



Rotary Club of Wauchope Inc.

Bulletin



Rotary International President:
Kalyan Banerjee
District Governor 9650:
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The Week That Was



Neville is back from his week away in Glasgow. I think he only went there to take pictures, such as the one above. Hopefully we can entice him to set the record straight and tell us all about it. As Neville wrote in his message last week, the topic of the keynote speaker, The Right Hon Gordon Brown, MP, Former Prime Minister United Kingdom, aligns very much with Rotary ideals.

The Social night at the Hastings Hotel, our first for this Rotary year, was a very enjoyable social evening. A reliable source told me both desserts were excellent.

One big change this week is our tables, we have NEW ones! On Wednesday, Marie, Leonie, two off my helpers and I put all the old tables out in the hall and then unpacked the new ones. The new tables are all stable and very light to move, both great advantages when we need them for other functions. After putting the new tables out, the room looked like a family lounge room on Christmas morning, full of discarded wrapping and cardboard.



Bangkok
ROTARY INTERNATIONAL THAILAND
CONVENTION 6-9 MAY 2012

**Don't forget the
Rotary
International
Convention 6th to
9th May 2012**

AND

**The 9650 District
Conference at
Inverell 9th to 11th
March 2012**

**EVERY
ROTARIAN
EVERY
YEAR**



**END
POLIO
NOW**

Last Tuesday, we had a very enjoyable night at the Hastings Hotel for our first "Pub Night" of the year and it was good to have our Honorary Rotarians Jean Rumbel and Olive Chancellor with us.

Your Board had met prior to the meeting and a report from that Board meeting will be provided at the meeting this week.

One of the recent matters determined by the Board was to agree to the request from Frank Harrison to transition his membership to Honorary membership.

Frank has been in Rotary for over thirty three years following a 20 year period of Apex membership which culminated in being awarded Life Membership of the Apex Club of Wauchope in 1974.

Frank has served our Club and this community with distinction and had a very key role in my induction into the membership of the Rotary Club of Wauchope in October 1981, as Frank was President of the club at that time.

On your behalf I wish Frank and Kate health and happiness as they embark on some more travelling in this coming year and we will always welcome Frank to our meetings whenever he can make it.

I would also encourage all members to invite their partners to any meeting and do not simply wait for a formal Partners Night. All you need to do is let Marie know that you are bringing your partner to the meeting.

I also remind you that your Board have again revisited and reconfirmed the prior Board resolution that any member failing to apologise for a meeting will have to pay the actual cost for the meal that the Club is billed as it is not fair that the Club meet that cost when we all have the responsibility to advise Marie if we cannot attend.

Treasurer Raelene will be following up any such amounts from members.

The Story of the Four-way Test

Herbert Taylor's claim to business fame rests on his creation of the 4-Way Test and his use of that code of ethics as a tool to

turn around a struggling cookware company.

Taylor was born in Pickford, Michigan in 1893 and after completing high school, Taylor enrolled in Northwestern University. He received a bachelor's degree from Northwestern in 1917. He then took a job with the YMCA in France. Soon thereafter the United States declared war on Germany and Taylor enlisted in the U.S. Naval Reserve. The Navy assigned him to a base in Brest, France, where he administered the distribution of food and clothing to Navy units.

As a result of contacts made in France, Taylor was offered two jobs after the war. One was with the Sinclair Oil Company. The other was with the YMCA in New York. He took the Sinclair job with the intention of working on youth projects in his spare time and with a long run goal of devoting his full time effort to youth after first achieving outstanding business success.

Sinclair sent Taylor to Paul's Valley, Oklahoma to work as timekeeper and assistant to the manager of a pipeline station. A year later the first oil was discovered in the county. A strong market for oil leases developed and Taylor decided to become an oil field lease broker. Resigning from Sinclair he opened an insurance and real estate business specializing in oil field leases.

That business was very successful. It not only provided a generous income but also allowed him the freedom to schedule a significant amount of civic activity. He became active in his church, the chamber of commerce, Boy Scouts, Hi-Y and Rotary.

Prior to moving to Oklahoma Taylor had married. He promised his wife that after spending a few years in Oklahoma they would move back to Chicago. In order to keep that promise he accepted a job with the Jewel Tea Company in 1924.

The president of Jewel, Maurice Karker, had commanded Taylor in the Navy and held out the promise of rapid advancement for Taylor at Jewel. Taylor started as an office manager. By 1929 he was a member of the board of directors. In 1930 he was named executive vice president and was in line to become president.

