

**PROJECT FREE ENTERPRISE**

**II**

HOUSTON



WARSAW

WROCLAW

KATOWICE

ROTARY INFORMATION TEAM PROJECT

"A NEW IDEA FOR ROTARY SERVICE"

**1992**



World  
wide

World  
wide

## Rotarians teach business in Eastern Europe

When the communist system began to come apart in the then Soviet Union and Eastern Bloc countries, Dr. David Taylor, a member of the Rotary Club of Space Center (Houston), Texas, U.S.A., saw an opportunity to work for peace.

There would be people—average citizens—in these newly transformed countries who had no idea how to conduct business in a free enterprise system, he reasoned. They would need knowledge, support, and guidance in order to use the new system to their advantage.

Out of Dr. Taylor's concern and subsequent organizational efforts, an ambitious program evolved: It is called Project Free Enterprise. Supported by clubs throughout District 5890, the program allows Rotarians to bring a comprehensive two-day seminar on basic U.S.A. business practices to audiences in Eastern Europe and Russia. A team of eight speakers conducted three seminars in Poland and Hungary last year. In May Dr. Taylor and nine others, mostly Rotarians, will return to Poland for seminars in Warsaw, Wroclaw and Katowice.

Among the topics covered are management, business law, manufacturing, marketing, and bookkeeping. For the first day and a half, speakers present information, playing the role of consultants for a hypothetical U.S.A. company. The rest of the seminar is devoted to question-and-answer workshops.

"We are finding that people ask very fundamental questions about the laws of their country and what they're allowed to do or own as ordinary citizens," said Dr. Taylor. "Also a lot of the principles we teach bump into actual laws or customs that prevent people from practicing free enterprise. Our role is to let them look at a healthy western economic model. If they can recognize where they don't fit the model, they will know what the society or they personally need to work on."

The seminars are conducted with the cooperation of Rotary clubs in the host cities. Clubs publicize the event, arrange for a large (300-seat) hall and simultaneous translation, and provide home stays for the U.S.A. visitors.

The host club is asked to charge participants a nominal fee—and only if necessary—to cover the cost of the hall. "We don't want the seminars to become



Members of the Project Free Enterprise seminar team present a souvenir book and lap blanket to Dr. Witold Wroblewski (left), then president of the Rotary Club of Torun, Poland. Team members, all Rotarians from Texas, U.S.A., include (from left) Wanda Ellis, Jim Thomas, and Dr. David Taylor.

a source of privileged information for local power brokers," Dr. Taylor said.

Dr. Taylor believes that Project Free Enterprise could become a model for similar Rotary-sponsored information programs on a wide variety of topics such as public health, agriculture, social programs, and the environment.

Two districts anywhere in the world could settle on a topic, a target audience, find and train appropriate speakers,

and then agree on a date, Dr. Taylor said. Already there has been a call in Houston for a Rotary-sponsored information team to present a public seminar in Mexico on the environment.

Further information and suggestions on how to start and fund a Rotary information team in your own district are available from Dr. David Taylor, One Professional Park, Webster, Texas 77598, U.S.A. Fax (713) 690-2040.

## Rotary honors philanthropist



Edward J. Pizek, philanthropist and founder of Mrs. Paul's Kitchens, will receive the 1992 Rotary Award for World Understanding. The announcement was made

27 February by R. I. President Rajendra K. Saboo, in conjunction with Rotary Day at the United Nations.

The official award presentation will be made during Rotary's 1992 International Convention in Orlando, Florida, U.S.A. on 16 June.

The son of Polish-American parents, Pizek has devoted thousands of hours and millions of dollars to projects

designed to improve the quality of life for people in Poland and Central/Eastern Europe.

Through "Peace Corps Partners in English," a massive educational endeavor, Pizek is helping to make thousands of Central/East European citizens literate in the world's language of business.

"I envision this work as a major step toward achieving world understanding, goodwill and peace," said Pizek.

Each year the Rotary Award for World Understanding honors a person or organization whose uncommonly high quality of work exemplifies Rotary's ideal of service, especially in promoting international understanding, goodwill, and peace.

The award consists of U.S.\$250,000 directed to an R.I. Foundation program selected by the recipient.

# Rotary businessmen journey to Poland

Dr. David Taylor, director of Rotary Information Teams District 5890, has announced the second team on free enterprise will give two-day seminars in three cities in Poland beginning May 6-18.

The seminar will be free and open to Polish citizens who wish to learn business principles of the United States. The topics will include the role of government in business, management, marketing, bookkeeping, accounting, finance, business plans, global marketing, manufacturing, law and business resources. The attendees will also participate in a half-day workshop and communicate directly with the speakers on their topics.

"The goal of the project is to form a prototype avenue of service

for Rotary Information Teams in hopes that Rotary International headquarters will adopt such a program world-wide," Taylor said. "The present 'Project Free Enterprise' team is designed to encourage and foster international growth in business and professional services.

"One of the objects of Rotary is for the advancement of international understanding, good will and peace through a world fellowship of business and professional persons united in the ideal of service."

Taylor and his team are making arrangements for professionals from various avenues of American business to travel to Warsaw, Wroclaw and Katowice, Poland, in May at the cost of \$1,500 each. Members of the team are currently

accepting donations and are selling advertising space in the seminar program to finance the trip. Businesses which want exposure in Eastern Europe, as well as the many international organizations the program will reach, are encouraged to place an ad early as the deadline is February 1992.

Kevin Price of the Downtown Rotary Club of Houston spoke at the first "Project Free Enterprise" held last year in Poland and Hungary. Price's speech was published in the "National Journal of Vital Speeches of the Day" and was reprinted by the U.S. Information Agency for distribution abroad.

In addition to the Rotary Information Team's seminar, a study team of four Polish Rotarians will visit various businesses here in

Houston and speak at Rotary meetings and elsewhere. The Study Team of selected Rotarians from Poland will return to their country and give talks to business and civic groups about the free enterprise principles they observed in the U.S.

"It is a part of the prototype program being discussed with Rotary International," Taylor said.

Taylor was recently interviewed by Rotary for a radio broadcast which will air via satellite to publicize "Project Free Enterprise".

Taylor and the team of professionals to speak in Poland will hold the same seminar in Houston April 4 at 8 a.m. at St. Thomas University. The public is invited to attend at no charge. For more information, contact Taylor at 332-6513.



The proposal for sending the first team was made to Hungary, Czechoslovakia, East Germany, Poland, Estonia and the Soviet Union. Hungary and Poland accepted the offer.

Although we are making the same overtures again this time, we have learned that travel costs and availability of lecture facilities with simultaneous translation may be a determining factor in selecting the sites for March '92. We want to reach the most people we can in a compact time table because our team members volunteer this time away from their businesses.

Although our last program on Free Enterprise was very substantive and comprehensive, we will consider adjusting the program agenda to be of most benefit: business law, for example. We are open to suggestions.

Our negotiating team is actively making proposals to the U.S.S.R. and Eastern Europe. We are searching for just the right itinerary so if any host Rotary Clubs are needing additional information I would suggest that they FAX their questions right away, or call on the telephone to discuss the possibilities.

This proposal is being transmitted to:

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The liason person available to discuss the seminar is:

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: (W) \_\_\_\_\_  
(H) \_\_\_\_\_

FAX: \_\_\_\_\_

Sincerely



David Taylor, DDS, MSD

# VITAL SPEECHES

OF THE DAY

MARKED COPY

VOL. LVII, No. 21  
\$2.25 per copy

AUGUST 15, 1991

TWICE A MONTH  
\$35.00 A YEAR

## NATO's Major Political Tasks

EUROPE NEEDS AMERICA

**Manfred Worner**

Secretary General of NATO—Page 642

## My Vision for South Africa

OPPORTUNITY AND HOPE

**Mangosuthu G. Buthelezi**

Chief Minister, Kwazulu, South Africa, and President, Inkatha Freedom Party—Page 645

## Nonprofits

FIVE ADDITIONS TO THE TEN COMMANDMENTS

**Richard D. Lamm**

Former Governor of Colorado—Page 647

## Free Enterprise

EASTERN EUROPE'S FUTURE

**Kevin J. Price**

Executive Director, Free Enterprise Education Center—Page 649

## In Praise of Teaching

THOSE WHO CARE, TEACH

**Daniel J. Estes**

Associate Professor of Bible, Cedarville College—Page 652

## How to Get a Job

HOW TO BE SUCCESSFUL

**Harvey B. Mackay**

Entrepreneur and Author—Page 656

## Energy, Efficiency, Ingenuity

THE HOPE FOR THE FUTURE

**Thomas R. Kuhn**

President, Edison Electric Institute—Page 659

## Do Canadians Really Want to Compete?

THE CHOICE IS OURS

**C. E. Ritchie**

Chairman and Chief Executive Officer, The Bank of Nova Scotia—Page 662

## The Copyright Crisis

COPY SHOPS AND TEXTBOOK PUBLISHING

**John R. Bittner**

Professor of Journalism and Mass Communication, The University of North Carolina—Page 665

## Europe

MANY LEGACIES, ONE FUTURE

**Giovanni Agnelli**

Chairman, Fiat Group—Page 667

IMPARTIAL

CONSTRUCTIVE

AUTHENTIC

THE BEST THOUGHT OF THE BEST MINDS ON CURRENT NATIONAL QUESTIONS

times, the most important and absolutely necessary element of a decision is to say "no to a friend."

Our society has many small "c" corruptions. They are the subtle sins, the vague vices.

I have always been intrigued by the concept of the seven deadly sins which, as you remember, included such things as sloth and gluttony. Let me, with a nod to Ghandi who first attempted to rewrite the seven deadly sins, give you mine. They are:

#### SEVEN DEADLY SINS (REVISED)

Wealth without conscience.

Success without sharing. Health without empathy.

Price without humility.

Knowledge without wisdom.

Pleasure without moderation.

Luxury without sharing.

Beware of the sins that sneak up on you while you think you are out "doing good." Beware of the corruption of the small "c's."

