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Fellow Rotarians:

October is Vocational Service Month. It will do us all well to know Rotary's definition of "vocational service"

*To aspire to high ethical standards in one's occupation; to recognize the worthiness of all useful occupations; to dignify one's occupation as an opportunity to serve society; to contribute one's vocational talents to the problems and needs of society.*

Of the things we think, say or do, we know high ethical standards are something we must strive toward. As we recite the four-way test at our weekly meetings, we need to recognize that in today's world there seems to be a lack of concern of how ones' dealings can and do affect others. We hear much in news reports about unethical practices in personal and business activities. One would think that those involved would do well to know and recite Rotary's four-way test.

One way for us to look at vocational service/ethics is to consider this as being part of—**Character Literacy**. A character literate adult can be defined as one who has internalized the values of self control, honesty, fairness, respect and concern for others and duty. If that adult thinks like a Rotarian, he or she thinks of duty as an opportunity to serve others through one's work. For Rotarians, duty through work is a joyous concept. It is part of one's definition of living a good life.

Character literacy has been an important goal of raising children as well. In the modern world that job is the joint responsibility of the family, the education system and the community. We all must share in this responsibility and encourage our children to strive to high ethical standards.

As Rotarians, let us take the charge in the encouragement of high ethical standards and why not begin with our own personal assessment. As you know "**The Future of Rotary is in Your Hands**".

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