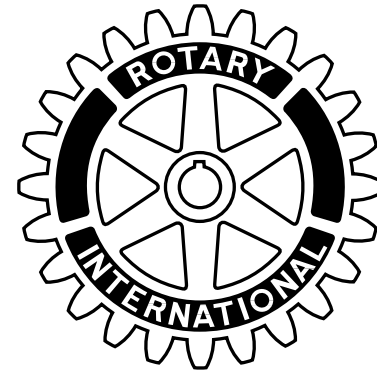


Willoughby Rotary

www.willoughbyrotary.org

A History of Forty-One Years

1961 – 2002



*“Believe in what you do —
Do what you believe in.”*

attempt was made to collect the records regarding the charter process and the minutes of meetings of the first year. Unfortunately, it was discovered that all records had been destroyed.

In the ensuing months, the fledging group was advised by Rotary International to meet with the leading business and professional people of the Willoughby-Eastlake, Mentor and Kirtland school districts. (This was the western segment of Lake County.) The numbers of men who agreed to meet each week began to increase and the charter group began to take shape. They met at the Intorcio Restaurant until the required number to obtain a charter was reached.



Four original members: Dr. Ralph Nelson, Eugene Dumont, Elwood Witt, and Dr. Walter Sargent

On March 21, 1961, the first official charter night was held. The charter members are documented by copies of that first program, and they remain in the files of some of the members. Regarding

the charter members, the story of Joe Tulley and Mel Andrews emerges. Each man (Tulley and Andrews) was nominated, but the classification aspect of Rotary bylaws loomed large enough to create a snag. Both men were attorneys, albeit Tulley's specialty was trial law and Andrews was civil. Permission was granted by Rotary International to install both men, one as a charter member and the other as the first non-charter member. At this point, a lively discussion ensued regarding who had been the first contacted for membership, the concept being that the first who was called would be the charter member. After much discussion, the final solution was reached with a toss of a coin. Mel Andrews was installed as charter member and Joe Tulley as non-charter member. This process was a Willoughby Rotary "first." Both men have been faithful members for more than 40 years!

For the first year, the board members were: President, Dr. Walter Sargent; Vice President, Joseph Sturm; Secretary, Herbert Moore; and Treasurer, Dr. Phillip Henley. The other members were Joseph Pizzi, Dr. Ralph Nelson, Jr., Melvin Andrews, Dr. George Scott and Past President Eugene Dumont. (Gene Dumont served as President for the charter, but Walt Sargent served the first full term.)

The meetings were held at Intorcio's Restaurant. When that restaurant closed for a month each year, the meetings took place at Skyway, the Champagne Room or the Knights of Pythias hall.

The Willoughby Rotarians adhere very closely to the International bylaws regarding classification. Each member must be sole entrepreneur within his or her chosen business or in high executive capacity in the company represented. There must be no more than one of each classification (increased when Rotary International changed the Constitution in 2001). The strict adherence by the Willoughby Rotary Club to this rule makes the club unique and creates a diverse group that is community service oriented.

Over the years, one point has been stressed: The club's meetings

were to be conducted in a dignified manner. There is to be no harassment of members to contribute or to raise monies, as is the practice of other service clubs. One year the idea of starting a lottery was brought up, and Bill Eden built a wheel for that purpose. Much to his chagrin, the idea was quashed. Nonetheless, Bill Eden, who transferred from the Heights Rotary remained a faithful member. His membership at Heights and Willoughby spanned an excess of 35 years. During those years, he maintained perfect attendance! Bill was a zealot when it came to Rotary meetings. When Walt Sargent sent him for glaucoma surgery on a Thursday, Bill walked out of the hospital on the following Monday so as not to miss Rotary meeting.

Through the years many suggestions have been made regarding ways to raise money. Many of these suggestions were discarded in an effort to maintain the dignity of the club. From the beginning each member was assessed 50 cents which was placed in a fund toward Student Government Day. Rollie Duncan (past president '71) introduced a 50/50 raffle whereby tickets are purchased by members. When the winning ticket is drawn, half the proceeds are given to the winner and half stays with the club. There were many heated discussions regarding the lottery. When it finally gained acceptance, many members participated, but not all.