*AMENDMENT V* — "The ultimate challenge of a nonprofit organization is to create a good society."

You ultimately cannot have a successful organization in a corrupt society. Nonprofits must not only work for successful specifics — they must work for a successful society.

Winston Churchill once said,

"We built our buildings and then they built us."

I am convinced that is true. All you need to do is see the English school children going to look at Westminster Abbey and other English institutions with awe to recognize how tradition inculcates people with patriotism, morality, and even chivalry. It clearly applies to ethical behavior. One scholar stated it this way:

"We all know if only from experience that to be human means being born and reared in families and as part of neighborhoods and communities with whom we share a way of life instead of habits and beliefs — a system of values. Without those concrete and specific values, few individuals could long survive. A common life together in the United States depends upon habits and attitudes we do not have to think about: concern for the welfare of children, a sense of lawfulness, and a respect for property."

Our institutions are clearly part of a larger culture and com-

munity, and we must keep in mind that ultimately we have an obligation not only to serve our clients, but to build a just and stable society.

I am intrigued about the relationship between the word "integrate" and the word "integrity." One author states:

"The noun 'integrity' is derived from the verb 'to integrate.' If we are going to think and behave with full integrity, then we must learn how to integrate our different ways of perceiving the world so as to develop a multi-dimensional integrated world view. To behave ethically is to behave with integrity."

I believe that it is of immense importance that we try our best to integrate the great complexity of human experience into our daily lives. I believe a nation remains great only as long as it remains moral. Arnold Toynbee, after spending a lifetime in the study of decline of nations, says:

"The autopsy of history is that all great nations commit suicide."

Numerous historians, including Toynbee, traced the decline of nations to a growth of hedonism, self-indulgence, and loss of values. The role of the national character has forever been a contributor to the rise and fall of nations.

The United States is just faced down its greatest external enemy. And, today, our greatest dangers are not foreign enemies, but internal inadequacies. It is greed, over indulgence, selfishness, hostility, arrogance, carelessness, and narcissism.

Saul Bellow, the Nobel laureate novelist from Chicago, observed recently that

"the excess of liberty in American culture is as serious as the deprivation of liberty in the Soviet Union."

I believe we have an excess of liberty in the U.S. In attempting to be tolerant, we wiped out all the rules. I saw someone the other day referred to as "a Catholic lesbian feminist nun." It is hard these days to find a standard to which we can hold people. We live, as one author put it, in "the Golden Age of Exoneration." Everything is relative. Our moral compasses gyrate wildly — there is no true north. But history shows that is not a sustainable trait in a society.

So I commend you not only on the good work you do for Colorado — which is immense — but also because you are asking tough questions about "tough choices." Thank you.

## Free Enterprise

### EASTERN EUROPE'S FUTURE

By KEVIN J. PRICE, Executive Director, Free Enterprise Education Center

Delivered before the Rotary International and the Rotary Club of Warsaw City, Warsaw, Poland, May 12, 1991

I AM pleased to be with you here today and to share with you the free market discussion. This topic is important, because many of the activities that are part of the free market — marketing, capitalization, etc. — cannot be done without a free enterprise system. In this session we will examine the elements of the free market, the role of government in a free society, and other aspects of the free enterprise system. *The U.S.: Not Always Free*

America did not just get a successful free enterprise system by magic or luck. The United States rose out of revolution to gain the freedoms we all enjoy today. We empathize with you

as a nation that has had a similar experience. We have seen you struggle for many of the same ideas, beliefs, and desires that made the U.S. possible.

Just over 200 years ago, the American colonies was in a serious conflict with a tyrant of its own. This dictator was not Marxism, but monarchy. Yet, the list of grievances we had were very similar to those of Eastern Europe towards their own leaders.

The Declaration of Independence made the following charges against England:

— The King prevented free elections.

etc.  
→



# ROTARY INTERNATIONAL



One Rotary Center  
1560 Sherman Avenue  
Evanston, IL 60201-3698 USA

1 May, 1992

Dr. David Taylor  
One Professional Park  
Webster, Texas 77598

Dear Dr. Taylor:

Thank you for sending the copy of the Project Free Enterprise seminar program which you will be passing out in Poland. I will make certain that others in our Publications area are aware of this.

The idea of Rotary information teams giving seminars on various topics seems very "exportable." I hope it will catch on with other clubs in the developed world.

Cordially,

A handwritten signature in black ink, appearing to read "F. Paige Carlin".

F. Paige Carlin, Manager  
Publications Department

FPC/meh

# PROJECT FREE ENTERPRISE II

WARSAW - KATOWICE - WROCLAW

◆◆◆  
ROTARY INTERNATIONAL  
DISTRICT 5890

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University of St. Thomas - Cullen Hall

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April 4, 1992

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Thank you for attending our seminar! We hope you will find it informative and interesting. Those of you familiar with the people and culture of Poland can make a significant contribution to the success of Project Free Enterprise II.

We invite your comments and suggestions on how our audiences in Poland will respond to the presentations you will see and hear today.

## Seminar Schedule

Introduction	Dr. David Taylor - Project Director
Start-up Considerations	Mr. Tadeusz Pilinski - Engineer
Case Study	Mr. M. Edward Burdzinski - Attorney, CPA
Management	Mr. David Barr - Corporate Executive
Marketing	Prof. David Byford - Lee College
Bookkeeping	Mr. H. Glen Rowe - CPA
Visiting Rotary Remarks	Mr. David Barr - Corporate Executive
Accounting	Mr. H. Glen Rowe - CPA
Finance	Dr. David Cordell - CFP, CFA, RIA
Cash Management	Mr. James Thomas - CPA
Business Law	Mr. M. Edward Burdzinski - Attorney, CPA
Formal Business Plan	Mr. James Thomas - CPA
Manufacturing	Mr. Tadeusz Pilinski - Engineer
Global Marketing	Prof. David Byford - Lee College
Free Market Economy	Mr. Kevin Price - Lecturer
Closing Remarks	Dr. David Taylor - Project Director

*Project Free Enterprise gratefully acknowledges the support of the University of St. Thomas, without whose help today's seminar would not be possible.*

LOG

The team arrived in Warsaw May 7, did publicity and set up at the Marriott; then gave the first seminar on Sat/Sun, May 9+10. They visited Old Town, the National Palace and were hosted at a dinner. On Friday, the 1<sup>st</sup> Secretary of the American Embassy briefed the team on Poland for 1 1/2 hours. This log begins on Monday, May 11 by Wanda Ellis

Monday, May 11  
10:10 a.m. Team met at Central Station in Warsaw for departure by train to Katowice.

Mr. Jerzy Machnicki, Project Leader for Katowice Rotary Club met the team at Central Station in Warsaw and accompanied us on the train to Katowice.

Katowice is located in Upper Silesia, the largest and most important industrial region in Poland. The basic wealth here is hard coal as well as iron. The main industries are: steel, chemical, automobile, electromachine and metal industries. Katowice is the largest city in Upper Silesia.

Upon arrival at Katowice, we were met by Mr. Andrzej Barczak, President of the Rotary Club along with other members of the club who were serving as hosts for the team. I was presented a bouquet of flowers from the Katowice Rotary Club.

We were introduced to our host families. Prior arrangements had been made for each host to drive us to Cracow for the remainder of the day. Cracow, the old capital of Poland has retained much of the atmosphere of bygone ages. We visited the Old Town on Wawel Hill which stands on the banks of the Vistula river. The first human settlements can be traced back 50 thousand years. Wawel was the residence of Polish kings. We visited the castle which is today a magnificent museum with tapestries, trophies of wars, as well as crown jewels. The cathedral is the final resting place of Polish kings. Here in Cracow is one of the oldest European colleges, the Jagellonian University, 1364. Nicholas Copernicus studied there. Cracow has survived the ravages of war but not the effects of environmental pollution.

Tuesday, May 12

9:00 a.m. The Seminars began on Tuesday at the International School of Banking. Approximately 150 citizens were present for the seminar and remained throughout the day.

Simultaneous translation was provided. The first day was difficult due to the projector that was provided. Slides (over 800) had to be put in one at a time to keep the projector from jamming. However, the team worked well together and I felt the entire seminar went smoothly in spite of the difficulties. We had television coverage as well as both radio and press coverage. Lunch was provided in the lunch room there at the School of Banking.

The School of Banking had been the headquarters of the Germans when Katowice was occupied by the Germans during the War. It was in very good condition.

6:00 p.m. We met at the Hotel "Senator" for a Rotary Club Meeting. Alex Swartz attended.

The Katowice Rotary Club was one of the first established in Poland in 1936. It was outlawed in 1939 when World War II started. It was reorganized again in 1990 and Charter Ceremonies were held on March 15, 1992. It is comprised of 31 members representing science, culture, business, medical sciences and many others. They had their original banner from 1936 framed and had their antique bell of which they were proud. For their Rotary meetings, they use a bell which had been presented to them from the Baytown Rotary Club, Baytown Texas, USA. The Baytown Club was named as a sponsoring club.

They were a very gracious group. We exchanged flags and presented our gifts. We presented Blankets to the club president and president-elect, Mr. Zbyszek Rogowski. Other presentations were made to Rotarians who had had a special part in making the seminar a success.

Club President: Mr. Andrzej Barczak  
Klub Rotary, Miasta Katowice  
Hotel "Senator"  
ul. 1 Maja 3  
40-224 Katowice, Poland

#### Wednesday, May 13

9:00 a.m. We reconvened at the International School of Banking to continue the Seminar until noon. Lunch was again served in the School of Banking Lunch room. After lunch, the Workshops were held at the Karol Adamiecki Academy of Economics, the Higher Study of Social and Economic Sciences. Again, the classrooms were packed with citizens and students. The interest was overwhelming. Finally, at approximately 4:00 p.m., we had to close the workshops..... otherwise, they would have continued.

A lady and her daughter that had attended the first day of the seminar in the School of Banking attended the Workshops and presented me with a bouquet of flowers. They said they were so grateful that we brought them the Seminar.

