

ROTARY SENDS HELP and HOPE!

Budapest

HUNGARY

1
ROTARY
INFORMATION
TEAM

of Eight
Business People
Selected by Rotary

PROJECT

A New IDEA FOR SERVICE

PROJECT FREE ENTERPRISE

HOUSTON



**BUDAPEST
TORUN
WARSAW**

1991

PROJECT FREE ENTERPRISE

PURPOSE AND GOALS

The Rotary spirit of international cooperation has motivated development of this seminar to share free enterprise ideas, experience, and practical advice with the newly emerging free economies of the 1990's. This seminar presents the principles of a free market and follows with a practical step by step road map for developing your own business enterprise.

Presentations will be made by practicing, successful business people using audio visual material developed from authoritative business, academic and government sources.

The seminars will be conducted in English.

The seminar structure will allow for extensive question and answer interaction after each speaker.

In addition, during the first day, written questions can be turned in to the local Rotarians or put in a question box—to be sorted and selected and to be answered on the morning of the second day.

The second day will include a discussion of import/export and specific elements of making business contacts, and then smaller groups will be created with each speaker able to discuss in detail his main topic, or your questions and concerns.

These speakers were interviewed and selected for their abilities and none of them are here to promote themselves or do business. Their mission is to share their experience in a free enterprise economy in the hope that the world will be a better place for us all.

This is the first such team of free enterprise speakers that Rotary International has ever had. It is the dream of the Rotarians in Houston that this idea will be adopted by other Rotary Districts around the world—thereby sharing principles and experience with emerging economies and other third world countries.

The fees paid to attend this seminar are low, and designed merely to cover the expense of putting on this seminar and hosting

Your local Rotary club is comprised of outstanding leaders and business people in your community and this seminar is just one small service they seek to provide in an attempt to improve the community for everyone.

We hope this seminar is beneficial and welcome your written critiques and advice.

SEMINAR SCHEDULE

Day One

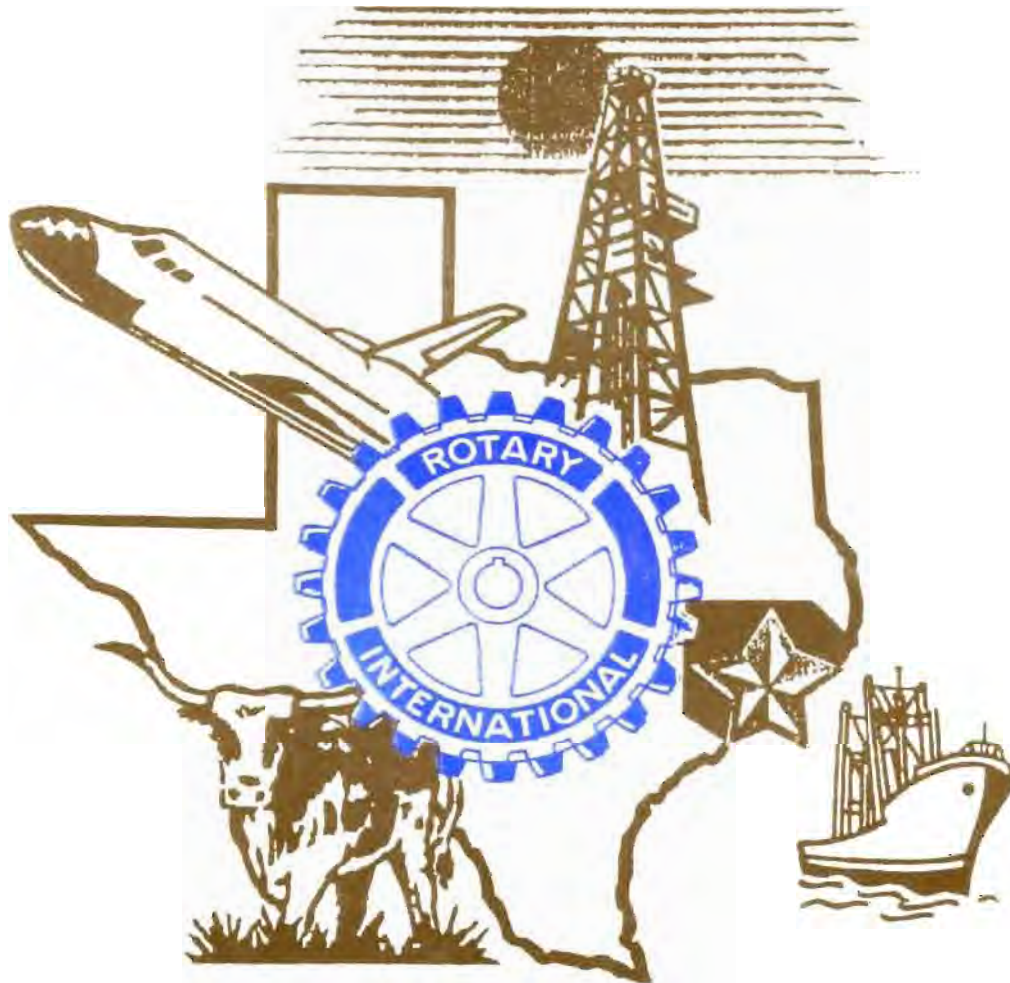
8:00	Registration and entry fees collected
8:30	Local Rotarian's remarks
8:45	Introduction
9:00	Free Market Economy Discussion
10:00	Start-up considerations: personal analysis
10:30	Introduction of the case study
10:40	10 minute break
10:50	Management and organization
11:45	Break for Lunch
1:00	Visiting Rotarian's remarks
1:15	Marketing
2:15	Accounting records and evaluations
3:15	15 minute break
3:30	Capitalization and external financing
4:30	Formal business plan
5:30	Summary and closing comments

