



# NEWSLETTER FOR ROTARY DISTRICTS & CLUBS November 2011

## STEVE JOBS' 7 RULES OF SUCCESS & ROTARY The Commonalities of Two Extraordinary Organizations

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**HELPING Districts to  
HELP Clubs to  
HELP Build a Stronger  
ROTARY**



Darek Within to Embrace Humanity

	
<b>1. Do What you love.</b>	
Jobs once said, "People with passion can change the world for the better." Asked about the advice he would offer would-be entrepreneurs, he said, "I'd get a job as a busboy or something until I figured out what I was really passionate about." That's how much it meant to him. Passion is everything.	<ul style="list-style-type: none"> <li>■ Are we sure our members are passionate about our Club's projects?</li> <li>■ Do we have value in our Clubs that attracts new members?</li> <li>■ Are we passionate Rotarians?</li> <li>■ Are you a force in your community?</li> </ul>
<b>2. Put a dent in the universe.</b>	
Jobs believed in the power of vision. He once asked then-Pepsi President, John Sculley, "Do you want to spend your life selling sugar water or do you want to change the world?" Don't lose sight of the big vision.	<ul style="list-style-type: none"> <li>■ What is the "vision" of your Club?</li> <li>■ Do we engage our members or are we only interested in attendance?</li> <li>■ Are your Club's programs and projects putting a dent in the universe?</li> </ul>
<b>3. Make connections.</b>	
Jobs once said creativity is collecting things. He meant that people with a broad set of life experiences can often see things that others miss. Don't live in a bubble. Connect ideas from different fields.	<ul style="list-style-type: none"> <li>■ Are you utilizing Rotary's classification system to encourage networking and mentoring between your long-standing and new members?</li> </ul>
<b>4. Say no to 1,000 things.</b>	
Jobs was as proud of what Apple chose not to do as he was of what Apple did. When he returned to Apple in 1997, he took a company with 350 products and reduced them to 10 products in a two-year period. Why? So he could put the "A-Team" on each product.	<ul style="list-style-type: none"> <li>■ As Rotary Clubs we are often asked to support many programs. Are we picky?</li> <li>■ Are we making an impact with the programs and projects that we support?</li> <li>■ Is your Club an "A-Team"?</li> </ul>
<b>5. Create insanely different experiences.</b>	
Jobs also sought innovation in the customer-service experience. When he first came up with the concept for the Apple Stores, he said they would be different because instead of just moving boxes, the store would enrich lives. Everything about the experience you have when you walk into an Apple Store is intended to enrich your life and to create an emotional connection between you and the Apple brand. What are you doing to enrich the lives of your customers?	<ul style="list-style-type: none"> <li>■ Do we treat our members as our customers?</li> <li>■ Are we enriching the lives of our members through their Rotary involvement?</li> <li>■ Do we let our members know that we miss them when they miss a meeting?</li> <li>■ What are we doing to enrich the lives of our members (customers)?</li> </ul>

**6. Master the message.**

<p>You can have the greatest idea in the world, but if you can't communicate your ideas, it doesn't matter. Jobs was the world's greatest storyteller. Instead of simply delivering a presentation like most people do, he informed, he inspired and he entertained, all in one presentation.</p>	<ul style="list-style-type: none"> <li>■ Do we include "stories" when we solicit member participation in a project or program?</li> <li>■ Are we inspiring our members to become more engaged?</li> </ul>
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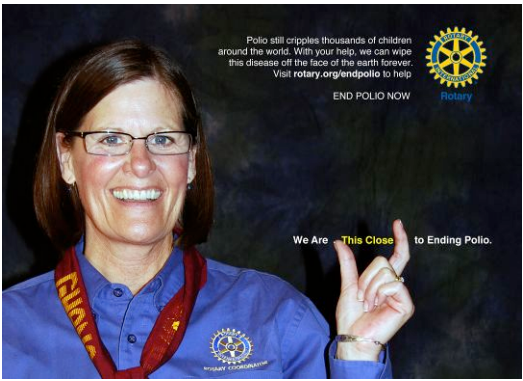
**7. Sell dreams, not products.**

