



District Governor 2011-2012
DAVID & FRANCES STOCKS
Rotary Club of West Shore Victoria



Reach Within to Embrace Humanity



People seldom improve when
they have no other model but
themselves to copy.

—Oliver Goldsmith

THE 5020 STOCKS MARKET REPORT

WHERE INSPIRATION AND IDEAS ARE FREELY TRADED

Volume I • October 2011

Vocational Service Matters

by DAVID STOCKS
5020 District Governor 2011-2012

The Second Object of Rotary presents three good principles:

- Business and the professions should employ high ethical standards.
- All useful occupations are worthy.
- All working Rotarians are in the business of serving society through their work.

The last principle is increasingly being accepted by most large businesses. In recent years, corporate annual reports have included discussions of corporate social responsibility. Many corporations have committees of directors to consider how to balance the benefits that the enterprise delivers to investors, employees, and the communities in which the enterprise operates. To this “triple bottom line”, some businesses add a fourth component: the natural environment.

The second principle seems to be less-well recognised. Most TV shows feature people who live comfortable lives while working in glamorous jobs. Frasier and Niles Crane are both psychiatrists. Bill Cosby played a professional. The last “working man” that I recall starring in a TV show was Archie Bunker – a racist buffoon. Fortunately, some of our clubs include tradesmen in their membership and many of our clubs provide scholarships and bursaries for trades training. We should remember that an apprenticeship is post-secondary education. Although about 80% of high-school students plan to go to university, only about 20% actually do. The rest of the graduates join the workforce to grow our food, build our cars, homes, roads and hospitals, operate thousands of businesses to serve us, staff our armed forces and government agencies, and improve our lives in countless ways.

The principle of service to society is expressly rejected by some leading economists. For example, the late Nobel Laureate, Milton Friedman, is quoted in the book *Capitalism's Achilles Heel* as saying “Few trends could

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E-MAIL DIRECTORY

DISTRICT GOVERNOR

David Stocks

rotarydavid@telus.net

ASSISTANT GOVERNORS

George Clarke (Area 1A)

ghclarke@cablerocket.com

Lana Eagle (Area 1B)

lanaeagle@rocketmail.com

Ed Fougner (Area 2A)

epfougner@shaw.ca

Brenda Grice (Area 2B)

rotarybrenda@archadia.com

Roger Painter (Area 3)

rpainter@telus.net

Tav McPherson (Area 4A)

tavmac@lfsq.ca

John Heraghty (Area 4B)

jdheraghty@shaw.ca

Pat Cooper (Area 5)

cooperwp@aol.com

Joanne Croghan (area 6A)

croghanj@aol.com

Larry Iverson (Area 6B)

toyoularry@comcast.net

Bob Firman (Area 7)

fonetalker@yahoo.com

John Anderson (Area 8)

jander5822@comcast.net

Jerry Obendorf (Area 9A)

jobend@msn.com

Bruce Stuwe (Area 9B)

bstuwe1@comcast.net

Rose Bowman (Area 10)

Rose.Bowman@lewiscountywa.gov

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so thoroughly undermine the very foundations of our free society as the acceptance by corporate officials of a social responsibility other than to make as much money for their stockholders as possible....If businessmen do have a social responsibility other than making maximum profits for stockholders, how are they to know what it is?"

As the book's author, Raymond Baker, goes on to say, "Take that sort of reasoning, slowly feed it into business school curricula, wait a couple of decades, and you will get the Enrons and WorldComs and hundreds of other outrages that have damaged the market's reputation and performance in recent years."

Those of us who are dealing with the latest economic outrage might suggest that Mr. Friedman's disciples of the Chicago School of Economics should consider any number of moral and ethical guidelines. They could start with The Golden Rule, which appears in almost every body of religious thought in the world. We Rotarians could also suggest The 4-Way Test, which introduces the concepts of service, fairness, and mutual benefit.