One businessman gave me a letter of thanks. (letter attached)  
He had driven both days from Gdansk to attend. My perspective was that the interest level was very high.

#### Thursday, May 14

9:00 a.m. The team was driven to Auschwitz. The name of this town has sunk into the collective memory of mankind as the scene of the greatest homicide in human history. It was where during World War II that the Nazis built the death camp for millions of victims brought from the entirety of Europe. What remains of the camp has been turned into a Museum which arouses the deepest grief.

We returned from Auschwitz to Katowice where we gathered our luggage, boarded a mini-bus that had been sent to pick us up from Wroclaw.

6:00 p.m. We arrived in Wroclaw where we were met by members of the Wroclaw Rotary Club. We were taken to the Hosts homes and then reconvened for a dinner with hosts and other Rotarians who had helped organize the seminar at 8:00 p.m.

Antoni Gorazd, Ph. D., Managing Director of Academy of Economics, was the Wroclaw Project Leader.

Wroclaw had publicized the seminar well in advance and had pre-registered over 300 persons. Approximately an additional 75 registered at the door on the morning of the seminar.

#### Friday, May 15

8:00 a.m. The Seminar was held at the Wroclaw Academy of Economics/School of Business. Dr. Gorazd asked that we have all presentations needing translation on the first day as on the first day we would have professional translators. On Saturday, the 16th, we would have only student translators.

It was very rewarding for the team as citizens attended and remained for all sessions. We closed the first day's sessions at approx. 6:30 p.m.

8:00 p.m. We attended a Rotary Meeting which was held in the regular meeting place at the Hospital (Regional) in Wroclaw.

President: Wojciech Witkiewicz, M. D.  
Director of Regional Hospital  
Head of Dept. of General & Vascular Surgery

We exchanged flags and had an opportunity for fellowship. We presented lap blankets to both the President and President elect. Other Rotarians who were involved in organizing the Seminars were also recognized with gifts.

A donation of \$250 was presented to a child and his parents from the project. The child had Cerebral Palsy. The original intent was to make the donation to Krzysiu Lewiccy as we understood that this child lived in Wroclaw. Actually, the child lived in Wloclawek which was halfway across Poland. After conferring with Dr. Witkiewicz, we selected a child in the hospital who had a great need. They arranged for the child and his mother to attend the meeting and the presentation was made. Dr. Witkiewicz will be forwarding a letter giving information about the child. The child and parent brought along a handmade card of thanks. They were also presented with a lap blanket and book about Texas.

The President of the Technical University also made a presentation. He presented us with a Bronze type paper weight with engravings about the University. He also spoke at the beginning of the Seminar. He made some very impressive comments about the team and what an

inspiration it was to have us to present the seminar. This gentleman had been imprisoned for his participation in the Solidarity movement.

The television and radio stations came to do coverage of the seminar. A copy of the TV video was given to us and will be converted for use with our American video players.

#### Saturday, May 16

- 8:00 a.m. We had another full house of participants on the day of the workshops. Again, we finally had to close at 4:00 p.m. The local Rotarians had made special plans for the team to tour the Old City, the Univ. of Wroclaw, the Church and Town Hall. The Town Hall was built in the 13th Century. It was truly one of the most beautiful of the sights we had seen in Poland.
- 6:00 p.m. We were taken to an Art Gallery for a Cocktail party where the Rotarians presented us with a beautiful piece of crystal. A concert was presented by 4 violinists.
- 7:00 p.m. We had dinner at the Artist's club.

#### Sunday, May 17

- 9:00 a.m. We took our luggage to the mini-bus and then went to the Raclawice Panorama. The magnificent painting was begun in 1893 and took approximately one year to paint. It was created with the intention of inspiring the Poles with hope for national revival.... for "freedom, totality and independence." It was first exhibited in Budapest and then returned to Poland and placed in a glass domed Rotunda. At the outbreak of World War II, the rotunda was damaged by bombs. The canvas was damaged.....It was decided to roll the canvas and store it in a safe place until the end of the war. Restoration was begun in 1980. In 1985, the Panorama was opened to the public again. It has appealed with its patriotic message to consecutive generations of Poles for almost 100 years.
- 5:00 p.m. The team arrived back in Warsaw and were taken directly to meet with Warsaw Rotarians. We had wine and were presented books and letters from them. Then we were taken to a farewell picnic. We spent one last night with the host families.

#### Monday, May 18

We boarded a plane for Frankfort, Germany. Spent one night in Frankfort and then left for Houston on May 19.

Katowice 13.05.1992.

Michał Nieroda  
ul. Kołobrzeska 33A/8

Gdańsk

ROTARY INTERNATIONAL

I would like to express great thanks for the possibility to participate the course under title "PROJECT FREE ENTERPRISE ". Which was organized by Rotary International with the help of Rotary Club Katowice.

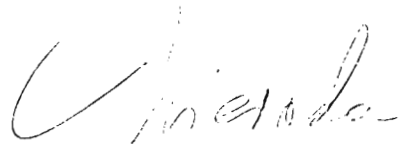
This course has made me hungry for more knowledge.

The sentence above can express the feeling I have after attending your lectures and seminars.

Through these I learnt how important management, accounting and marketing really are.

I also would like to say that the material was presented in interesting way and it was easy to understand.

Thank you again  
with kind regards



# KLUB ROTARY MIASTA KATOWICE



Katowice, 3.06.1992

*Wanda Ellis  
2101 Ivie Lee Drive  
Baytown, Texas 77520  
U.S.A.*

*Dear Wanda,*

*Mutual help seems to be the strongest force creating friendship. Effort and time given by you to Polish small businessmen during the "Free Enterprise" program in Katowice will - we believe - create friendship relation between our and your club members.*

*We expect that in the nearest future our club activity will follow the Rotarian Rules and new polish small businessmen will be trained by us using your written papers.*

*Best regards for  
all of you  
Rotary Club of Katowice City*

*President A. Borcuak*





# ROTARY CLUB WROCLAW

District 2390

ul. Kamińskiego 73A (Hospital) 51-124 Wrocław, POLAND  
Tel. (4871) 25 40 79 Fax (4871) 25 41 01 Tlx. 0712349 wszs pl

Wroclaw 05.16.1992

Mrs Wanda Ellis

Dear Lady,

Please accept our heartfelt thanks for all your effort undertaken in order to bring the Project Free Enterprise to reality. We all appreciate your competence, openness, friendliness and real to share the knowledge with us.

Your sincerely

Wojciech Witkiewicz  
President R.C. Wroclaw

A handwritten signature in black ink, appearing to be "Wojciech".



## PREZYDENT WROCŁAWIA

**Mrs Wanda Ellis**

**Dear Lady,**

**We appreciate very much your contribution in free market economy development in the City of Wrocław.**

**We are sure that your lecture will be beneficial to the young business rapid growing. We also hope that your stay in Wrocław will be enjoyable and will remain in your memory.**

**Best regards**

**Your sincerely**

A handwritten signature in black ink, appearing to be 'B. Zdrojewski', written in a cursive style.

**Bogdan Zdrojewski  
Lord Mayor  
of the City of Wrocław**

Wrocław, 15.05.1992



# ROTARY INTERNATIONAL

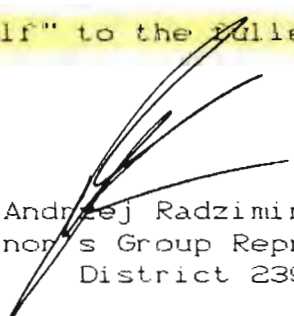
District 2390

"Look beyond yourself"

Dr. David Taylor

On behalf of the District 2390 I wish to extend words of appreciation of your time and effort given to the Free Enterprise Seminar held in Warszawa, Katowice and Wrocław (Poland), May 6 through 18.

Your unique involvement has greatly contributed to the successful execution of the project. With the Seminar about 500 Poles were able to learn from Texas professionals how to organize and run a business. Thus they have been encouraged to take their future in their own hands. That way you have personally helped people of Poland to go through the difficult process of transition from centrally planned to free market economy. This is "Look beyond yourself" to the fullest.

  
Andrzej Radziwiński  
Governor's Group Representative  
District 2390

Warszawa, May 17th, 1992

ROTARY CLUB



WARSZAWA CITY

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

TO: DR. DAVID TAYLOR fax 713-400 7145  
FM: ALEKSANDER SZWARC fax +4822 255854

DEAR DAVID,

BEING RESPONSIBLE FOR THE WHOLE FREE ENTERPRISE PROJECT FROM POLISH SIDE I WOULD LIKE TO SEND YOU SOME INFORMATION AFTER COMPLETION OF THE FIRST HALF OF THE TOUR.

1. **WARSAW**. ACCORDING TO PRESS REPORTS (COPY FROM THE MOST OFFICIAL NEWSPAPER RZECZPOSPOLITA - THE REPUBLIC-) THE AUDIENCE WAS CA 100 PEOPLE, MAJORITY OF WHOM WERE NEWLY STARTED BUSINESSMEN. AS YOU ALREADY KNOW MARRIOTT AND WARSAW TECHNICAL UNIVERSITY CONTRIBUTED WITH THE SEMINAR FACILITIES FREE OF CHARGE. OUR, WARSZAWA CITY RC MADE THE TRANSLATION BOTH OF THE MATERIALS (EVERY ATTENDING PERSON RECEIVED A COPY OF POLISH TEXT OF THE LECTURES) AND THE SPEECHES (THE RECENT AS SIMULTANEOUS). WHAT IS VERY IMPORTANT THE EVENT WAS A GREAT OPPORTUNITY FOR PUBLICITY OF ROTARY. THERE WERE A NUMBER OF INTERVIEWS WITH MEMBERS OF OUR CLUB AND THE GUEST FROM HOUSTON PUBLISHED IN DAILIES, VARIOUS MAGAZINES AND TV. IN THAT WAY THE SEMINAR CONTRIBUTED NOT ONLY TO THE VOCATIONAL SERVICE OF ROTARY BUT ALSO TO PROMOTE THE WHOLE MOVEMENT. WOJCIECH BROCHWICZ LEWINSKI, THE PROJECT LEADER FOR WARSZAWA IS TO BE APPRECIATED FOR HIS EFFORTS.

