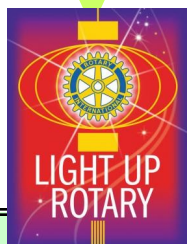


WEST SIDE STORY

SEPTEMBER 11, 2014

**P.O. Box 35010 Phoenix, AZ 85069
www.phoenixwestrotary.org**



**Attendance: 9-4-14
17 Members
18 Guests**

**How do YOU plan to
Light Up Rotary this
year?**

The Four Way Test of the Things We Think, Say or Do.

- Is it the TRUTH?
- Is it FAIR to ALL CONCERNED?
- Will it build GOODWILL & BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to ALL CONCERNED?

Rotarian Code of Conduct

1. Act with integrity & high ethical standards in my personal and professional life.
2. Deal fairly with others and treat them and their occupations with respect.
3. Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world.
4. Avoid behavior that reflects adversely on Rotary or other Rotarians.
5. Not seek special business or professional advantages from other Rotarians.

SHERIFF JOE—The Man, The Myth and More

Bob gave the prayer, Staci led the pledge and Gunther the 4-Way Test. We had lots of guests including the lovely PDG Norma Roderique and first lady Kelly Pile and the entire crew from Ave 25, honorary member Glen Bowlis, former member Tyrone Murdock and some potential members Mike McCormick, guest of John McBride and Travis Jack, Rusty's guest. Also present were John Bauermeister, wife and son and others.



that all?" He spent his time giving back-ground on his career and programs he has developed, and also clarifying misconceptions that some people have of him and his work.

Lots of happy bucks flowed thanking Sandy for being such a great host at the Party in the Pines. See anniversaries on page 4 that Prez Rusty recognized. Congratulations to David Caplan, recently appointed District Area Membership Chair. He will oversee 5 – 6 clubs providing resources and training on how to attract and retain members. Rusty encouraged members to attend RLI on October 11, here at the Crescent.

At 82 years of age, Sheriff Joe is proud to be a senior citizen and plans to run again in two years, "just for spite." He still finds his life as Sheriff exciting—he recalls Raymond Burr as Ironsides and said, if necessary, he'll get a wheel chair and carry his machine gun! He said, "I don't report to anybody, except you. The public is my boss, so I serve the public." He said he'd survived an unprecedented six four-year terms because, "I go to the people. I serve the people."

John McBride introduced Sheriff Joe Arpaio known as "America's Toughest Sheriff," who heads the nation's third largest Sheriff's Office of over 3400 people. Prior to becoming Sheriff in 1993, Joe Arpaio served in the Army and as a police officer in D.C., and Las Vegas. He built a reputation for fighting crime and drug trafficking around the world, serving as a federal narcotics agent in Turkey, Mexico and South America. He headed DEA (US Drug Enforcement Administration) for Arizona. He asked "How much time do I have?" And when the answer was twenty minutes, he said, "Is

In 1993, he started the nation's largest Tent City for convicted inmates who serve their sentences in



tents he secured from New Mexico and set up on empty county land next to the dump, pound and waste disposal. (Cont'd on Page 3)

PHOENIX WEST ROTARY OFFICERS/DIRECTORS 2014-15

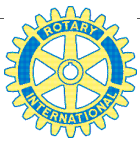
President	Rusty Pile	Foundation	Ron Roderique
Past Pres	Christian Lehr	FundRaiser	David Caplan & Mike Tanner
Pres Elect	David Caplan	Programs	John McBride & John Angelo
Secretary	Peter Mahigian	ClubAdm.	Christian Lehr & John Angelo
Treasurer	Gunther Bauer	Student/Month	Gary Drummond
Delegate @ Large	Sandy Petersen	Bulletin	Wilma Basnett-Emerson
Delegate @ Large	Charlie Stevenson	Invocation	Bob Dawson
Sgt/Arms	Dominic Rae	Done in a Day	Staci Glass

