

CLUB SECRETARIES

FLORENCE RIFENBURGH

Club Secretary Thirty Years — 1941-1971

"Little did I think when I came to Fort Lauderdale in 1940, for health reasons, from Limestone, New York, near Bradford, Penna., that I would be associated with Rotary for thirty years . . . a very important part of my life.

"I was employed by August Burghard, Manager of the Chamber of Commerce, and Secretary and Bulletin Editor of the Fort Lauderdale Rotary Club. I attended meetings at the Overseas Restaurant where I learned about Rotary, and the fine Fort Lauderdale Club.

"What impressed me most was the dedication of its members in fulfilling Service Above Self. I don't think *any Club* can boast of more service to its community. In one of the Tarpon bulletins you may find a quote 'In every Community project, you will find one or more Rotarians involved.' AN EXCELLENT RECORD . . ."

Florence Rifenburgh

Executive Secretary 1941-1971

Note: I also feel that Senior Active is an important classification, making it possible for a dedicated Rotarian to be a member as long as he lives . . .

Mrs. Tinker H. Connolly, Club 1090 Secretary, is a busy young woman, and an efficient one.

She was American Red Cross Fund Secretary when first coming here. She was secretary to Reggie Martin, Bod Standart and Fitz Gore at Radio Station WFTL, and was Traffic Manager under Bob Bowles.

She is Executive Secretary of the Fort Lauderdale North (formerly Wilton Manors) Rotary Club since 1959, and has been Recording Secretary of Wilton Manors and Executive Secretary of the Broward County Restaurant Association since 1963 and works for many service clubs.

She served as Secretary of the Wilton Manors Baseball Leagues on the Board of Directors for about 10 years. Was three terms a Councilwoman on the Village of Lazy Lake Village Council. She is a Notary Public.

Tinker has been Executive Secretary of the Ft. Lauderdale Downtown Rotary since Florence Rifenburgh retired in 1970.

Her father was C. Brown Hyatt, Philco engineer. Mr. Hyatt was active in Red Cross, serv-

CONCLUSION

And so the old order passeth.

The pace has been set.

Club #1090 has more than justified its existence in its first half century.

The Object of Rotary as guidelines, and the Four-Way Test, as a rule for daily living, contribute mightily to the influence of Rotary.

The first fifty years were good years — hard years, but good, growing years.

Ed Tait, in his recent History of Florida Rotary District #699, concluded with words spoken by David Fromson, of the National Fluid Power Association meeting in Alabama in May 1965.

“. . . When business men appreciate that their conduct is vested with the public interest and that such responsibility requires allegiance to correct trade, they will have assumed the true responsibility which is theirs . . .

“The heart of the problem is the tension between self-interest and social obligation. Traditional thinking is . . . basic responsibility, first to his stockholders, but the executive must fulfill corporate responsibilities over and above . . . Business should be expected to further human values and to serve national purposes.

“Terrific pressures bring about unethical acts . . . and Fromson concludes: For every unethical practice, there takes place a corresponding erosion of a part of economic freedom . . . the free enterprise system . . .

“As business men engage in predatory unethical practices, there will be generated inevitable and compensating legal controls . . . There is, therefore, a continuing challenge to reduce these formal controls by self-imposed ethical restraints or . . . to operate business within the framework of legal controls enforced by government agencies.

“Morality in business is everybody's business.”

From this date onward, Fort Lauderdale's Club #1090 will be ever nearer the end of its first century than to its beginning.

The good that #1090 can do, the influence it will have, and its value to individual members and to the common good is up to the new oncoming breed, to individuals like the “Sweet-singing Dan,” to new President E. Birch Willey, and to all of the other new and active generation of Rotarians.

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BEGINNING ANOTHER 50 YEARS



In the wings awaiting his cue stands BIRCH WILLEY, President Elect, ready to lead Club 1090 into its second half of century.



Water Transportation in Fort Lauderdale in 1922, when Rotary Club Charter 1090 was granted, as imagined by one who was never there.