Then fate intervened. In 1932 an executive from the Continental National Bank in Chicago asked Jewel to loan Taylor to the Club Aluminum Company on a one-half time basis. Club Aluminum was on the verge of bankruptcy. The bankers were convinced that the only way to avoid that would be to bring in a proven top level executive and Taylor fit that definition. Jewel agreed to the request.

After settling the law suits pending against the company, Taylor concluded that Club Aluminum was \$ 400,000 in debt with no possibility that the existing level of sales could service short run debt payments.

The Creditors Committee advised Taylor to file for bankruptcy. Jewel Tea concluded that the situation was hopeless and asked Taylor to return full-time to Jewel. But Taylor could not turn his back on the 250 Club Aluminum employees.

After much praying he decided to give up his \$ 33,000 per year job with Jewel and become president of Club Aluminum at a salary of \$ 6,000 per year. In order to give the company some more time to accomplish the turnaround he borrowed \$ 6,100 using his Jewel stock as collateral and put that money into Club Aluminum.

When Herbert Taylor took over Club Aluminum the situation was so desperate that he believed himself to be the only person who thought there was hope. In developing his plan of action he gave first priority to changing the ethical climate in the company. As he explained many years later:

"The first job was to set policies for the company that would reflect the high ethics and morals God would want in any business. If the people who worked for Club Aluminum were to think right, I knew they would do right. What we needed was a simple, easily remembered guide to right conduct - a sort of ethical yardstick- which all of us in the company could memorize and apply to what we thought, said and did.

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:

- 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?*

I called it "The Four-Way Test" of the things we think, say or do."

For several months he applied the new test to various problems such as the company's misleading advertising. In those cases where company practice failed the test he made the necessary changes. That process convinced him that he had discovered the ethical decision-making guide he felt was critical to the company's recovery.

This 24-word code of ethics for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy.

The Four-Way Test was regularly applied as Taylor moved forward with his plans to operate the company more efficiently and to market more effectively. In his autobiography, for example, he tells of using the test to discourage salespersons from selling dealers more merchandise than the dealers could profitably sell; of using the test to resolve vendor disputes in a win-win fashion; and of making sure that creditors were paid in full.

When Herbert Taylor became president of the Rotary Club of Chicago in 1938 he introduced The Four-Way Test to the Rotary World.

The test proved to be an ideal tool which Rotary clubs could use to promote high ethical standards in business and the professions. In 1952 Taylor gave permission to Rotary International to promote the Test worldwide.

Then, in 1954-55 Herbert Taylor became president of Rotary International and he used his presidency as an opportunity to travel around the world promoting the use of the Test. In 1954 he also gifted the copyright for The Four-Way Test to Rotary International.

In the meantime, Club Aluminum returned to profitability. The company was able to pay off its \$400,000 debt within five years. Over one million dollars in dividends were paid over the following fifteen years. And net worth climbed to \$ 1.75 million over the same period.

In 1975 Herbert Taylor suffered a stroke which severely impaired his ability to speak, read and write. In 1978 he died. He was survived by The Four-Way Test thanks to the fact that Rotary International had taken over its promotion.

The company where it all began, Club Aluminum, also survived. But it forgot its heritage. Bought by Standex International, it was moved to Jacksonville, Arkansas in

1978. Three years later when the American National Business Hall of Fame contacted the company for information about Herbert Taylor and the Four-Way Test, a spokesperson for the company said she had no knowledge of either.

Neville Parsons

The Bean Counter **Raelene Monkley**

Dues are now payable. They remain the same as last year, \$170.00. They can be paid half yearly, \$85.00, due on the 1st July and the 1st of January each year, If you would like to pay by smaller, more regular instalments please talk to me. The account details for Direct Deposit are:

BSB: 802214

A/C: 100017284

A/C Name: Wauchope Rotary Admin

Any cash purchases on behalf of the Club will only be reimbursed by filling out the [claim form](#) on the Club's web site. The **original cash receipt** must to be attached to the claim form. This process keeps us within the taxation guidelines.

Raelene

Membership **Patti Berrigan**

As in years past we continue to look at the growth of our club through membership. It is vital that we continue to reach out to younger members to lead the way with our club and continue the good works that have been done in our community over the past 59 years.

The challenge to some of us is identifying potential members and then having the courage to ask the question "would you like to join Rotary". Lets' embrace the challenge that President Neville has given us and all look at providing names of potential Rotary members to myself during the next week so that we can then move forward with invitations to join Rotary.

At the recent Board meeting I presented a draft invitational brochure that we can use when approaching prospective members to join our Club that gives them information about what our Rotary club does for the community.

I would also ask that any Rotary member sends to me a one sentence blurb of what Rotary means to them so I can use it in the brochure. I would like to think BIG this year and move our membership to 40.

