

The Brunswick Rotary Club Inc.
PO Box 152 Brunswick VIC 3056

THE BULLETIN Vol 53 No. 3
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SERVICE Above Self

FIRST UP

This week was an extremely well attended meeting with some visiting Rotarians from the land of the long white cloud. Ron and Cheryle also brought along guests, though rumor has it that Rons office team had to pay for him before he would let them come! The club hosted Michael Landry this week. It was good to see you back Michael, and we hope to see you again this week. Remember that it is part of EVERY Rotarians duty to build the membership of our club.

OUR GUEST SPEAKER

Speaking of new members, this weeks guest speaker was the newest member of the Rotary Club of Brunswick, Alice Nichol. Alice shared her Japanese experiences with us from first her brothers involvement, to her Rotary Exchange time, to her University study period in Japan, right up to date noting that her mother has caught the family bug and is in Japan now. I would particularly like to note that Mr Sewell really dumped Alice in it by only giving her 24 hours notice to speak, but she performed admirably. Well done Alice.

THE SERGEANT

At least Greg did a better job as sergeant than at organizing the program, providing yet another entertaining session for us all. Great job Sarge, the treasurer passes on her thanks! Special thanks to Kevin Dale for bringing the Raffle prize just in time to be fined for being late! Tough but Fair

DANCE INTO SPRING

The subcommittee met prior to this weeks meeting and the planning is well underway. Those of you who don't have a job yet, let Doug, Mal or Cheryle know as we need all hands on deck! Anyone who would like to sponsor a table or who knows someone who would, should contact Doug, Mal or Cheryle as soon as possible. Our thanks to Tony Cavoli for arranging the liquor licence.

THE MEGA RAFFLE

Stand by for our announcement next week of the MEGA RAFFLE for this year. We will all be expected to help sell some tickets.

COMING EVENTS

Thursday July 28th – Rotary Special Luncheon Birthday Party for Will Moulding's 101st. Bring a guest along and invite Past Members. **WE NEED TO KNOW NUMBERS SO WE CAN LET THE ABRUZZO CLUB KNOW SO NO-ONE MISSES A SEAT. CONTACT ADAM adam@mbrgroup.com.au or 9328 8344 or 0418 142 562 BERFORE WEDNESDAY!**

Thursday August 11th – Special General Meeting to pass the new By-Laws and Constitution

ANYTHING FOR THE BULLETIN? Email adam@mbrgroup.com.au or miss out

2005 Rotary Health Safari

Don't forget the Rotary Health Safari will visit D9800

You can keep track of the Safari on the Web site www.rotaryhealthsafari.org.au

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?"**

OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

ICE - In Case of Emergency (My thanks to Peter Johnstone for this contribution.)

A campaign encouraging people to enter an emergency contact number in their mobile phone's memory under the heading ICE (In Case of Emergency), has rapidly spread throughout the world as a particular consequence of last week's terrorist attacks in London. Originally established as a nation-wide campaign in the UK, ICE allows paramedics or police to be able to contact a designated relative / next-of-kin in an emergency situation.

The idea is the brainchild of East Anglian Ambulance Service paramedic Bob Brotchie and was launched in May this year. Bob, 41, who has been a paramedic for 13 years, said: "I was reflecting on some of the calls I've attended at the roadside where I had to look through the mobile phone contacts struggling for information on a shocked or injured person. Almost everyone carries a mobile phone now, and with ICE we'd know immediately who to contact and what number to ring. The person may even know of their medical history."

By adopting the ICE advice, your mobile will help the rescue services quickly contact a friend or relative - which could be vital in a life or death situation. It only takes a few seconds to do, and it could easily help save your life. Why not put ICE in your phone now? Simply select a new contact in your phone book, enter the word 'ICE' and the number of the person you wish to be contacted.