The world's financial system could use both better ethics and the concept of serving society. The life-blood of the system is notional "money" that is sent around the world every day, thanks to computers and telecommunications. For example, at the end of its work day, a bank in London could loan, say, \$100 million to a bank in Los Angeles that is just opening for business. During the LA workday, the LA bank can honestly say that it has sufficient liquidity to operate according to the relevant regulations. At the end of the LA workday, that \$100 million could move to Hong

— See **VOCATIONAL SERVICE**, page 3

The Governor's Newsletter is published on the first of each month, is posted on the Rotary District 5020 website, and electronically sent by the Webmaster to Rotary International, each District officer, District Committee person, Club president and Club member who is served by the ClubRunner mail system.

Articles and pictures (including captions) should be sent to by the 20th of each month to be published by the first of the following month. Articles should **not** contain pictures embedded within the article, and accompanying pictures should be in **jpg** format. Email to: **rotary5020newsletter@yahoo.com**.

Articles should generally be limited to **250 words**. If you want additional details made available to other Rotarians, a **link** to your own site or **other contact information** should be contained in your submittal.

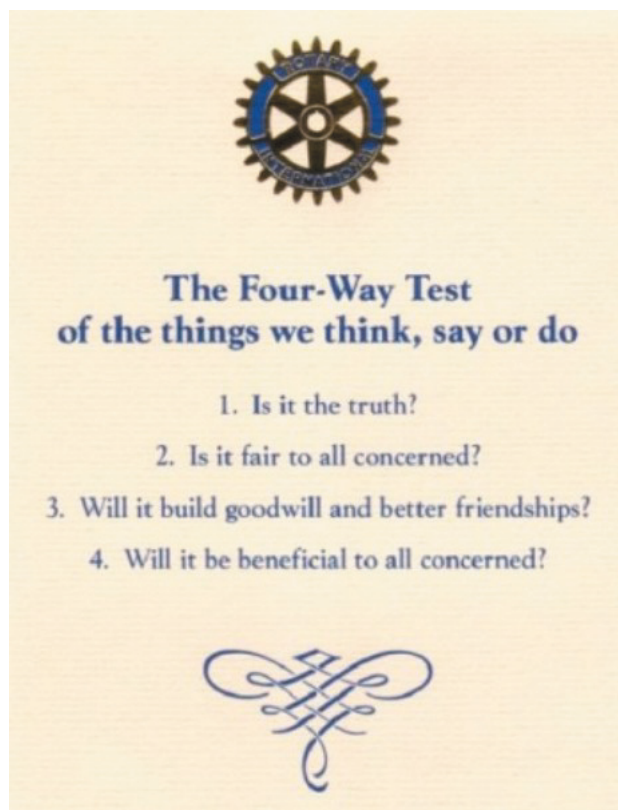
The Newsletter is edited by Editor Paul Alvestad and Assistant Editor Regan Gonzalez from the Gig Harbor Rotary and written by the many Rotarians of District 5020 who submit articles for publication.

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Kong where, as in LA, a bank can truthfully claim to have sufficient liquidity. Eight hours later, that “money” could go back to London. Of course, no actual money is moved: the whole scheme consists of notations in computers. It has the potential to become the proverbial House of Cards. Further, every time that “money” moves, someone extracts a fee that is paid in real money.

It is literally true that this notional liquidity is on the books of each bank during their workday. It is used to underwrite cheap loans that, in turn, can lead to asset bubbles – recently in real estate. However, the scheme does not meet the intent of the banking regulations. Those regulations assume that liquidity stays in a bank after the workday because the regulations were designed before the time of computers.

This practice is based on confidence that the next bank in the chain is behaving in an ethical and responsible manner. What would happen if one of the banks became concerned that the next bank was not placing its loans appropriately? The first bank might become unwilling to send the agreed amount of “money” to the next bank in the chain. That next bank could fail. The entire House of Cards could collapse. This happened in the autumn of 2007. It was one of the principal factors in the financial turmoil of the following few years. Thousands of ordinary investors and home owners in various countries have paid the price.



