

Editorial: The 4 Way Test

While watching 'Iron Man' last night (Sunday) I was drawn by the pivotal point where Tony Stark – the extremely rich CEO / major shareholder of the greatest arms company – realised the company he ran made weapons used for evil purposes, instead of good, as he had imagined. He promptly had a Damascus moment and converted... no more weapons.

Naturally the share price tanked. Which upset a number of shareholders and the Board. Which led to... the story. So it led me to think, of all things, of the **4 way test**. Is it really possible?

As it happens, it originally wasn't Rotary!

"One of the world's most widely printed and quoted statements of business ethics is The Four-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 test 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.

In Herbert J Taylor's own words:

Back in 1932, the Creditors of the Club Aluminum Company assigned me the task of saving the company from being closed out as a bankrupt organization. The company was a distributor of cookware and other household items. We found that the company owed its creditors over \$400,000 more than its total assets. It was bankrupt but still alive.

At that time we borrowed \$6,100 from a Chicago bank to give us a little cash on which to operate.

While we had a good product our competitors also had fine cookware with well advertised brand names. Our company also had some fine people working for it, but our competitors also had the same. Our competitors were naturally in much stronger financial condition than we were.

With tremendous obstacles and handicaps facing us we felt that we must develop in our organization something which our competitors would not have in equal amount. We decided that it should be the character, dependability and service mindedness of our personnel.

We determined, first, to be very careful in the selection of our personnel and, second, to help them become better men and women as they progressed with our company.

We believed that "In right there is might" and we determined to do our best to always be right. Our industry, as was true of scores of other industries, had a code of ethics but the code was long, almost impossible to memorize and therefore impractical. We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize. We also believed that the proposed test should not tell our people what they must do, but ask them questions which would make it possible for them to find out whether their proposed plans, policies, statements or actions were right or wrong.

Considerable time was spent in developing four short questions which now make up the Four-Way Test. Here are the four questions:

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?"

[taken from <http://www.rotary5630.org/history-of-the-four-way-test/>]

WYNPRESS

The Rotary Club of
Wynberg



Vol: 70 No: 2
12th July 2018

President

Biffy Danckwerts 0815479489

Secretary

Monique Bayes 0832580389

Treasurer

Rob Murphy 837267060

Editorial Board

Barry Cleveland, Lina Howard, Stephanie
Thomas, Hugh Maunder, Stephen
Bredenkamp

July in Rotary

A New Year – Be the Inspiration

**Wynberg Rotary meet every Thursday,
6 for 6.30pm,
Palm House, Wynberg.**

For more information about our club, like us
on Facebook or visit our website:

Wynbergrotary.org.za



BE THE INSPIRATION

And so the 4 – way test was born. It was not easy going and a times looked like being abandoned. All advertising was checked, and false or misleading claims were eradicated. Sales were cancelled if it was thought they were unethical. Finally,...

“Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways”. [Reference as above]

it appears as if the company survived. But the question remains – In the world of fake news, and cynical politics, could a society or even a company based on the **4 way test** thrive? Rotary demands it.


Submitted by Stephen Bredenkamp

<h1 style="margin: 0;">Minutes: 5th July, 2018</h1> <p style="text-align: right; margin: 0;">Compiled by Stephanie Thomas</p>	
Attendance	13 members and 1 guest- Phil Peckett
From the chair of President Biffy	<p>President Biffy welcomed everyone to the first Club Meeting of the year. The following points were noted by the president (though with some discussion)</p> <ul style="list-style-type: none"> • Membership booklets need checking and will then be printed. • Duty roster in Wynpress – PLEASE...responsible person to find their replacement and inform sergeant if you cannot attend. This includes the Editorial for the Wynpress. • Meeting next week at the Rotaract hall – pizzas. Speaker is Stacy’s friend Nikki Botha – vegan. <p>Further comments by the president are included in the speaker details below.</p>
Fellowship	<p>Dennis arrived back safely from Norway....obviously. Confirms Anne had a swim and he has the pictures to prove it. He also bought the most expensive bottle of wine he’s ever bought 535 Krone = R932!! Fortunately, it was a good wine. The wine tasting group is waiting to taste it.....</p> <p>Birthdays on the 15th !snap! Pam, Wenche and Graham</p>
Slots	All in the business discussion.
Swindle	<p>Dennis was the lucky choice... but didn’t draw the lucky card. Once again the attendance prize was won by Biffy.</p>
Speaker	<p>Speaker: Planning for the Year – President Biffy Presiding</p> <p>There was no speaker this week, and the meeting was devoted to discussing and planning for the year ahead. Salient points:-</p> <ol style="list-style-type: none"> 1. Madiba Day activities: This would have been Madiba’s 100th birthday. Ideas were discussed and the club decided to support Isiphiwo Primary School in a stationery drive that Biffy is doing. 2. It was approved by the club members present that the subscriptions would raise by R50 (4,8%) to R1 100 per member per year. 3. Mini-conference is in Mossel Bay on 13/14 October. 4. Next year’s District Conference is in Somerset West. 5. Rotaract conference happens on 27-29 July. 6. Please check the duty roster to see when you have a duty. If you are unable to fulfil your duty it is your responsibility to find a replacement and let the sergeant know.

