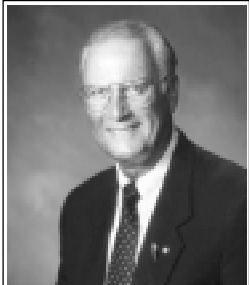


THE MONTHLY MESSAGE



Stuart B. Fountain

All Rotarians are quite familiar with the 4-Way Test. We display it during our club meetings. We repeat it in unison during our club meetings. It rolls off the tongue so easily.

"Of all the things we think, say or do,

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?

Most Rotarians have it memorized to the point they need no prompting. I was fascinated to be at a club meeting this year when someone was asked to lead the 4-Way Test and the leader told everyone to do it backwards with #4 first, then #3, etc. No one could say it because they were laughing too hard!

We all know the story of the origin of the 4-Way Test. Herbert Taylor had been made President of the struggling Club Aluminum Company as it faced bankruptcy in 1932. He wrote the 4-Way Test as a code of ethics for all the employees of the company. This simple statement of business ethics is credited with saving the company from bankruptcy. Herbert Taylor became President of Rotary International in 1954, but his simple statement of business ethics was adopted by Rotary International in 1943, only eleven years after he wrote it for his company. Now it has been translated into over 100 languages and dialects and known by over a million Rotarians around the world.

But we need to ask ourselves frequently, am I simply reciting the 4-Way Test or do I really believe in it? Do I just mumble it at my club meeting or is this my personal code of conduct in my personal and business life? Am I committed to this simple philosophy to the point I share it with non-Rotarians? Do I try to share it with school age children as they develop their philosophy of personal conduct?

Unfortunately, the top executives at Enron Corporation had never heard of the 4-Way Test, or if they had, it wasn't built into their corporate culture. Think of what a difference that simple 4-statement corporate code of conduct could have made in the lives of thousands of people and multiple corporate subsidiaries. Unfortunately, unmitigated greed led to Enron's downfall and with it the downfall of hundreds of innocent people.

As Rotarians we have to ask ourselves, "Do we apply the 4-Way Test to our daily activities, to our employees, to our

(continued on page 2)

Membership Ideas

A major emphasis for the 2001-2002 Rotary year is membership growth for each Rotary club. Below are some ideas for membership growth which were taken from a Rotary International publication.

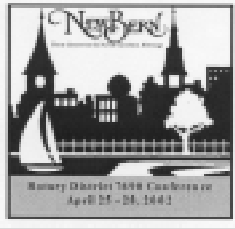
Goals on Membership:

1. Establish a goal for reaching a predetermined net figure by the end of a certain time period.
2. Lower the average age of club membership.
3. Assure that the club's membership properly reflects a broad spectrum of the business and professional community, so that no one business activity dominates.
4. Attempt to fill the open classifications. Maintain a list of all unfilled classifications and make it available to all members.
5. Educate and assimilate new members with a broad program or orientation.
6. Create a membership packet of information for member use in securing new members complete with suggestions and ideas.

Methods on Membership:

1. Make personal phone calls or write letters asking each member to propose a new member.
2. Have a weekly club meeting on membership and set goals at that meeting involving the entire club.
3. Set up some type of challenge goal with an adjoining club.
4. Divide the club into teams each of which is to propose at least one new member. The teams can vary in size from two to ten members.
5. Devise some type of reward system to increase interest.

IS YOUR CLUB GROWING?



New Bern Notes

March 12 is the registration deadline for the District Conference. Don't miss this very special annual event in historic and quaint New Bern. Make sure you sign up for the optional activities: Golf Outing, Tryon Palace with lunch, Canoeing, Sailboating, Historic home luncheon, Kayaking, and biking. Some activities are already full.

March 15 is the deadline for the District Service award nominations. If your club has any door prizes or gift bag items, please co-ordinate with Chuck Houska (336/766-7178).

For more information: www.rotary7690.org

Very Important Upcoming Deadlines

•Gold Club Award

Submit to DG Stuart Fountain no later than March 15, 2002.

•Community Service Award & International Service Award

Submit to Mitchell Hunt no later than March 15, 2002.

•Conference Registration District Conference Registration

deadline is March 12, 2002.
Submit to Margaret Padgett.

•RI Presidential Citation

Submit to DG Stuart Fountain no later than May 15, 2002.

(continued from page 1)

customers, to our co-workers, to the culture of our business and professions?"

Each of us must ask the question, "For me, is the 4-Way Test just recitation or a commitment to a code of conduct?" If we can honestly answer that it's the latter, that will have an impact on our society much greater than we can imagine.

You see, the 4-Way Test is infectious. Let's have an epidemic!