As Richard Florida wrote in his recent book *The Great Reset*, “It’s time we stop confusing the practice of moving money around with generating real profit.” Florida also wrote that the financial industry has become “a parasite” on real business. Parasites do not follow practices of service, fairness, and mutual benefit.

Many thoughtful Rotarians believe that general adherence to the 4-Way Test at every level of every business would help to prevent a future financial disaster like the recent one. Let us use our Vocational Avenue of Service to spread concepts of service, fairness, and mutual benefit to create a better future for us all.

—Graphic Property of Rotary Global History Fellowship (An Internet Project)
<http://www.rotaryfirst100.org/presidents/1954taylor/taylor/index.htm#world>

Sumner Rotary Awards 2nd Post-Prison Education Scholarship

The Rotary Club of Sumner recently awarded a \$500 scholarship to **Shelly Klier**, a student in the Post-Prison Education Program. The Washington State program was founded in 2005 as a resource for prisoners and their families, providing services including tuition, housing, groceries, daycare and intensive mentoring. The program's goal is to harness the power of education as a means of drastically reducing recidivism, or repeat criminal behavior.

In Washington State, 67.5% of prisoners return to prison within three years of being released. Of students in the Post-Prison Education Program, less than 2% return to prison. Post-Prison Education Program provides access to education and unwavering support through gap scholarships and intensive mentoring. Education opens the door to a living wage, stable housing, and strengthened families – the most important factors in breaking the cycle of poverty and crime.

The Post-Prison Education Program provides a transformational experience for its students. Shelly Klier is one of two women currently in the Welding Program at Bates Technical College, from which she will be graduating this February with both an Associate of Arts degree as well as her certificates in stick and wire welding. When asked about her transformation process, Shelly—who grew up one of eight children of a heroin-addicted mother and served time for drug-related offenses—responds, “the most important lesson I have learned throughout all the hardships is that I must stop thinking like an addict, needing instant gratification all of the time, and instead learn to maintain the balance between patience and persistence.” It is this balance that has led Shelly to become an incredible success, a loving mother, an integral part of her family, and a straight A student.

When she was released from prison for the last time, Shelly regained custody of her three children and says that she will be forever grateful to the Post-Prison Education Program for helping her fight and win an out-of-state custody battle after which she was reunited with her youngest son Steven.

The Rotary Club of Sumner is proud to award their second annual Post-Prison Education Program scholarship to Shelly Klier. For more information, to make a donation, or to hear more success stories, please visit www.postprisonedu.org or call (206) 524-3333.



Jenna Melman from Post-Prison Education Program, scholarship recipient **Shelly Klier**, and Sumner Rotary scholarship chairperson **Jerry Vandenberg**.

Sumner Rotary donates \$5000 for New Life Mission Well

Sumner, WA, August 10, 2011: **Rotary Club of Sumner** donated \$5000 to partner with **Team Agape** and **Creator Lutheran Church** youth to drill a shallow well in Kenya through **New Life Mission**.

Team Agape started in 2009 with eight teachers and students from Sumner High School with a desire to serve and help children in Africa.

The group partnered with **Pastor Cliff** from

New Life Mission in Kenya. The mission runs an orphanage, schools, and many other social welfare projects in Kenya.



Sarah Josten from Team Agape approached the Sumner Rotary Club for support of a project to build a shallow well through New Life Mission. Students from Sumner High School along with youth from Creator Lutheran Church had raised **\$1500** to apply towards drilling the well. The cost of a well is approximately **\$6500**. **Sumner Rotary has donated the remaining \$5000 needed to complete the project.**

Although the site for the well has not been chosen, the site will be along the Mara River. The location they are looking at would help supply the small kindergarten they just built out in the Mashuru region of Kenya (located in the Masai Mara). The kindergarten is a “feeding school” which means children of the age of 4-5 walk anywhere from 3 to 5 miles to the school where they learn how to read and write, get a free lunch (sometimes one of the only meals they get that day) and then walk back home that evening.