7. For catering purposes please continue letting Biffy know (at this stage) by Wed midday.
8. RFHD. Is there anyone willing to take this over? Bruce D? Current preliminary talks are about hosting 1 day at Westlake Community and then either 2 or 3 days at Seawinds again.
9. Speakers: The Board will look at this current format. Speaker teams have been asked to please try to limit the number of NGO type talks to a max of 2 per month.
10. 12 July: The Palms cannot host us. We will be inducting Stacy this evening and will hold our meeting at the Wynberg Rotaract Hall.
11. 26 July Christmas in July: Will probably be at Biffy's place unless better offers?
12. Your new Presidents final slot of the evening: in the past we have had Sweetie Pies, songs, etc. Biffy will be doing a Pearl of Wisdom. **First meeting and she forgot her Pearl of Wisdom at home.....** So here goes: "Do good for others, it will always come back in unexpected ways". I promise to try not to forget my book of wise words at home in future.
13. The format of 'club meetings' (Business meetings) were discussed and many points raised. These will be considered further.
14. A challenge to raise membership numbers has been given. Teams have been decided and the challenge is on! (See internal mail for details)

Duty Roster	July			August
	12	19	26	2
Sergeant	Barnard	Jackson	Overbosch	Schreiber
Wynpress Editorial	Gowdy	Howard	Jackson	Maunder
Wynpress Minutes	Maunder	Bredenkamp	Maunder	Cleveland
Door Duty	Overbosch	Schonegevel J	Schonegevel R	Smith
Grace	Jackson	Bonga	Dietrich	Gowdy
Loyal Toast	O'Driscoll	Murphy	Maunder	O'Driscoll
International Toast	Bayes	Bredenkamp	Bonga	Dietrich
Speaker Intro and Thanks	Schonegevel J	Schonegevel R	Schonegevel J	Thomas
Entertainment for the month	Schreiber, Smith, Todd, van Niekerk, Cleveland			



Rotary 

How does Rotary work?
*Some do a little, others do a lot.
 When we all work together, great things happen in the community.
 Lives are changed and the world becomes a better place!*

Polkyn T. Braloy

Dates To Diarise

5 July	Business: First meeting with President Biffy presiding.....
12 July	Nikkie Botha on either Blikkiesdorp (animal welfare and community involvement) or Sea Shepherd – details to follow
19 July	Matthew and Michelle Snaith will talk to us about Community Medics
26 July	Christmas in July: Biffy's house
2 August	Club meeting – the budget
9 August	Rotary Womans Day (RC Blouberg) 10h00-13h00, at the Italian Club, Donegal Street, Rugby, Milnerton
16 August	Peter Thomas, a facilitation coach, will discuss how large corporates can reinvent themselves (Justin)
18 August (Saturday)	Race Day at Kenilworth (RC Signal Hill)
23 August	TBC: Vince van der Bijl (Bruce)
28 August (Tuesday)	Quiz night

Tailpiece

We have eagerly followed Hugh's travels in Hugh's News, we were spellbound by the rescue of goslings, and now we have:-

Barging with Barry. (Canal laterale a la Loire)

Yes, I know, whenever we were asked about the beginning of our trip we said we were meeting my brother and sister-in-law in Chatillon-sur-Loire and river-cruising for a week to Decize. Not strictly true!

Up to the end of the 18th century the River Loire was, in theory navigable between Rouanne and Nantes. In reality, navigation was difficult and dangerous – too much water in winter and vast sandbanks in summer. Barge owners and transporters dreamed of canalising this stretch, while others believed in a 'lateral' canal, following the river over its whole length. The advocates of the lateral canal won the day and by 1820 works were begun. The final canal descends a gentle slope, no more than 140m in nearly 200Km, and the waters are retained by only 47 locks.