Day Two

8:00	Written questions answered
9:30	Import/Export: Business Resources
10:15	15 minute break
10:30	Workshop: small group discussions on each topic
12:00	Lunch Break
1:00	Workshops continue
4:00	Seminar over



ROTARY



**DISTRICT
589
TEXAS, U.S.A.**

PROJECT FREE ENTERPRISE
DIRECTOR, DR. DAVID TAYLOR
ONE PROFESSIONAL BUILDING
WEBSTER, TEXAS 77598



Houston



- Director
Dr. David Taylor Pediatric Dentist/Children's Dental Center
One Professional Park, Webster, Texas 77598
TEL (Work) 713-332-6513 FAX 713-480-7145
- Co-Lenley
Wanda Ellis Retired College Counselor, Education Consultant
& Part time Sales
2101 Ivie Lee Drive, Baytown, Texas 77520
TEL (Work) 713-427-7159 (Home) 713-422-5688
- Lyle Anderson Business Valuations & Corporate Finance
Alliance Commercial, Inc., 900 Apollo,
Houston, Texas 77058
TEL (Work) 713-380-9600 FAX 713-480-9979
- Mark Boldger Financial Consultant & Business Financial Services
Merrill Lynch, 13703 Southwest Freeway, Suite 130
Sugar Land, Texas 77478
TEL (Work) 713-490-1832 FAX 713-490-1608
- Joe Marcinkowski President, Laser Professor
1833 Egret Bay Blvd., Suite 130,
Houston, Texas 77058
TEL (Work) 713-333-5550 FAX 713-333-5511
- Gonzalo Montoya Aerospace Program Manager, McDonnell Douglas
Space Systems Co.
16055 Space Center Blvd., Houston, Texas 77058
TEL (Work) 713-280-1513 FAX 713-280-1729
- Kevin Price Executive Director, Free Enterprise Education Center
1080 West Sam Houston Parkway North, Suite 228,
Houston, Texas 77043 TEL (Work) 713-984-1343
- Jim Thomas Jim Thomas, CPA, 1414 South Friendswood Drive,
Friendswood, Texas 77546
TEL (Work) 713-482-9344 FAX 713-482-8088



May 3 to May 19, 1991



PROJECT FREE
ENTERPRISE

• BUDAPEST
• TORUN
• WARSAW

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E

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M



**GONZOLO
MONTOYA**

Mr. Montoya, born in Bogota, Columbia, came to America at the age of 15 years.