Though not written in the original bylaws of Rotary, the Willoughby club remains steadfast in choosing new members through a secret membership committee. This was to ensure the stability and quality of the membership and not simply quantity. This leads to some heated discussion when the District Governor comments that the Willoughby Rotary needs to beef up its membership. The rebuttal is always the same: Willoughby Rotary adheres to the bylaws regarding classification. By doing so the club is able to maintain itself with members of long standing. They are loyal members who take their commitment seriously. The Willoughby Rotary is very conservative regarding its numbers. When membership gets too great they feel it is time to start another club — the reason being, to maintain the ease of familiarity of its members and to protect the camaraderie that

exists. It also guards against cliques forming within the body of the club. Growth for growths sake has never been the objective for the club which now numbers in the seventies. The bottom line is, there can be many members and great turnover or a few well chosen members and years of stability. While almost all other clubs are weakening, the Willoughby Rotary remains strong.

Upon reflecting back on the 1960s, the members of the infant Rotary Club recall the concern regarding the youth of our nation and, in particular, the youth of our community. Drugs began claiming a starring role on the state of the young people. God and country were relegated to the wings if not totally out of the theater. The members of Rotary felt a burning need to place God and country back on center stage. So it was that the “heart” of Willoughby Rotary became “Americanism”. The club’s first projects were the Willoughby Historical Society and Student Government Day.

The idea of the establishment of a community college in Lake County was raised by Erwin Maus, III, the editor of the News Herald. Shortly thereafter, Dr. Walter Sargent, then president of Willoughby Rotary, was asked to chair the county-wide committee which led to the establishing of Lakeland Community College. There were two meetings held at the Hospitality Inn (now known as the Harley Hotel). More than 300 people attended (other attendees stood at the back and sides of the room). The debates were hot and heavy. The committee consisted of all superintendents of schools and the President of Lake Erie College. The meetings featured the Presidents of Kent State University and Lorain Community College. The thrust of the meetings was to point up the importance and urgent need for local higher education. The County Commissioners had the authority to do the job, but were reticent and unwilling to go forward. The final result was that the vote of the people created what we now proudly call Lakeland Community College.

Through the years, the Willoughby Rotary has managed to keep three vital factors as their focal point. Those factors are dignity,

classification and nonpartisan Americanism. With these principles at the heart of the club, much has been accomplished that can be pointed to with satisfaction and pride.

The Willoughby Rotary is a people-orientated club. In keeping with that concept, the Rotary, along with the Chamber of Commerce, sponsors a forum created in the late 60's, whereby local people who are running for political office can present their views and ideas concerning the office to which they hope to be elected. This results in presenting a fair idea as to what the candidate is all about and what his capabilities might be if elected. These forums are always well attended and necessitate the use of two rooms at Primo's (Moe's East). The numbers of attendees usually exceed 300 people. Joe Tulley was one of the earlier moderators. Bob Riggin served as timer at one time, as did Bob Durgin who used a stop light to alert the speaker that his allotted time was up. More recently, Jim Collins has been the moderator.

There is also recognition of those police officers who excel on the firing range. The officers are rewarded for their excellence in marksmanship.

Student recognition was a concept brought forth by Bob Durgin. The names of outstanding students from Willoughby Tech Center, Willoughby South, Willoughby North and Andrews Schools are submitted to Bob. Then at each quarterly meeting the student is presented at Rotary, rewarded with a plaque and encouraged to continue his pursuit of excellence.

Along those same lines, there is the Art Holloway Scholarship Fund. This scholarship was founded in honor of the late Art Holloway who for years was the Superintendent of the Willoughby-Eastlake School System and Past President of Willoughby Rotary Club. The scholarship fund was begun in the mid 50's and has grown in value through wise investments. Consequently, each scholarship award has escalated from \$500 to \$1600. The scholarship is awarded, not as a charity, but rather as recognition for outstanding work done by the chosen student.

On the lighter side, who can forget the story of Art Holloway's introduction of a celebrity over the loud speaker at school on Teacher Indoctrination Day. It was held at North High School with all teachers in attendance. The celebrity was Flip Wilson's "Geraldine." Art Holloway's impersonations of Flip Wilson and Geraldine were impeccable!

Each year a student is chosen from Willoughby North and Willoughby South. Art Holloway was known for his impartiality toward the schools. When attending football games, he would wear a jacket which was 1/2 North colors and 1/2 South colors.

