

# Blastoff

the

MONDAY  
OCT. 5, 2009

Editor: Patrice Sutherland  
Photographer: Bob Mitchell  
Asst. Photographer: John Lee



## Official Newsletter of The Rotary Club of Space Center

P.O. Box 58862, Houston, Texas 77058  
Meetings Monday 11:45 A.M.  
@ Bay Oaks Country Club  
Clear Lake City Ph. 281.488.7888  
Chartered 1964

[www.spacecenterrotary.com](http://www.spacecenterrotary.com)



### Message from President Jon: "Carry 4-Way Test into Work Place"



In keeping with this month's theme, "Vocational Service", I want to encourage each of you to carry the Object of Rotary and specifically "The 4-Way Test" into our work place.

"The 4-Way Test", conceived by Herbert J. Taylor, a Chicago Rotarian in 1932, has stood the test of time and continues to help Rotarians evaluate themselves and their service to society. It can help them analyze the way they do things. Applying the question "Is it the truth?" to business procedures can uncover important inconsistencies. By applying the

other questions of "The 4-Way Test" to their work, Rotarians may discover the need for fundamental changes.

Application of "The 4-Way Test" in business decisions keeps an executive's sights on the needs of others as well as his or her own. Although business leaders may sometimes assume that what is good for the company is good for everyone, the opposite approach may be more successful. People more readily embrace a policy they believe has benefits for them.

Since the early days of Rotary, club members have exchanged ideas and experiences. This helped improve their business and professional knowledge and helped them become aware of the human contradictions and ethical problems which everyone in business must face. From such searching and

exchanges came "The 4-Way Test" and the first Rotary motto, "He Profits Most Who Serves Best."

Consistent application of the mantras of Rotary will promote better relationships within your company and with your customers. After all, in today's difficult economic times, we must hold truths that promote employee and customer loyalty, separating us from our competition.

Yours in Rotary Service, as always,  
Jon McKinnie,  
President 2009 - 2010.



• October is Vocational Service Month •



Rotary International President 2009 - 2010

John Kenny



Rotary District 5890 Governor 2009 - 2010

Ed Charlesworth



Alvin, Seabrook, Space Center District Assistant Governor

Chris Schneider

# Events Calendar 2009

Endowment Foundation Board..... 2nd Tuesday @ 7 AM  
Club Board of Directors..... 3rd Tuesday @ 7 AM  
RNASA Committee..... 3rd Thursday @ 5:30 PM  
2009 Shrimporee..... Saturday, October 17th

## Shrimporee Planning Meetings @ JSCFCU, 5:30 P.M.

Tuesday..... October 6th  
Tuesday..... October 13th

John Wilson, Chair: [jewilson102@comcast.net](mailto:jewilson102@comcast.net)

## Programs

# 2009

Skin Cancer..... October 5th  
Holiday..... October 12th  
Harris County District Clerk..... October 19th  
Water Well Projects..... October 26th

John Nugent, Chair

## Past District Governors from SCRC



Dr. Floyd D. Boze  
1981 - 1982



Billy Weseman  
1993 - 1994



Suzi Howe  
2006 - 2007

Service Above Self

## SCRC Socials

@ 6:30 PM

Mely's Seabrook..... October 13th  
3659 NASA Road 1, 281.532.6260  
  
Zio's..... October 27th  
820 W. Bay Area Blvd., 281.338.7800  
  
Tony's Barbecue..... November 17th  
17502 Saturn Lane, 281.286.8669  
  
Bailey's All-American Grill..... December 16th  
• CHRISTMAS PARTY! •  
2320 Nasa Road 1, 281.291.9100, Reservations Please...

Roger Donnelly, Contact: [ridonnelly@aol.com](mailto:ridonnelly@aol.com)



Say Happy Birthday to...

Earl Maudlin... Oct. 1st  
Mike Hernandez... Oct. 19th  
Marilyn Musial... Oct. 23rd

Congratulations !

Yippee!