DISTRICT-INTERNATIONAL

RI President Gary C.K. Huang
DG5490 Chuck Fitzgerald
AG5490 Jon Bauman

RI INTERNATIONAL THEME

Light Up Rotary



MEMBERS & CLASSIFICATIONS WHO'S WHO IN PHOENIX WEST

John Angelo	Residential Real Estate	John Norris	Health Care Adm.
Wilma Basnett Emerson	Elementary Ed/Supt.	Sandy Petersen	Marketing
Gunther Bauer	Office Equipment	Rusty Pile	Advertising, Graphic Design
John Bauermeister	Third Party Logistics	Zahra Plagens	Residential Behavioral Health
Richard Bookspan	Law/Estate Planning	Dominic Rae	General Contracting/Roofing
David Caplan	Attorney	Marge Raskin	Jewelry/Specialty Sales
Bob Dawson	Senior Active	Ron Roderique	Bank Marketing
Gary Drummond	Attorney-Real Estate	David Scheur	Investment Advisor
Foster, Wade	Healthcare	Charlie Stevenson	Retail Tires & Auto
Glass Staci	Director of Development	Mike Tanner	Auto Body Repair
Trish Hosking	Telephone Hardware Sales	Honorary Members	
Christian Lehr	Collections	Glen Bowlus	Don Catt
Peter Mahigian	Music Educator	Bill Campbell	Rita Hadley
John McBride	Investment Advisor	Dean Neal	Dave Hadley
Erich Moreno	Investments	Mel Haugen	Mary Moreno
		Ralph Huston	
		Gene Mills	

THE ABCs OF ROTARY: ETHICS

HISTORY of The 4-WAY TEST: In 1932, **Herbert J. Taylor, RI President 1954-55**, was assigned, by creditors of the Club Aluminum Company, the task of saving the company from bankruptcy. The company distributed cookware and other household items and owed creditors over \$400,000 more than its total assets. It was bankrupt, but still alive. They borrowed \$6,100 from a Chicago bank for operating cash.

Club Aluminum had a good product; so did its competitors. They had good people working for it; so did its competitors; however, competitors were in much better financial condition. So Club Aluminum felt the need to develop something which competitors would *not* have in equal amount—**character, dependability and service mindedness of their personnel**. They determined first to be careful in the selection of personnel and then to help them become better men and women as they progressed with the company.

The company had a code of ethics but it was long and impossible to memorize, thus impractical. They wanted a simple measuring stick of ethics which everyone in the company could quickly memorize. They also wanted something that did not tell workers what they “must” do, but “ask them questions” which would make it possible for them to find out whether their proposed plans, policies, statements or actions were right or wrong.

After searching for and finding no satisfactory short measuring stick of ethics, in **July 1932 Herbert J. Taylor wrote out The 4-Way Test of the things we think, say or do**. After 60 days of faithful, constant, trial and error to live up to the test, he took it to his department heads—one a Catholic, one a Christian Scientist, another an Orthodox Jew and the fourth a Presbyterian. None found the test contrary to the doctrines

or ideals of their faith. All agreed that truth, justice, friendliness and helpfulness not only coincided with their religious ideals, but that if constantly applied in business, should result in greater success and progress. Later all employees were asked to memorize and use The 4-Way Test in their relations with others.

Consistent application of The 4-Way Test resulted in:

- the elimination of statements the truth of which could not be proved.
- removing all superlatives such as “better, best, greatest, finest” from advertisements
- changing policies covering relations with competitors such as eliminating all adverse or detrimental comments
- application of the same principles to relations with their own personnel, suppliers and customers
- gaining the trust, confidence and friendship of competitors, personnel, suppliers and customers.

The company made steady progress toward reaching the ideals expressed in The 4-Way Test and were rewarded **with a steady increase in sales, profits and earnings**. Within 20 years, the company had paid its debts in full, paid its stockholders over one million dollars in dividends and had a value of over two million dollars.

