

Rotary

Rotary Club of Pleasant Hill



The Pleasantree MAY 2, 2024



[CLICK HERE TO CHECK OUT OUR WEBSITE](#)

THURSDAY, MAY 2
PH Community Center

Social Gathering 12:15

Meeting Starts: 12:30

Krish & Mani Veluthakkal

KIDS 4 GOOD

LAST WEEK'S MEETING

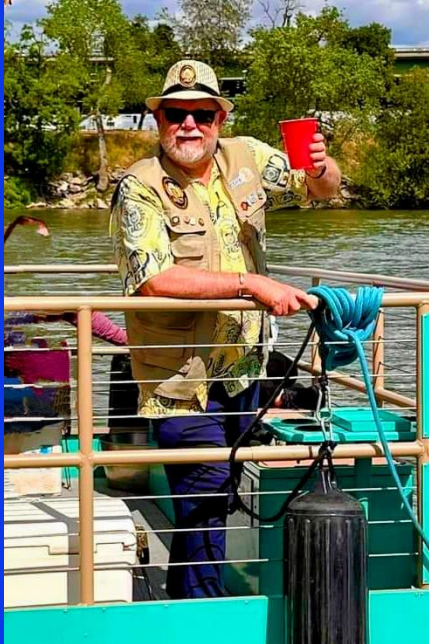
Former Club President **Jeff Clark** graciously welcomed the club to **Steven's Printing** for a delightful social gathering filled with good food and drinks.

(photos by Allen Vinson)



2024 District Conference

Several members of our club not only attended but also had assignments at the 2024 D5160 Conference in Sacramento.



PDG Steve Lack, along with the BREW Fellowship, orchestrated not one, but two Sacramento BEER Boats—because one boat just wasn't enough to contain the fun! Picture this: a 90-minute cruise along the scenic Sacramento River, where beer aficionados could delight in a tasting of various brews while soaking up the sun. It was the ultimate way to kick back and let the river do the rest!



Harold Helm and his better half, Ann didn't just attend—they conquered! They mingled like pros, rocked the breakout sessions, and got their hands dirty with those hands-on projects. And let's not forget the speakers—they were so inspiring, Harold and Ann are probably still buzzing with enthusiasm!



Diane McRice wasn't just any Stage Manager—she was the rockstar of the backstage world! With a crew of backstage legends by her side, she orchestrated a symphony of chaos, seamlessly ushering everyone onto and off the stage like a well-oiled machine. It was like watching a finely choreographed dance, except with more props and fewer tutus



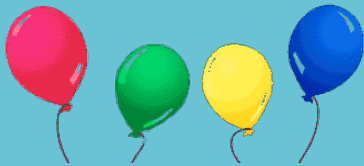
Michael Kasin held down the fort at his House of Friendship table, showcasing details about the Domestic Violence Legal Clinic he's



Steve Lack didn't just play host to the Beer Boat that Michael Kasin and his family sailed on—he took it up a

spearheading at Diablo Valley College. Thanks to a District Grant sponsored by our club, this initiative is getting the financial boost it needs. With charm and enthusiasm, Michael spread the word about the clinic's success to over 200 conference attendees.

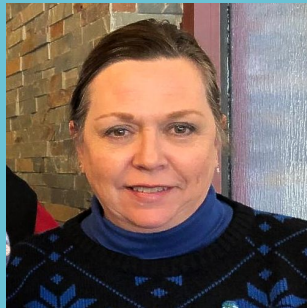
notch! He also wrangled the Sacramento Beer Bike, where folks could pedal their way to the University of Beer and the Biergarten. It was quite the escapade for this merry band of 12 revelers!