He has been with McDonnell Douglas as Senior Staff Manager for 23 years, where he works with the Space Station Project.

Montoya is married, has two daughters and two grandsons.

He speaks fluent Spanish and English, is conversant in Italian and is studying French.

A restaurant owner and stock broker, Montoya also enjoys acting and directing for the stage. He resides in Nassau Bay, Texas.



**JOSEPH
MARCINKOWSKI**

Mr. Joseph Marcinkowski is a Laser Professor and owner of the company, Multi Media Learning Center. In addition, he is the President of Ariane International, and is the exclusive agent for the sale of Puro-lite resins in Poland.

He holds a degree in Economics from the University of New York City College, and is a graduate of the Bernard Baruch College of New York City.

In addition, he has also studied Russian while in college.

Marcinkowski is married, has three children, and is active in youth sports.



**KEVIN JOSEPH
PRICE**

Mr. Price serves as the Executive Director of Economic Education for the Free Enterprise Education Center.

Prior to coming to this job, Mr. Price was a political consultant in Washington, D.C. and later in Texas.

He is a graduate of Abilene Christian College with a degree in History. While attending college, he studied German.

Mr. Price is married, has two children and resides in Houston, Texas.

He and his wife have both served as house parents for troubled teenagers.



**JAMES
THOMAS**

Mr. Thomas is a Certified Public Accountant.

He holds an Associates degree in Arts and Business from Wharton Jr. College and Bachelor of Business Administration from the University of Houston.

He is married and resides in Friendswood, Texas.

Mr. Thomas has been very active in Rotary, and has served as his club's president. He is a Paul Harris Fellow for the Rotary International Foundation.

Thomas enjoys traveling, camping, hunting, photography and is an avid bass fisherman as well.

T

**RICHARD LYLE
ANDERSON**

Mr. Anderson is the President of Alliance Commercial Inc, a commercial real estate company. He also serves as Director and Principal of Barrios Technology, Inc., one of the largest privately held space services engineering firms in Texas.

He holds a degree in accounting from the University of Houston and a Masters in Finance from Texas A&M University.

He is married, has four children and lives in Houston, Texas.

Anderson's hobbies include World History and Economics, Tennis, Guitar and Voice.

E

**MARK ALLEN
BOLDGER**

Mr. Boldger is a Financial Investment Consultant for Merrill Lynch, Pierce, Fenner and Smith. Previously with Martin and Scott Advertising, in the position of New Product Marketing Manager.

He co-authors the Dollars and Decisions column of a Houston based new business magazine, DBA. The column addresses the variety of operational and financial decisions that principals of companies confront on a day-to-day basis.

Mr. Boldger is single and resides in Sugar Land, Texas.

He is a Rotarian in Sugar Land.

A

**WANDA LEE
ELLIS**

Mrs. Ellis has been selected as Second Alternate for the team.

She is retired from Lee College in Baytown, Texas where she is a resident.

Ellis served as a job placement counselor for Lee College.

She holds a degree in Business Administration from Sam Houston State College and a Masters in Education from the University of Houston.

She is widowed, has two children and two grandchildren.

Currently Ellis is employed at the Style Shop in Baytown. She is a Rotarian.

M

**DR. DAVID
TAYLOR**

Dr. Taylor was born in Oklahoma and currently resides in Seabrook, Texas.

He is a Pediatric Dentist, and is the owner of the Children's Dental Center.

Dr. Taylor earned his DDS and MDS in Dentistry from the University of Missouri at Kansas City.

In Rotary, he serves on the Board of Directors for the Space Center Club and has been very active in the youth exchange program in Hungary and the Soviet Union.

He conceived the district level Free Enterprise Project and is the team leader.