2. **KATOWICE**. THE GROUP WAS RECEIVED AT THE RAILROAD STATION AND THE FIRST AFTERNOON WAS SPENT ON FAMILIARIZING WITH THE LOCAL CONDITIONS. SILESIA IS CERTAINLY THE MOST INDUSTRIALIZED (AND POLLUTED) PART OF POLAND. KATOWICE CITY RC, WHO ORGANIZES THE EVENT IN KATOWICE TOOK THE OPPORTUNITY AND PART OF THE TEAM WAS TAKEN TO AUSCHWITZ CONCENTRATION AND DEATH CAMP WHILE THE OTHERS WERE BROUGHT TO SEE SOME OF THE 628 YEARS OLD JAGIELLONIAN UNIVERSITY. UNFORTUNATELY TIME SCHEDULE DOES NOT ALLOW FOR BIGGER EDUCATIONAL PROGRAM FOR THE TEAM. I HAVE VISITED THEM IN KATOWICE ON TUESDAY DURING THE KATOWICE CITY RC MEETING ATTENDED BY YOUR GROUP SO I HAVE THE INFORMATION FROM FIRST HAND. THE AUDIENCE WAS OVER 100 REMAINING FOR THE WHOLE 9 HOURS DAY. THERE WAS ONLY 30 MINUTES LUNCH BRAKE! THE SUCCESS IS SIMILAR TO THE ONE WE HAD LAST YEAR IN WARSZAWA WHERE 300 PEOPLE WAS FOR THE WHOLE DAY LISTENING TO THE SEMINAR. THERE IS ALSO A LOT OF PUBLICITY DONE AND I HAVE SEEN SOME INTERVIEWS WITH THE PRESS. THE EVENT WAS ALSO SHOWN AT THE LOCAL TV PROGRAM WITH SPECIAL STRESS ON RI GOALS AND HOW MUCH OUR SEMINAR CONTRIBUTES TO ITS FULFILLMENT. WITHOUT JUREK MACHNICKI, THE PROJECT LEADER IN KATOWICE IT WOULD NOT BE THAT SUCCESSFUL EVENT.

3. WROCLAW. I WAS JUST TALKING TO ANTONI GORAZD WHO IS PROJECT LEADER THERE. THEY DID NOT COUNT ON THE GENERAL PROMOTION BUT STARTED REGISTRATION EARLIER. IN RESULT THEY HAVE TO REDUCE THE PUBLICITY SINCE OVER 300 PEOPLE REGISTERED ALREADY. LOOKS LIKE THE INFORMATION SPREADS OUT OVER THE COUNTRY SINCE IT WAS MANY TIMES PUBLISHED THAT THE SEMINAR AFTER WARSZAWA WILL BE REPEATED IN KATOWICE AND WROCLAW. THE EVENT WILL TAKE PLACE AT THE WROCLAW SCHOOL OF BUSINESS WHICH AS OTHER PLACES ON THE ROUTE HAS FACILITIES FOR SIMULTANEOUS TRANSLATION. I WILL DO MY BEST TO BE THERE AS WELL. FULL REPORT I SHALL SEND ON MONDAY SINCE THE GROUP COMES BACK TO WARSZAWA ON SUNDAY.

ALL 3 CLUBS IN POLAND HAVE CONTRIBUTED TO THE PROJECT WITH TRANSLATING AND DUPLICATING WRITTEN MATERIALS GIVEN ALMOST FREE TO THE PUBLIC, ARRANGING FOR SEMINAR FACILITIES, TRANSLATION OF THE LECTURES, PUBLICITY FOR THE ROTARY MOVEMENT AND THE SEMINAR ITSELF. ALL FUNDS NECESSARY FOR THAT PURPOSE WAS GENERATED LOCALLY BY THE CLUBS AND ITS MEMBERS. HOSTING TEXAN GUESTS AT OUR HOMES HAS ALSO SIGNIFICANTLY REDUCED COSTS OF THE PROJECT.

ONE HAS TO APPRECIATE THE EFFORT OF THE ROTARIANS WHO MOSTLY HAVE JOINED THE RI A YEAR AGO SINCE ROTARY WAS REESTABLISH IN POLAND JUST IN 1990. WE APPRECIATE THE EFFORT OF ROTARIANS FROM HOUSTON WHO SPENT SO MUCH TIME AND WORK ON PREPARATION OF THE FREE ENTERPRISE PROJECT. IT IS NOT ONLY A VOCATIONAL SERVICE BUT THE MOST OF "LOOK BEYOND YOURSELF" IN HELPING PEOPLE OF POLAND TO GO TROUGH EXTREMELY DIFFICULT TIME OF TRANSITION FROM CENTRALLY PLANNED TO FREE MARKET ECONOMY. WE BELIEVE IT IS WORTH TO CONTINUE THE PROJECT AND EXPAND IT BY ORGANIZING INFORMATION TEAMS. SUCH TEAMS FROM BOTH SIDES SHOULD VISIT AT LEAST THE BUSINESSES ESTABLISHED IN EFFECT OF THE SEMINAR (ALTHOUGH WE DID NOT MAKE A RESEARCH WE KNOW THAT AT LEAST THREE HAVE SUCCESSFULLY STARTED AFTER THE LAST YEAR SEMINAR IN WARSZAWA) HELPING IN EXPANSION AS WELL AS GIVE THE NEW OWNERS A CHANCE TO SEE HOW SIMILAR FIRMS ARE RUN IN TEXAS. IN ORDER TO FACILITATE THIS WE DECIDED TO ORGANIZE A FREE ENTERPRISE COMMITTEE CONSISTING OF REPRESENTATIVES OF POLISH RC (AS YOU KNOW 16 WERE ALREADY CHARTERED). IT WILL ALSO ALLOW TO MAKE NEXT YEAR SEMINAR TO MOVE TO MORE CITIES IN POLAND. WE HOPE THAT YOUR DISTRICT WILL CONTINUE TO SUPPORT THE PROJECT. I WOULD ALSO APPRECIATE YOUR REMARKS CONCERNING OUR PERFORMANCE IN POLAND. WE COULD DISCUSS THEM DURING ORLANDO CONVENTION.

YOURS IN ROTARY

*Aleksander Swarc*  
ALEKSANDER SZWARC

WARSZAWA, MAY 14TH, 1992



# ROTARY CLUB WROCLAW

District 2390

ul. Kamińskiego 73A (Hospital) 51-124 Wrocław, POLAND  
Tel. (4871) 25 40 79 Fax. (4871) 25 41 01 Tlx. 0712349 wsrz pl

Wrocław, June 9, 1992

Rotary International  
District 5890  
Project Free Enterprise  
Attn. Mrs Wanda ELLIS

Re. Seminar in Wrocław (Poland)

Dear Mrs Ellis:

On behalf of R.C. Wrocław, but first of all on behalf of the Wrocław citizens developing their own business, I'd like to express our deep appreciation to the District 5890 for the organization of the Seminar in our City.

Wrocław, a city of 0.7 mill. inhabitants and a capital of a region of about 2.5 million is suffering as other Central European communities difficulties in the economic transition from centralised to free market economy. One of our big problems is lack of knowledge about the mechanisms pushing the market economy to the success. Therefore the idea and the content of seminar met directly our needs and expectations. Also the selection of lecturers was excellent, because they did not talk about theoretical-scientific problems but they spoke a practical understandable language. Such approach to the problem effected very high estimation of the benefit degree by the audience, to compare with other seminars of this type.

To prove the above some figures:

- 381 participants in the first day,
- 348 participants in the second day,
- 300 copies of proceedings sold,
- 55 copies additional request,
- coverage of the event in mass media.

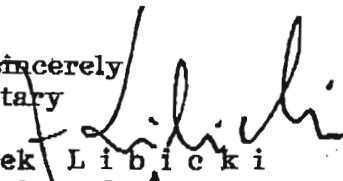
Those figures as well as many questions coming from different groups and towns from Lower Silesian Region regarding next session of conference prove conclusions:

- 1 - Conference 1992 was very successful,
- 2 - Continuation of Project Free Enterprise regarding Lower Silesia and Wrocław will be very well received and warmly welcomed,
- 3 - Similar Conference in 1993 is expected.

Beside the official estimate, we would like to emphasize new warm friendship relations established between members of R.C. Wrocław (especially those who hosted the lecturers at their homes) and our Texan guests.

Best regards

Yours sincerely  
in Rotary

  
Jacek Libicki  
On behalf of the  
President (absent)

# FUNDACJA EDUKACJI MENADŻERSKIEJ BUDOWLANYCH

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Fundacja w organizacji.

02-645 Warszawa, ul.A.Warskiego 25

tel./fax 44-40-25

Warsaw, May 17, 1992

Dr.David Taylor

Rotary District 589

I represent The Foundation of Education in Management established with help of Warsaw City Rotary Club. As a rotarian I took part in the seminars "Project Free Enterprise" in 1991 and 1992. I am interested in cooperation with Your Clubs as far as teaching facilities and educational computer programs for managers are concerned.

Particularly our foundation is interested in full texts of lectures about: management, marketing, business plan and finance. We are also interested in examples of activity like The Case Study and Corporate Counselling Services which are nearly unknown in Poland.

Being grateful for Your efforts in preparing "Project Free Enterprise" we hope for fruitful cooperation with Your Clubs in the future.

Yours in Rotary

Chairman of the Foundation  
Prof. Marek Grochowski



DEAR WANDA,

LET ME QUICKLY ANSWER YOUR LETTER  
WE GOT YESTERDAY.

THANK YOU FOR SUCH HIGH ASSESSMENT  
OF THE EFFORT WE MADE DURING "FREE  
ENTERPRISE PROJECT IN KATOWICE".