Yours in Service Above Self,
Stuart

CALL FOR DISTRICT GOVERNOR CANDIDATES

Any club wishing to submit a candidate for District Governor for 2003-2004 Rotary year must submit his or her name with complete qualifications NO LATER than APRIL 30, 2002. Forms will be mailed to all club presidents. The Chairman of the Nominating Committee is PDG Stuart Fountain. The completed forms should be mailed to the Rotary District Office, 114 Willoughby Park, High Point 27265 and must be received by April 30, 2002.

CONGRATULATIONS-- A NEW CLUB

The Surry Sunrise Club, Mt. Airy was officially chartered on February 8, 2002. The club meets on Wednesdays at 7:30am at the Gaunce's Cafeteria in Mount Airy. The Charter Night will be held on March 15. The club's charter president and secretary are:

James Frye, President
P.O. Box 1368, Pilot Mountain, NC 27041
(B) 336-368-9025 (F) 336-368-2269
(H) 336-786-9569
jfrye@thecommbank.com

Jan R. Critz, Secretary
4307 Siloam Road, Dobson, NC 27017
(B) 336-386-4781 (F) 336-386-4267
(H) 336-374-2838
jancritz@surry.net

Congratulations to the sponsoring Mt. Airy club, President Joan Inman, and Secretary Jim Grimes for this successful club initiative.

DIRECTORY UPDATES

REIDSVILLE

NEW MEETING LOCATION

The Rotary Club of Reidsville is now meeting at the Pennrose Country Club on 1622 Country Club Road. The club meets on Monday at noon.

GRAHAM ROTARY CLUB SECRETARY

New Address:

**George S. Baxter
60 Midland Drive, Pinehurst, NC 28374**

2002 Rotary International Convention

Attention all newly-elected club officers and/or delegates:

All those planning to attend the RI Convention in Barcelona, Spain June 23-26, 2002 can still qualify for registration discounts if done before March 31, 2002.

There are a number of pre- and post-convention tours being offered in the February 2002 The Rotarian Magazine and in several previous issues, and there is still time to contact them if you are interested.

An International Rotary Convention is a truly memorable experience for all who attend and Barcelona will certainly rank with the best.

For additional information, call me at:
336-882-6139 or Fax 336-812-8959.

Bob Rankin, *RI Convention District Chair*

AREA VIII CLUB NEWS

Area 8 consists of the clubs of Asheboro, Randolph, Troy, and Liberty.

ASHEBORO

Philip Shore, President

The Asheboro Club attained the status of 100% Paul Harris Fellowship last fall. Being a 120-member club, this puts Asheboro in select PHF company. PDG Wilbert Hancock and Past Presidents Jaci Betts and Carol Matney led the charge and, with the assistance of the entire club, this significant project was completed. At the Foundation banquet, Asheboro was honored for being #1 in District 7690 Foundation giving for the previous year.

In other areas: Asheboro rang the bell for the Salvation Army during the Christmas season. It was a satisfactory experience for all the Rotarians involved and did good work for the community.

Through a very interesting program by Dr. Alecia Lilly, Asheboro Rotarians recently learned about efforts by the Kigali-Virunga Rotary Club to build, stock and staff the first public library in Rwanda. Asheboro is currently exploring the possibility of becoming partners in this project.

RANDOLPH

Derrick Grantham, President

Randolph Rotary is "on a roll!" The members of the club got the year started off right by completing the commitment to become a 100% Paul Harris Fellow club. This was accomplished during the first three months of the Rotary year and Randolph Rotary became 100% PHF Club #285 in the world and #10 in District 7690. The club was also recognized at the Foundation Banquet for being #1 in the district in per capita giving to the Foundation and for meeting the goal of \$100 per capita prior to the Foundation's Annual Meeting.

Continuing the "roll" the club has consistently been in the top ten percent in attendance throughout the year, occupying second and third place several times.

Along with the Asheboro club, Randolph Rotary sponsored the 2nd Annual Rotary Golf Tournament that raised almost \$10,000 that was split between the two clubs. Randolph used its share for PHF matching funds.

Randolph has inducted seven new members this Rotary year and is shooting to earn the Global Quest award by recruiting good people who deserve to be Rotarians.

Projects completed include two social events, distribution of over \$8,000 to local schools and charities, the beginnings of a Rotaract Charter, completion of one International Project and the initiation of another. Scheduled projects include a Shadow Day, sending young leaders to Youth Camp and the recognition of an Outstanding Citizen.

New projects initiated and completed include a Trick-or-Treat for UNICEF and Ringing the Bell for the Salvation Army. New projects still uncompleted include a blood drive, Beautify Asheboro, a Literacy project and the Drug and Alcohol Abuse speech contest.

