

# GOOD MORNING!

Thursday, March 11, 2010

*"Culture is Us!"*



## Mike Demask

**Executive Director of the  
Hazelden Center:  
a Drug and Alcohol  
Treatment Facility**

Dr. Michael Demask has served the addiction/recovery community for more than 25 years in a variety of roles. Over his long career, Dr. Demask has held administrative, clinical, and marketing positions for a number of addiction/recovery programs in central and south Florida. Dr. Demask came to the Hazelden Foundation in 2000 to join the faculty of the Hazelden Graduate School of Addiction Studies and later led the school as Dean. His current position as Executive Director of Hazelden Florida brings him back to his home community where he has lived for more than 35 years.

## COMMUNITY SERVICE PROJECT

"Habitat for Humanity" on March 20th,  
7:30 am at Regal Acres in East Naples  
Sign up Sheet being passed around today.



## WINTER PIGEON PARTY

Saturday, March 27th  
at the home of  
Earl & Thelma Hodges

**March is  
- Literacy Month -**

## Attendance Last Meeting

Members Present:	86	85.71%
Makeups:	4	
Visiting Rotarians:	10	Winter Pigeons: 15
Guests of Members:	7	Student Guests: 3

*Did you make up?*

## Guest Speaker

**Next Week:** Brian Holley - Executive Director of the Naples Botanical Garden.

**Last Meeting:** Jim Boughton - on his recent visit to Haiti.

## Birthdays & Anniversaries

Member	Birthday	Age
Paul Blauch	Mar. 16	60
Greg Scasny	Mar. 16	37

Member	Wedding Anv.	Years
Chris Stall	Mar. 17	14
Stan Witters	Mar. 15	30

Member	Club Anv.	Years
LeeAnn Kirwin	Mar. 17	5

## Distinguished Rotarians

Rotarian	Honored
Heather Milner	Apr. 23, 2009
Keith Geiman	Jan. 8, 2009
Lois Kluberdanz	Jun. 5, 2008
Bill Hagman	Jun. 14, 2007
Carl Loveday	May 5, 2007

## Rotarian of the Year 2010

**Butch Manley**

**100% Paul Harris Fellows  
or Sustaining Members**



## The Four-Way Test dissected

In 1932, Herbert J. Taylor wrote down four questions on a small white piece of paper to serve as an “ethical yardstick” for his employees.



Herbert Taylor with The Four-Way Test

His simple creation has come to be known as The Four-Way Test. Revered by Rotarians, it has been translated into more than 100 languages and recited weekly at club meetings around the globe.

When Merv Hecht, a member of the Rotary Club of Santa Monica, California, USA, challenged the notions behind the test as unrealistic and impractical in today’s world, his letter in the December 2009 issue of *The Rotarian* prompted a flood of responses, many in defense of the test.

“Is it the TRUTH? The truth is variable,” Hecht writes in his letter, reflecting on the first tenet of the test. “It used to be the ‘truth’ that the world was flat. And if you didn’t accept that truth, you were burned at the stake. Then for many years it was taught that the world was round. Now they say it’s elliptical because of the pull of gravity. Which is true?” He goes on to argue that what is fair for some is seldom fair for all, and that the final two points of the test are “not the way the world works.” ( Read the full letter. )

Hecht says he is surprised by the response his letter has received. “It was a spur-of-the-moment letter, but in thinking about it now, I think it’s a reaction to the black-and-white attitude that is permeating our society,” he says. “Absolutism is dividing our fellow Americans as well as our international friends. The Four-Way Test is another of these absolutes that fails to train people to see the grays in social relationships. Perhaps Rotary, one of my very favorite organizations, could be improved with a new Four-Way Test that includes an openness to other points of view.”

## Empowering people through literacy

In Rotary, we recognize March as Literacy Month. This is when we focus on the importance of literacy and education in our humanitarian service. In my decades as a Rotarian, both at home in Alabama, USA, and abroad, I have seen again and again what a critical role literacy plays in a healthy and productive life. Being literate does not just mean having the ability to read a book or a newspaper. Being literate means being able to comprehend the instructions on a medicine bottle, a set of directions, or a job posting. It means understanding the note written by a child’s teacher. It means being able to use a computer, follow a recipe, or apply for a mortgage. Literacy means being part of the larger society. It means inclusion, and it means empowerment.

Those who cannot read or write, whether they are children or adults, are cut off from important information in ways too numerous to count. They are less likely to be healthy and more likely to be poor. And perhaps most critical of all, parents who cannot read are more likely to raise children who cannot read – perpetuating the cycle of illiteracy, and of poverty.

As a Rotarian and in my profession, I have seen so many simple and creative ways to break this cycle. Whether it is by volunteering in schools, by bringing education and training to adults, or simply by ensuring that all children have the books and supplies they need, we in Rotary can do so much. We can help others learn to read – and learn to help themselves.

Glenn E. Estess Sr.  
Foundation Trustee Chair

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