Student Government Day was instituted by Mel Andrews in the mid 60's. The concept was to elect from the student body of each school a counterpart of each city official. The process was an exact copy of real election into office — from mayor through the entire official roster. The students conducted campaigns in hopes of winning their chosen role in the governing of a city. There was an "election day" with real voting machines brought in from the Board of Elections. Those who won the election would "sit in" with their counterpart in actual governing situations. In the end, the winners were honored by the Rotary. Through the years the election process has fallen away from reality. At the moment, students are chosen by the speech class rather than being voted in. It is a consensus that this must be put back on the track. The idea of the importance of good citizenship and community service seems to have been lost at a time when these factors are of the utmost importance for the welfare of our cities and our country. In stressing Americanism, the Willoughby Rotary is eager to instill a community service mentality in our youth and Student Government Day is a great way for that to begin.

The "Salt of the Earth" award is an event revitalized by current President Rev. Bob Schuler. The award is presented to local persons who go above and beyond what is called for regarding volunteer activities in the community. This award is given to show the importance of those volunteers. Without them, what would our world be like?

The weekly programs are the highlight of the clubs activities.

Jim Collins once state that “the club is as good as the programs that are presented”. Jim set the tone and it has paid off with many memorable programs. Jim presented Cleveland Indians player, Herb Score, at one of the meetings. During his introduction, Jim mentioned that there was memorable fact that stood out in Herb’s career. Herb assumed that Jim would refer to some of his impressive pitching statistics. What Jim remembered, however, was that Herb hit only one home run in his entire career. Herb agreed and added that it was at Yankee Stadium. Jim also brought in Joe Dudas as speaker of the week. Joe delivered his message totally in Hungarian! Art Holloway won’t be forgotten for his program featuring a belly dancer. Rollie Duncan, Tim Wright, Tom McDowell, B.J. Kresnye, Charlie Lawrence, Bob Riggan and Bob Durgin all arranged outstanding programs. Ted Finke also presented excellent travelogues, which invariably included the famous calendar picture of Marilyn Monroe (to keep the member’ attention). Marcia Kren, Charlie Lawrence, Craig de Fasselle, and Steve Byron put on a fun production of “Who Wants to Be a Rotarian Millionaire” complete with prizes!, Worthy of special mention is a talk given by Don Nemeth. Don had told his story to E. J. Allen. After hearing Don’s story, E. J. was insistent that Don relate it to the Rotary members. After E. J.’s death and in his memory, Don told the story of finding his two daughters after many years of separation. It was an outstanding program delivered by a very caring person of great depth.

There are fond memories of George Hirschberger and how he began his program introduction with a joke—or at least tried to! Along the lines of “boys will be boys,” the members decided not to laugh at George’s jokes regardless of how funny they might be. The harder George tried, the less laughter was heard, which led to total frustration for George.

Some of the best programs have been Classification Talks. These talks are given by new members as a way of allowing their fellow Rotarians to know what they are all about and who they are. They speak of their families and of their line of work. Outstanding of these have been Chuck Davis, Bob Riggan and

Dick Stone. John Barbato, while giving his talk said “My wife tells me we only live once, but we can be immature forever?” The members have a fondness for those who can good naturedly poke fun at themselves.

Jim Smith decided at one point that Willoughby Rotary Club would be a singing club. He made a valiant effort in that direction with Xeroxed music and a heart full of good intentions. In the end, Jim realized that “America the Beautiful” sounded worse after much practice than it did before any practice at all. Jim simply gave it up!

Jim Collins brought in Harrison Dillard to speak. It was the only time that a fee was paid to a speaker. Dillard was a track star. An Olympic Gold Medalist, he was definitely worth the price paid.

When the decision was made that a newsletter must be started, a contest was held to help determine what its name should be. The contest was a full blown affair with the gathering of ideas and finally a judging of a name that best suited the newsletter. Jim Collins won. The name was “ROTAREVIEW.” His prize — a free lunch. Jim chose a good name which was later changed. Some the members still wonder why. It is remembered that Rev. Bill Gross did an outstanding job with the newsletter. The publication was always eagerly awaited and avidly read. The contributions made over the years are too numerous to list.

