

WEST SIDE STORY

SEPTEMBER 4 2014

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



**Attendance: 8/21/14
10 members**

**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.

HOMEWARD BOUND PILLOW DRIVE

Only ten dedicated members showed up for **Done in a Day at Homeward Bound's Thunderbird Family Village** on August 21, but we donated a considerable stack of new pillows that were badly needed. This was a return visit to this non-profit that does such a wonderful job of helping women and children at this facility of 80 apartment units plus over 50 homes scattered throughout the metro area. Their mission is to assist families to achieve economic independence and break cycles of homelessness, welfare and domestic violence. Families usually stay for one year, but may stay longer. They have employment services for those needing it and all must pay \$250-\$300 "rent" per month based on 30% of adjusted gross income. A caseworker works on a continuing basis with the family to obtain life skills and achieve their goals. They have a nursery for infants (6 weeks up) and a preschool for two to five-year-olds. And there is a public school located next door.

This is a very secure facility and it even has a police substation where police officers drop in throughout the day. They have zero tolerance for drugs, and residents are subject to random testing. TV monitoring covers all areas of the campus with 24/7 security.

There is a clothes room where residents can select from a variety of donated clothes. On our last visit (March 2012) we donated a considerable stack of clothing to help restock this area. Also available is a food pantry where

residents can supplement their groceries, as well as a stockroom for household items



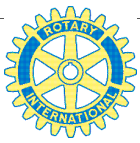
(which we restocked with pillows), and one for diapers and baby clothes. A very well stocked children's library and "magic" room is available, and all units are stocked with a variety of children's books to encourage reading. A Wellness Center offers basic medical, dental and wellness services to all families.

The effectiveness of Homeward Bound is measured by a family's transition from homelessness to self-sufficiency in 12 to 24 months. Families are provided an abundance of resources and tools to reach their goals and achieve success. Of families graduating from this program, 95% achieve long-term self-sufficiency, with approximately 10% becoming homeowners.

Our guide and hostess for our visit was Vicki Pina a long-time member of the Downtown Soroptimist Club and a very dedicated volunteer. (Continued on Page 3)

PHOENIX WEST ROTARY OFFICERS/DIRECTORS 2014-15

President	Rusty Pile	Foundation	Ron Roderique	<u>DISTRICT-INTERNATIONAL</u>
Past Pres	Christian Lehr	FundRaiser	David Caplan & Mike Tanner	
Pres Elect	David Caplan	Programs	John McBride & John Angelo	RI President Gary C.K. Huang
Secretary	Peter Mahigian	ClubAdm.	Christian Lehr & John Angelo	DG5490 Chuck Fitzgerald
Treasurer	Gunther Bauer	Student/Month	Gary Drummond	AG5490 Jon Bauman
Delegate @ Large	Sandy Petersen	Bulletin	Wilma Basnett-Emerson	<u>RI INTERNATIONAL THEME</u>
Delegate @ Large	Charlie Stevenson	Invocation	Bob Dawson	<i>Light Up Rotary</i>
Sgt/Arms	Dominic Rae	Done in a Day	Staci Glass	



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	<u>Honorary Members</u>	
Christian Lehr	Collections	Glen Bowlus	Don Catt
Peter Mahigian	Music Educator	Bill Campbell	Rita Hadley
John McBride	Investment Advisor	Dean Neal	Mel Haugen
Erich Moreno	Investments		Mary Moreno
			Ralph Huston
			Gene Mills

THE ABCs OF ROTARY: ETHICS



Governor Chuck has indicated that one of his areas of focus this year is "ethics" and is asking clubs to address business ethics in some way. He is also sponsoring an **Ethics Seminar September 27** in Tempe to address this issue.

The definition of business ethics is the **set of moral rules that govern how businesses operate, how business decisions are made and how people are treated.** In business, there are many different people to answer to: customers, shareholders and clients. Determining what to do when an ethical dilemma arises among these different interests can be extremely tricky, and as such business ethics are complex and multi-faceted. **Some business ethics are imposed by law.** For example:

- The Securities and Exchange Commission governs the way investment bankers and stock brokers do business.
- Court rules dealing with attorney client privilege dictate some ethical decisions for attorneys.

There are also **business decisions that do not fall within the guidelines of the law, in which the businessperson must make their own ethical or moral judgments.**

- An example of business ethics is when moral rules are applied by a corporation to determine how best to treat its employees, shareholders and customers.
- An example of business ethics are **accounting ethics** - especially for accountants of publicly-held corporations - which depend upon complete honesty and transparency. A lack of business ethics allowed the accountants at Arthur Anderson to not

- behave with honesty, openness and responsible publication when auditing Enron. As a result, shareholders were harmed, the company collapsed, and some Arthur Anderson accountants were held legally liable for their breach of business ethics.
- An example of business ethics are **attorney ethics** which call for complete confidentiality. The law recognizes that attorneys have such a high moral obligation to keep their clients secrets confidential, that if an attorney violates this ethical duty, they can lose their license to practice law.
- An example of business ethics are **medical or medical research ethics** which call for protection of their human subjects when it comes to treating patients or conducting experiments on patients. Peer review boards and other such institutions govern experiments designed to be conducted on human subjects to ensure that business ethics are followed and that experimenters make the best moral and ethical decisions.

