



BE THE INSPIRATION

April 24, 2015
Volume 2019 Issue35
Club # 4234
Club Charter Date
1/13/1954

**April is Maternal and
Child Health Month**

Board of Directors

- President:** Ron Grissom
- President Elect:** Ross LeBlanc
- Secretary:** Dusty Ricketts
- Treasurer:** Matt Simpson
- Past President:** Aaron Webber
- At Large:** John Roper and Eric Polson
- Senior Member:** Fred Pryor
- Sergeant at Arms:** Rick Owen and John Roper

Committee Chairs

- Club Admin:**
 - **Programs:** Rick Stevens
 - **Socials:** Neal Bern
 - **Bulletin:** Jan Pooley
- Public Relations:**
- Membership:** Andy Corbin
- Rotary Foundation:** Joe Meyer
- Service Projects:** Rick Owen
- Youth Services:** Joe Garvie
- Scholarship Inc:** Joe Meyer
- Scholarship Drawdown:**
Dusty Ricketts and Matt Simpson
- Executive Secretary:**
Lorrageia Jackson
executivesecretary@fortwaltonrotary.org

The Rotary Reader

Rotary Club of Fort Walton Beach 2017-2018 Rotary Citation Earner

Today's Program 4-Way Speech Contest



Today we will hear from students at the STEM Academy who will speak on Rotary's 4-Way test. Forrest Townsend has worked all year to develop the speech contest because he and many others believe in the importance of effective public speaking and the high ethics of the 4-Way Test. The hope is to expand the initiative to additional schools in the future and to have other clubs in our area participate.

We want to thank the STEM Academy for their support of this effort and for including public speaking as part of their curriculum. Welcome Students!

History of the 4-Way Test

More than 60 years ago, in the midst of the Great Depression, a U.S. Rotarian devised a simple, four-part ethical guideline that helped him rescue a beleaguered business. The statement and the principles it embodied also helped many others find their own ethical compass. Soon embraced and popularized by Rotary International, The Four-Way Test today stands as one of the organization's hallmarks. It may very well be one of the most famous statements of our century.

Herb Taylor began a swift rise within the Jewel Tea Company in Chicago in 1925. He soon joined the Rotary Club of Chicago. In line for the presidency of Jewel in 1932, Herb was asked to help revive the near-bankrupt Club Aluminum Company of Chicago. The cookware manufacturing company owed \$400,000 more than its total assets and was barely staying afloat. He resigned from Jewel Tea, taking an 80 percent pay cut to become president of Club Aluminum. He even invested \$6,100 of his own money in the company to give it some operating capital.

Looking for a way to resuscitate the company and caught in the Depression's doldrums, Herb, deeply religious, prayed for inspiration to craft a short measuring stick of ethics for the staff to use.

As he thought about an ethical guideline for the company, he first wrote a statement of about 100 words but decided that it was too long. He continued to work, reducing it to

www.fortwaltonrotary.org www.rotary6940.org
PO Box 0892; Fort Walton Beach, FL 32549
 Follow us on Facebook: **Rotary Club of Fort Walton Beach**
www.dacdb.org



RI Convention Hamburg June 1-5, 2019

Registration is Open!

December 16-March 31
\$495 per person

April 1—June 5
\$595 per person

Discover the unique blend of historical and contemporary culture that makes Hamburg such a distinctive place. A flourishing city with friendly people and an array of entertainment options, this beautiful port city is the perfect setting for a memorable experience.

Join Rotarians from around the world to learn, be inspired and share fellowship.

From the House of Friendship to the General Sessions to Breakouts to Special Ticketed Events, there is something for everyone to enjoy.

Consider making the commitment to attend. You will be a better Rotarian!

For More Information:
www.riconvention.org

5th Annual Scholarship Drawdown



We are 45 days away from Drawdown and we as a club need to do all we can to work our own contacts, sponsors, food vendors, auction prizes large or small.

Everyone can do their part. Ask yourself what can I do to contribute?

Matt Simpson and Dusty will be kicking it in to high gear and will be delegating event responsibilities to certain members very soon. Currently entertainment is being taken care of, but special areas we

really need help in is food vendors, door and auction prizes, sponsorships, decorations, libations, and manpower. Our expectation is for everyone to do what they are able, so please let Matt or Dusty know what you can do to make this event a success and be willing when called upon to serve in needed areas.

Through 4/3 we had collected \$8,250 in sponsorships and ticket sales. 238 tickets have been picked up by 26 Rotarians and we have signed up 9 corporate sponsors.

The event is Friday May 24 at the Northwest Florida Fairgrounds.

We have 2 Co-Presenting Sponsors: Emerald Coast Collision Repair (thank you Eric Polson) and Triple R Construction (thank you Tony Leonard).

We need everyone's help secure sponsorships, sell tickets, and volunteer.

Proceeds from sponsorships and ticket sales fund scholarships awarded by Fort Walton Beach Rotary Club Scholarship, Inc, our 501(C)3 Foundation.

History of the 4-Way Test (con't)

seven points. In fact, The Four-Way Test was once a Seven-Way Test. It was still too long, and he finally reduced it to the four searching questions that comprise the Test today.