On the social side, there were at least five golf outings per year until recently. Picnics, too are remembered as good times had by all who attended. The premiere golf outing each year was one that culminated at Mel Andrews’ home. An invitation to participate in the after-golf party was extended to all members, whether golfers or not. There were tennis games and Jarts, card games and camaraderie. After an active day, the attending members can still recall the excellent steaks and Gloria Andrews’ contributions toward a great meal and terrific pies to top off a fabulous day. Mel built a great BBQ fire and the card games lasted into the wee small hours. And who can forget the hot air balloon rides high into the sky? Past President George Scott will be remem-

bered for that excellent idea.

Past Presidents' Meetings were introduced with Walt Sargent presiding as Chairman. Attendance consists of the entire body of Past Presidents to give the incoming president the benefit of their collective experience. The subjects discussed are traditional values of the club and orientation for the newly elected president. A strong point is made regarding classification and rules and regulations.

The Willoughby Historical Society was a project whose inception came from the Willoughby Rotary. In an effort to proceed forward, it is always valuable to record the past. It was through that concept that the Historical Society was begun and still exists successfully, thanks to the Willoughby Rotary Club.

Through the years, community service has been of utmost importance to the Willoughby Rotary.

The early seventies saw the beginnings of a project known as "The Little Red Schoolhouse." The idea for the project was brought to the attention of Rotary by Earl Buck. Buck headed the project with George Scott serving as financial manager in charge of raising funds and gathering volunteer aid for the project.

The structure, a small, one-room red brick schoolhouse rested on the Bill Boyd property. Its location was just west of Rt. 91 on Euclid Avenue. The first hurdle to overcome was to gain rights to the school. The next was to gain community agreement to move it.

Art Holloway was in a prime position to be of help and did so as often as needed. When the new location was determined, the next task was to physically move the building to its new site. The work began with a short move east on Euclid Avenue, then a sharp turn south on Rt. 91. An easterly turn on Rt. 84 brought the structure about halfway to its destination. A turn north on Shankland and the new home for the little red schoolhouse was accomplished. The school has been a tremendously successful

historical site since it first opened. People come from all over the state and surrounding area to visit a part of yesterday. A favorite outing for school children is to pack a brown bag lunch and spend the day as a student of the past did; in a one-room schoolhouse. Ellie Rolf is director of the school and was honored with the "Salt of the Earth" award for her efforts.



The Little Red Schoolhouse at Shanklin Road

The Bandstand in the park, adjacent to Public Square, was a project of the eighties. The idea had been proposed and agreed upon as a good idea, but for some reason, lay idle and lost momentum. It was in 1981, when Joe Tulley was chairman of the "Heart of Willoughby", a downtown revitalization program, as well as President of Rotary at the same time, that the idea took

a new breath of life. Joe suggested that the Willoughby Rotary take on the Bandstand project. Charlie Hoffecker was named chairman. Charlie went into action and gathered all the volunteer help required to make the project a reality. The architectural service and sheet metal work were donated as well as the raising of monies required for the Bandstand. Time and service from any and all was gratefully accepted. When the Bandstand was completed, Al Kipp played a concert as a “thank you” to the community and to those who made an idea a reality.



The Bandstand at Point Park

The eighties also saw some less bright moments. Those moments, however, served as a useful prod for the future welfare of the Willoughby Rotary. Membership had dwindled to 35 or 40 members. The District Governor at the time called Rotary President Art Holloway to tell him that the charter was about to

be lifted because of the low membership. Art placed a call to Walt Sargent to apprise him of this latest threat. Walt came up with the idea of a second generation charter. Then this idea was proposed to the District Governor at a later meeting, his remarks were anything but encouraging. Walt was momentarily struck dumb by that reaction.

At this point, Bill Gross jumped in and leveled the District Governor with some extremely well chosen paragraphs. When Bill Gross was finished, Walt Sargent, who had found his voice, finished off the District Governor with a scathing that will be long remembered. The District Governor left the meeting without speaking a word to anyone. This event spurred the members into action. A drive was begun to bring in new members. That new membership was rife with productive ideas and energy. A second generation charter was implemented with a full blown charter night.



Charity Ball

One of the new ideas in the late eighties came under the presidency of Gail Ruckel. A charity ball was instituted with the dual

purpose of enhancing the fellowship and providing a means to raise funds for worthwhile causes. This black-tie optional ball has grown into an annual event at Kirtland Country Club. Featuring a silent auction, outstanding dinner and ambience, and live music, it has grown into one of the finest such events in Lake County, and has been copied by other Rotary Clubs in the area.