Dealing with Unethical Business Values: Many poor personal and professional decisions are based on a rationalization of the ethics involved. For example, a person who embezzles from his company may fully understand the behavior was unethical, but he justifies it by saying he was under-paid, so the company got what it deserved. Truly defining business ethical values in a workplace environment involves following examples of ethical behavior and fair treatment, starting from management and trickling down.

In next week's newsletter, we'll review the history of **The 4-Way Test** that Rotarians have been using for seven decades as a practical yardstick in their business, community and personal affairs. As you know, The 4-Way Test does not provide answers; it asks questions which the user must answer. **Is it the truth? Is it fair to all concerned. Will it build good will and better friendships? Will it be beneficial to all concerned?**

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!

Homeward Bound — (Continued from Page 1)

teer herself. Soroptimist International is the first service club for women established in 1921. Vicki is the Community Engagement Manager and works with all volunteers and volunteer groups. Approximately 5,000 volunteers help with this program annually. During the brown bag lunch following our tour, Ron shared the experiences of Midtown Rotary in sponsoring a mother and three children for a 12-month period in 1993-94. Midtown was the first Rotary Club to become a sponsor. Homeward Bound started in 1990, but this current facility was not opened until 2000. Prior to this, all families were scattered in HUD housing apartments. Midtown's family "graduated" and went on to eventually purchase a house under a City of Phoenix program.

"At Homeward Bound, families learn that they are never alone. There is compassion everywhere and people ready to support them through their journeys."

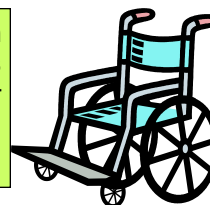
— Deborah Bateman, Executive Vice President, Director of Wealth Strategies - National Bank of Arizona

SHOCKING FACTS ABOUT HOMELESSNESS

- The homeless population is the **fastest growing segment of our society.**
- Most homeless mothers and children are **fleeing domestic violence situations**
- **85% of homeless families are headed by single mothers**
- **1 in 5 homeless persons is a child**
- The **average age of a homeless person is 9 years old**
- Homeless children have **high rates of acute illnesses**
- Homeless children **struggle in school**
- Homeless children have **four times the rate of developmental delays**
- Homeless children are **suspended more than peers**
- Homeless children are **twice as likely to repeat a grade**
- **Homeless children also have Dreams!** Let's continue to help solve the homeless problem!

Special thanks to PDG Ron Roderigue for being guest editor for this valuable Done in a Day project!

Foundation Chair, PDG Ron Rodrique reports that the Wheelchair Foundation has now delivered over 961,000 wheelchairs in over 150 countries and regions and is approaching its goal of 1,000,000 wheelchairs to every child, teen or adult that needs but cannot afford one thereby providing hope, mobility and freedom. Our club and our district have been active supporters of this effort.





HAPPY BIRTHDAY!

None listed for September

WEDDING ANNIVERSARY

9/3 John and Tiffany McBride
 9/7 Gunther and Susan Bauer
 9/20 Bob and Martha Dawson
 9/21 Christian and Deborah Lehr

CLUB ANNIVERSARY

9/22/11 Sandy Petersen 3 years

Thought for the Day

You have to find what sparks a light in you so that you in your own way can illuminate the world.

~ Oprah Winfrey



GRINS, GIGGLES & GUFFAWS

“I am thankful for laughter, except when milk comes out my nose.” ~ Woody Allen

Inside a supermarket, a woman spots a grandfather and his poorly behaved three-year-old grandson. “Easy, William,” says the grandfather calmly. “We won’t be long.”

In the cookie aisle, the woman hears a shrill, “I want cookies! Gimme cookies!” “It’s OK, William, just a couple more minutes, and we’ll be out of here. Just hang on; you’re doing great,” says the grandfather.

At the checkout, the child screams, “Candy! I want candy!” “William, William, relax, pal. Don’t get upset. We’ll be home in five minutes,” says the grandfather.

The woman is impressed. “You’re amazing,” she tells the grandfather. “You kept your composure no matter how loud he got. William is very lucky to have you as a grandpa.”

“Thanks,” replies the grandfather. “But I’m William. The little twerp is Kevin.”

Remember guys, a woman has the last word in any argument. Anything a man says after that is the beginning of a new argument.

MARK YOUR CALENDAR

Upcoming Meetings



- Sept. 4 Sheriff Joe Arpiao
- 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, Tempe
- Oct 4 Grants Management Seminar, Sedona
- Oct 25 Grants Management Seminar, Peoria 9-12
Membership Seminar, Peoria 1-3PM
- 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

A three-year old was asked what she liked to eat. “Nuts,” she replied.

“Great,” her mother said, “What kind? Pecans? Walnuts? Peanuts?”

“No”, she said, “Donuts.”



“You’re just the kind of person we’re looking for to test our airline seats.”