Intangible dividends from the use of The 4-Way Test were even greater than the financial ones—a constant increase in goodwill, friendship and confidence of customers, competitors and the public—and what is even more valuable, a great improvement in the moral character of their own personnel. Taylor and his colleagues found that you can’t apply the 4-Way Test during work hours without getting in the habit of doing it in your home, social and community life, thus becoming a better parent, a better friend and a better citizen. So...it appears that **being ethical is a 24/7 job**. How do you use the 4-Way Test daily?

When you Miss Rotary, You Miss Out. Make Up At These Local D-5490 Rotary Clubs

e-Club of AZ arizonaclub.org

TUE:	Estrella (Goodyear)	Estrella Community College, 12:00PM
	Glendale Kachina	Arrowhead Country Club, Glendale, 12:10PM
	North Phoenix,	Hilton Garden Inn, Central & Clarendon, 12:10PM
	Sun City	Grand Canyon Univi-Banner Boswell Campus, 12:00PM
WED:	Glendale West,	McFadden's Restaurant, Westgate, 6:00PM
	Peoria North	Arizona Broadway Theater, Peoria 6:00PM
THUR:	Buckeye	Millslone 1st, 4th/5th Thursdays; La Placita 2nd/3rd Thursday, 12:00
	Goodyear White Tanks	Hampton Inn & Suites 7:00AM
	Sun City Del Sol	Menke's Sun City Room, 7AM
	Surprise	Links Neighborhood Grill at Sun Village, First Thurs of Mnth., 6:00PM
FRI:	Anthem	Ironwood Country Club, 41551 N. Anthem Hills Dr. 7:15 AM
	Litchfield Park	Red's Grill at the Wigwam. 7:00AM
	Peoria	Peoria Center for the Performing Arts, 9355 W. Peoria, 7:00AM
	Phoenix Rotary 100	Phoenix Country Club, 7th St & Thomas, 12:10PM
	Sun City West	SCW Foundation, Bldg., Del Webb Room 11:30 AM

ATTENDANCE TIPS

- Put Rotary on your calendar! **Thursdays 12:10**
- Attend at least 50% of our club meetings
- Make up when you miss a meeting. You have two weeks before and two weeks after a missed meeting to make up.
- Make up at a local club OR check out an e-club.

arizonaclub.org

Missing a fellow Rotarian?

Call 'em!
Pick 'em up!
Bring 'em to Rotary!

Sheriff Joe Arpiao— (Continued from Page 1)

Presidential candidates have visited including Obama and McCain and he's tried to get Hillary to visit. He said soldiers fighting for this country must live in tents so critics should just "Shut their mouths."



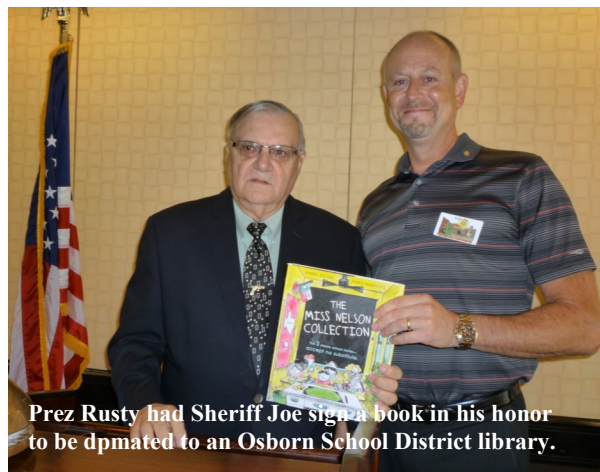
A "colorful and controversial" figure himself, Sheriff Joe gave us the "real" story on the "green bologna" sandwiches and "pink underwear". The bologna really was green for a period because of injected dye. These sandwiches are no longer served—inmates are fed only vegetarian fare—"It's good for them," he says. He explained that inmates were smuggling the white underwear so he had them all dyed pink and that solved the problem. "They hate pink," he says, "why give them a color they like."

On the cutting edge in many respects, he still uses a Smith Corona typewriter and a flip phone on which he carries a picture of his wife of 50+ years.