May 1991

SUN	Mon	Tues	Weds	Thurs	Fri	Sat
					3 to Newark JFK-Warsaw	4 Arrive Warsaw Jet Lag HOTEL
5 Warsaw leave supplies logistics Depart to Budapest	6 Budapest Set-Up Sights	7 SEMINAR Day one Rotary 7AM Q+A List	8 SEMINAR Day Two	9 9 AM fly to Warsaw	10 Sights Social	11 Set Up Day
12 SEMINAR Day one Marriott Q+A List	13 SEMINAR Day Two Rotary 7AM	14 Drive to TORUN 3½ hrs	15 Set-Up - Sights	16 TORUN ROTARY CHARTER CEREMONY	17 SEMINAR Day one at Copernicus University	18 SEMINAR Day Two - Drive to Warsaw
19 Warsaw - JFK Return to Houston	20					

Budapest



THE
ROTARY
FOUNDATION



OF
ROTARY
INTERNATIONAL





Looking at Pest
from Buda
across the Danube



Parliament





Matthias Church
built by King Bela
in 13th Century





Castle Hill:

Hilton

Matthias Church

Seminar here

← Kulturinnov

Matthias ↓

↑
Seminar:
2 Days





KULTURINNOV

In Each City - one day was devoted to
"set up" for visuals, sound, blocking etc.





May 3 to May 19, 1991

**PROJECT FREE
ENTERPRISE**

- **BUDAPEST**
- **TORUN**
- **WARSAW**

*Consecutive Translation
threw us off and sent us
scrambling to shorten our
presentations to fit the time*



The panel answering questions





Breaks were filled with exchanges





Budapest





Common Market



It was delicious : with cheese, sour cream, and seasoning



Very old common market



Very new retail stores in downtown Budapest - about 1+ years. Sports, Boutique, hardware and appliances.





Exchange Rate: about 75 Forint to one Dollar
This is about \$1.50 on this page



BIG MAC™ MENÜ





The Golden Arches.





Yes, Budapest has a
McDonalds! Prices were not
cheap considering \$200⁰⁰ a
month is a common salary.
Still... \$5 for lunch. Why not?





Our contact Rotarian was president-elect Sandor Kiss - managing director for Rubik (who is not a Rotarian, but joined the team for dinner. Rubik's enterprises exceed Hungary's industrial output



RUBIK





We gave these special made lap blankets to Rotary and government officials, and other dignitaries - as well as to each host home and chief organizers

CHARLES A. HUEBNER

MANAGING DIRECTOR

HUNGARIAN - AMERICAN ENTERPRISE FUND
NEW YORK BUDAPEST WASHINGTON

PHONE: 36-1-117-7598
FAX: 36-1-118-3821

H-1053 BUDAPEST
KECSKEMÉTI U. 10-12.



Here Sandor Kiss receives his commemorative lap blanket for his primary role in this project. It would not have happened but for people in Rotary like him

The local Rotary club raised money for this incubator equipped pediatric emergency ambulance.



RUBIK STUDIO

SÁNDOR KISS
Managing Director

Budapest, XII. Városmajor u. 74.
Hungary H-1122
Letters: 1525 Budapest P.O.B. 13
Phone: (361) 155-71-29, 155-7535
Telefax: (361) 156-95-33
Telex: 22-30-73 rubik h



Budapest has "Sándor Kiss One" and "Two". There are 70 in the telephone book. "Two" hosted and helped.

CIEMIPACK

z. KISS Sándor, M.Sc.E.E.
Bioengineer

Office: H-1119 Budapest Fehérvári út 153.
Tel: +(36-1) 1822-025
Fax: 1347-479

Home: H-1112 Budapest Menyecske u. 9.
Tel: +(36-1) 1627-870



Out to the suburbs and a host home.
 The No. 1 TV show: "Neighbors" is filmed in this host's apartments.
 He manages a theatre playing Jozef and got us front row balcony seats



R. C. BUDAPEST



Dr. LÁZÁR GYÖRGY
 manager

Home:
 1118 Budapest
 XI., Rétköz u. 2.
 Telefon: 173-5891

MADÁCH THEATRE



you realize that each team member has very personal hosting experiences - which magnifies one of the immeasurable positive effects of this project





A little taste of Tex-Mex for our host



SZIRTES TAMÁS
ARTISTIC DIRECTOR

MADACH THEATER
Bp. VII., Erzsébet krt. 29-31.
Telefon: 122-2874

HOME
1112 BUDAPEST
Háromszék u. 9.
Telefon: 186-1663

The director of the Andrew Lloyd Weber play "Jozef" wants to send his 19 year old daughter to the states for a year... any takers? Contact Dr. Taylor. We had many such requests - some too old for youth exchange.