WE ACCEPT AND ASSESS YOUR EFFORT  
INVOLVED IN THE PROJECT AS AT LEAST  
HIGH. ANSWERING YOUR PARTICULAR QUESTIONS  
LET ME SAY THAT:

1. ALL THE PARTICIPANTS OF THE SEMINAR  
WERE CONFIRMING IN PRIVATE CONVERSATION  
WITH OUR CLUB MEMBERS THE ADVANTAGES  
THEY GOT FROM THE PROJECT
2. THE PROJECT WAS DESCRIBED AS HELPFUL,  
WELL RECEIVED AND INTRODUCING IMPORTANT  
KNOWLEDGE FOR THE LISTENERS
3. THERE WERE OVER 100 PARTICIPANTS AND  
WE COULD HAVE EXPECTED THE SEMINAR  
WOULD HAVE BEEN WIDER SPREAD
4. SPECIAL THANKS FOR THE SECOND DAY  
"WORKSHOP", THAT GAVE VERY INDIVIDUAL  
KNOWLEDGE FOR OVER 100 STUDENTS
5. THE REVIEWS IN MASS MEDIA CONFIRMED  
THE VALUE OF THE PROJECT FOR THE  
LOCAL CITIZENS

VERTE!



SUMMING UP :

VERY SUCCESSFUL PROJECT WHICH MET  
LOCAL NEEDS FOR SUCH HELP.

WE MAY EXPECT ALSO THE ENCOURAGING  
FACTOR OF THE PROJECT FOR MANY  
"NEW" YOUNG BUSINESSMAN

BEST REGARDS  
FOR ALL YOUR ROTARY  
COLLEAGUES  
FROM  
KATOWICE ROTARY CLUB

# Biznes à la Rotary Klub

- Dziwnie się o was mówi, za wybieracie sobie członków, a nie oni was wybierają, ze kładzie jest równy, a co tydzień macie meldować się w klubie jak chrześcijanin w kościele...

- Cotygodniowe spotkania służą utrzymaniu stałego, bezpośredniego kontaktu między członkami. W kategoriach prawa o stowarzyszeniach można powiedzieć - co tydzień mamy wielkie zgromadzenie. Są oczywiście funkcje organizacyjne, lecz tylko formalne, dla koordynacji działań. Kluby mają strukturę wyłączenie poziomą. Każdy sam z siebie staje się rotarianinem. Wtedy, gdy czuje wewnętrzną potrzebę społecznej aktywności.

Kluby nasze stawiają sobie zadanie uaktywniania społeczności, wśród której istnieją, w której żyją i pracują ich członkowie. Muszą więc mieć podstawową szansę, aby to zrealizować. Dlatego członkiem może zostać tylko ktoś dysponujący samodzielnością zawodową lub społeczną. Dlatego jednym z wymogów jest kierownicze stanowisko. Nie dla prestiżu, ale aby członek mógł wnieść do działalności coś, czym naprawdę dysponuje. I dlatego też kluby nie mogą być zbyt liczne. Chodzi o sprawność organizacyjną. Chodzi też o to, aby była to jakby socjologiczna reprezentacja społeczności, w której klub działa. Najlepiej, żeby nie grupować ludzi jednego zawodu, fachu, tej samej branży. Dyskwalifikuje oczywiście nierzetelność zawodowa, niewiarygodność osobista.

- **Macie jakąś własną Biblię?**

- Nie. Działamy, kierując się czterema zasadami dość prostymi, hasłowymi. Przede wszystkim z zakresu etyki zawodowej, osobistej. Chodzi też o to, żeby nie szkodzić innym, a nawet im nie przeszkadzać. O zobowiązanie się do działania na rzecz rozwoju, zarówno własnego, jak środowiska, we wszystkich dziedzinach. Natomiast kierunki tego rozwoju określać mają istniejące,

Z Haliq STĘPIEŃ, sekretarzem Klubu Rotary Warszawa-Miasto, rozmawia Radosław PISZCZEK



GL08 24 - JAN OSWIĘSKI

Haliq Stępień - konserwator, malaczka, właściciel pracowni konserwacji. W 1992 r. wyjechał z Polski wraz z rodziną do USA, gdzie ukończył szkołę podstawową, średnią, zaczął studia. Od 1972 r. jednocześnie kontynuował studia w Warszawie. Błogosławieństwo z psychologii w USA; magisterium historii sztuki w Uniwersytecie Wacławskim; następnie konserwacja na ASP. - Zawód wybieralem polski, żeby grupować w domu - mówi. Pasjonuje się działalnością, potencjałem, jest już drugą kadencją sekretarzem Rotary Klubu Warszawa-Miasto. Ma troje dzieci: synów: 17 i 15,5 roku, córki: 6,5. Klub zajmuje jej co najmniej kilkanaście godzin tygodniowo. Nie lubi, aby w domu jeszcze jakiegoś zwierzęcia; nie stawia już czasu.

dostrzegane przez członków klubu potrzeby.

- **W Malej Encyklopedii z 1959 r. pisał o was: Rotary International, organizacja międzynarodowa, założona w 1905 r. w Chicago, jednocząca jawnie w formach zapożyczonych od masonerii, małych i średnich przedsiębiorców i kupców, w celu wzajemnego popierania się...**

- Nie znam reguł masonów. Mają oni chyba jakieś obowiązki względem swojej organizacji. Ja

nie. Była zawieszona głównie z braku niezbędnych warunków dla nieskrepowanych kontaktów między klubami polskimi i zagranicznymi oraz centralą. Centralne biuro mieści się w Evanston pod Chicago w USA. Biura pomocnicze znajdują się w 9 krajach na 5 kontynentach. W sumie działamy w 25 tys. klubów w 172 krajach i regionach geograficznych, zrzeszamy ponad milion osób.

- **Co robi taka masa ludzi, czynnych przecież z samego założenia?**

- **Najogólniej mówiąc, realizujemy samopomoc dla rozwoju. Albo inaczej - są to różnorodne czynniki społeczne na rzecz środowiska. Każdy klub działa jak pewnego rodzaju grupa inicjatywna. W najprzeróżniejszych dziedzinach, które uznane zostaną przez członków jako ważne, pilne, najpilniejsze. Nikt nam niczego nie narzuca. Struktury organizacyjne służą tylko dla koordynacji działań.**

- **Co uznaliście teraz, u nas, za najpilniejsze?**

- **W najbliższą sobotę 9 i niedzielę 10 maja organizujemy w Warszawie szkolenie w zakresie abecadła wojnej przedsiębiorczości. Ekonomia wojennego rynku, księgowość, marketing, organizacja i zdobywanie finansowania, sporządzanie biznesplanu. Wszystko, co niezbędne jest komus zaczynającemu lub mającemu zamiar zacząć pracować na własną rękę. Chodzi nam naprawdę o początkujących. Dla zaawansowanych może jeszcze także służyć sprawdzeniu, czy to co robia, zgadza się z ogólnie przyjętymi regułami. W każdym zakresie - w handlu, produkcji, usługach... i w każdej skali. W dniach 12-13 maja powtarzamy w Katowicach, a 15-16 maja we Wrocławiu. Podobny cykl**

zrealizowaliśmy w zeszłym roku w kwietniu. To inicjatywa rotarian z Teksasu. Prezentacja wiedzy jest bezpłatna, tłumaczona bezpośrednio na język polski przez naszych rotarian. Płacić trzeba będzie tylko za materiał, drukowany obecnie, swojego rodzaju elementarz przedsiębiorczości, stanowiący kwintesencję wykładów, kompendium podstawowej wiedzy z tego zakresu.

- **Takie szkolenia to dla nas nie nowość. Ostatnio wazycy chca nas głównie szkolic...**

- Zarówno forma, jak i charakter prezentacji są w pełni nowatorskie. Charakterystyczne dla stylu naszej działalności, przede wszystkim kładziemy nacisk na kontakty bezpośrednie, wymianę międzyludzką. Dlatego grono dobranych fachowców amerykańskich, praktyków zarzem, będzie je prowadzić osobiście, tu na miejscu. Dlatego też tyle wysiłków poświęcamy tłumaczeniom symultanicznym. Po pierwszym dniu wykładów w 200-osobowej sali Hotelu Marriott, następnego dnia odbywać się będą spotkania w małych grupach.

Każdy z uczestników będzie mógł sobie wybrać odpowiednie fachowca, aby pogłębić wiedzę w zakresie szczególnie interesującym. I wreszcie zupełnie nowość. Także wobec naszych wykładowców zeszłorocznych. Mamy ofertę kontynuowania kontaktu korespondencyjnie. Nie trudno wyobrazić sobie, że dla kogoś kto robi pierwsze kroki, zaczyna własny interes, największe problemy i pytania pojawiają się z czasem, w trakcie realizacji. Chcemy zapewnić, właśnie w tych najtrudniejszych momentach, fachową konsultację z praktykami podobnej, a nawet tej samej branży, ludzi, którzy niejako będą prowadzić, patronować polskiemu zaczynającemu przedsiębiorcy. Czyli nie zostawiamy delikwenta z problemem, nie wypuszczamy go samemu. Będzie je prowadzić osobiście, tu na miejscu. Dlatego też tyle wysiłków poświęcamy tłumaczeniom symultanicznym. Po pierwszym dniu wykładów w 200-osobowej sali Hotelu Marriott, następnego dnia odbywać się będą spotkania w małych grupach.