<p>Jobs captured our imagination because he understood his customer. He knew that tablets would not capture our imagination if they were too complicated. The result? One button on the front of an iPad. It's so simple, a 2-year old can use it. Your customers don't care about your product. They care about themselves, their hopes, their ambitions. Jobs taught us that if you help your customers reach their dreams, you'll win them over.</p>	<ul style="list-style-type: none"> <li>■ In sales we talk about selling the "sizzle" not the steak. The same is true of Rotary-sell the "sizzle"</li> <li>■ Let others know what Rotary "means" to you. In doing so, you let others know what their Rotary involvement can "mean" to them.</li> <li>■ Be innovative.</li> <li>■ Help others reach their dreams through Rotary.</li> </ul>
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**Conclusion**

<p>There's one story that I think sums up Jobs' career at Apple. An executive who had the job of reinventing the Disney Store once called up Jobs and asked him for advice. His counsel? <b>Dream bigger.</b> I think that's the best advice he would leave us with. See genius in your craziness, believe in yourself, believe in your vision, and be constantly prepared to defend those ideas.</p>	<p>When we <b>Reach Within to Embrace Humanity</b>, we as Rotarians, and those we serve, will be better served. Our Clubs need to be innovative, flexible and creative as we move forward. Our projects need to address the passions of our members. Our membership needs to reflect our business community. When we share our dreams and goals with others, we are truly changing the world. <b>Dream bigger!</b></p>
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<p><b>Carmine Gallo is a communications coach, a popular keynote speaker and author of several books, including <u>The Presentation Secrets of Steve Jobs</u> and <u>The Innovation Secrets of Steve Jobs</u>.</b></p>	<p><b>Create an environment that is BIGGER BETTER and BOLDER and we will have a Stronger Rotary.</b></p>
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**We are THIS CLOSE to Eradicating Polio**

- ◆ India has gone 10 consecutive months without a new case of polio.
- ◆ India, Pakistan, Afghanistan & Nigeria remain polio endemic.
- ◆ Have we taken our Polio Eradication efforts to our communities?
- ◆ Polio remains EVERYONE'S concern until all children are free from the fear of this dreaded disease...it is only a plane ride away for all of us.
- ◆ We will not stop until the job is done.
- ◆ **WE ARE CHANGING LIVES...ONE DROP AT A TIME.**

-Thanks to Zone 28 Challenge Coordinator Jon Stillman for taking all of our photos in Lombard

**NEVER STOP IMPROVING**



I saw this tag line in a television advertisement this morning and thought WOW, how appropriate to Rotary. As long as we continue to improve, we will always remain relevant.

**Does your Club ever stop improving?**

## Rotary Membership Retention and OUR Rotary Foundation November is Rotary Foundation Month

All of our Clubs set Annual Programs Fund goals through their Presidents-elect at the 2011 President's Elect Training Seminars (PETS). Our support of The Rotary Foundation and Membership Retention (as well as Development and Extension) go hand-in-hand. If we as District and Club leaders help our members understand the connection between the two entities of our organization, we can better engage everyone.

**Rotary International = RI**

**The Rotary Foundation = TRF**

- RI** Develop projects based on the passions of our members.
- TRF** The opportunity to develop international service projects, supported by Matching Grants.
- RI** Create awareness of those in need.
- TRF** Capitalize on the internationality of our organization.
- RI** Engage our members in active participation with Group Study Exchange (or Vocational Training Teams with Future Vision Plan) through home-hosting, vocational and social events sponsored by the Clubs.
- TRF** Promote GSE Team leader and team member involvement and applicants throughout the District.
- RI** Include relevant Rotary Foundation programs to assist your Club members in better understanding what our contributions are supporting.
- TRF** Ambassadorial Scholars are truly "ambassadors", not only in their host Districts/Clubs, but also in their sponsoring Districts/Clubs. Use them to your advantage.
- RI** "Rotary's Areas of Focus" can be used for project development in our local and international projects and programs. As you review the list below, be reminded that all of our local communities might be interested in assistance, to varying degrees, in any or all programs. Share our "Areas of Focus" with your membership to bring out the passion in your Rotarians.
- TRF**
- ◆ Peace and conflict prevention/resolution
  - ◆ Disease prevention and treatment
  - ◆ Water and sanitation
  - ◆ Maternal and child health
  - ◆ Basic education and literacy
  - ◆ Economic and community development
- RI** **ASK** our members to make personal contributions to OUR Rotary Foundation.
- TRF** **THANK** our members for their personal contributions to OUR Rotary Foundation.



