



LA MESA

ROTARY CLUB OF WEST EL PASO



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May 30, 2005

June, 6

Yomi Adejokun

Starbucks District Manager

June, 13

Lori Lawler

Retirement Living

June, 20

Bob Soltice

Flags Across America

June, 27

Club Assembly



We are committed to the Rotary Foundation

By Rick LoBello, President - Rotary Club of West El Paso

Our club will match your \$500 to become a first time Paul Harris Fellow!

About a year ago when our Board of Directors and I were planning the budget for our Centennial Year, I was informed that we had 12 members who were on their way in some form or fashion to becoming Paul Harris Fellows.

Since that day, only one of these 12 members has reached the \$1,000 level with 11 others still waiting in the wings. I am asking our secretary to contact these 11 members with an update on their status in hopes that soon, if not before the end of the year, they will reach this important goal for Rotary and our club.

Our gifts to the Rotary Foundation provide more than medicine, more than education, more than food and water. Our gifts go to people who are weakened by illness, poverty and other disadvantages.

Contributions enable us to support our polio eradication effort, Ambassadorial Scholarships, Groups Study Exchanges, and a variety of Humanitarian Programs. On top of all that, guess where the money for all of our current and upcoming matching grant projects comes from -- the Rotary Foundation.

Let us make our Centennial Year the year that we make the Rotary Foundation our number one goal. It makes so much sense when you look at all the ways foundation funding helps Rotary be all that it can be.

Installation Dinner

The West El Paso Rotary Club will Install the New Board on Friday, June 24th. An International Dinner featuring foods from France, Italy, Brazil, and the US in a progressive dinner format. Details will be forthcoming. Please mark your calendar to attend.



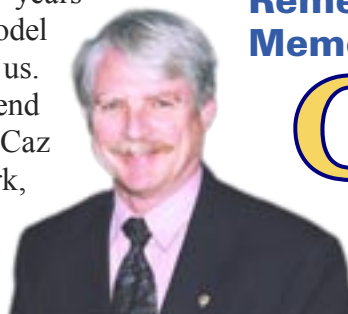
JUST A REMINDER

Parade Meetings are every Friday at JB's, 5800 N. Mesa, Quail Hollow, 7a.m.

ROTARY NEWS

Caz makes it 18

Caz Swier, our club's past president, received recognition at the May 20 meeting for perfect attendance for 18 years. He joined the club 19 years ago. Caz is a great model member for all of us. Not only does he attend meetings regularly, Caz puts in a lot of work, as evidenced by his recent effort heading up our



club's Centennial project to build a bridge at the Keystone Heritage Park. Congratulations, Caz, and thank you from all of us for your great work for Rotary!

Remember Rotary on Memorial Day

Our club will not meet May 30, Memorial Day, in honor of those who died in our nation's service. As you barbecue and relax Monday,

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you can point out to friends and family that Memorial Day actually began in the 1860s, as people from throughout the country wanted to honor those who had died in the Civil War (more than two dozen cities and towns claim to be the birthplace of Memorial Day). In 1868 General John Logan, national commander of the Grand Army of the Republic, officially proclaimed Memorial Day, but only Northern states honored it. The Southern states chose other days to honor their war dead. It wasn't until after World War I, when the day was changed to honor those who died in all wars, that the South began to celebrate the day.



Rotary honors CDC, USAID for polio work

Rotary International has honored Dr. Julie Gerberding, director of the U.S. Centers for Disease Control and Prevention (CDC), and Andrew Natsios, administrator of the U.S. Agency for International Development (USAID), with the Polio Eradication Champion Award for leading the two government agencies in their support of the Global Polio Eradication Initiative. They were recognized by RI President Glenn Estess Sr. at a May 11 reception honoring U.S. champions of polio eradication in Washington, D.C. "In America, three generations have passed since any mother feared polio for her child. Polio didn't disappear here all by itself — it was conquered by dedication, generosity, and hard work," said Estess. "And now, America and Rotary International are continuing that fight, so that every single child, everywhere in the world, will be safe from this terrible disease."

The 4-Way Test Essay Contest Winners

The winners of this year's 4-Way Test Essay Contest thrilled us when they read their essays at the May 16th meeting. This year we had over 60 entrants from the 8th Grade class at Hornedo Middle School.

The winners are: First Place, with a prize of \$200.00 - Caitlyn Ritz; Second Place, with a prize of \$100.00 - Christian Olivo; Third Place, with a prize of \$50.00 - Sara De La Rosa.

Special thanks to Janet Lucero, Hornedo Middle School English Teacher, for inspiring all of this year's entrants as well as coordinating their work. Thanks to LuAnn Wieland and her committee (Jesse Allen, Teo Cafengiu, Ron Futrell, Ingo Klein) for all their work in choosing our winners.