The Board has implemented some great changes this year that will see more fellowship evenings to enable members and families to further friendships outside Rotary business.

I challenge everyone to be the first to invite a new member into the club (and be inducted) to have one Rotary dinner meal fee waived for your hard work.

You can contact me with your list of potential members on 0409079745 or email: finance@lifelinemidcoast.org.au

Patti

Youth Exchange Program

Paul and I drove Tova and our Science Forum Candidate, Sarah Everson to Walcha on Saturday, seeing the waterfall sights on the way. Unfortunately Sarah was unsuccessful in her application to attend the Science Forum in January. There were about 50 candidates competing for 19 positions. Congratulations Sarah for having a go and for her work to prepare.

Tova went to Sydney on Sunday and Monday to watch the Wauchope High Girls soccer team convincingly beat their opponents 5-0, putting them in the top 4 spots in NSW. Due to an injury, Tova was unable to play but she hopes to be in form for next Wednesday when the team heads back to Sydney for the Finals and Grand Finals.



Tova went to her first host family, Raelene and Jake Monkley on Wednesday for her 3 month stay. I am sure she will have a exciting time with Raelene and Jake.

Leonie

The Lighter Side

A frog walks into his local bank branch, asks for the loans officer. He goes in, sits on her desk, and sees shes called Patricia Whack. He asks her for a \$50,000 loan to do a world cruise. She asks what security he has and he produces a 4 cm pink porcelain elephant and says his dad is Mick Jagger. She asks the manager for advice - he says

It's a nick nack Patty Whack

give the frog a loan

his old mans a Rolling Stone.

Birthdays and Anniversaries

Birthdays

Meg Pierce 12-August

The Coming Weeks

This Week 9 August 2011

Place: Club Rooms

Time: 6:00 pm

Guest speaker: Helen Schmidt

GSE Team Member Florida

Fri 12th August 2011

Place: Club Rooms

Time: 6:00 pm

Ladies Night

This night will be a Fair Trade Down Under-
'Hearts and Hands Party' presented by Ros
Jamieson.

16 August 2011

Place: Club Rooms

Time: 6:00 pm

Guest Speaker: Tova Roos

Topic: Life in Sweden

23 August 2011

Place: Club Rooms

Time: 6:00 pm

Guest Speaker: Di Bannister

30 August 2011

Place: Club Rooms

Time: 6:00 pm

Guest Speaker: DG Barry Hacker

Rotary Four Way Test

Of the things we think, say or do:

Is it the truth

Is it fair to all concerned

Will it build goodwill and better friendship

Will it be beneficial to all concerned

Cluster 3 Meeting Times & Places

Port Macquarie Sunrise: Friday 7.00am
Rydges Port Macquarie

Port Macquarie: Wed 6:00pm
Port Panthers

Port Macquarie West: Tues 6:30pm
Westport Bowling Club.

Laurieton: Monday 6.30pm
Laurieton United Services Club

More Important Stuff

1. Two Eskimos sitting in a kayak were chilly, so they lit a fire in the craft. Unsurprisingly it sank, proving once again that you can't have your kayak and heat it too.
2. Paddy says to Mick, "Christmas is on a Friday this year."
Mick says "Let's hope it's not the 13th."
3. Paddy's in the bathroom and Murphy shouts to him, "Did you find the shampoo?"
Paddy says, "Yes but it's for dry hair and I've just wet mine."

Club Invocation

As we join together as members of the Rotary Club of Wauchope, we give thanks for good friends, for good food and the ongoing opportunity to make a difference in our community through our Rotary values & service

Duty Roster

Date	Invocation / Toast	Welcome Guests	Intro/Thank Guest Speaker	Stewards	Guest Speaker	Topic
9/8/2011	Terry Moore	Meg Pierce	Phil Snow	Kevin & Marg Whitbread	Helen Schmidt	GSE Team Member Florida
16/8/2011	Tony Morton	Reg Pierce	Barry Thompson	Marie Winter & Graeme Beeforth	Tova Roos	Life in Sweden
23/8/2011	Andy Neal	Diana Reynolds	Stuart Weir	Murrough Benson & Patti Berrigan	Di Bannister	
30/8/2011	Ron Dures	Bob Gilligan	Kathy Jones	Terry Moore & Tony Morton	DG Barry Hacker	DG's Visit

Please notify Marie Winter by [email](#) or telephone 0409 156 333 if you are unable to attend or if you are bringing any guests.

A good friend of the Rotary Club of Wauchope



www.hccu.com.au

1300 365 724