Eats flies. Dates a pig.  
Hollywood star.

**LIVE YOUR DREAMS**

*Pass It On.*

**VALUES.COM** THE FOUNDATION FOR A BETTER LIFE

**ARE YOUR DREAMS BEING FULFILLED  
THROUGH YOUR ROTARY MEMBERSHIP? Share...**

## How Long has CANDY CORN Been Around? (Thanks to *Parade Magazine*, October 30, 2011)



Although George Renniger of the Wunderle Candy Co. is credited with creating the treat in the 1880's, it was introduced to the mass market around 1898 by the Goelitz Confectionary Company (which would later make the Jelly Belly jelly bean) and quickly became popular, thanks to its innovative multi-colored look. Today, some 9 billion kernels are sold every year.

Once again, I see some ways in which we can make a correlation to Rotary and our membership. Candy Corn became (and remains) popular because of its innovative multi-colored look. Rotary became popular because it joined businessmen who were looking for more in their lives. Rotary served as a welcome opportunity to meet and serve with those from other professions. Their passion for all that Rotary stood for is so strong, it endures today. THEY are the reason WE are Rotarians. WE have an obligation to our organization and to those who have gone before us to share OUR passion with OTHERS...to continue the legacy of Rotary International. (By the way, Americans spend approximately \$2 Billion on Halloween candy every year...)

## Which Came First...Community or Vocational Service?

Excerpts from speech written by Frank Goldberg, Past Rotary International Treasurer & Zone 27-28 RI Director, 2005-2007

"We all would like to believe that Paul Harris and his friends, in 1905, created Rotary for noble ideas, such as humanitarian service, goodwill and understanding. This is just not the case.

"Paul Harris had the idea that friendship between persons of different businesses and professions could result in more business for everyone. Business ethics, customer service and professional standards were seldom topics of concern. Making money was the goal of business.

"Therefore, Rotary's first concept was "Vocational Service" and the constitution of the Chicago Rotary Club, written in January 2006, stated two objects of Rotary. The first was, 'the promotion of the business interests of its members'. The second object was the concept of friendship.

"Vocational Service was clearly the primary focus of Rotary from its earliest days. This was carried out in two very distinct ways.

"First, Rotarians were encouraged to help each other, patronize their businesses and services, recommend them to friends and relatives. Rotary Clubs had activities at each weekly meeting to promote this concept of 'Rotarians helping each other'.

"It was this same concept of promoting business that led to the first community service project of the original (Chicago) Rotary Club. In their effort to promote more business, the members decided that since women did most of the shopping in downtown Chicago, they would do even more if they stayed downtown longer. So, what was the answer? If they put public comfort stations (restrooms) in the downtown area, the shoppers would not have to go home so soon. And that is what they did – installed the first public restrooms in downtown Chicago. **When service is provided – business is enhanced.** It was on that basis that the world's service club movement was launched.

"The second avenue taken by the early Rotarians was to promote higher ethic standards in business and the professions. It was common practice at meetings to discuss methods to improve business practices and offer friendly counsel to each other. Things such as misleading advertisements, customer service and product quality were topics of discussion.

"Members of Rotary and their friends soon began to feel that when you do business with a Rotarian, you will be treated fairly. The word "Rotarian" was a mark of distinction in the business world.

