

# ROTARY CLUB OF HAYWARD

# High Gear



March 1, 2010  
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Editor: Faye Blackman  
Photography: Ed Avelar

**Next Week, March 8th**

## **“District 5170 Children at Risk”**

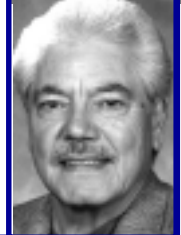
**Bob Goetsch Be-a-Mentor**

**Freddye Davis - Realty Mentor**

**Cate Steane - FESCO**

**Joel Garcia - Tiburcio Vasquez Health Center**

[www.beamentor.org/projects.htm](http://www.beamentor.org/projects.htm)



**GREETERS – Nicole Reams & Jay Tontz. CALL TO ORDER President Rob Cook – 31st Meeting of 88th year. PLEDGE TO THE FLAG: led by past president John Caldwell PATRIOTIC SONG: “My Country Tis of Thee” led by Andy Krake & Chuck Horner THOUGHT FOR THE DAY: Darrin Vanderpan reflected that this thought is as much about what people have told you as what you have told others – “The only people who will tell you it cannot be done are the people who have never accomplished anything in their lives! Those who have had success know that anything is possible, and the last thing they want to do is extinguish the flame of others.”**

– Lou Holtz

**INTRODUCTIONS:** Besides our guest speakers, there were no visiting Rotarians today. We had a lot of guests today though! Guests of **Nels Nelson:** Heidi Lauer and Tillie Sancheze. Guest of **Anna May:** Landon Baines, visiting Rotary for the second time. Guest of **Freddye Davis:** Nedra Shawler. Guest of **Leo Parry:** Bertie Parry. Guest of **Craig Bueno:** Lauren Colter. Guest of **Maria Elena Rivera:** Chris Major. **HELLO GREETING & SONG** led by **Andy Krake** and **Chuck Horner.**

### **ANNOUNCEMENTS / EVENTS**

- Election of Officers and Directors – presided over by **Dave Elkins.**
- Paul Harris Fellowship Presentations: **Nels Nelson** to Tillie Sancheze. Congratulations to Tillie for her exemplary work and contributions.



**Tillie Sancheze & Nels Nelson**



- Rotary Area 2 Youth Speech Contest – March 10<sup>th</sup> at Sequoia Country Club.
- STRS Success Through Rotary Seminars Conference – March 20<sup>th</sup> 9:00am – 3:00pm.
- Brian Shul – SR71 Blackbird Pilot – April 5<sup>th</sup> – Evening meeting instead of regularly scheduled noon meeting. Same place. 6pm social hour and 7-8:30 meeting and presentation.

- Let's Go Fishing – April 15<sup>th</sup>, 2010 8:00am to 1:00pm – Lake Chabot.
- Stonebrae Golf Classic – Parking Concessions – April 14<sup>th</sup> -18<sup>th</sup> – **Andy Krake & Denis Butler**. Mandatory (2) 4 Hour Shifts or have someone work in your place.
- Tickets FORE Charity Announcement: reminder that 100% of proceeds come back to the club - \$20 ticket for 5 days!
- Rotary District 5170 Conference – April 23-25 – Monterey Hyatt. Tennis Tournament – April 21<sup>st</sup> & Golf Tournament – April 23<sup>rd</sup>. Sign up on the District Website. [www.rotary5170.org](http://www.rotary5170.org)
- Rowell Ranch Rodeo – Concession Fund Raiser – May 15<sup>th</sup> & 16<sup>th</sup>.
- Lee Tompkins** donated \$500 to the dictionary project to commemorate his anniversary with his wife Faith.
- Anna May** had a birthday dinner for her mother that raised \$850; she is donating all the proceeds to the dictionary project.

#### FINES & FOOLISHNESS:

**Anna May, Alex Budde** and **Craig Bueno** were featured in a “Fighting Fire with Fire” Article in newspaper – they were fined \$20 each.

**Tom Gratny, Rita Shue, Andy Krake,** and **Brian Schott** were fined \$10 each for missing the Rodeo Planning Meeting.

**Ed Phillips** was fined \$10 for his club anniversary.

**Jim Wieder** was “welcomed back” with a fine of \$40 for his birthday.

**John Davini** was fined \$25 for his 39<sup>th</sup> wedding anniversary.

**Ed Mullins** was also fined \$10 for his wedding anniversary.

**Bill Lichtman** was fined \$10 for his 55<sup>th</sup> Club anniversary.

**Maria Elena Rivera** contributed \$20 to the dictionary project to commemorate **Craig Bueno** coming to speak at Bowman Elementary School.

**SPEAKER:** Shall Shina – Recipient of the 2009 Donald MacRae Peace Award.

Shall and his wife Pramila are both Rotary International Peace Ambassadors. Their goal is to reach 70 clubs on their current tour.

Shall's presentation: Taylor's Gift to Rotary, “The 4-Way Test.”

