

# **Rotary Voice**

## **Los Alamitos / Seal Beach**

Volume 9, Issue 4

March 23, 2010

### **Notes from March 23**

Rotarians and guests didn't find Jim Oliver welcoming them at the Rotary meeting on March 23<sup>rd</sup> at Old Ranch, but Gary Frankenstein. Due to work related issues Jim was unable to attend, and Gary graciously agreed to fill the roll.

It was Greg Franklin's familiar voice that greeted everyone at 12:15 pm, though. Among the guests in attendance was Karen Russell (Los Alamitos School Board member), and Ivy Leeson (Long Beach Signal Hill member). The program was presented by William M. Haberbeh.

### **Pericich Retires**

Gregg Pericich has announced that he is retiring as of April 3, 2010. After many years working as a Logistics Analyst Gregg will be enjoying life from his home at 23725 Hynford Place; Harbor City, CA 90710.

### **Seal Beach Walk/Run**

Pat Eskenazi is seeking volunteers to help with the 2010 Seal Beach 5/10K Walk and Run that will be held on Saturday, April 10<sup>th</sup>. There are four time slots on Friday, April 9<sup>th</sup>, and one slot in Saturday that needs support:

10am to 1:30 pm Friday (Set-up)

2:30 pm to 4:30 pm Friday (Registration)

4:00 pm to 6:30 pm Friday (Registration)

6:00 pm to 8:30 pm Friday (Registration)

6:00 to 8:30 am Saturday (Registration)

Contact Pat if you can help.

### **McLean Continues to Improve**

Dean Grose reports that as of Tuesday, March 23 Allen McLean is continuing to heal on schedule. He has had his abdominal drains and staples removed, and all labs are negative (which is, of course, terrific news). His family is grateful for the thoughts and prayers.

### **The 4-Way Test**

By Herbert J. Taylor

Back in 1932 I was assigned, by the creditors of the Club Aluminum Company, 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.

When we believed that "In right there is might" and we determined to do our best top 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. *(continued on back page)*

### THE FOUR-WAY TEST (continued)

We had looked in available literature for such a short measuring stick of ethics but could not find a satisfactory one. One day in July 1932, I decided to pray about the matter. That morning I leaned over my desk and asked God to give us a simple guide to help us think, speak and do that which was right. I immediately picked up a white card and wrote out The 4-Way Test of the things we think, say or do as follows:

- #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?

I placed this little test under the glass top of my desk and determined to try it out for a few days before talking to anyone else in the company about it. I had a very discouraging experience. I almost threw it into the wastepaper basket the first day when I checked everything that passed over my desk with the first question. "Is it the truth?" I never realized before how far I often was from the truth and how many untruths appeared in our company's literature, letters and advertising.

After about sixty days of faithful constant effort on my part to live up to The 4-Way Test, I was thoroughly sold on its great worth and at the same time greatly humiliated, and at times discouraged, with my own performance as president of the company. I had, however, made sufficient progress in living up to The 4-Way Test to feel qualified to talk to some of my associates about it.... *And, as has been said before – the rest "is history."*

### Calendar

- March 27 (Saturday)  
Los Alamitos Parade & Celebration
- March 30 (Tuesday): 12:15pm  
Rotary Luncheon at Old Ranch
- April 19 (Monday): 8:30 am  
Los Al High School Golf Tournament
- June 14 (Monday)  
Los Al Chamber Golf Tournament

### International Conventions

- 2010: June 20-23/Montreal, Canada
- 2011: May 21-25/New Orleans, USA

### Rotary Club Meetings

- Mondays** at Noon: Cerritos  
HomeTown/11471 South St., Cerritos
- 2<sup>nd</sup> & 4<sup>th</sup> Tuesdays** at 5:00pm: Cypress  
Marriott/5865 Katella Avenue, Cypress
- Wednesdays** at Noon: Long Beach  
Queen Mary/Long Beach
- Thursdays** at 7:30 am: Signal Hill  
Curley's/1999 E. Willow St, Signal Hill

### Need a Make-Up?

Make up a missed meeting on-line at:  
[www.rotaryclubsouthwest.org/mission.html](http://www.rotaryclubsouthwest.org/mission.html)  
To have the Rotary E-Club of the Southwest USA notify Los Al/Seal Beach of a make-up request that information be sent to:  
James F. Oliver at [archbishop1@juno.com](mailto:archbishop1@juno.com)

### 2009-2010 Bd of Directors

- President**.....Greg Franklin
- President Elect**.....Sean Payne
- Vice-President**.....Joe Partise
- Treasurer**.....Marco Navarro
- Secretary**.....Jim Oliver
- Past President**.....Allen Mclean

### Committee Chairs

- Membership**.....Pat Eskenazi
- Foundation**.....Joe Partise
- Administration**.....Perry Apostle
- Service**.....Judy Klabouch/Blair Pietrini
- Public Relations**.....Dean Grose

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