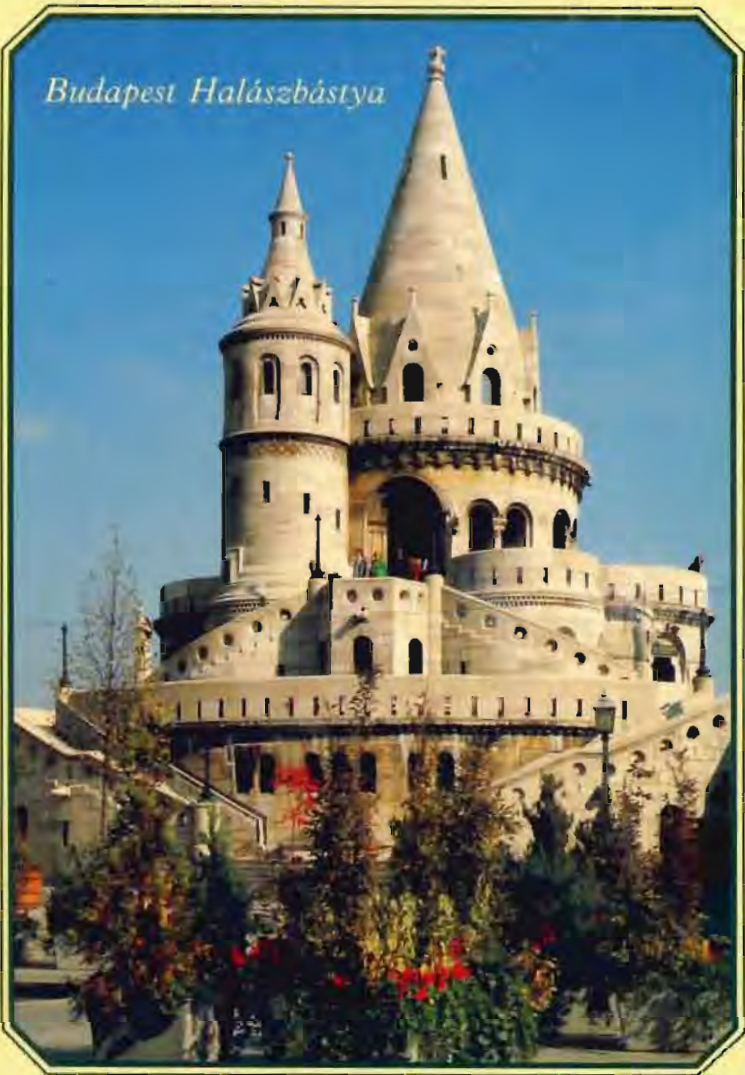
Budapest
Rotary
President
Nagy

The large red-white-green banner is from the original Budapest charter in 1925 and was found in Austria and returned to them when they re-formed Rotary in 1990. They had met secretly for months as a provisional group.





Budapest Halászbástya



And then on to Warsaw and our second seminar



ROTARY INTERNATIONAL

Dr. David Taylor

One Professional Park
Webster, Texas 77598

Project Free Enterprise

Bus: 713-332-8513

Fax: 713-474-0004



District 589 55 Clubs

Almeda
Avin
Angleton
Astrodome - Houston
Bay City
Baytown
Bellaire/Southwest
Brazosport
Brenham
Center City Houston
Columbus
Cypress-Fairbanks
Deer Park
Eagle Lake
El Campo
Galena Park
Galleria Area
Greater South Houston
Greenspoint
Greenway Plaza
Gulftrey - Hobby Airport
Harrisburg
Highlands
Houston
Houston FM 1980
Houston Heights
Lumbia - International
Luby
Lufkin
Memorial - Spring Branch
Northshore
Northside Houston
Oyster Creek
Palacios
Pasadena
Pearland
Richmond
River Oaks
Rosenberg
Seely
Sharpstown
Southside/Elington
South Pasadena
Space Center
Sugar Creek
Sugar Land
Tweedy
Umbel
University Area
Vassar
West Columbia
West Houston
Westchase
Wharton
Willowbrook