## POWIEDZIELI:

**JAN NOWAK-JEZIORAŃSKI, pierwszy dyrektor RWE:**

- **Głównym wrogiem Polaków jest brak świadomości tego, że możemy przegrać wszystko cośmy zdobyli. Nadal trzeba o to walczyć. (Gazeta Wyborcza)**

**ANDRZEJ LEPPER, przewodniczący Związku Zawodowego Rolnictwa „Samoobrona”:**

- **My nie mamy nic wspólnego z polityką. Ale nie damy się wykorzystać politycznie. (Trybuna)**

**PROF. TADEUSZ ZIELIŃSKI, rzecznik praw obywatelskich:**

- **Nie może być takiej sytuacji, by prawo ustawowe przestało obowiązywać z powodu uchwalenia i wejścia w życie Kodeksu Etyki Lekarskiej. (Nowa Europa)**

**ANDRZEJ GRUSZECKI, dyrektor Państwowego Instytutu Wydawniczego:**

- **Wciąż słyszę, że z kultury najłatwiej zrezygnować, bo nie daje dochodu. Ale to wyjątkowa krótkowzroczność, bo właśnie z kultury się żyje. Z kultury i dla kultury. (Rzeczpospolita)**





# POLISH AMERICAN CONGRESS, INC.

## TEXAS DIVISION

June 9, 1992

### PRESIDENTS

Magr. John W. Yanta  
San Antonio, 1971-1975

Dr. Robert M. Mallin  
Austin, 1975-1980

Mr. Stanley Garczynski  
Houston, 1981-1983

Colonel Francis Kajonicki  
El Paso, 1984-1988

Mrs. Leona Ploch Bas  
Houston, 1989-1991

Mrs Virginia Felchak Hill  
Houston, 1992-

### NATIONAL DIRECTOR

Magr. John W. Yanta  
San Antonio, 1991-

Dr. David Taylor  
One Professional Park  
Webster, Texas 77598

Dear Dr. Taylor,

We received the seminar brochure for **Project Free Enterprise**, and we are very impressed. This brochure contains a wealth of information to help the business man in Poland.

We are particularly impressed with the Glossary of Terms and the other aids that will help them in their decision making process, setting goals and standards. The Glossary of Terms contains one hundred and seventy six business terms which is helpful to all types of business establishments. The best is that they have copies of the brochure which they can be used as a reference tool.

We are so proud that we want the rest of Polonia to know about this project. We have obtained additional copies of the brochures and we are forwarding a copy to the **Polish American Congress**, National Office, Chicago, Illinois. Our national office communicates with Washington D. C., where the Polish American Congress also has an office.

We feel that this project deserves publicity, so another copy is being mailed to **Polish American Journal**, Buffalo, New York. This Polish newspaper was established in 1911 and is published in the English language. It's subscriber's are located all over the United States.

A wealth of knowledge was presented in Warsaw, Wroclaw, and Katowice. Please extend our heartfelt appreciation and thanks to all of your team members for a job well done.

I personally had an opportunity to visit Poland in 1986, under the Communist rule and again in 1991. There was a definite difference in 1991, with their new freedom and new struggles. Again, our sincere thanks for taking this seminar to our Mother country.

Sincerely,

Virginia Felchak Hill

## PROJECT FREE ENTERPRISE

For the second time, Rotarians of District 5890 (Greater Houston) and the Warsaw City Rotary Club organized the Free Enterprise Seminar in 1992. In 1991 a group of over 400 Poles were given a chance to listen to ten prominent executives from Texas and to share their experience in management, accounting, preparation of business planning and financing. This was a Rotary contribution to the rapid change of the social and economic systems in Poland. Seeing the excitement of the audience and the feeling of satisfying the real needs of the people, Rotarians from Houston and Warszawa decided to repeat the seminar this year in Warszawa, Katowice and Wroclaw.

The Polish American Congress of Texas purchased an Ad in their seminar brochure. We have received a copy and we are very impressed with the program. This brochure contained a wealth of information to help the business man in Poland. Items printed were: Contents of a Typical Business Plan, Purpose and Goal, Purpose of the Case Study, Overview of the New Horizons Company, Financial Plan, Organization Charts, and Glossary of Terms.

The Glossary of Terms contained one hundred and seventy six business terms that would be helpful to all types of business establishments. A list of thirty five questions was printed for the business man to answer and determine if he is an Entrepreneurial Type; which requires a willing to accept a challenge and to take a risk in establishing his own business.

The business men in Poland who attended were given a copy of the seminar brochure. It can be used as a reference aid. Listed below are the Team that attended:

**Dr. David Taylor** - was the team leader and the district director for Project Free Enterprise. He has been very active in Rotary for over ten years. He tends to get new projects started. His rotary clubs now selects the Teacher of the year with a \$1,000 award for Excellence in Education. He initiated a drug awareness project for school children which has expanded into a Houston City wide essay contest with about 45,000 students participating. He started most of Houston's youth exchange contacts with as many as 15 countries - including Hungary, East Germany and the Soviet Union before the wall came down. The idea for this free enterprise seminar was a spin-off from his youth exchange activity.

**Wanda Ellis** - is the co-leader of this year's Project Free Enterprise and was also involved with last year's team. She holds a bachelor and masters degrees in Education and has over 37 years experience as classroom teacher, supervisor and counselor. After retiring from Lee College, she now works part time in a dress shop.

**Tad Pilinski** - gave the Start -Up Considerations and Manufacturing portions of the seminar. He attended the Polytechnic institute of Silesia, Poland for two years before being awarded a scholarship to the Machine Tool Institute of Moscow. Tad completed his master degree in Mechanical Engineering and has completed course work towards his doctorate. He has been an Engineering Manager with GO/DAN Industries in Houston for 11 years. He oversees capital projects including start-up and expansion of facilities as well as environmental compliance. Tad's presentation was in Polish.

**M. Edward Burdzinski** - presented the Case Study and the Business Law talks. He holds a bachelor degree in Accounting and a Doctor of Jurisprudence degree. He is both a Certified Public Accountant, and a practicing attorney in the State of Texas.

**David Barr** - presented the Management and visiting Rotary Remarks of the program. He holds a bachelor and masters degrees in Business Administration, and has over 25 years of management experience. He recently retired from Southwestern Bell Telephone Company where he held an operations executive position responsible for over 1,000 union workers and 300 managers.

**David Byford** - gave the Marketing and Global Marketing presentations. He holds a bachelor degree in Business Administration and masters and doctorate degrees in Education. He is a professor of Business Administration at Lee College in Baytown, Texas.

**Glen Rowe** - presented the Bookkeeping and the Accounting seminars. He hold a bachelor and masters degrees in Business Administration and is also a Certified Public Accountant. He also completed his course work for his doctorate and taught college finance and accounting courses. After four years with a large accounting firm, Glen has been in private practice for the last eleven years.

**David Cordell** - presented the topic of Finance. He holds a bachelor, masters, and doctorate degrees in Business Administration, and is currently a financial consultant for individuals and businesses. David was formerly a university professor and a pension specialist for a major insurance company. Now as a Certified Financial Planner

and a Chartered Financial Analyst, his specialties include valuation and financial management of small businesses and personal financial planning.

**James Thomas** - addressed the Cash Budgeting topic and presented the Formal Business Plan. He holds a bachelor degree in Business Administration and is also a Certified Public Accountant. Jim has over 25 years experience in the accounting profession and has had his own practice for the last 15 years.

**Editor's Comments:** After they returned I spoke to Ed Burdzinski concerning their project. He said that they received a very warm reception and between 500-700 people attended their seminars. Katowice requested permission to publish their presentations in Polish. However, in Wroclaw they had instant translation in Polish. The attendance was larger in Wroclaw due to the efforts of a journalist who was part of the project.

A variety of business types attended: manufacturing, computers, construction, business men and a lot of college students who will be the business men of tomorrow in Poland.

A wealth of knowledge was presented in Warsaw, Wroclaw, and Katowice, Poland. Project Free Enterprise we are Texas Proud and we thank you for taking this seminar to our Mother country.



**ROTARY CLUB GADAG CENTRAL** (DIST: 3170)  
*Service Above Self*

**Rtn. Dr. Viswesh. C. Shirol**  
PRESIDENT  
ROTARY CLUB GADAG CENTRAL  
PHONE: 7080 [H] 7280 [R]

SHIROL NURSING HOME  
EXTENSION  
**GADAG - 582 101**  
KARNATAKA STATE  
INDIA

Ref. No. ....

Date: ..... 2/1/93 .....

To

Rtn. Dr. David Taylor,  
One Professional Park,  
Webstar,  
Texas 77598 U.S.A.

Dear Dr. David,

I am very much impressed by reading your article on the program called " PROJECT FREE ENTERPRISE " in the recent Rotary Peace Program News Letter.

Please ~~me~~ send me the further information and suggestions on how to start and fund a Rotary Information Team in my own district, as one of our past President Dr. N. B. Patil will be the district Governor (Dist. 3170) during 1992-1993.

Thanking you,

With regards,

Yours in Rotary,

  
(DR. V. C. SHIROL)



# Rotary Club of St. Marylebone

R.I. - 7058

District - 113

R.I.B.I. - 654

P.O. Box 879  
London  
E10 7JX

1 June 1992

Dr. David Taylor  
One Professional Park  
Webster  
Texas 77598  
United States of America.

*Dear David,*

It was with interest that I read the article "Rotarians teach business in Eastern Europe" in the April/May 1992 issue of Rotary Peace Programs - your project named "Project Free Enterprise".

My congratulations to you.

Having conducted a similar project, but very much more basic and small, in the Solomon Islands, I should be most grateful to obtain further information and suggestions from you regarding starting and funding such a project.

Very kindest regards.  
Yours in Rotary,

A handwritten signature consisting of a horizontal line with a small hook at the end, followed by the letters "M H".