# "The 4-Way Test"

## History of "The 4-Way Test"

"The 4-Way Test" was conceived by Herbert J. Taylor, a Chicago Rotarian and president of Rotary International in 1954-55. He applied "The 4-Way Test" to the operation of his company with remarkable results and subsequently shared it with others. The story is told best by Herbert J. Taylor in this description of how the Test came into existence and what affect it had. "Back in 1932 I was assigned, by the creditors of the Club Aluminum Products Company, the task of saving the company from being closed out as a bankrupt organization."

"The company was a distributor of cookware and other household items. We found that the company owed its creditors more than \$400,000 in excess of its total assets. It was bankrupt but still alive. At that time we borrowed \$6,100 from a Chicago bank to give us a little cash on which to operate."

"While we had a good product our competitors also had fine cookware with well-advertised brand names. Our company had some fine people working for it, but our competitors also had the same. Our competitors were naturally in much stronger financial condition than we were."

"With tremendous obstacles and handicaps facing us, we felt that we must develop something in our organization which our competitors would not have in equal amount. We decided that it should be the character,

dependability, and service mindedness of our personnel."

"We determined, first, to be very careful in the selection of our personnel and, second, to help them become better men and women as they progressed with our company.

"We believed that 'In right there is might,' and we determined to do our best to always be right."

"Our industry, as was true of scores of other industries, had a code of ethics – but the code was long, almost impossible to memorize and therefore impractical. We felt that we needed a simple measuring stick of ethics which everyone in the company could quickly memorize. We also believed that the proposed test should not tell our people what they must do, but ask them questions which would make it possible for them to find out whether their proposed plans, policies, statements, or actions were right or wrong."

"We had looked in available literature for such a short measuring stick of ethics but could not find a satisfactory one. One day in July 1932, I decided to pray about the matter. That morning I leaned over my desk and asked God to give us a simple guide to help us think, speak and do that which was right. I immediately picked up a white card and wrote out "The 4-Way Test" of the things we think, say, or do as follows:

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?"

"I placed the little test under the glass of my desk and determined to try it out for a few days before talking to anyone else in the company about it. I had a very discouraging experience. I almost threw it into the wastepaper basket the first day when I checked everything that passed over my desk with the first question, 'Is it the truth?' I never realized before how far I often was from the truth and how many untruths appeared in our company's literature, letters, and advertising."

"After about 60 days of faithful, constant effort on my part to live up to "The 4-Way Test" I was thoroughly sold on its great worth and at the same time greatly humiliated, and at times, discouraged with my own performance as president of the company. I had, however, made sufficient progress in living up to "The 4-Way Test" to feel qualified to talk to some of my associates about it. "

"I discussed it with my four department heads. You may be interested in knowing the religious faiths of these four men. One was a Roman Catholic, the second a Christian Scientist, the third an Orthodox Jew, and the fourth a Presbyterian."

"I asked each man whether or not there was anything in "The 4-Way Test" which was contrary to the doctrines and ideals of his particular faith. They all four agreed that truth, justice, friendliness, and

## History of "The 4-Way Test," cont.

helpfulness not only coincided with their religious ideals, but that if constantly applied in business they should result in greater success and progress."

"These four men agreed to use "The 4-Way Test" in checking proposed plans, policies, statements, and advertising of the company. Later, all employees were asked to memorize and use "The 4-Way Test" in their relations with others."

"The checking of advertising copy against "The 4-Way Test" resulted in the elimination of statements, the truth of which could not be proved. All superlatives such as the words better, best, greatest, and finest disappeared from our advertisements. As a result, the public gradually placed more confidence in what we stated in our advertisements and bought more of our products. "

"The constant use of "The 4-Way Test" caused us to change our policies covering relations with competitors. We eliminated all adverse or detrimental comments on our competitors' products from our advertisements and literature."

"When we found an opportunity to speak well of our competitors, we did so. Thus we gained the confidence and friendship of our competitors. The application of "The 4-Way Test" to our relations with our own personnel and that of our suppliers and customers helped us to win their friendship and goodwill. We have learned that the friendship and confidence of those with whom we associate is essential to permanent success in business."