In the nineties, charitable goals did become a source of friction in the club. Some members became a bit overzealous in their efforts to raise more funds, and wanted to greatly expand the scope of the club's fund-raising activities. This caused concern among other members, who feared that the founding principle of the club—that there be no undo pressure of members to contribute to or raise monies—was in jeopardy.

With the participation of the Past Presidents and club leadership, new bylaws were created. The Charity Ball was included in the bylaws, allaying the fears of those who felt there was some attempt to stop all fund raising. Further, under the initiative of John Gallagher, the club formed the Willoughby Rotary Foundation, which applied for and was granted 501(c)3 tax-exempt status. This gave the club a more effective vehicle for the pursuit of fund raising and charitable activities. While you must be a Willoughby Rotarian to be a member of the Foundation, membership in the Foundation is strictly voluntary. This preserved the founding concept of the club not to make anyone feel compelled to raise money as is the practice of other service clubs.

The nineties brought about several other noteworthy and positive initiatives. The club began awarding both the outgoing president and a past president by designating them as Paul Harris Fellows. This recognition is granted to a Rotarian who contributes, or in whose name is contributed, \$1000 to the Rotary Foundation. Willoughby Rotary makes this donation in appreciation of presidents and other noteworthy members, and by 2002, had awarded all presidents still with the club Paul Harris Fellows.

The recognition is made at what also grew into a keynote event

for Willoughby Rotary, the annual installation dinner. Although installation of new Rotary Club officers had always been an annual event, it had become rather routine and poorly attended. Willoughby Rotary turned it into a major event at Mentor Harbor Yacht Club. In addition to an excellent dinner and another chance for members and their partners to socialize, the club used the event to recognize—sometimes humorously—the achievements of individuals over the past year. The installation dinner has also included some unusual entertainment over the years, including some good-natured roasts, skits, and performances by comedians.

Another annual event improved during this period was our annual Christmas Party, held at Mentor Harbor Yacht Club and later Mooreland Mansion. A gift exchange was added where everyone brings a present worth \$10. After dinner, everyone draws numbers to establish the order in which they will select a gift. If the person doesn't like the gift, they have one opportunity to swap it with someone else's opened package (the first person to select a present has last choice at the end of the evening). Gifts have ranged from stuffed animals to toy fire hats, candy or nuts (no fair eating them during the festivities), swim suit calendars, games, and other interesting items. The gift exchange was the brainchild of Carmen Cesa, who included a framed portrait of himself in the first exchange. This portrait, along with some variations, including a Carmen Cesa calendar, has reappeared now and then in other Christmas parties, and has been the source of much laughter.

The club continued its charitable activities in the nineties. The Wick Pavilion, named for Past President Doug Wick, was built in Daniels Park. The club also contributed to Willoughby's Christmas Lights display in Point Park, and paid for "Kilo," Willoughby's drug-sniffing and search and rescue dog. The Foundation continued to support charities where a dollar contributed goes to those who need it most, with special emphasis on youth-oriented and local charities.

The mid-nineties also brought Connie McDonald as our first



The Wick Pavilion in Daniels Park

woman member. Walt Sargent relinquished his duties as Rotary Information Officer after 35 years of conducting “The Lunch.” This is where prospective members are introduced to Rotary and formally invited to become members. Undoubtedly concerned he wasn’t getting enough to eat, Walt passed the baton to Craig de Fassel in 1997.

The club also moved to Pine Ridge Country Club from Primo’s when it closed in 1997. By 2000, we were back at Primo’s, now named Dino’s IV.

Willoughby Rotary won the Chamber of Commerce “Distinguished Civic Organization” award in 1999. It also won the A. Z. Baker Award in 2002, awarded by Rotary District 6630 to clubs that exemplify the ideals of Rotary.

The new millennium brought other noteworthy events. In the wake of the September 11, 2001, terrorist attacks, Steve

Mitrovich initiated a collection for the victims. More than \$7000 was raised — this over and above the Charity Ball donations being made around the same time.

Other initiatives in 2002 included our own web site, www.willoughbyrotary.org, created by Craig de Fassel. Tim Wright was the first Willoughby Rotarian to become governor of District 6630, made up of 57 clubs in Northeast Ohio, The club also created the Walter W. Sargent Distinguished Service Award, and presented the initial one to Bob Durgin in recognition of years of service to his Student of the Month program.