So it is along this peaceful waterway that we have been cruising. It is early in the season, so there are few river cruisers like ours; but interestingly there are also a number of 'hotel barges' – vintage cargo barges, some 20m in length which have been totally gutted, modernised and converted to absolute luxury vessels, offering a lifestyle and French cuisine of drool-worthy proportions to a very limited number of guests. We had a chat to the owner/captain of one such craft which had just 4 double staterooms. He didn't offer, and we didn't dare ask the price!

It is midsummer now in Europe, so after supper aboard 'Caprice' we went for a walk along the manicured banks of the canal, past some pretty gardens with their gates open. I had stopped to take a shot of a particularly lovely house and garden, when the owner appeared, obviously flattered and asked if we were enjoying France. Positive response to this rhetorical question got us invited to join the couple and asked if we would like to share a glass of wine with them in the garden.... Of course, I said 'No, not really', but was quickly over-ruled by the rest of my family; so we spent the rest of the evening drinking wine, and vaguely understanding each other. They sold us another 4 bottles of their privately-sourced, unlabelled Sancerre, thrust yet another bottle of Pouilly Fumé at us, gave us a couple of torches and pointed us in the vague direction of our craft. Hospitality is alive and well on the Loire.



It's possible that some of you may not believe that last anecdote, so here is another one for you: We had moored at a pleasant but arbitrary spot on the canal and gone for an evening walk, when Graham flagged down a passing middle-aged lady on a bicycle and asked her if she spoke English, and if so, whether she knew if we could cycle to the pretty village of Apremond the following day. It turned out that she was quite conversant in English, suggested that we rather moor 3km further on at the village of Guetin, where an

evening market was taking place (she had just come from there), and furthermore that she and her husband would happily meet us at Guetin at 10.00 next morning and take us to Apremond!

The evening market was all you ever dreamed of French country fare – croissants, fresh coquilles, saucisbonne and charcuterie, cherries, unknown local cheeses, wines etc. Then at 10.00 the next morning, two aged black Citroens arrived: one an open two seater 1937 model with a ‘dicky seat’, and the other a 1953 6 cylinder, 3 litre sedan; both in concourse condition. Bernadette and Jean-Louis had decided to spend the morning taking their vintage cars for their weekly spin, together with us to Apremond, which incidentally, is indeed a very appealing old village with an entrancing public garden. What a morning!

As I write this, we are en route to Lyon, courtesy of SNCF, to visit our Rotary Exchange Student of some 22 years ago, Caroline (nee Joisel). She is married with 3 children, and we are looking forward to the reunion immensely.

A bientot,
Barry.



BE THE INSPIRATION



WOMEN'S DAY 2018



The Rotary Club of Blouberg invites you to the first official **ROTARY WOMEN'S DAY!!!!**
So... get up, put on the heels, lipstick and pearls, and join us in the spirit of fellowship, fun, sharing and networking!!!
(And yes, the men are most welcome!)

Thursday, 09th August 2018, at 10h00-13h00,
at the Italian Club, Donegal Street, Rugby, Milnerton.
True to the Rotary 2018-19 theme: **"Be The Inspiration!"**

With special guest speaker, **Margaret Hirsch,**

who has become a leading example to business women in Southern Africa – coming from a humble background, to co-founding and running the multimillion-rand Appliance and Electronic retail organisation, Hirsch's. Margaret has been recognised through her efforts in building a successful business, and her determination to give back to the community, by winning a multitude of business awards.

ENTERTAINMENT by "Plum Song", Lucky draws and Raffles...

BOOK YOUR SEAT OR TABLE by 20th July:

Email Jean Freeborough: jeanfreebs@iafrica.com

Cost: **R200 per person**, including welcome sparkles, lunch and a glass of wine

EFT your payment/s:

FNB Current Account, Table View branch code 203809

Account Name: The Rotary Club of Blouberg

Account No: 59237647945

Ref: "WomensDay" & Surname

INVITATION TO RACE DAY AT KENILWORTH

Saturday 18 August 2018



Please join us for a glamorous day at South Africa's oldest race course in Kenilworth. All funds raised will support the various projects undertaken by the Signal Hill Rotary Club to assist communities in need.



Time: 12h00
Venue: Peninsula Room, Kenilworth Race Course
Cost: R 400 pp or R 4 000 per table of 10 guests
Includes sumptuous Buffet Lunch - wine on the table.
Race Sponsorship: R 8 000 *Includes race naming rights, table of 10 guests + promotion at the event & in the media*



Bookings: Seumas Reynolds T: 083 269 4278 / 021 510 5078 E: seumas@reynoldshire.co.za

