



Breakfast Chatter



Rotary Club of Kathmandu Mid-Town
District 3292, Club 26776, Chartered 08 Nov. 1989

July 28, 2009

Weekly Bulletin

Volume No. 4 of '09/'10

This week - Club Assembly



2009/2010 Board of the Club at the Club installation ceremony

Is it the truth?

By Paul Engleman

Rotary International News

It is a story so familiar to most Rotarians that it has evolved beyond lore and become assimilated into the genetic code of the organization.

In 1932, Herbert J. Taylor, the newly appointed president of a nearly bankrupt Chicago cookware company, believing his employees were in need of an “ethical yardstick,” wrote four questions on a small, white piece of paper:

Is it the TRUTH? Is it FAIR to all concerned? Will it build GOODWILL and BETTER FRIENDSHIPS? Will it be BENEFICIAL to all concerned?

When Taylor penned what came to be known as The Four-Way Test, the country was in the grip of the Great Depression, and there was widespread distrust of banks and corporations after the stock market crash three years earlier.

At the Club Aluminum Products Company, a new and expensive type of cookware was being sold with rapidly declining success by door-to-door salesmen using high-pressure tactics.

Although Taylor instituted additional measures, such as establishing distribution channels through retail stores and offering free trials and affordable payment plans, he came to believe that applying his test to Club’s advertising and sales methods was the key factor that led to the company’s remarkable return to profitability.

Calendar

Date	Theme
July 31, 2009	Club Assembly

Club Installation -

--- a way to spice up the fellowship - President Subarna enjoying a moment of respite before embarking on the challenging journey to ensure Kathmandu Midtown remains "*first among equals*" in RI District 3292



Rotary Month - August

August - dedicated to the Rotary Membership Growth and Rotary Club Extension.

Rotary around the world

Rotary and social networking

Rotarians help provide service through fellowship, and social networking is one of the many ways Rotarians are connecting online. Visit Rotary International's official social networking pages and join the conversation.

Facebook

See who some of the thousands of fans are on RI's official Facebook page. You'll find links to RI news stories and videos as well as comments and discussions.

- Official Rotary International Facebook page
- End Polio Now

Join The Rotary Foundation of RI's End Polio Now cause page on Facebook. You can make a donation to support polio eradication, invite others to be a part of the cause, and keep track of how many people you've recruited.

- Rotary Centers

Connect with Rotary World Peace Fellows, who promote national and international cooperation, peace, and the successful resolution of conflict throughout their lives, in their careers, and through service activities.

- Rotary World Peace Fellowships

Join this Facebook cause page to help provide educational opportunities for those interested in studying peace building and conflict resolution

Twitter

Use this microblogging site to keep in touch and up-to-date with other Rotarians and friends of Rotarians.

- Official Rotary International Twitter page
- Rotaract Twitter page
- End Polio Now Twitter page

LinkedIn

Network with other Rotarians and friends of Rotary, and see who they're connected to. LinkedIn is a professionally oriented social network that can help you share your knowledge and expertise.

RI LinkedIn groups include the following:

- Official Rotary International LinkedIn group
- Rotary Foundation alumni
- Rotary International Youth Exchange
- Future Vision Pilot (**Note:** Only for Rotarians in the pilot districts. Read more about Future Vision.)

YouTube

Rotary International has its own channel on YouTube that offers video content to those interested in Rotary. The YouTube channel supplements video on Rotary's Web site by providing Rotarians the means of embedding video onto their own sites. Rotarians, Rotaractors, and Interactors are encouraged to select from a growing collection of pieces from [RVM: The Rotarian Video Magazine](#) and from [Humanity in Motion](#) public service announcements.

In addition, the YouTube channel allows you to be notified about new videos, and viewers can comment on the videos.

Make your Web site more dynamic and read " Embedding videos from RI's YouTube channel "

Note:

These social networking sites are not owned by Rotary International, and RI is not responsible for the comments of others on these sites. To participate, you must join each of the social networks individually.

On social networking sites, there are several pages titled "Rotary" that are not affiliated with Rotary International or The Rotary Foundation. Only the pages or groups in which RI officially participates are listed here.

People Who Make a Difference

Take this quiz: mentally

1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
3. Name the last five winners of the Miss America contest.
4. Name 10 people who have won the Nobel or Pulitzer prizes.
5. Name the last half dozen Academy Award winners for best actor and actress.
6. Name the last decade's worth of World Series winners.

How did you do? The point is none of us remember the headliners of yesterday. These are no second-rate achievers. They are the best in their fields. But the applause dies. Awards tarnish. Achievements are forgotten. Accolades and certificates are buried with their owners.

Here's another quiz. See how you do on this one:

1. List a few teachers who aided your journey through school.
2. Name three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Think of a few people who have made you feel appreciated and special.
5. Think of five people you enjoy spending time with.
6. Name half a dozen heroes whose stories have inspired you.

Easier? The lesson? The people who make a difference in your life are not the ones with the most credentials, the most money, or the most awards. They are the ones that care.

submitted by Rotarian Geoff Wheatley, Utica

Please send information/suggestions/photos for the next volume to:
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