Mortimer H. Raath



# ROTARY INTERNATIONAL

*Service Above Self - He Profits Most Who Serves Best*

**RICARDO R. BARONI**  
GOBERNADOR DISTRITO 481 1989-90

REPUBLICA 1657 - Bº AYACUCHO  
5001 - CORDOBA  
ARGENTINA

T. E. OF. (051) 516002 - 519357  
RES. (051) 71-2294  
TELEX 61573 - COINT-AR  
FAX 54-51-519357

Córdoba, 20 de Mayo de 1992

SR  
DR. DAVID TAYLOR  
ONE PROFESSIONAL PARK  
WEBSTER, TEXAS 77598 EE.UU.  
-----

De mi mayor consideración:

Me dirijo a Ud. a efectos de solicitar le información sobre la posibilidad de realizar, en mi distrito, y más específicamente en la Ciudad de Córdoba, Argentina, un FORO sobre "PROYECTOS LIBRE EMRESA".-

Mi país, en estos momentos, está pasando por una situación económica en próspero mejoramiento, luego de varias décadas de inflación y malos años económicos, motivo que lleva a pensar que un Seminario sobre técnicas básicas de negocios, en especial sobre el libre Comercio y la Competencia, dado que estamos entrando en una nueva etapa que es privatizar todas las empresas que estaban en poder del Estado, sería por demás apropiado.-

Por tal motivo, desearía recibir información y sugerencias sobre como iniciar y financiar, por cuanto nuestro distrito no tiene muchos recursos económicos, un equipo de información de ROTARY.-

Agradeciendo la atención que le pueda prestar a mi pedido, y al aguardo de sus noticias, le saludo

Cordialmente

  
RICARDO BARONI  
EGD



305 Bridge Street  
Towanda, PA 18848  
April 30, 1992

Dr. David Taylor  
One Professional Park  
Webster, TX 77598

Dear Dr. Taylor,

I read with great interest the article, "Rotarians teach business in Eastern Europe", in the Rotary Peace Programs.

Please, send me further information and suggestions on how to start and fund a Rotary information team in other Rotary Districts.

I am particularly interested in starting a program with Czechoslovakia. I haven't seen much assistance going to that country. I just returned from Czechoslovakia a month ago. While there, I found the people very proud of President Havel for not asking for a financial handout but, instead, asking for technical assistance so that they can produce products which can compete on the world market.

I was brought up near Yoakum, Texas, among the Czech people and I speak the language.

I am anxiously awaiting your reply.

Very truly yours,

*Felix F. Mikus*

Felix F. Mikus, PDG, PhD.

04/22/92 07:16

**ORACLE TRADE INTERNATIONAL, INC.**

203-122 E. 14th, North Vancouver, British Columbia, Canada V7L 2N3

Tel:604-881-0135 Fax:604-980-4752 Telex:063670759 MBX CA

Associated Offices: \* C.I.S. \* U.S.A. \* China \* Yugoslavia \* Austria

**Facsimile Transmission**

Date :April 21, 1992  
From :Eli Gaylor  
Fax :1-713-690-2040  
Company :RC Space Center (Houston)  
Attention :Dr. David Taylor

re: **PROJECT FREE ENTERPRISE**

Dear David,

My company has an involvement in Moscow, and as Secretary of District 5040 RFAWFE committee, I have an interest in finding more about your program (how to start and fund a Rotary information team in your district) and its implementation.

My main interest is implementation of your program in **Russia**. I have noticed that no work has been done there, where its needed the most. However, having visited their club, and having met the members of RC Moscow, I am inclined to run the project in Moscow without their co-operation. Instead, I will use younger generation people I know there. People, who for several years now, have been doing "service work" which any Rotarian would have been proud to be part of, and who can not be admitted into RC Moscow due to the set-up of the club.

Please reply to either the above fax number, address, telephone or my residence telephone number (604) 980-6301

Yours in Rotary,

  
Eli Gaylor

# ROTARY INTERNATIONAL

District 5890  
55 Clubs

District 5890  
**PROJECT FREE ENTERPRISE**  
A Rotary Information Team

Director  
Dr. David Taylor  
One Professional Park  
Webster, Texas USA 77598  
Business: 713/332-8511  
Residence: 713/474-9886  
FAX: 713/480-7114

Alameda/S. Post Oak  
Alvin  
Angleton  
Astrodome/Houston  
Bay City  
Baytown  
Bellaire/S.W. Houston  
Brasosport  
Brenham  
Center City  
Columbus  
Cypress/Fairbanks  
Deer Park  
Eagle Lake  
El Campo  
Galena Park  
Galleria Area  
Greater S. Houston  
Greenspoint  
Greenway Plaza  
Gulfway/Hobby  
Harrisburg  
Highlands  
Houston  
Houston FM 1960  
Houston Heights  
Humble/Intercontinental  
Katy  
La Porte  
Memorial Spring Branch  
Northshore  
Northside  
Oyster Creek  
Palacios  
Pasadena  
Pasadena South  
Pearland  
Richmond  
River Oaks  
Rosenberg  
Sealy  
Sharpstown  
S. Belt/Ellington  
Space Center  
Sugar Creek  
Sugarland  
Sweeny  
Tomball  
University Area  
Weimar  
West Columbia  
West Houston  
Westchase  
Wharton  
Willowbrook

Al Krygeris  
4030 Bluebonnet Drive  
Stafford, Tx 77477

Re: Rotary Information Team:  
Project Free Enterprise  
to Eastern Europe

Dear Al:

Enclosed is a copy of the seminar program we will use next week in Poland. Each person attending the seminar itself is free.

Also enclosed is our proposal letter for 1992 which outlines the basic formula for setting up a seminar visit to a city.

When I return from Poland we can discuss the possibilities for Lithuania.

Sincerely,



Dr. David Taylor

"Look Beyond Yourself"

# ROTARY CLUB OF COQUITLAM

Bernie Pregler  
3438 Queenston Avenue  
Port Coquitlam, BC, CANADA  
V3C 3V4

Fax No: (604) 464 - 9212  
Home No: (604) 942 - 5276  
Work No: (604) 936 - 4261  
Fax after 11 Jun 92: (604) 944-6405

## **Facsimile Transmission Sheet**

From: **Bernie Pregler**, Club Secretary

Date: April 3, 1992, 12:39 PM

Number of Pages 1 (including this sheet)

Please deliver to: **Dr David Taylor**

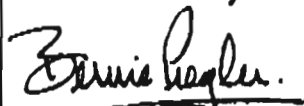
Fax No: **1 713 690 2040**

I read in the recent "Rotary News Basket" about your Project Free Enterprise.

About two years ago, I was part of a Rotary Group that visited the Soviet Union as guests of the Soviet Peace Fund. The intent of the organizers was to explore ways of cooperation between our two organizations. Since that time, we have reciprocated by bringing a dozen representatives of the Peace Fund to our area of North-West Washington State and the Province of British Columbia in Canada. Additionally, I and a friend sponsored a two month visit to our area by one of the young Russians who acted as an interpreter for us the year before. Currently, a number of us are actively searching for ways of assisting the former Soviet Bloc peoples in adapting to, or at least becoming familiar with the free enterprise system.

I would appreciate any information you might be able to send me regarding your Project, its organization, financial structure, suggestions, advice, etc., in order that we might be able to avoid reinventing another wheel...

Yours in Rotary



# ROTARY INTERNATIONAL

District 5890  
55 Clubs

Almeda/S. Post Oak  
Alvin  
Angleton  
Astrodome/Houston  
Bay City  
Baytown  
Bellaire/S.W. Houston  
Brazosport  
Brenham  
Center City  
Columbus  
Cypress/Fairbanks  
Deer Park  
Eagle Lake  
El Campo  
Galena Park  
Galleria Area  
Greater S. Houston  
Greenspoint  
Greenway Plaza  
Gulfway/Hobby  
Harrisburg  
Highlands  
Houston  
Houston FM 1960  
Houston Heights  
Humble/Intercontinental  
Katy  
La Porte  
Memorial Spring Branch  
Northshore  
Northside  
Oyster Creek  
Palacios  
Pasadena  
Pasadena South  
Pearland  
Richmond  
River Oaks  
Rosenberg  
Sealy  
Sharpstown  
S. Belt/Ellington  
Space Center  
Sugar Creek  
Sugarland  
Sweeny  
Tomball  
University Area  
Weimar  
West Columbia  
West Houston  
Westchase  
Wharton  
Willowbrook

District 5890  
**PROJECT FREE ENTERPRISE**  
A Rotary Information Team

Director:  
Dr. David Taylor  
One Professional Park  
Webster, Texas USA 77596  
Business: 713/332-6513  
Residence: 713/474-9694  
FAX: 713/480-7140

9 Apr 92

Bernie Pregler  
3438 Queenston Ave.  
Port Coquitlam, BC  
Canada  
V3C 3V4

Fax: 604 464-9212

Dear Bernie:

It was nice to hear from you and I hope our project ideas can be of some use. We will be sending our second Rotary Information Team, called Project Free Enterprise II, to give free two-day seminars in three Polish cities in less than a month.

Right now I am loaded down with logistics and orientation to get the team on their way. They have been meeting about twice a week since January to develop their presentations. The seminar was given here in Houston last Saturday as a dress rehearsal and it went real well.

Just how we select team members, develop the curriculum, find foreign partners, raise funds and generally accomplish this project is something we want to export around Rotary and I am more than happy to share that with you. We have learned a lot and put a lot of thought and protocol into this idea of Rotary Information Teams.

However, I will have to ask for your indulgence until I get this team shipped out. I will get back in touch with you in May.

Yours in Rotary,



Dr. David Taylor

"Look Beyond Yourself"



# ROTARY INTERNATIONAL

District 2390

"Look beyond yourself"

Mölle 92-05-18

To The Districts, Clubs and Rotarians who are working for the  
development of Rotary in Poland.

The Rotary District 2390 is honoured by Rotary International to manage the development of Rotary in Poland.

This task is made easier thanks to a lot of help by other Districts, Clubs and Rotarians from all parts of the Rotary-world.

The District 2390 wish now to thank all of you for all the important help we have had during these starting years.

There are to day a lot of Individuals, Clubs and Districts in Austria, Belgium, Canada, Denamrk, France, Germany, The Netherlands, Norway, U.S.A., and of course Sweden that still are helping us. We want to express special thanks to you for your help.

We know however that there are also other projects with help to Polish Rotary-Clubs and we are now taking a new step in the development of the Rotary-Movement in Poland.

We will try to organize a coordination of the activities in order to make our common efforts more efficient.