Here, presented for your enjoyment, are the winning essays.

FIRST PLACE

Exchanging Fates

by Caitlyn Ritz

You are standing inside of a candy shop. Your little sister stands at your side. You bend down next to her ear, and whisper into it. You tell her to reach out and take some chocolate from the bowl in front of you, and to stick it in her pocket. She looks at you with soft blue eyes as if to say, "Is this OK?" As she does, the clerk sees her, and goes over to her. Her little eyes swell up with big tears. She gets caught stealing.

During the quiet ride home, you turn the page of a magazine and see an interesting article. It is titled "The Four-Way Test." You are amazed to see this test relates exactly with the incident that had occurred earlier that day.

If you had followed the first rule (Is it the truth?), then you would have never lied to your sister for your own greedy purpose. Then if you had followed the second rule (Is it fair to all concerned?), you would have realized that it was not fair to your poor sister or the clerk who was just doing his job. Then you would have thought of the third rule (Will it build goodwill and better friendships?), the answer to that is definitely no. The little sister that looked up to you now cannot believe what you did to her. Then last

but not least (Will it be beneficial to all concerned?). Once again, it is not. Your sister is in trouble way over her head, and it is entirely your fault.

Now what if some other people, such as Martha Stewart, had used the Four-Way Test before they did what they did?

If Martha Stewart had used the Four-Way Test, she would have never ended up in jail. If she did not lie about the 2001 stock sale she could have even thought about the Four-Way Test before committing the crimes that would put her in jail. When she told Federal Investigators a lie about the 3,928 shares of ImClone Systems, Inc. she sold, she would have realized that it was not the "truth." It was greedy and not fair to the stockholders. Then it would not build goodwill or better friendships. Finally it would not be beneficial to all concerned. What was she thinking? If she had been, she would not be in jail.

The same thing applies to Enron. If people such as Kenneth Lay (CEO of Enron) had not tried to deceive the world about the energy companies' problems, they wouldn't have hit rock bottom. Enron should have looked at the situation they were in and saw that

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the Four-Way Test did not match with what they were doing. They were lying to many, and hurting many more. How unfair for the masses of Enron employees to lose their retirement funds because of the greed to the top corporate officials.

The lesson here is that the Four-Way Test could have kept many people out of jail. Just taking one minute to use it could have changed their entire future. Corporate scandals may not be stopped completely, but it would definitely help. It would make the man or woman stop and think, "What are the pros and cons of what I am doing." It would look them in the eye and say, "Is this where you are going with this?"

History has revealed the complete error of their ways. If only they had asked themselves four little questions. The Four-Way Test only takes a minute and a minute could change everything.

SECOND PLACE

The 4-Way Test to Success

by Christian Olivo

The 4-Way Test can prevent corporate scandals. The test is based on honesty, fairness, goodwill and benefits to all concerned. If more businesses used the 4-Way Test, there would be less corporate scandals and better relationships within the public.

The first principle of the 4-Way Test is being honest. The truth always comes first because it is so important in business. For example, ENRON had some top executives who put false statements on their financial reports to make it look like it was making more money than it was actually making. People believed these false statements and invested in ENRON. This scandal led to the company filing for bankruptcy, their employees lost their retirement money, the investors lost their money, and the executives ended up in

jail.

Fairness is the second principle of the 4-Way Test. Being fair is doing the right thing when you are making choices for your company. In professional sports, for example, if a coach allows his players to take steroids so his team can play faster and stronger to win, he is cheating. The coach is not being fair to the other teams and to the public, who pay money to watch a fair game. Martha Stewart found out information about the stock market, so she sold her stock before people discovered it would drop. She wasn't being fair and ended up in jail.

When a business establishes a positive reputation, it builds goodwill, the third principle of the 4-Way Test. The goodwill of a corporation is earned through honesty and fairness. Southwest Airlines is a good example because the employees love working for it. The company has a laid-back attitude that entertains the public and pleases the staff. By building goodwill, you also build better relationships with other businesses and the public.

The fourth and final principle of the 4-Way Test is the benefits to all concerned. A successful corporation gives back to its community resulting in benefits to its employees and the public. A local company, Helen of Troy, uses its success to improve the quality of life of the citizens of El Paso. For instance, their donations have paid for the veterinary hospital at the El Paso Zoo, arts and sports centers at UTEP, and the promoting of El Paso to the U.S. by sponsoring the Sun Bowl Game. Corporations that give back to their communities are benefiting all concerned.

