

4-Way Test Essay Contest Announcement

Rotary District 5520

Theme for 2009/2010: *“How Can Applying the 4-Way Test in My Life Now Influence My Future?”*

Revision Date 8-20-09

1. Only **eighth grade** students are eligible to enter this competition.
2. Your club committee should contact the principal, language arts teacher, and/or councilor in each middle school in your club’s area and provide information on the **4-Way Test** with the criteria and guidelines for the competition.
3. The theme for the **2009/2010 4-Way Test Essay Contest** is **“How Can Applying the 4-Way Test, in My Life Now Influence My Future?”**
4. The essay must consist of 300 to 500 words, with a separate cover page including the student’s name, school, town, and sponsoring Rotary club. (Students can use computer, type or handwrite the essay. The essay writing should be completed at one sitting of 60-90 minutes.
5. Even though grammar, punctuation, and spelling are taken into consideration, thought and content are the main criteria for choosing a winner.
6. Each participating Rotary club should have a 1st, 2nd, and 3rd place winner to be honored at a club meeting or banquet. The winners should be awarded cash prizes and plaques or certificates with family members and school faculty present.
7. Submit only the best essay to the district **4-Way Test Essay Contest** coordinator by March 13, 2010 by mail or email.
8. The district winners will be honored with cash prizes and plaques at the District Convention May 6-9, 2010 in Santa Fe.

District 5520 4-Way Test Coordinator:

Jill McQueary: jmcq2@yahoo.com

Home Phone: (505) 326-0187 / Cell Phone: (505) 860-5165

Mailing Address: 4429 Bella Vista Circle, Farmington, NM 87401

The 4-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The 4-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy. This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, the 4-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

"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?"