The water projects are in a semi-arid area that relies mostly on rainwater. Much of the community uses surface water which can be highly contaminated and results in water borne diseases. Donated funds have now allowed New Life Mission to drill 20 wells. After each well is complete, there is a ceremony to dedicate the well to the community. A sign is prepared to show who donated the well. Information on the progress of the well will be provided as the project proceeds.

For more information or to make a donate visit www.teamagapenewlifemission.com or email teamagape.newlifemission@gmail.com.

Cumberland's Extravaganza Italiana Provides Fellowship AND Funds

by JOHN CHALLENGER
Public Relations Chair
Rotary Club of Cumberland Centennial



Cumberland Rotary president **Deb Nolan** presented a cheque for \$500 to Cumberland Marching Band members **Genoa Folkes** and **Kirstin Bradshaw** to thank the band members, parents and their teacher, **Joanne Hawthorn**, for serving at the club's seventh annual **Extravaganza Italiana** dinner auction on 1 October.

On Saturday, 1 October, a sellout crowd attended the **Rotary Club of Cumberland's** seventh annual **Extravaganza Italiana** dinner and auction.

Members of the **Cumberland Marching Band**, their parents and teacher, **Joanne Hawthorn**, served the meal prepared by Custom Gourmet Chef **Dawn McRae** and her team.

To thank the servers and provide some funds to help defray the band's expenses, Rotary president **Deb Nolan** presented a cheque for \$500 to band members **Genoa Folkes** and **Kirstin Bradshaw**.



New playground equipment provided through a joint partnership between the **Village of Cumberland** and the **Rotary Club of Cumberland Centennial** was installed by the Village Works Department in the past month. On Wednesday, 14 September, the crew was busy back-filling and levelling the ground underneath the equipment so that children may soon enjoy it. Funds raised by the Rotarians through their **Extravaganza Italiana** were used to fund their half of the \$15,000 cost.

Parkland-Spanaway Again Part of LeMay Foundation Car Show

by CLAYTON CHING
Public Relations Chair
Rotary Club of Parkland-Spanaway

Parkland-Spanaway Rotarians were once again part of the **LeMay Family Foundation** summertime car show tradition.

Each year, at the end of August, the LeMay Family Foundation opens the world's largest privately held automobile collection to visitors. Thirteen years ago the **Rotary Club of Parkland-Spanaway** was allowed to sell ice cream and water at the LeMay's Open House and they continue the tradition to this day.

Funds raised from the sales go to the local senior center and the needy for holiday gift baskets. Last year the Parkland-Spanaway club raised \$412. This year the day was a picture perfect summer day with blue cloudless skies and mid eighty temperatures. The Rotarians raised \$690. Not only was this a day of service to our community it was also a day of fellowship.

So next year plan on coming to the LeMay's Open House—it's the last Saturday in August—say hello to your fellow Rotarians, and have an ice cream!



Parkland-Spanaway Rotarians man the refrigerators at their successful ice cream concession during the LeMay Family Foundation Car Show in August.

Qualicum Beach Rotary Funds Disaster Aid School Rooms in Haiti

School children in Haiti hoist a sign of thanks (at right) to the Rotary Club of Qualicum Beach, in British Columbia, for their donation of a Disaster Aid four-room school in which they can continue the education interrupted by the disastrous earthquake there last year.

With another container of schools on the ground, the volunteer DARTs will over the next month deploy to erect another nine schools to ensure the children of Haiti have some form of normality in their lives. Also included in this shipment are 150 Family Survival boxes to assist those survivors still displaced and two Disaster Aid medical tents to assist in the ongoing treatment of the ill.

Each Disaster Aid School kit contains enough school supplies for 80 school children, complete with their own rucksack and a Teacher's kit – everything needed for the continuance of their schooling.