Bob Durgin receives the first Walter W. Sargent Distinguished Service Award from Jerry Collins

In order to make new members and their partners feel more welcome and get them involved in the club, Larry Allen and Connie McDonald came up with the idea of a new member dinner. Started in 2002, this dinner included a Power Point

presentation, created by Dave Anderson, that is both highly informative and entertaining.

The final outcome is a prestigious Willoughby Rotary Club with a stable membership whose goals are to pay strict attention to classification rules and regulations. Membership stands at approximately 78 today (2002) with people eager to be considered for membership. The choices for new members are made very carefully so as to insure the integrity of the Willoughby Rotary Club and the reason for its existence: Service Above Self.



Club photo 1964



Club photo 2002

PRESIDENTS OF THE ROTARY CLUB OF WILLOUGHBY

Eugene Dumont	1961 (Charter)
Dr. Walter W. Sargent	1961
Joseph Pizzie	1962
J. Melvin Andrews	1963
John Riegel	1964
Merle Stafford	1965
Louis E. Merhar	1966
Clarence Boyle	1967
Dr. George C. Scott	1968
Mark Rollinson	1969
William J. Kloos	1970
Roland Duncan	1971
James T. Smith	1972
Donald R. Spinks	1973
Earl R. Belwitt	1974
Robert York	1975
Dr. John J. Cahill	1976
Charles R. Davis	1977
James K. Collins	1978
Dr. Paul D. Ferris	1979
Arthur S. Holloway	1980
Joseph F. Tulley	1981
Geroge M. Brueggeman	1982
Bruce McAttee	1983
Robert J. Brice	1984
Edgar J. Allen, Jr	1985
Douglas Wick	1986
Gail J. Ruckel	1987
Charles D. Marsee	1988
William E. Croiser	1989
Robert L. Durgin	1990
Dr. Timothy W. Wright	1991
Carmen Cesa	1992
Robert D. Schuler	1993
John Gallagher	1994
Craig de Fasselle	1995
Peter Spudich	1996
Don Nemeth	1997
Latham "Skip" Murfey	1998
Steven Byron	1999
Conrad Straube	2000
Jerry Collins	2001
Larry Allen	2002

Beyond Rotary—The Rich Life of Paul Harris

Most Rotarians recognize Paul P. Harris as the man who founded the world's first service club.

But when it comes to aspects about Harris' life before and after that historic day in 1905, details can become sketchy. The following are some little-known facts about Harris that show more of the man who revolutionized the concept of community service:

- The second of six children, Harris was born in Racine, Wisconsin, U.S.A., in 1868. But due to his parents' financial difficulties, he was raised primarily by his grandparents in Wallingford, Vermont U.S.A.
- In his early years, Harris was a self-confessed "rascalion." He was expelled from two colleges.
- After earning his graduate degree in law from the University of Iowa, Harris took off five years to experience life before establishing a law practice. During this time he traveled around the world earning a living in a variety of professions, including reporter, cowboy, actor, hotel night clerk, traveling salesman, cattle-hand on a steamer boat and fruit farmhand.
- A successful corporate lawyer once he settled in Chicago in 1896, Harris represented the Chicago Bar Association at several national and international conferences.
- Feeling overwhelmed by the isolation of the big city, Harris longed for the small-town camaraderie he experienced in Wallingford. It was during a visit back to his boyhood home that Paul first got the idea of bringing together men of many different occupations to talk about their problems and to help one another. This idea eventually grew into Rotary.
- Harris was the president of Rotary International from 1910 to 1912, the only person to hold that position for two terms. In 1912 he was elected president emeritus for life.
- Paul married Jean Thompson, a Scotland native, at age 42. Their home in south suburban Chicago was named "Comely Bank" after the street in which his wife lived as a girl in Edinburgh, Scotland.
- His dedication to helping others was not limited to Rotary. He also served as the first chairman of the board of the National Easter Seal Society for Crippled Children and Adults in the U.S.

The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

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

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

The 4-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The 4-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy. 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. Adopted by Rotary in 1943, The 4-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions of the things we think, say or do:

* Is it the TRUTH?

* Is it FAIR to all concerned?

* Will it build GOODWILL and BETTER FRIENDSHIPS?

* Will it be BENEFICIAL to all concerned?