



# CogNotes



**The Rotary Club of Swarthmore**  
**August 20, 2009**  
Visit [www.SwarthmoreRotary.org](http://www.SwarthmoreRotary.org)

## 2009-2010 Board

President	Betty Ann Flynn
President-Elect	Marv Gelb
Club Administration	Marv Gelb
President Nominee	Steve Laxton
Past President	Josh Twersky
Secretary	Perri Everson
Treasurer	Gudmund Iversen
Membership	George Whitfield
Sergeant-at-Arms	Dean Wolfe
Service Projects	Trisha Hall
Rotary Foundation	Craig Fava
Public Relations	Steve Laxton
Program	Hillard Pouncy
Community Service	Ken Wright
International Service	Ray Hopkins / Ron VanLangeveld
Vocational Service	Grace McAndrews
Tech Specialist	Brian Casey
Gundaker	Harry Urian
Interact Club	Cathy Darrell
Rotaract Club	Joy Charlton
Charitable Trust	Marty Speigel

**August is MEMBERSHIP and EXTENSION Month**

## Coming Programs & Events

**Aug 27 Penelope Reed,**  
**Hedgerow Theatre**  
The New Season

**Sept 3 Nicola Tollett Jefferson,**  
**Founder and Executive Director,**  
**The Achievement Project**  
“On TAP: The Achievement Project”

**Sept 10 TBD**

**Sept 17 Rebecca Chopp,**  
**President, Swarthmore College**

## Today’s Program:

**Quarterly Club Assembly**

## Table Grace

Lord, as we glance to the left or right or look across the table, we see another human being who bears the imprint of your hand. May we never give up hope or treat indifferently or unfairly any person we meet. Give us a fresh vision of what Rotary calls us to be that we may move our world a step closer to what you would have it be. Receive, Lord, our undying gratitude for the gift of life. Amen.

The Rev. Dr. Frederick E. Christian



**Last Week’s Speaker:**

**Stephen Bell**

Stephen Bell, Executive Director of Marketing and Communications at Neumann University spoke to us about the rationale and process behind the recent change to “Neumann University”.

The process took 2 years starting with a review to determine if there was enough value in making the change. After conducting focus groups with Alumni, Students as well as High School students and parents, they decided to proceed.

A lengthy process followed including an application to PDE and numerous visits. In April 2009, Neumann received PDE approval to become a University.

Neumann University is mounting a campaign to raise brand awareness for Neumann University and leverage the improved perception that comes with the change.



**Guests Last Week:**  
P/P Mattie Weiss



**Pledge of Allegiance**

## The Rotarian's 4-Way Test

**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?



## PECO Building Sign

PECO's lighted message display which dominates Philadelphia's skyline was highlighting Rotary from August 15 through 17.

District 7450 Public Relations chairperson, **Joe Batory**, who had sent PECO several suggestions more than a month ago (one ad about the city's six Rotary clubs, another about Rotary District 7450, and two items about Rotary International) learned just recently that PECO decided to post our message.

By the nature of the display panels, the message had very limited wording. It was targeted at increasing general awareness among the public about what Rotary does and is about.

With PECO's assistance, Rotary's message lit up the Philadelphia skyline all weekend and Monday.

To see the Rotary message on the PECO building, visit our website, [www.SwarthmoreRotary.com](http://www.SwarthmoreRotary.com).



## This Day in History

1911: A dispatcher in the New York Times office sends the first telegram around the world via commercial service.

1977: NASA sends a different kind of message--a phonograph record containing information about Earth for extraterrestrial beings--shooting into space aboard the unmanned spacecraft Voyager II. No reply yet!



## And I Quote...

"Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon... must inevitably come to pass!"

Paul J. Meyer

## Today's Smile

A man jumps out of an airplane with a parachute on his back. As he's falling, he realizes his chute is broken. He doesn't know anything about parachutes, but as the earth rapidly approaches, he realizes his options are limited; he takes off the parachute and tries to fix it himself on the way down. The wind is ripping past his face, he's dropping like a rock, and at 5000 feet, another man goes shooting up past him. In desperation, the man with the chute looks up and yells, "Hey do you know anything about parachutes?!"

The guy flying up looks down and yells, "No, do you know anything about gas stoves?!"



## The Four Way Test

The Four Way Test is so much a part of Rotary that it is woven into the very fabric of the organization. But where did it originate?

In 1932, Herbert J. Taylor, the newly appointed president of a nearly bankrupt Chicago cookware company, believed his employees were in need of an "ethical yardstick," and wrote four questions on a small, white piece of paper.

When Taylor penned what came to be known as The Four-Way Test, the country was in the grip of the Great Depression, and there was widespread distrust of banks and corporations after the stock market crash three years earlier.

At the Club Aluminum Products Company, a new and expensive type of cookware was being sold with rapidly declining success by door-to-door salesmen using high-pressure tactics. Although Taylor instituted additional measures, he came to believe that applying his test to the company's advertising and sales methods was the key factor that led to the company's remarkable return to profitability.

For the complete story on the Four Way Test, see the full article in the August 2009 issue of the Rotarian.