TROY

Mary Kirk, President

The Troy Rotary Club has been active in its community this Rotary year, the club's 65th year. The club's active membership includes 16 Paul Harris Fellows and all club members are strong and committed members of the community of Troy and in other leadership roles in the county.

Working with the Rotary International theme this year, "Mankind is our Business," the officers, committee chairmen and members of the club are committed to meeting this theme through goals and objectives developed for our club.

Our accomplishments for this Rotary year-to-date include:

- Net increase in membership of three members.
- Successful golf tournament fund-raiser with over \$3,000 raised.
- Provided gifts for Christmas for 30 needy area children. In most cases, the gifts we provided were the only gifts the children received for Christmas. Our club goes all out for this project.
- One of our new members is a web designer, and he is currently designing a web page for the club.
- Continued our support/sponsorship of local causes including a local Little League baseball team, a scholarship and golf sponsorship for the local community college, and the local Boy Scout Troop.

For the remainder of the year we look forward to:

- David Odom, our next President, will be attending PETS
- Our President and President-elect will attend the District Conference.
- We are currently archiving our club's history.
- We will continue an annual sponsorship of a Paul Harris Fellow.

LIBERTY

Chip Butler, President

The Liberty Rotary Club held a Health Fair for Senior Citizens on November 29th with over 100 participants offered dental screenings, bone density testing, BP screenings, height/weight checks, flu vaccinations and dietary counseling.

Attendance has been in the 90% range since September.

The club participated in an International Project teaming with the Vieux Fort, St. Lucia Rotary Club. President Chip performed dentistry on local people and donated monies to the local club for the addition of two new water tanks/filters to be used for the primary school.

The club sponsored Debate Night 2001 for local mayoral and town council candidates.

The club participated in the Bermuda Run "Make Terry Proud" District Golf Tournament placing third.

Liberty Rotary held its annual Christmas/Spouse Dinner with Santa Claus presenting presents to the children.

Area VIII Assistant District Governor Don Allred has a BA Degree from Pfeiffer College and a Masters Degree from Duke University. He was president of the Asheboro/Randolph Chamber of Commerce in 2000 and is a United States Air Force veteran. Don is serving his second year as Assistant Governor.

Attendance for January, 2002

CLUBS	6/30/01	MBR. / MBRS. /	MTGS. /	ATTEND
Alamance	46	46	4	67%
Alamance Bkft	29	32	3	90%
Archdale/Trinity	30	32	5	85%
Asheboro	122	119	4	80%
Burlington	48	43	4	73%
Carthage	16	20	4	77%
Clemmons	102	112	5	72%
Crescent	122	128	3	99%
East Greensboro	25	25	3	98%
Eden	61	56	4	76%
Elkin-Jonesville	50	45	5	83%
Furnitureland	67	72	4	70%
Gate City	47	49	4	99%
Graham	45	40	4	82%
Greensboro	326	331	5	65%
Gboro Arpt	36	34	4	78%
Guilford	57	55	4	81%
High Point	186	190	3	84%
Jamestown	33	31	4	72%
Jonesboro	62	58	4	67%
Kernersville	49	49	3	72%
King	21	25	4	83%
Lexington	61	55	4	76%
Liberty	25	23	4	90%
Madison/Mayodan	44	41	4	77%

CLUBS	6/30/01	MBR. /	MBRS. /	MTGS /	ATTEND
Mocksville	60	65	4	81%	
Mount Airy	118	111	4	79%	
Oak Hollow	20	19	3	74%	
Pinehurst	39	32	4	74%	
Randolph	55	68	5	84%	
Reidsville	97	91	3	81%	
Reynolda	130	127	3	72%	
Sandhills	35	41	4	78%	
Sanford	105	104	4	70%	
San-Lee	32	31	3	93%	
Siler City	72	64	3	83%	
Southern Pines	86	86	3	92%	
Stoneville	16	15	5	80%	
Stratford	154	153	4	65%	
Summit	144	144	4	77%	
Thomasville	78	84	5	72%	
Triad	52	49	4	71%	
Troy	31	33	4	77%	
Walnut Cove	18	21	5	78%	
Winston-Salem	258	256	4	60%	
Yadkinville	23	25	4	63%	
Yanceyville	26	26	4	71%	
DISTRICT	3359	3356		78%	

Special Upcoming Events...

- 2002 District Conference, New Bern
April 25-28, 2002
- District Assembly, GTCC Jamestown Campus
May 16, 2002
- 2002 RI Convention, Barcelona, Spain
June 23-26, 2002
- 2003 District Conference, Sea Trail, Sunset Beach
April 24-27, 2003

Artwork by Shelley Graphics 2002

Rotary District 7690 Office
114 Willoughby Park Dr.
High Point, NC 27265

www.Rotary7690.org
www.Rotary.org