ShelterBox Team in Philippines Includes District 5020 Rotarians



District 5020 Rotarians **Scott Robinson** (top left) and **Noel Currie** (top row in light blue shirt) were part of the **ShelterBox** response team recently working in the Philippines. Scott is a member of **Sequim Sunrise Rotary** and Noel is a member of **Sidney by the Sea**.

More information may be found at www.shelterbox.org



Cumberland Rotarians Refurbish Coal Cart Benches

Several Cumberland Rotarians and two representatives from the Cumberland Works Department recently celebrated the completion of the club's Coal Cart Bench Project.

The benches, which are an unique landmark in the Village, were donated by individuals and businesses several years ago. The ravages of time and weather had become evident and the Rotary club decided to refurbish seven benches to make them more attractive.

Using quarter-sawn, old-growth, Westerntn red cedar donated by Island TimberFrame and 400 bolts donated by Strathcon Industries of Courtenay, the Rotarians set to work to remove the old lumber, brush and paint the steel and install the new cedar lumber. The Village Works Department were of great assistance, removing the benches from the street to their yard and then re-installing them.

The club afixed plaques honouring the original donors. Not all of the donors have been found so not all of the benches bear plaques. Anyone with information about the missing donors is asked to contact **David Stevens** at: 250-336-8344.



Coal Cart Bench Project Team: (l-r) Cumberland Rotary Club president **Deb Nolan** with Rotarians **Kim Sleno, Dodoie Brand, Leslie Baird** and **Liz Phillipson**. Back row: Rotarians **Rob Neal, Chantal Stefan, Keith Tatton, Stefan Pletscher, Christine Dickinson**, and **Kyle Jorgensen** and **Sean Guthrie** of the Cumberland Works Department. The Works Department removed and replaced the benches. The Rotarians removed the old lumber, brushed and painted the steel and installed the new, cedar donated by Island TimberFrame with bolts donated by Strathcon Industries of Courtenay.

Comox Valley Clubs Win Grant Approval for Airport PR

A Rotary International PR grant application submitted by the four Rotary Clubs of the Comox Valley—**Courtenay, Comox, Strathcona Sunrise and Cumberland Centennial**—was recently approved.

The grant will help fund electronic messages promoting Rotary on the large-screen TV monitors in the Comox Valley Airport terminal for two years. Ten-second messages will appear seven and one-half times per hour around the clock.

The current passenger traffic at the modern terminal is 600,000 per year and growing. Total funds provided by RI: \$7217, with an additional amount of \$2405.69 from District 5020. The coordinator of the proposal is **Keith Currie** of the **Rotary Club of Strathcona Sunrise** who is delighted that the proposal has been approved so the clubs can go ahead with the project.



Come to the Bangkok R.I. Convention in 2012

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- ♦ FANTASTIC Rotary networking opportunities
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- ♦ First Time Convention Goers Orientation Sessions (Sat. May 5) to help you navigate the convention and set your convention "goals"
- ♦ The House of Friendship with HUNDREDS of Rotary exhibits
- ♦ \$160 registration fee when you register by December 1, 2011.
- ♦ Discover Thai culture, cuisine, and traditions in Bangkok, rated "#1 World's Best City" by Travel & Leisure Magazine for the third year. Discover Thailand in the city that is the "Gateway to Southeast Asia".
- ♦ Register at www.rotary.org or www.rotaryconvention2012.com



For registration, housing and all the latest information visit:

<http://www.rotaryconvention2010.org>

<http://www.rotary.org>

Campbell River and Comox Valley Rotary Clubs Fund Production of Drug Awareness Rulers First Seen on GSE Tour in Norway

In 2009 a group of four non-Rotarians from different walks of life visited several countries in Europe for about four weeks as part of a **Rotary Group Study Exchange**. The purpose was for team members to connect with people in their professions to exchange information and ideas.