Joe indicated that he's called a publicity hound, but he had to give up a lot of press to be at Rotary today! With an obvious soft spot for animals, he talked about his no-kill animal shelter, MASH, created to house and care for animals that have been abused or neglected and rescued by the Animal Crimes Investigations Unit. The purpose of the shelter is to provide a safe, healthy and healing shelter for these animals who must await the outcome of their owners' cruelty cases in court. They are housed in air conditioned cells! And, he clarified, "I don't double bunk dogs!"

An outspoken advocate for immigration reform, he indicated that "the border will never be secured," and feels that those who talk about "securing the border first," before they can deal with the issues of immigration, are copping out. He suggests we send the Border Patrol to work with the army and the feds to "clean up the mess." The bottom line is that Sheriff Joe believes that people should enter this country "legally" as his parents did when they came from Italy in 1916. "They wait...then they come," he said.

Regarding enforcing state law, he indicated he doesn't use the word "raid" in checking businesses for workers with fake IDs. He executes a search warrant. With a twinkle in his eye he said he won't use tanks or a swat team, he'll simply knock on the door and say, "Please, I want to arrest all you guys!"



Prez Rusty had Sheriff Joe sign a book in his honor to be donated to an Osborn School District library.

Sheriff Joe mentioned the Presidential birth certificate issue. He believes it is a fake document and he'd like to know who produced it. "It will be done," he vows. After 55 years in law enforcement, he says, "I think I know what I'm doing."



HAPPY BIRTHDAY!

None listed for September

WEDDING ANNIVERSARY

9/3 John and Tiffany McBride, 5 yrs.
 9/7 Gunther and Susan Bauer, 28 yrs.
 9/20 Bob and Martha Dawson, 62 yrs.
 9/21 Christian and Deborah Lehr, 7 yrs.

CLUB ANNIVERSARY

9/1/02 Margie Raskin 12 years
 9/22/11 Sandy Petersen 3 years

Thought for the Day

*Dare to reach out your hand into the
 darkness, to pull another hand into the
 light.*

~Norman B. Rice



GRINS, GIGGLES & GUFFAWS

*To succeed in life, you need three things: a wishbone,
 a backbone and a funnybone.*

~Reba McEntire.

"I promise. That bird is so well behaved, you can take it anywhere," the pet-store owner assured the woman.

Delighted, she took her parrot to church. Things were great until, halfway through the sermon, the bird blurted, "It's damn cold in here!" Embarrassed, the woman ran out and went to the pet store.

"This 'good bird' swore in church today," she told the shop owner.

"I'm sorry. It sometimes does that in new environments," he explained. "Next time, grab its feet and swing it over your head a few times. That should stop it."

The next week the woman and her parrot were in church when the bird yelled, "It's damn cold in here!" Quickly the woman grabbed the bird and swung it above her head six times. Then she put the bird back on her shoulder and sat down.

"Damn," the bird said. "It's windy too."

MARK YOUR CALENDAR

Upcoming Meetings

- Sept. 11 **Police Chief Daniel Garcia**
- Sept. 18 **Gary Dorris— Abe Lincoln: An Uncommon Common Man**
- Sept. 25 **Done in a Day—TBA**
- Oct. 2 **Kasten Spethmann—Angel Capital: Raising Capital for Entrepreneurs**



UPCOMING DISTRICT & CLUB EVENTS

- Sept 27 **Ethics Seminar, Crowne Plaza—9AM-3PM**
- Oct 4 Grants Management Seminar, Sedona
- Oct 11 RLI: Rotary Leadership Institute—Sheraton Crescent 8AM-4PM
- Oct 24 World Polio Day
- Oct 25 Grants Management Seminar, Peoria 9-12
Membership Seminar, Peoria 12:30-3PM
- Oct 30-Nov 2 USA/Mexico Friendship & Grants Seminar, Cuernavaca, MX
- Nov. 8 AZ Rotary Foundation Day, Tempe
- Jan 16-19 RYLA (Rotary Youth Leadership Awards)
Camp Pinerock, Prescott
- March 5-7 AZ Tri District PETS