ROTARY INFORMATION TEAMS

An Outreach Project

Rotary Team: America on Free Enterprise
to Hungary and Poland

District 589's Project Free Enterprise

May 3-19, 1991

Budapest - Warsaw - Torun, Poland

A team of eight qualified business people gave a 2-day seminars on free market economics and operation of small business which included formal talks and workshops on:

1. Principles of Free Enterprise
2. Start-up considerations
3. Management
4. Marketing
5. Accounting and records and evaluations
6. Capitalization and Finance
7. Formal Business Plan
8. Business Resources
9. Import/Export
10. The story of Rotary and local Rotary activities

"Honor Rotary - with Faith & Enthusiasm"

Agenda

- A. Three two-day seminars in 3 cities in 16 days.
- B. Time spent with Rotary functions.
- C. Meeting with local government officials and dignitaries.
- D. Television and radio interviews to promote attendance.
- E. Hosted in homes selected by local Rotary club.
- F. Local Rotary club organized the seminars.
 1. Lecture hall obtained (free where possible in hotels and universities).
 2. Translation arranged (simultaneous!)
 3. Local publicity to general public.
 4. Publish handouts & translate lecture materials for sale at copying cost.
 5. Admission charge to the seminar either free or just enough to cover the cost of hosting the visiting Rotarian team.
 6. Meet, transport, and arrange local sights and social functions as time permitted.

Results:

1. Reached over 500 Eastern European citizens with focused, valuable information on free enterprise and business principles.
2. Elevated local Rotary clubs status in the community as a major player in addressing community needs.
 - A. Four new Rotary clubs likely will be started up by participants in the seminars who asked the host Rotary club to help them start a club in their community.
 - B. Numerous candidates for Rotary (local clubs numbered in the 20's and many participants were apparently going to be proposed for membership.)
 - C. Defined Rotary more clearly to the media and local government and the public as a service oriented civic club which can operate on a global and local scale.
3. Established contacts that will lead to a variety of collateral activities such as youth exchange, medical assistance, information exchanges on technical and business resources.
4. Rapport for a future Rotarian relationship including information teams on this same or different topics.

Procedure for doing your own
District Rotary Information Team:

- (1) Agree on a host district and a topic for the seminars.
 - e.g. A. Eastern Europe
 - B. Third World
 - region C. Southern Hemisphere
 - D. Soviet Union
 - E. Non-industrial
 - F. Famine countries

 - Topic e.g. A. Free Enterprise
 - B. Agriculture
 - C. Constitutional Law
 - D. Environment
 - E. Medical
 - F. Social Programs
 - G. City government
 - H. Technology
- (2) Target a Rotary club and a target audience in that community.
 - (3) Propose a Rotary Outreach Team be formed from your district on the agreed upon topic.
 - (4) Develop your agenda and curriculum outline.
 - A. Proposed dates & cities.
 - B. Curriculum contents outline.
 - C. Team size & composition.
 - (5) Select Rotarians who can speak to the curriculum where possible, and accept non-Rotarians if necessary for the expertise (these teams require a lot of commitment in time and effort and a grasp of service above self to pull them together. They need a lot of Rotary experience on them).
 - (6) Use a selection committee process with formal applications and photos and interviews to choose the team, and an alternate for each position on the team.
 - (7) Send a copy of the application to the hosting Rotary club to assist in placing the team member in a Rotary home.
 - (8) Have each member prepare the lecture on his topic with a completely scripted & typed speech, including 35mm slides to support the presentation.
 - (9) Have lecturers give their complete seminar at a local university audience about two months before departure to determine time frame, ethnic and politically correct content, and to solicit advice from your local community of experts.