And so, "The Four-Way Test of the things we think, say or do" was born:

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?

Profound in its simplicity, the Test became the basis for decisions large and small at Club Aluminum.

It was the 1930's and everything was measured against The Four-Way Test. First, the staff applied it to advertising. Words like "better," "best," "greatest" or "finest" were dropped from ads and replaced by factual descriptions of the product. Negative comments about competitors were removed from advertising and company literature.

The Test gradually became a guide for every aspect of the business, creating a climate of trust and goodwill among dealers, customers and employees. It became part of the corporate culture, and eventually helped improve Club Aluminum's reputation and finances.

By 1937, Club Aluminum's indebtedness was paid off and during the next 15 years, the firm distributed more than \$1 million in dividends to its stockholders. Its net worth climbed to more than \$2 million.

In 1942, Richard Vernor of Chicago, then a director of Rotary International, suggested that Rotary adopt the Test. The R.I. Board approved his proposal in January 1943 and made The Four-Way Test a component of the Vocational Service program, although today it is considered a vital element in all four Avenues of Service.

Herb Taylor transferred the copyright to Rotary International when he served as R.I. president in 1954-55, during the organization's golden anniversary.

Eloquently simple, stunning in its power, undeniable in its results, The Four-Way Test offers a fresh and positive vision in the midst of a world full of tension, confusion and uncertainty.

Area Club Activities

3 area clubs have fundraisers coming up soon:

- Crestview will host its Crestview Rotary Roundup (Formerly named the Wild Game Feast). It will be held Friday, May 3 at the Baker Arena. It features Guest Speaker Ed Hubbard, live entertainment, a silent auction, a 50/50 drawing, great food and an open bar. Tickets are \$50 per person or we can do a club sponsorship at one of the many levels. Info on the club's facebook page.
- Destin hosts its 7th Annual Cajun Crawfish Bash Friday, May 3 from 5:30pm—9:00pm at the Seascape Towne Centre. \$30 for a full flat of crawfish and trimmings, or BBQ pork sandwich, hamburgers, hot dogs for those who don't eat mudbugs. Kamado Joe grill raffle Info on the club's facebook page.
- Mid-Bay hosts its 21st Annual Charity Golf Tournament Friday June 7; sign-in and lunch at noon, shotgun tee off at 1pm. Format is Four Person Florida Scramble. Prizes for 1st and 2nd Place (A and B Flights), Closest to the Pin, Hole-in-One, Putting Contest. 4 person team is \$300. Sponsorships are also available. For more information contact Art Jean at 850-897-3658

Let's support our Fellow Rotarians!

Upcoming Programs and Activities

- 4/25-28 Rotary Youth Leadership Awards (RYLA) at Adventures Unlimited
- 5/01 Regular Meeting Bill Dillman—Goodwill Industries
- 5/08 Regular Meeting Ted Corcoran—FWB Chamber of Commerce
- 5/15 Regular Meeting Mitzi Henley
- 5/22 Regular Meeting Joyce Dove—Rotary Youth Camp of North FL
- 5/29 Regular Meeting David Pienta—Rotary Youth Exchange
- 6/05 Regular Meeting Scholarship Recipients

Do You Know? You can make up missed meetings by attending another club's meeting or an e-club meeting, participating in a project or committee meeting. Be sure to let Lorrageia know.

April Birthdays and Anniversaries

<p>Birthdays</p> <p>4/08 Ross LeBlanc</p> <p>4/11 Gerry Chalker</p> <p>4/18 Katie Sharon</p> <p>4/19 JT Edwards</p> <p>4/30 Joe Garvie</p>	<p>Wedding Anniversaries</p> <p>4/06 Russ & Jackie Youngblood (29)</p> <p>4/17 Dan & Bobbi Nelson (50)</p> <p>4/23 Ben & Amanda Gordon (?)</p> <p>Club Anniversaries</p> <p>4/04 Ron Grissom (7)</p>	<p>4/04 Richard Kunkel (7)</p> <p>4/12 Charlie Potts (24)</p> <p>4/16 Forrest Townsend (32)</p> <p>4/19 Matt Simpson (2)</p> <p>4/20 Tony Leonard (14)</p> <p>4/22 Lyndon Poff (10)</p> <p>4/25 Ross LeBlanc (7)</p>
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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.



From Michael McGovern—Int'l Polio Plus Chair

We have been working intensely in the endemic countries (Nigeria, Pakistan, Afghanistan) for a number of years and some of the citizens in those countries are getting concerned that we are spending money on polio eradication when they have so many other needs. Our challenge is to find ways to provide other services to the citizens and children so we still have the parental support we need to add the plus in PolioPlus.

Rotary Roster

We are

People of Action
Rotary is where
Neighbors, Friends and
Problem Solvers

- Share ideas
- Join leaders and
- Take action to create lasting change.

Interested in joining Rotary?

Please contact our Membership
Chair: Andy Corbin
ajc@tslinc.com

The Four-Way Test
Of the things we think,

say or do:

- 1) Is it the TRUTH?
- 2) Is it FAIR to all concerned?
- 3) Will it build GOOD-WILL and BETTER FRIENDSHIPS?
- 4) Will it be BENEFICIAL to all concerned?

