

## The Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. 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.

Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

**“Of the things we think, say or do:”**

- 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 ?**

Chartered June 8, 1987, Watertown Sunrise Rotary is committed to Rotary International's

-  Fostering unity among member clubs;
-  Strengthening and expanding Rotary around the world;
-  Communicating worldwide the work of Rotary; and
-  Providing a system of international administration.

**There are over 70 members in Sunrise Rotary with a diverse representation of community organizations, businesses and professions.**

Watertown Sunrise Rotary meetings are every Thursday morning at 7:30am at the Best Western Carriage House Inn. Members are encouraged to bring guests to find out more about becoming a Sunrise Rotarian.

If you would like more information about Watertown Sunrise Rotary, please contact the person who gave you this brochure and /or visit [watertownnyrotary.com](http://watertownnyrotary.com) or write to :

Sunrise Rotary  
P.O. Box 6423  
Watertown, NY 13601

To Make-up a Rotary session:  
[www.rotaryclubny1.com](http://www.rotaryclubny1.com)

Send your make-up to Club Secretary,  
[kkittle@shsny.com](mailto:kkittle@shsny.com)

# Watertown Sunrise Rotary



“Rotary has the ability to organize campaigns to mobilize support for some of the worthiest causes that exist, and that makes Rotary a precious resource.”  
*Kofi Annan, Secretary of the United Nations.*

Rotary is a world wide organization of business and professional leaders sharing the objective of service in the community, workplace and the world.

The Rotary motto is: **Service Above Self**



The Four Avenues of Service are the keys to every successful Rotary Organization.



**Club Service**



**International Service**



**Vocational Service**



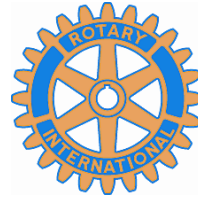
**Community Service**

Is it the truth?

Is it fair to all concerned?

Will it build good will & better friendships?

## The Four-Way Test...



The five standing committees address the operational needs of the club. Committees include:



### **Club Administration:**

This committee focuses on court, newsletter, program schedule, greeters, flowers and gifts, attendance, by-

laws, nominating, conference registration, citations and SOP's .

**Membership:** This committee focuses on:

Rotary 101, member education

Pre-induction meetings

Inductions, retention, filling classifications,

Recruitment/prospecting,

Sponsor recognitions,

Fellowship activities including: Golf Tournament, Dry Hill Night and Mystery Auction.

Recruitment info: [spencer.jane@gmail.com](mailto:spencer.jane@gmail.com)

**Club Public Relations:** Advertising for all events through all appropriate outlets, newspaper/tv/radio/website/community calendars, press releases, club photographer, ensures rotary recognition wherever possible; maintains communications with other clubs; administers public relations grant.

**Service Projects:** This committee focuses on plans that will guide and assist the members of this club with regard to human development, community development, environmental protection and partnerships with other like-minded agencies for the community good. Activities include:

Rose Campaign for Dodge Pond

Radio Days

Spaghetti Dinner

Children's & DPAO Holiday Party

Adopt a Platoon

Youth Exchange/RYLA

In July, each Rotary member donates \$20 to purchase Holiday gifts for 30-40 children who come from "working poor" families and do not qualify for a majority of assistance programs available in the community.

**Rotary Foundation:** This committee is involved in supporting global activities as well as supporting Rotary International through participation in Rotary Foundation activities which include:

Polio Eradication

Paul Harris Fellows and Matching Grants

World Community Service Projects

## Why Join Sunrise Rotary?

**The Opportunity To Serve**—Rotarians provide service at the local and international levels that address health care needs, hunger and poverty, illiteracy, disaster relief and environmental issues.

**Professional Networking**— A founding principle of rotary was to provide a forum for professional and business leaders who make critical decisions, influence policy, & serve others.

**Personal Growth & Development** — Rotarians can enhance their leadership skills and gain experience in public speaking, communication, organization and planning, team building, fundraising and teaching.

**Friendship**— Rotary helps build a sense of community as well fellowship and friendships.

**Cultural Diversity**— Rotary is an association of local clubs in many countries.

**Good Citizenship**— Membership in Rotary makes one a better citizen.

**World Understanding**— Promoting peace is one of Rotary's foremost objectives.

**Future Generations**— Rotary clubs provide innovative training opportunities & mentoring for future leaders.

**Ethical Environment**— The Four Way test measures words and actions by their truthfulness, fairness, goodwill and benefit to all.