"Through over twenty years of sincere effort on the part of our personnel, we have been making progress toward reaching the ideals expressed in "The 4-Way Test." We have been rewarded with a steady increase in sales, profits, and earnings of our personnel. From a bankrupt condition in 1932 our company within a period of some twenty years had paid its debts in full, had paid its stockholders over one million dollars in dividends, and had a value of over two million dollars. All these rewards have come from a cash investment of only \$6,100, "The 4-Way Test", and some good hard-working people who have faith in God and high ideals."

"Intangible dividends from the use of "The 4-Way Test" have been even greater than the financial ones. We have enjoyed a constant increase in the goodwill, friendship, and confidence of our customers, our competitors, and the public— and what is even more valuable, a great improvement in the moral character of our own personnel."

"We have found that you cannot apply "The 4-Way Test" continuously to all your relations with others eight hours each day in business without getting into the habit of doing it in your home, social, and community life. You thus become a better father, a better friend, and a better citizen."

In January 1943, the Rotary International Board of Directors agreed that ""The 4-Way Test"" should be brought to the attention of Rotary clubs. It became a part of the Vocational Service ideal and has been published in various forms and in many languages by RI.

## Our 2009–2010 Service Projects and Activities

### Vocational Service

Rotary Youth Leadership Awards (RYLA)  
CCISD Teacher of the Year Awards  
Distinguished Public Service Awards  
Scholastic Scholarships to Local Students  
Drug Awareness Essay Scholarships to Local Students

### Community Service

Armand Bayou Nature Center Trails  
Boy & Girl Scouts of America  
Bay Area YMCA  
Bay Area Turning Point – Star of Hope  
Camp Be an Angel  
CCISD Project Graduation  
Communities in Schools  
Health, Safety & Environmental Projects  
Interact & Rotaract  
Interfaith Caring Ministries  
Clear Lake Food Pantry  
Senior Citizens  
Shriner's Children's Hospital  
St. Vincent's House—Galveston  
Still Water Sports Camp  
Volunteer Houston Commander  
Summer Camp  
Support for Space Center Rotary Foundation

### International Service

Egyptian Shelter for Girls  
International Youth Exchange  
Group Study Exchange & Ambassadorial Scholars  
Water Project Scholarship—Central America  
Water Purification Project—Bolivia  
Engineers Without Borders  
Clinics & Orphanage in Mexico  
Polio Plus Eradication Worldwide  
Support for the Rotary Int'l Foundation

Shrimporee! – October 17th 2009

The  
Future  
of Children  
is in Our  
Hands

EVERYONE  
WELCOME  
AND INVITED!

FREE  
ADMISSION!

Space Center Rotary's

36th Annual Festival and Auction



**SHRIMPOREE**



Saturday,  
October 17, 2009  
11:00 a.m. to 4:00 p.m.

Clear Lake Park  
Landolt Pavilion  
5001 NASA Parkway

**Major Beneficiaries:**

Shriner's Childrens Hospital – Providing Play Equipment  
Armand Bayou Nature Center – Providing Handicap Accessible Trails

Lots of great fun for your family and friends  
Kids activities  
Live and silent auctions begin at 1:00 p.m.

Shrimp/Brisket Meal Plate - \$15  
Meal plate tickets may be purchased at:  
[www.spacecenterrotary.org](http://www.spacecenterrotary.org)  
Or, tickets may be purchased at the park  
on the day of the event.



**For Information contact:**

Shrimporee Chairman, John Wilson at (713) 899-9852  
Ticket Chairman, Courtney Lindberg at (407) 252-5193

Please see the back of this page for a listing of our event sponsors (as of 8-29-09)

Thank You !!!



# Shrimporee 2009 Sponsors

The Community projects that Space Center Rotary Club delivers each year would not be possible without the support of our wonderful sponsors.

Please patronize our sponsors every chance you get, and tell them how much you appreciate their support.

When you do business with them, tell them "Thanks" from the Space Center Rotary Club.

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Any articles for newsletter submission, corrections, pictures, or announcements should be sent to:

[patricesutherland@mac.com](mailto:patricesutherland@mac.com)

by Sundays at 10:00 AM.

\*Astronaut and flag picture left adapted from NASA Wants Your Ideas Image at [www.nasa.gov](http://www.nasa.gov)

• October is **Vocational Service Month** •