- (10) Send the lecture scripts to the host Rotary District about two months ahead of time for translation, abstracting and copying for seminar participants as they see fit. Producing handouts from these materials is the responsibility and cost of the host Rotary club.
- (11) Hold an orientation for your team covering:
 - (a) host country report
 - (b) leadership
 - (c) rules of conduct
 - (d) gifts for host families
 - (e) token pins & other gifts or items for host Rotarians
 - (f) common team business card and plastic name tags
 - (g) dress code
 - (h) Rotary principles
 - (i) goals of the project
 - (j) presentation and introduction format
- (12) Replace under-performing team members with alternates before too close to time to leave.

Funding Ideas

- (1) Seed money--each team member must put up a deposit for his/her share of the basic expenses to do the project--e.g. \$2500, at the time of selection. If the member drops out or is replaced with an alternate all but \$500 would be returned. The \$500 has an earnest money effect and also means that a participant will donate toward the project.
- (2) Make an official program with space for advertisers and sponsors. If a team member sells an ad it will be credited to his account and he can get some of his deposit back.
- (3) Solicit funds from your Rotary District and/or Rotary clubs. If a club gives in a team member's name it works towards refunding his deposit, If it is given in general, it reduces all team members accounts equally.
- (4) Grant money is applied equally to all team members accounts to increase the amount they are refunded.
- (5) Corporate Sponsors--equally applied unless earmarked.

The way a team member gets funds designated in his name is to be the one to approach a corporate sponsor, or his Rotary club, or one of his clients to advertise. If he gets the funds through his efforts it can be earmarked for him if the giver agrees.

The reason the team members have to put "up front" money on the line is so a commitment as to time & travel plans can be entered into and honored whether additional sponsorship funding can be located or not.

The reason a team member forfeits \$500 of his deposit if removed from the team is so he won't enter into this casually; and, so he will meet all deadlines for lecture materials and slides, etc. or else be replaced; as well as lose \$500. Uncooperative, independent-minded team members who may disturb teamwork towards the common goal may also be replaced and forfeit \$500.

Proposal: That Rotary International at the Board of Trustees and presidential level endorse Rotary Information Teams as a new form of Rotary service which fosters a dialogue between the nations of the world to solve their own problems at the level of the individual citizen or individual profession. People helping people by sharing their expertise.

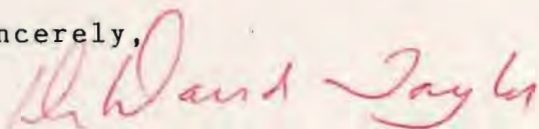
A two week, 2 or 3 city agenda by a Rotary Information Team costs far less, and does far more, than a Group Study Exchange and has the ability to focus on specific areas of need with actual expertise as well as build friendship and fellowship for further cooperation.

A Rotary Information Team is an important adjunct to GSE, and gives you more "bang for the buck" by being able to focus on substantive information in seminar form at far less cost.

It also utilizes Rotarians to form the team where possible, which provides Rotary with an outlet for its own membership to make a special contribution to improving the world.

Tell your District to form up a team and give it a try, and tell Rotary headquarters to start spending some of its money and publicity on this extremely valuable and exciting new form of Rotary service.

Sincerely,



Dr. David Taylor
Project Free Enterprise
District 589
Houston, TX
(713) 332-6513
Fax #(713) 480-7145
One Professional Park
Webster, TX 77598

1st Draft

22 May 91

ROTARY CLUB



WARSZAWA CITY

00-950 Warszawa, P.O. box 703, POLAND

Dr. David Taylor

It is with grateful appreciation
that we acknowledge
Your participation in the
Free Enterprise Seminar
in Warszawa on May 12 and 13, 1991

Your active commitment to this Project
has greatly contributed to its success.

Your presentation of free market business practices
has illustrated free enterprise in action. In view
of the fact that, in our geographical localization,
Free Enterprise is still very often seen as an idea,
not an implemented activity, Your participation in
this Seminar has contributed to the economic transi-
tion in Poland. We hope You will find it proper to
come and witness the growth of what You have sown.

As we honor Rotary with faith and enthusiasm
we accept Your extended helping hand
and ask You to keep in touch.

Warszawa City Rotary Club

President

Andrzej
Radzimiński

President-elect

Aleksander
Szwarc

Secretary

Halina
Stepien