"The Chicago Rotary Club, along with other Clubs, created a 'Committee on Business Methods' that concentrated attention on ethical business practices and building public confidence. It was early in 1910, when Rotarian Arthur Sheldon, speaking at Rotary's first convention in Chicago, said...'As man comes to the light of wisdom, he comes to see that right conduct toward others pays; that business is the science of human service, and that **'HE PROFITS MOST WHO SERVES his fellows BEST'**. Thus, one of Rotary's first mottos came into being – the basic principle of business ethics.

## Which Came First...(continued)

"In addition, in 1911, at the (RI) Convention in Portland, Oregon, Ben Collins, President of the Rotary Club of Minneapolis, told that his Club used the principle of **'SERVICE ABOVE SELF'** in all their business and professional activities. And our second motto was born."

"As Rotary expanded around the world, it became common that Rotarians in the same profession would meet to discuss business ethics and fair dealing in business practices. These discussions eventually became standards and in 1915 Rotary adopted a **'ROTARY CODE OF BUSINESS ETHICS'**. The Rotary Code of Ethics set a high standard for those who were to be Rotarians.

"After World War I, dozens of trade, manufacturing and professional associations adopted codes of business and fair practice standards. It was recognized that companies and individuals had an opportunity to serve society – as well as eliminate some of the unfair business practices so customary in many industries. Many of these improvements were led by Rotarians.

"In 1943, another significant step was taken when the Rotary International Board of Directors adopted the **'FOUR-WAY TEST'**. It grew out of a professional challenge faced by Herbert J. Taylor, a Rotarian, who was hired in 1932 to run the faltering Club Aluminum Company of Chicago. He reviewed the company's operations and found some failings in its practices, including advertising that promised more than the company could deliver. Hoping to reset the business on the path to solvency and integrity, Taylor closed his eyes and prayed. He then wrote down a 24-word code of ethics for his employees to follow in their personal and professional lives. That code became known as The Four-Way Test, a simple evaluation **'of the things we think, say and do'**. (Herb Taylor became President of Rotary International in 1954-1955.)

"By the 1980's, Rotarians were once again urged to maintain a balance between a desire to succeed in one's vocation and the necessity to maintain ethical and honest business practices.

"Finally, in 1989, the Council on Legislation adopted a new statement, called a **'DECLARATION OF ROTARIANS IN BUSINESS AND PROFESSIONS'**. This eight-paragraph declaration provides a more specific explanation or guidelines for what the phrase **'high ethical standards'** actually means in the Object of Rotary. The Declaration continues to emphasize the importance of honesty, high ethical standards and fairness to employees, associates, competitors, customers/clients and to the public.