Area Make-Up Opportunities

Don't forget that you can make up missed meetings at neighboring clubs. Please contact the club in advance to be sure their schedule hasn't changed. Club contact info is in DACdb

Crestview: 12 p.m. Wednesday at Samuel's Restaurant

Destin: 7:15 a.m. Tuesday at Rutherford's at Regatta Bay

DeFuniak Springs: 12 p.m. Wednesday at McLain's Family Steakhouse

Mid-Bay: 7 a.m. Wednesday at American House in Bluewater Bay

Navarre: 12 p.m. Friday at Beach Community Bank—Navarre

Niceville—Valparaiso: 12 p.m. Thursday at Northwest Florida State College Student Services Building

South Walton: 7:30 a.m. Thursday at Somerby, Santa Rosa Beach

Robert Anderson, SM
CPA

BBVA/Compass

**Katie Sharon PHF*/Lane Redding/
Robin Donlon**

Corporate Member

Neal Bern SM

Insurance

**Debbie Bodensine PHF/SM Roty
RLI 1**

Economic Development

Joseph Brewster, PHF SM

Cable Television

Mack Busbee, PHF SM **

County Government

Tom Butcher

Honorary Member

Gerry Chalker, (11) PHF MD SM *

Pension Administration

Tim Chiasson

Attorney

Andy Corbin, PHF SM RotY * RLI 1

Electronics Mfg.

Carrie DeSofa

Moving Van Driver

George Dorris, PHF SM

Dentistry

JT Edwards, PHF SM RotY

Landscaping Owner

Dan Empson

Honorary

Joe Garvie

Construction

Tony Gilligan, PHF SM RotY

Government Contractor

Ben Gordon, SM

Attorney

Ron Grissom, PHF SM RLI 3

Utilities

Chad Hamilton, PHF SM

CPA

Ross Hamilton, SM RLI 1

Education— College

Hancock/Whitney Bank

Stacey McGilvray, Clint Aden

Corporate Member

Sallie Hardy, PHF

Commercial Properties

Tom Hayes, PHF SM

Financial Services

Jody Henderson, PHF SM *

Accounting/Auditing

Mitzi Henley, PHF SM

Retail Shopping Center

Rudy Hill, SM

Office Products

Jeff Hooton, PHF SM

Commercial Lending

Richard Kunkel, PHF SM RLI 1

Education

Chuck Landers, PHF SM

Certified Public Accountant

Ross LeBlanc, SM

Certified Public Accountant

Tony Leonard, PHF SM **

Retail/Musical Instruments

Brandon Lewis

Insurance

John Linn, PHF SM

Kitchens-Retail

Joe Meyer, RotY PHF

Retail/Computers

David O. Miller, (16) PHF SM

Developmental Disabilities

John Morgan, PHF SM*

Computer Engineer

Matthew Morgan,

Electrical Engineer

Dan Nelson, PHF SM

Restaurant/Fast Food

Michelle Nicholson, PHF SM

Communications

Rick Owen (2) PHF PHS RLI 2

Non-Profit Management

Mary Plummer, PHF

Real Estate Sales

Lyndon Poff, PHF SM RotY

Paint & Body Shop

Diane Poff, PHF SM

Paint & Body Shop

Eric Polson (1)

Collision Repair

Jan Pooley, (12) PHF SM BS RotY*

RLI 3 RLIDL Department Store

Charlie Potts, PHF SM*

Jeweler

Fred Pryor, PHF SM RotY*

Utility Service-Gas

Dusty Ricketts, SM RLI 2

News Media

Athena Riley

Attorney

John Roper, PHF RLI 2

Developmental Disabilities

Dick Rynearson

Honorary Member

Eulice Shelley, PHF *

Moving & Storage

Jessica Simpson

Lighting Sales

Matt Simpson

Insurance and Bonding

Scott Smith, PHF SM*

Chiropractor

Oxana Solovieva (2)

Commercial Real Estate

Rick Stevens, PHF SM RotY* RLI 3

RLIDL

Surge Suppression Systems

Herb Tinsley, PHF SM RotY*

Savings & Loan Mgmt.

Kent Tinsley

Commercial Lending

Forrest Townsend, PHF SM RotY*

Veterinarian

Alex Trum, PHF

Orthodontist Retired

Matt Turpin, SM

Certified Public Accountant

Aaron Webber, (2) PHF SM * RLI2

Condo Management

Charles West, (3) PHF BS SM*

Investment Broker

Jean Woo, PHF

Dentist

Jack Yeiser, PHF

Mortgage Broker

Russ Youngblood PHF **

Psychologist

Matt Zasada

CPA

PH: Paul Harris Fellows

PHS: Paul Harris Society

MD: Major Donor

BS: Bequest Society

SM: PH Sustaining Members

* FWB Club Past Presidents

** Past President Other Clubs

RotY: FWB Rotarian of the Year

RLI1/2/3—Level Completed

RLI DL—RLI Discussion Leader

Members in purple have perfect attendance.