Constable Pierre Vezina of the **Comox Valley RCMP Detachment** was a participant in that Exchange. While in **Norway**, Vezina was given a Drug Awareness Ruler that had been developed to help parents, teachers and other adult leaders of children to identify young people who may have been using or abusing drugs. On his return, Vezina showed the ruler to his Rotarian sponsors and a project was born.

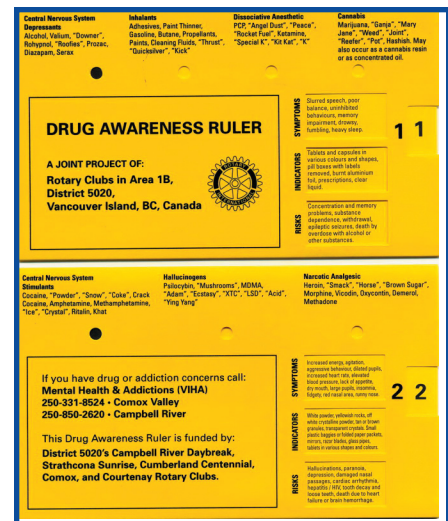
First, the Norwegian on the ruler was translated into English by retired Highland Secondary teacher, **Mike Hoy**, and then **Key Graphics**, owned by Rotarians **Bob and Ellen Hatch**, took on the job of creating a version to be used in our communities based on the Norwegian model. On Friday, 9 September, at a brief ceremony, 2000 of the rulers were presented to **RCMP Corporal Gus Papagiannis**, of the Drugs and Organized Crime Awareness Service, by Rotarians from the **Campbell River** and **Comox Valley Rotary clubs**.

Plans are that the rulers will be delivered through the **DARE** (Drug Abuse Resistance Education) program in the schools, particularly aimed at students in grades 5 and 6, and through other drug awareness groups.

Through connections to other Rotary clubs on Vancouver Island and other RCMP detachments, the idea will spread to other communities in the very near future. The initial cost to launch the first 2000 rulers was \$2400, largely as a result of the set up charges.



(L-R) **Chip Ross, RCMP Cpl Gus Papagianis, Karen Ross, Susan Griffin, Patricia Gagnon, Michael Syer, RCMP Constable Pierre Vezina, Naomi Carmichael, Linda Oprica, Jay Oddleifson, John Challender, Lana Eagle, Liz Turnbull** and **Ellen Hatch** posed with the yellow drug awareness rulers created to heighten awareness among adults of indicators and symptoms of drug use by children.



The **Drug Awareness Ruler** is a double-sided tool (side 1 and 2) with a card that slides out of an open-ended envelope. As the inside card is moved, a black dot appears in a hole in the envelope connected to a particular category of drugs and the **Symptoms, Indicators** and **Risks** appear in the three cut-out slots. The tool is very simple to use.