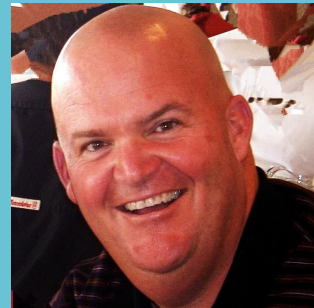
Happy May Birthdays



LIZA
ZARAGOZA
May 2



BONNIE
HAZARABEDIAN
May 3



MIKE MAXWELL
Amy 30



MAY

Anniversaries





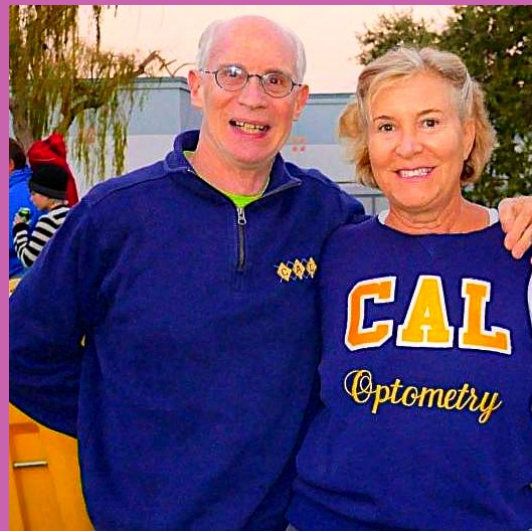
**BOB & DONNA
BERGGREN** May 5



KEN & EILEEN HOUSFELD
May 11



DICK & KAY MARVIN May
23



MICHAEL & DAWN HARRIS
May 28

Four Way Test

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOOD WILL
and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?



History of the 4-Way Test

By Darrell Thompson

Rotary Club of Morro Bay-California

More than 90 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.

Herbert J. Taylor, author of the Test, was a mover, a doer, a consummate salesman and a leader of men. Herb moved to Chicago, Illinois, in 1925 and began a swift rise within the Jewel Tea Company.

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. Herb 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.

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 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.

Next, he checked the statement with his four department heads: a Roman Catholic, a Christian Scientist, an Orthodox Jew and a Presbyterian. They all agreed that the Test's principles not only coincided with their religious beliefs, but also provided an exemplary guide for personal and business life. And so, "The Four-Way Test of the things we think, say or do" was born:

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

But any test must be put to the test. Would it work in the real world? Could people in business really live by its precepts? One lawyer told Herb: "If I followed the Test explicitly, I would starve to death. Where business is concerned, I think The Four-Way Test is absolutely impractical."

But at Club Aluminum in the 1930s, 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.

One day, the sales manager announced a possible order for 50,000 utensils. Sales were low and the company was still struggling at the bankruptcy level. The senior managers certainly needed and wanted that sale, but there was a hitch.

The sales manager learned that the potential customer intended to sell the products at cut-rate prices. "That wouldn't be fair to our regular dealers who have been advertising and promoting our product consistently," he said. In one of the toughest decisions the company made that year, the order was turned down. There was no question this transaction would have made a mockery out of The Four-Way Test the company professed to live by.

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.

Today, more than nine decades since its creation, has the Test lost its usefulness in modern society, as some critics maintain? Is it sophisticated enough to guide business and professional men and women in these fast-paced times?

The Four-Way Test is international, transcending national boundaries and language barriers. It knows no politics, dogma or creed. More than a code of ethics, it has all the ingredients for a successful life in every way. It can and will work in today's society.

Few things are needed more in our society than moral integrity. The Four-Way Test will guide those who dare to use it for worthy objectives: choosing, winning, and keeping friends; getting along well with others; ensuring a happy home life; developing high ethical and moral standards; becoming successful in a chosen business or profession; and becoming a better citizen and better example for the next generation.

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.

Upcoming Events

PLEASANT HILL
CHAMBER OF COMMERCE

ART, WINE & MUSIC

—20— FESTIVAL —24—



SAVE THE DATE



Rotary
Club of Pleasant Hill



FIESTA FOREVA

It's that time of year!



PLEASE JOIN US FOR
EL PRESIDENTE
MICHAEL MOORE'S
DEMOTION PARTY



FRIDAY, JUNE 14, 2024 | 6PM
STOKLEY RESIDENCE
190 RANDOM WAY PLEASANT HILL



It's the time of your life

Please report any community March service hours to **Richard Means** who collects and reports it to Rotary. Volunteer time is monetize at \$35.56 in 2024.



2024 Irish
Merriment
In Kind
Sponsor



**CREATE HOPE
in the WORLD**

Rotary International President Gordon R. McNally

District 5160 Governor Claire Roberts

District 5160 DV8 Assistant Governor Cathy Durfee

Rotary Club of Pleasant Hill Board of Directors 2023-24

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President Elect Nominee Jocelyn Reite

Club Treasurer: Kim Grossberg

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Secretary - Richard Means

SGT at Arms: Lou Rossi

Membership Co-Chairs - Allen Vinson & Mike Maxwell

International Service: Susan Wood

Community Service: Jocelyn Reite

Environmental Service: Bonnie Hazarabedian

Youth Service & Interact: Matt Rinn

Public Image: Faye Donaghu

Vocational Service: Jeff Clark

Social: Mike Maxwell

Strategic Plan: Dick Marvin

Newsletter: Steve Lack

Historian: Jim Nunes

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