Herbert Taylor (1893-1973), was born in Pitford, MI. He received his MBA from Northwestern University and afterwards went to work for the YMCA in France. At that time WWI was happening. He joined the Navy for a period.

*Have you visited our Website lately? [www.haywardrotary.org](http://www.haywardrotary.org)*

After his service, he married his sweetheart, Gloria. His first job was in the oil business, in Falls Valley, VA. He eventually resigned and became an oil consultant. During that time, he became a founding member of a new club called Falls Valley Rotary. He went on to become vice president of Jewel Tea Company. In 1927, Taylor joined the Rotary Club of Chicago. Two years later, the Great Depression struck. During that time, a company called Club Aluminum Products was going bankrupt. Club Aluminum came to the president of the Jewel Tea Company to ask for Taylor to come work at the ailing company, part-time. After a couple of years, they asked Taylor to come join them full-time, whereupon he agreed, going from earning \$33,000 a year, to about \$6,000. The 4-way test was conceived in September of 1932, on an index card.



**It was comprised of 4 questions:**

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?

Taylor tried to take the test from theory to practice in his business, and momentarily thought to toss the index card into the trash because he thought it would not apply to reality. However, he proceeded to use the test. He revised the company slogan from “We manufacture *the best* kitchen ware,” to “We manufacture *good* kitchen ware.” For the next 2 months, he revised all his company propoganda. Then he called a meeting with his 4 department heads that all happened to be of different religious faiths. He confirmed that the 4-way test did not conflict with any of their beliefs. The company decided to try it out as a company policy. The results were remarkable. Morale went up and the entire company started working like



one unit. In 2 years, the company got out of debt completely. In another 2 years, they produced \$1MM in dividends. In another year, Club Aluminum had \$5MM in assets. Other companies decided they wanted to use the 4-way test to boost their profits. Taylor copyrighted the 4-way test and started collecting royalties. When Taylor became the president of the Rotary Club of Chicago, he proposed that the 4-way test be used as the motto for Rotary International. In 1954, Taylor became the president of Rotary International and decided to give the copyright to the 4-way test to the club. All of the royalties he had collected, he gave to charity. In 1959, the 4-way test association was formed. Shall points out that since the 4-way test was not conceived by a religious leader, it can be applicable to all people, of all beliefs. He says that when people ask us what Rotary is, we should remember the 4-way test and speak of it.

**Results of election:**

Directors for July 2010-2012: **Greg Jones, Reid Lindblom, Tina Martinez, Charley Plummer**

President for 2012-2013: **Brian Schott**

Secretary for 2010-2011: **Mona Diamantine**

Treasurer for 2010-2011: **Patrick Early**

***Click Link Below to Visit the District Website***

**<http://www.rotary5170.org/news/09-10/10-02-OneChild-08.pdf>**



## First Class Mail

Hayward Rotary Club  
P.O. Box 629  
Hayward, CA 94543

# Hayward Rotary Club Calendar

- March 8 “District 5170 Children at risk”. [www.beamentor.org/projects.htm](http://www.beamentor.org/projects.htm)  
Bob Goetsch Be-a-Mentor, Freddye Davis - Realty Mentor, Cate Steane - FESCO,  
Joel Garcia - Tiburcio Vasquez Health Center
- March 15 Michael Sweeney, City of Hayward, Mayor, State of City
- March 22 Clancy Priest, [accesshayward.com](http://accesshayward.com). Hayward’s \*NEW\* Constituent Relations Management (CRM) web-based application provides internet access to city information and services anytime
- March 29 STEVE MILLER Stonebrae County Club, President, Fresh Express Golf Classic April 12-18 [www.stonebraeclassic.com](http://www.stonebraeclassic.com)

### Need to find or confirm a Location?

Visit the District 5170 Website @ <http://www.rotary5170.org>



#### CHARTERED

June 1, 1922 • California  
Club No. 482

[www.haywardrotary.org](http://www.haywardrotary.org)  
Email: [hayrotaryclub@sbcglobal.net](mailto:hayrotaryclub@sbcglobal.net)

#### CLUB OFFICERS

President ..... Rob Cook, III  
 President-Elect ..... Dave Elkins  
 Vice-President ..... Pam Russo  
 Secretary ..... Mona Diamantine  
 Asst. Secretary ..... Dick Bowman  
 Treasurer ..... Patrick Early  
 Asst. Treasurer ..... Jim Hanson  
 Sgt. at Arms ..... Phyllis Moroney

#### BOARD OF DIRECTORS

<b>2008-10</b>	<b>2009-11</b>
Debby De Angelis	Dennis Butler
Joel Garcia	Heidi Finberg
Bob Senna	Tom Gratny
John Wilma	Brian Schott

#### 5170 DIST. GOVERNOR

Loren Harper • Warm Springs

#### R. I. PRESIDENT

John Kenny • Scotland