

This year's membership tools have been discussed in recent newsletters about the 3 R's.

- Reinvigorate - Let's improve our current membership's value in Rotary by making it a better Reinvigorated club.
- Retain - Work on Retaining those members!
- Recruit - Bring a new member in and Recruit a new pair of hands to help us perform "Service Above Self!"



With October designated as Vocational Service month we will discuss how we can promote membership through this month's focus.

In Rotary's "Introduction to Vocational Service" they state:

Membership in Rotary is based on a member's vocation, with each club striving to create a microcosm of its community's business and professional world. This unique feature provides the source for Rotary's historic commitment to vocational service, the second of Rotary's five Avenues of Service. Through vocational service, Rotarians are expected to adhere to and promote high ethical standards in all their business dealings, recognize the worthiness of all useful occupations, and contribute their professional expertise and skills to addressing societal problems and needs.

The club and its members share responsibility for promoting vocational service. Each club should develop projects that allow members to use their business and professional skills. Members are expected to contribute to these projects and to conduct their own business dealings in accordance with Rotary principles.

Historically, Rotarians have promoted the practice of high ethical standards as part of their commitment to vocational service. Two tools developed by Rotarians —The Four-Way Test and the Declaration of Rotarians in Businesses and Professions — provide a road map for practicing ethical behavior in the workplace and other areas of life.

The Four-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?

Declaration of Rotarians in Businesses and Professions

As a Rotarian engaged in a business or profession, I am expected to:

1. 1) Consider my vocation to be another opportunity to serve;
2. 2) Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;

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3. 3) Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;
4. 4) Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship;
5. 5) Recognize the honor and respect due to all occupations which are useful to society;
6. 6) Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;
7. 7) Adhere to honesty in my advertising and in all representations to the public concerning my business or profession;
8. 8) Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship.

Promoting Rotary's high ethical standards can be a strong method for reinvigorating your membership. You can educate everyone on the Four-Way Test and the Declaration of Rotarians in Business and Professions.

Rotarians can use their standing as business leaders and respected members of all professions to promote and advance high ethical standards by setting a positive example among employees, associates, and the community in general.

Think of how impressed your guests and fellow business associates will be when hearing the Four Way Test and the Declarations for Rotarians.

On another note.....

We are happy to see so many clubs adding new members in the past 60 days. Big Congratulations for recruiting new members goes to:

***Camp Pendleton - San Diego Coastal - Rancho Bernardo Sunrise - Bonsall - San Diego - San Marcos
San Diego Downtown Breakfast - San Diego North - Carlsbad - Shadowridge - Escondido - La Jolla
Golden Triangle - Imperial Valley - Borrego Springs - Del Mar/Solana Beach - El Cajon - Escondido
Sunrise - Fallbrook - La Mesa - Santee/Lakeside - Southeast San Diego - Mission Bay - Point Loma***

BRING A NEW MEMBER TO DISTRICT CONFERENCE!! November 4 & 5th

Hello, I am Bob James, Jr. This year's District 5340 Membership Chairperson. If I can be of any assistance in your membership goals, please ask me! Your district leadership team is here to assist.