year to give back! This is the 26th consecutive year that the Las Vegas Rotary Club will deliver the gift of the holiday season to local children in need as part of its annual *"Santa Clothes"* service project. Each December, Rotarians and volunteer shoppers shop with at-risk children in need of clothing, including shoes, socks, pants, shirts, underwear and jackets. Club members accompany children ages six to 12 years old as they pick out much-needed clothing items at three JCPenney stores.



When the program first started in 1996, the Rotary Club provided clothes for 35 children in need with a budget of \$5,000. The program has since grown substantially and last year, the organization shopped for 360 children on a \$110,000 budget. Throughout the past 25 years, Santa Clothes has given \$1.5 million in services and donations and has provided clothing for roughly 6,000 children throughout Southern Nevada.

Santa Clothes is not only a great opportunity to give back to our community, but it is also a chance to ensure our local children in need will not be forgotten this holiday season.

Mike Ballard, Las Vegas Rotary Club President



After shopping for clothes, Rotarians and participating children visited the University of Nevada, Las Vegas (UNLV) campus where they had the opportunity to play alongside athletes and cheerleaders in a variety of sports activities, enjoy lunch and listen to a speech delivered by UNLV interim Athletics Director Erick Harper.

This year's Santa Clothes service project was in partnership with its sponsors Rimini Street, Engelstad Foundation, Speedway Children's Charities and all of the Southern Nevada Rotary Clubs.



**District 5300
Conference**

**June 23-25, 2022
Renaissance Esmeralda
Resort & Spa**

A Look at Our Three Rotary Districts

Rotary District 5240



District Governor
Dana Moldovan

Arroyo Grande
Atascadero
Bakersfield
Bakersfield
Breakfast
Bakersfield East
Bakersfield North
Bakersfield
Twilight
Bakersfield West
Buelton
Camarillo Rotary
Camarillo Sunrise
Cambria
Carpinteria
Carpinteria
Morning
Carpinteria
Sunset
Cayucos
China Lake
Conejo Valley
Delano
E-Club of One
World
Fillmore
Goleta
Goleta Noontime
Grover Beach
Indian Wells
Valley
Kern River Valley
Lompoc
Los Olivos Rotary
Los Osos
Montecito
Moorpark
Moorpark
Morning
Morro Bay
NexGen
Nipomo
Ojai
Ojai West
Oxnard
Paso Robles
Rotary
Paso Robles
Sunrise
Passport Club of
the Central Coast
Pismo Beach-Five
Cities

RCSC
Rotaract Santa
Barbara
Rotaract Santa
Maria Valley
Rotaract Cal
Rotaract UCSB
Rotaract Ventura
San Luis Obispo
San Luis Obispo
de Tolosa
Santa Barbara
Santa Barbara
North
Santa Barbara
Sunrise
Santa Maria -
Noon
Santa Maria -
Breakfast
Santa Maria
South
Santa Paula
Santa Ynez Valley
Shafter
Simi Sunrise
Simi Sunset
Simi Valley
SLO Daybreak
Solvang
Taft
Tehachapi
Templeton
Thousand Oaks
Vandenberg
Village
Ventura
Ventura East
Ventura South
Wasco
Westlake Sunrise
Westlake Village

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Rotary District 5300



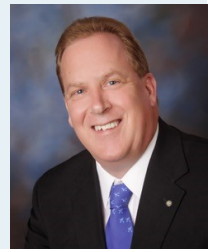
District Governor
Elizabeth Barry

Alhambra
Altadena
Antelope Valley
Apple Valley
Arcadia
Azusa
Barstow
Boulder City
Boulder City
Sunrise
Chino Valley
Claremont
Covina
Covina Sunrise
Downtown Las
Vegas
Duarte
East Los Angeles
Five Points/El
Monte/South El
Monte
Glendora
Greater Chino
Hills
GSGV
Green Valley
Henderson
Industry Hills
La Verne
Lancaster
Lancaster
Sunrise
Lancaster West
Las Vegas
Las Vegas After
Hours
Las Vegas Red
Rock
Las Vegas
Southwest
Las Vegas Spring
Mountains
Las Vegas
Summerlin
Las Vegas West
Las Vegas WON

Monrovia
Montebello
Mesquite
Sunrise
Moapa Valley
(Logandale)
Monterey Park
North Las Vegas
Ontario -
Montclair
Pahrump Valley
Pasadena
Pasadena After
Hours
Pico Rivera
Pomona
Rancho
Cucamonga
Rancho Del
Chino
San Dimas
San Gabriel
San Gabriel
Valley NG
San Marino
Sierra Madre
South Pasadena
The High Desert -
Hesperia
Upland
Victorville
Walnut Valley
West Covina

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Rotary District 5330



District Governor
Dan Goodrich

Arlington
(Riverside)
Beaumont-Cherry
Valley
Big Bear Lake
Cathedral City
Cathedral City
Evening
Coachella East
Coachella Valley
Colton
Corona
Corona-Circle City
Crestline-Lake
Gregory
Desert Hot Springs
E-Club of San
Bernardino
E-Club of World
Peace, D5330
Fontana
Greater Eastvale
Hemet
Highland
Idyllwild
Indian Wells
Indio
Indio Sunrise
Joshua Tree
Jurupa Valley
La Quinta
Lake Arrowhead
Lake Arrowhead
Mountain Sunrise
Lake Elsinore
Menifee
Moreno Valley
Moreno Valley
Morning
Murrieta
Norco
Old Town
Temecula

Perris
Rancho Mirage
Redlands
Redlands Sunrise
Palm Desert
Palm Desert
Sunset Club
Palm Desert-Palms
Palm Springs
Palm Springs
Sunup
Rialto
Riverside
Riverside East
Riverside Sunrise
San Bernardino
San Bernardino
Crossroads
San Bernardino
North
San Bernardino
Sunset
San Gorgonio Pass
(Banning)
San Jacinto
Sin Fronteras
Temecula
Temecula Sunrise
Temecula Valley -
New Generation
Twentynine Palms
Wildomar
Yucaipa
Yucca Valley
Yucca Valley
Sunset

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Rotary is 1.2 million members in over 35,000 clubs all over the world. Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.