When applied properly to a business, the 4-Way Test can ensure the success of that business and prevent scandals. Corporate executives that are truthful to the public are seen as fair. This positive image results in a good reputation and the development

of goodwill. Therefore, the public benefits in the form of high employment rates, increased spending and improved quality of life.

THIRD PLACE

Twenty-Four Words

by Sara De La Rosa

Although it may be hard to imagine, there are people all over the world living their lives everyday by twenty-four words. These simple twenty-four words could change the world if everybody were to use them, and prevent many of the troubles facing the world today. If the Four-Way Test were applied to everyday decisions made by government officials, corporate and small business owners, and everyday people, we would live in a world filled not with fighting, but with peace and unity.

Is it the truth? Although I may only be fourteen, I have learned that in life you must always be truthful. If one wishes to advance in life, one should be honest with others. The way to be successful is not to deceive people, but to work hard for what you desire. In America, large corporations have suffered through the results of countless mistakes made by the people employed within that company stemming from their dishonesty. It is my opinion that it is much harder to keep up a lie than it is to tell the truth in the first place, so why do people do it? Owners of large companies may sometimes feel pressure to do and say what they think people want them to do, but if they first ask themselves if it is the truth, they should be led to an ethical solution to their dilemma.

Is it fair to all concerned? Although there may be an old saying, "Some things in life aren't 'fair,'" we can always do our best to make any situation as fair as possible. Where would we be today if many others before us had not

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considered the opinions of others? Although it may be hard to do what is beneficial to others, in the end others will be much happier once they are considered. From a corporate standpoint, there may not be much satisfaction in caring for your own needs before those of others, but in the end there will be more happiness in the work environment, leaving no room for any sort of desire to do your company harm. Many people have been affected in this country by a connection to a high profile company through holding

The 4-Way Test of the things we think, say or do:

1st Is it the TRUTH?

2nd Is it FAIR to all concerned?

3rd Will it build GOODWILL and BETTER FRIENDSHIPS?

4th Will it be BENEFICIAL to all concerned?"

stocks and bonds, or by working for this company. The countless people that are affected by a mistake made by not considering those involved could be hurt greatly without the application of one simple question.

Will it build goodwill and better friendships? A good decision on the part of a company can lead to a friendship with another company creating for the future a better company and a strong alliance. A good decision may also establish the company as a role model for the rest of the companies in the world, and even if it doesn't, it may have helped to inspire a few, and every little bit you do for somebody else can go a long way. If a decision does not promote good will and build friendships, it may not be a worthwhile decision to make at all.

Will it be beneficial to all concerned? If a decision will not benefit others, it is probably not a good decision. If large corporations in America had not started out on big ideas and good decisions, there would not be

very many left today. If a decision is beneficial to others, there should be no doubt that it is probably the right decision.

If the Four-Way Test were considered for everything in life, there would never be any cause for disagreement. The Four-Way Test provides a way to live a service-over-self life. It may be hard to imagine, but you can live a wholesome life everyday by just twenty-four words.

Rotary Websites

Rotary Club of West El Paso:
www.rotarywestelpaso.org

The IOS Futures Golf Classic:
www.elpasofutures.org

Rotary District 5520:
www.rotary5520.org

Rotary International:
www.rotary.org

eClubOne:
<http://www.rotaryclubone.org>

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Treasurer	Jesse Allen
Sergeant at Arms	Joe Daubach
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MEETINGS

Monday: Holiday Inn - Sunland Park, 12 PM
EL PASO MAKEUPS
Tuesday: East El Paso, 12 PM Airport Hilton
Wednesday: Sunrise, 7 AM Sunland Park Holiday Inn Vista Hills, 12 PM Vista Hills Country Club
Thursday: El Paso, 12 PM 1 st Presbyterian Fellowship Hall Anthony, 12 PM Dos Lagos Golf Club Franklin Mountains, 5:45 PM Sunrise Center Furr's Cafeteria
Friday: Northeast, 12 PM Sunrise Center Furr's Cafeteria

JUAREZ MAKEUPS

Tuesday: Juarez Sur, 2:30 PM Campestre Juarez

Wednesday: Cd. Juarez, 1:30 PM Campestre Juarez Juarez Chamizal, 2:00 PM Rest. Barrigas Monumental Juarez Americas, 3:00 PM Campestre Juarez Juarez Frontera, 7:30 PM Rest. Viva Mexico
Thursday: Juarez Paso del Norte, 2:00 PM Campestre Juarez Juarez Empresarial, 2:30 PM Rest. Barrigas Mon.
Friday: Juarez Industrial, 2:00 PM Campestre Juarez Juarez Ejecutivo, 2:00 PM Mision de Los Lagos Juarez Norte, 8:30 PM Casino Juarez Juarez Oriente, 9:00 PM Hotel Holiday Inn