Rotary Snaps

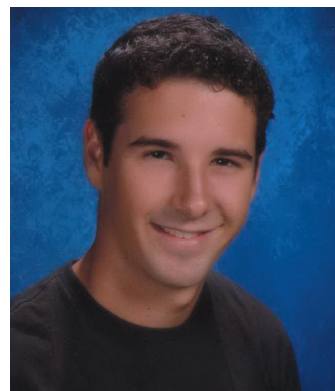


Sequim Fundraiser



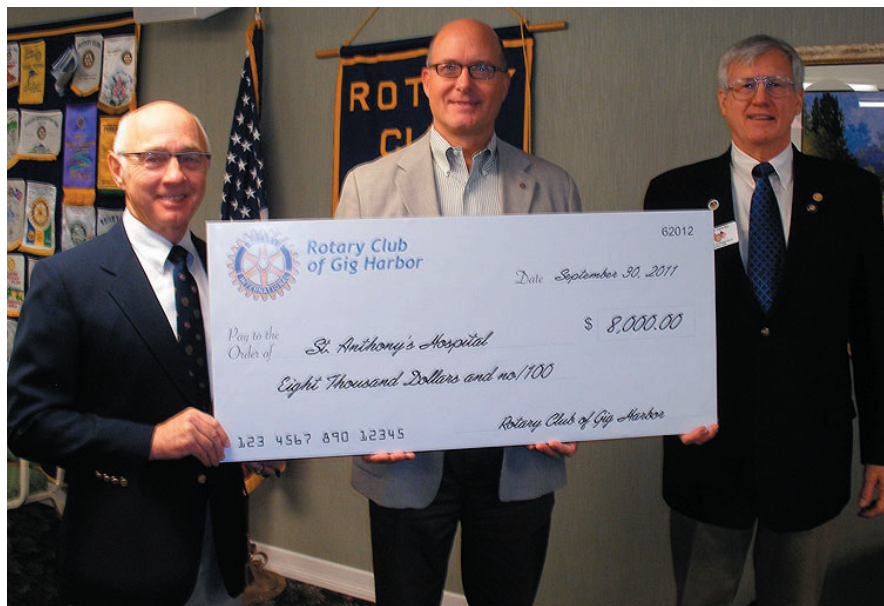
Both Rotary clubs in Sequim (**Sequim** and **Sequim Sunrise**) recently participated in the annual **Dungeness Valley Health and Wellness Clinic Funwalk**. Sequim Sunrise won the plaque for raising the most funds for the event. **Jim Pickett**, Team Leader for Sunrise, is shown holding the plaque. The clinic is Sequim's "Free Clinic", providing medical assistance and advice to those members of the community without sufficient medical insurance. Several Rotarians from both clubs hold offices in the organization.

Scholar Candidate



Twenty-one year-old **Jared Hendry** of Comox has been sponsored by the **Rotary Club of Cumberland Centennial** as a candidate for a District Rotary **Ambassadorial Scholarship in 2012-2013**. Hendry, who is entering his last year of study for his bacchalaureate degree at the University of Victoria, has applied for an opportunity to study abroad to obtain a post-graduate degree in business administration. The scholarship has a value of \$15,000. Hendry, who is a graduate of Highland Secondary school is the son of **Laurel and Bob Hendry** of **Comox**.

Gig Harbor AM Supports New Hospital



DG David Stocks (right) was making his Club Visit on September 30 when Gig Harbor Rotary President **Mike Pinch** (left) presented a check for \$8000 to **J. David Snow** representing **St. Anthony Hospital** in Gig Harbor. The Gig Harbor Rotary (AM) Club pledged \$75,000 to the hospital fund several years ago and will make a donation of \$8000 each year until the pledge is met.



East Grays Harbor Rotary Club Presents... **HOPTOBERFEST 2011**

At Quinault Beach Resort And Casino

Saturday, October 22nd, Noon-10PM

Craft Brews, Unique Food and Music
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Live Music:
Performances by:

- **Humptulips**
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Participating Breweries:



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Includes admission, drink scrip, souvenir.
Must be 21 or older. Proceeds benefit East Grays
Harbor Rotary Scholarship Fund.



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World Community Service & Future Vision Grant Management Workshop

Saturday, October 29, 2011 8:30-3:30 pm

Vancouver Island University, Nanaimo, BC

Registration & Payment Deadline: Tuesday, October 25

Learn About:

- *How to get involved in a WCS Project*
- *Future Vision Grant Requirements*
- *How to find and organize a WCS project*
- *How to apply for District and Global Grants*
- *How to qualify your club for Future Vision*
- *Managing your Global Grant Project*

Help your fellow Rotarians by sharing your club's experiences

How did you increase WCS participation? How did you find your partner club or project? What has been your experience with Future Vision Grants?

There will be an opportunity for club members to be part of a panel. Presentation will be limited to five minutes plus Q&A please.

If you have a story to tell, please send a brief outline of your presentation to Program Chair Brent Olson
brentolson@seanet.com

***Please note that under TRF rules, any club requesting either a Global Grant or District Matching Grant must have a representative at this training event.**