For that reason we are now asking all of you to be so kind and give us an idea about your plans for future activities in Poland during Rotary year 92/93.

We wish you every success in your work for Rotary and in looking forward to a future cooperation we are sending you our best wishes.

For District 2390

Yours in Rotary

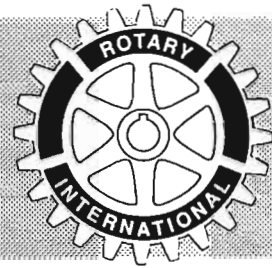
c/c District: 1640, 1670, 1680, 1930, 2260, 5300, 5890, 5960, 8672, 9670 ....

Clubs : Aabybro, Bangbostrand, Rebild, Kalmar, Helsingborg.....

Rtns : Ray Carlson, Bill Uminsky, David Taylor, Lars Persson, Jean-Pier Frank, Uwe Krickhamm

Office : Per Brönner, Zurich

# PROJECT FREE ENTERPRISE II



District 5890  
Houston, Texas USA



Houston's second Project Free Enterprise Team

## Rotary Information Teams

### A New Idea For Service

Two districts agree on a topic. One district assembles a team of speakers to give formal two-day seminars in three cities of the host district during a two-week time span.

The seminar-sending district interviews speakers (including Rotarians) and develops formal talks with visual aids and handouts. The speakers are trained and integrated into a polished, substantive seminar on the specific topic. The Rotary Information Team must raise funds to pay its travel, printed seminar program, visual aids, and other expenses. The seminars are free to the public in the host district.

The first two Rotary Information Teams were formed by Houston's District 5890 and gave seminars on free enterprise in Eastern European cities. They called their teams "project free enterprise" and they continue to form such teams.

However, these Texas Rotarians believe RI headquarters has a role to play in this new idea for service.

- (1) Conceptualize the Rotary Information Team idea through Rotary.
- (2) Establish formal rules and protocol for conducting projects.
- (3) Serve as a liason for two districts to make contact and begin negotiations to agree upon some seminar topics.

## Rules

The host district rules are:

1. Obtain lecture facility with simultaneous translation (seats 200-300 people.)
2. Publicize seminar to general public. Charge only enough entry fees to pay for local expenses, or make it free to the public when possible.
3. Host team in Rotary selected homes.
4. Translate and copy seminar handouts for participants. (Copies of speeches can be sold at cost of printing.)

District 5890 Rules:

1. A selection committee reviews formal application and interviews all applicants.
2. Seminar team members commit upon selection to pay their own way if not enough funds are raised.
3. No team member can have a vested interest in making the trip other than service.
4. Team members agree to meet weekly to produce their speeches and visual aids, and to give a "dress rehearsal" of the seminar in their own district before going.
5. A team leader is chosen who produces the seminar and acts as team authority and spokesperson.
6. Producing the seminar requires a lot of work, and team members not keeping up will be replaced.



*Clockwise from Top:*

- 1) Simultaneous translation with ear-phones is the only practical way to conduct the seminar. Project Free Enterprise I in Warsaw.
- 2) Rotary Information Team District Director, Dr. David Taylor, is having dinner in his host home in Torun, Poland. All Team members stay in Rotary selected homes.
- 3) The second Project Free Enterprise Team receives 1-1/2 hour briefing by First Secretary Anthony Perkins of American Embassy in Poland.
- 4) Much preparation went into the Free Enterprise Seminar. The eight speakers gave more than 12 formal presentations with over 700 slides. Glen Rowe assists Wanda Ellis in changing slides.
- 5) Jim Thomas gives a workshop on the formal business plan after the lectures.
- 6) The visiting Free Enterprise Team is shown sights in each city by host Rotarians. The first team went to Hungary and Poland. The second team went to three Polish cities; Warsaw, Katowice, and Wroclaw.







*Clockwise from top:*

- 1) Team members are selected by formal application and interviews with a committee.
- 2) Dr. David Taylor and Tad Pilinski give a television interview to publicize seminar in Warsaw. Tad is a native of Poland, but now a U.S. citizen.
- 3) Dr. David Taylor meets with Alex Szwarc in his Warsaw office to discuss plans for the Project Free Enterprise team in Poland.
- 4) Witold Wroblewski, charter president of Torun Rotary Club, receives a commemorative lap blanket, and Texas book from team leaders Wanda Ellis, Jim Thomas and Dr. David Taylor.
- 5) Hosts receive various gifts from visiting team members. In this case, a round of Texas T-shirts.
- 6) The Warsaw seminar was held in a conference room donated by the Marriott, within sight of street vendors.



## Funding Trip

Determine the budget and divide by the number of members on the team. Each member is responsible for raising that share of the budget and gets credit for any funds solicited by him or her; e.g., Rotary club contributions, advertisements in the seminar program, business donations, or other supporters of the project. Grants or general contributions reduce the amount of the share each team member is responsible for.

For example: Budget is \$15,000 divided by 10 members. But \$9,000 came from general contributions. Each team member must account for \$600 by bringing in donations, advertising, or else pay it out of his or her own pocket.

## Ideas for Seminars

**Agriculture:** a midwest United States team goes to an African district that requests information on crop yield and maintenance.

**Social Progress:** a comprehensive description of basic social programs as they exist in a western society could be sent to a district requesting such a seminar.

**Environment:** many possibilities exist for developing environment seminars, depending on whether it is for a big city or a rural area.

**Free Enterprise:** Western Germany could send teams to Eastern Germany, or Western Europe to Eastern Europe, or the United States to any district that requests such a program.

**Public Health:** many third world countries would benefit from such a seminar. The audience might be government and agency personnel one day, and for the general public the next.

**Constitutional Law and Civil Rights:** these types of seminars would not be political. They would discuss basic human rights as they have evolved in constitutional government. Many Soviet Republics would benefit from such a basic seminar.

**Technology:** consider the many applications for computers in government, business, health, science, education, and technology. A seminar exposing populations to the potential of personal computers could be very important.

The illustrations could go on, but the main idea is that information developed reliably by Rotary Information Teams to share with another group of people can play a tremendous role in our global community today.

*Above right:* Dr. David Taylor and Valerie Cayan promoting the idea of Rotary Information Teams at the World Conference in Mexico City.

*Lower Right:* President Rajendra Saboo is thanked for his support of Rotary Information Teams and Project Free Enterprise.

"He Profits Most  
Who Serves Best"

Rotary Motto - 1910

## ROTARY INFORMATION TEAMS

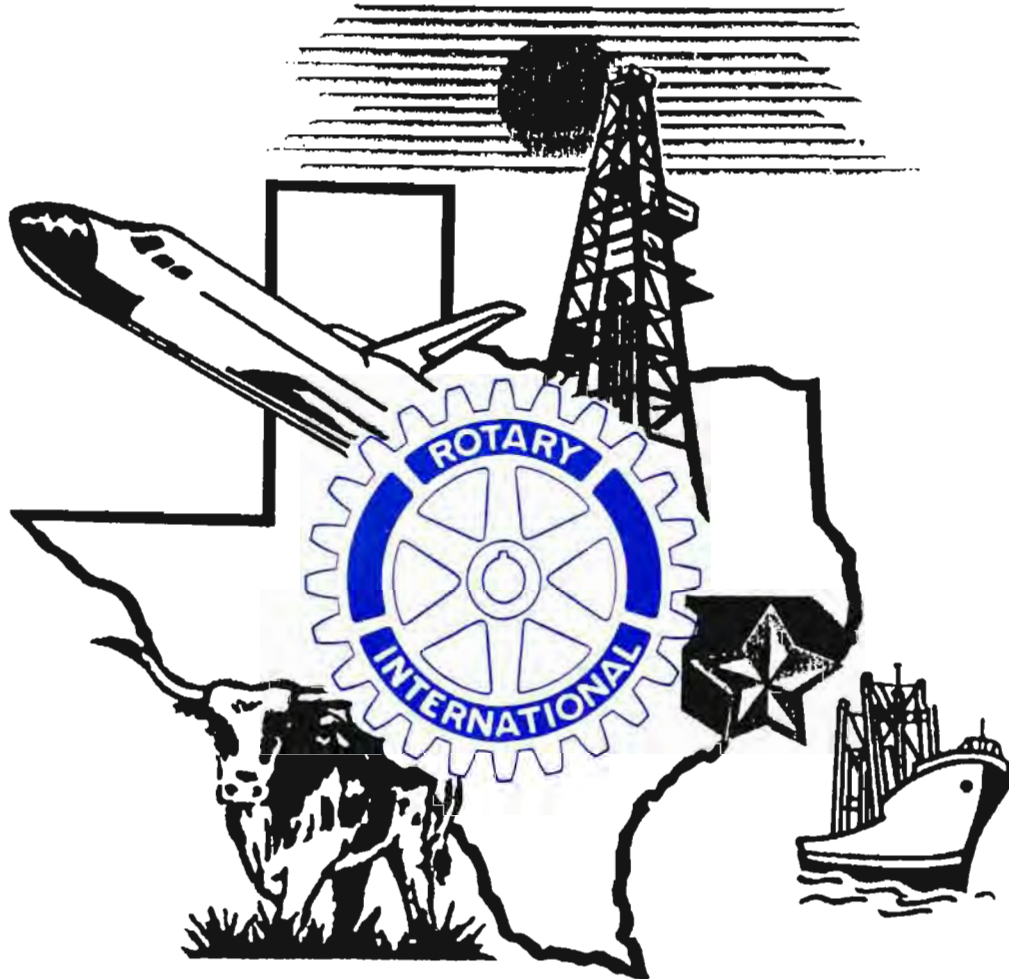
### A New Idea for Service

Individuals supporting the Rotary Information Team idea, or who want more information on how to conduct a seminar project, can contact Houston's director:

Dr. David Taylor  
One Professional Park  
Webster, TX 77598  
Telephone: (713) 332-6513  
Fax: (713) 480-7145



# ROTARY



**DISTRICT  
5890  
TEXAS, U.S.A.**

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