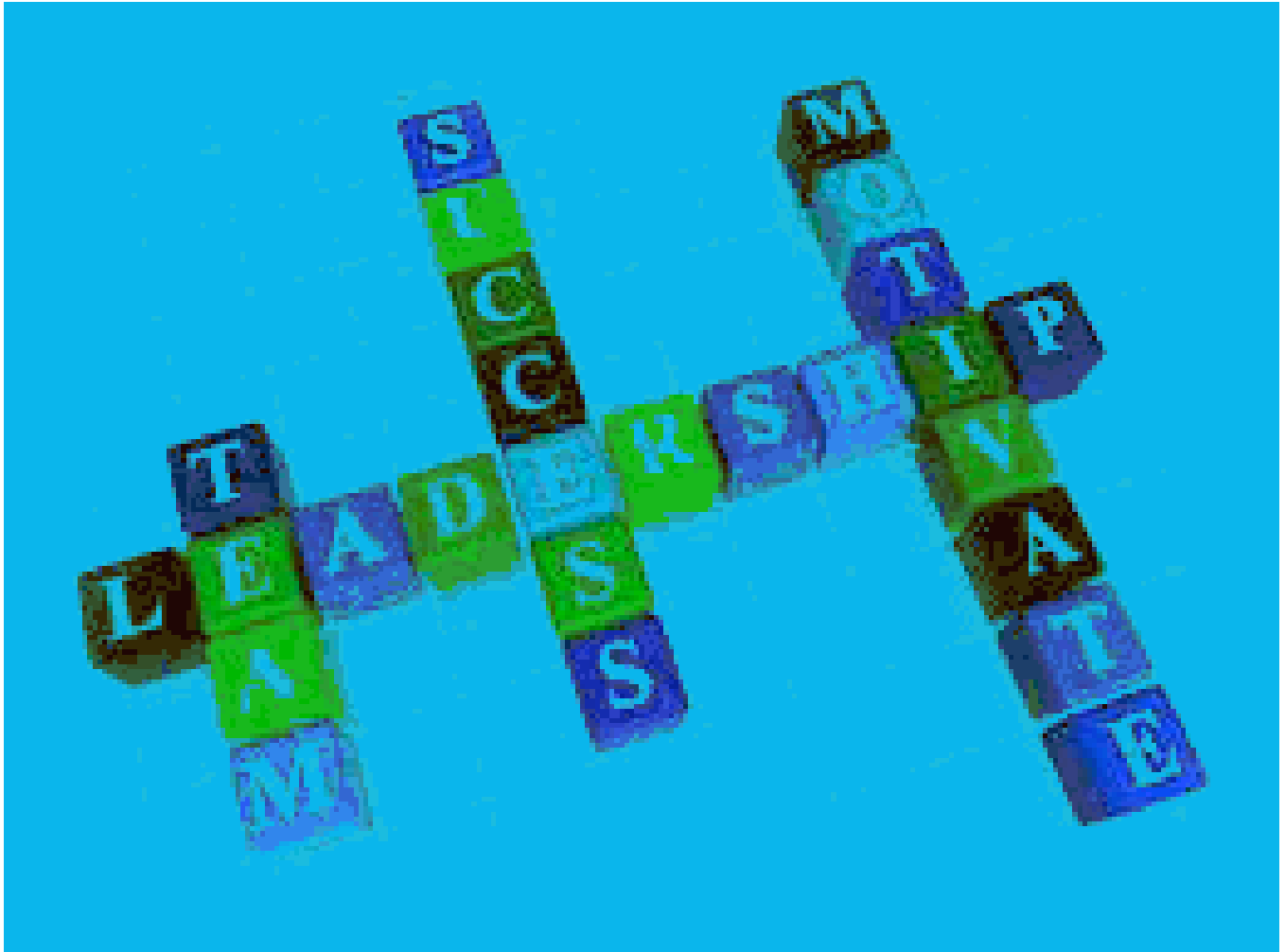
"After 106 years of Rotary, our standards of ethics and integrity have never been more important...large Non-Governmental Organizations (NGO) have approached Rotary International to partner in serving the needs of the poor, the hungry, the illiterate and the sick. They know that Rotarians can be trusted, that Rotarians will work to serve, they know the Rotary pin means 'integrity'.

"We in Rotary have never wavered, we have continued to believe that our second **'OBJECT OF ROTARY'** – high ethical standards in business and professions, the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarians occupation as an opportunity to serve society; - - is as relevant today as it was a century ago.

"All we need to do is remind ourselves everyday that we are Rotarians, by asking ourselves four simple questions, 'of the things we think, say or do':

- 1. Is it the TRUTH?**
- 2. Is it FAIR to all concerned?**
- 3. Will it build GOODWILL and BETTER FRIENDSHIPS?**
- 4. Will it be BENEFICIAL to all concerned?"**

Are You Leading by Example? Be the First to Say, "YES"!



I hope the elements of your Club leadership include **team** efforts, **motivating your members** to share their passion for Rotary within the Club and to **share your successes** with all those we come in contact with.



THANK YOU for all you do for Rotary.  
THANK YOU for all you do for your communities.  
THANK YOU for your efforts to eradicate polio from the face of the earth.  
THANK YOU for being a part of the greatest service organization in the world.  
THANK YOU for YOU.

**ALWAYS have FUN with Rotary**

