



Dickinson, North Dakota Rotary Club

Branding Iron

Volume LV1, Number 8 August 19, 2009
Established February 1, 1921, Charter Number 820
Kris Fehr, Editor

Today!! Your Greeters Are:

Nancy Johnson & Shawn Kessel

Next Week: Rita Krank & Yvonne Kroll

Birthdays Today

Dale Jacobsen (8/21)



Give Thanks Today: Mike Kiedrowksi Next Week: Rita Krank

Pride and fear always separates man from God and man from himself/herself. It is a breeding ground for clouded thinking and misdirected actions. Amen.

~ invocation prepared by Dennis Cannon



The Four-Way Test

In 1932, Herbert J. Taylor, the newly appointed president of a nearly bankrupt Chicago cookware company, believing his employees were in need of an "ethical yardstick," wrote four questions on a small, white piece of paper:

Is it the TRUTH? Is it FAIR to all concerned? Will it build GOODWILL and BETTER FRIENDSHIPS? Will it be BENEFICIAL to all concerned?

When Taylor penned what came to be known as The Four-Way Test, the country was in the grip of the Great Depression, and there was widespread distrust of banks and corporations after the stock market crash three years earlier. At the Club Aluminum Products Company, a new and expensive type of cookware was being sold with rapidly declining success by door-to-door salesmen using high-pressure tactics. Although Taylor instituted additional measures, such as establishing distribution channels through retail stores and offering free trials and affordable payment plans, he came to believe that applying his test to Club's advertising and sales methods was the key factor that led to the company's remarkable return to profitability.

He came to see the test as useful beyond business, writing in his autobiography, "Anyone who checks his thoughts, his words and deeds against The Four-Way Test before he expresses himself or takes action is almost certain to do the right thing."

Program Chair: Harvey Brock

Next month:
Frank Wald

Your Program Today:

**Roger Ternes, Athletic Director
Dickinson State University**

Coming Up

August 26
Sister Dorothy Zeller, Superintendent
Dickinson Catholic Schools

September 2
Hank Biesiot, Blue Hawk Football

September 9
Lynn Helms, ND Oil & Gas Division

September 16

Club Contact
Jason Hanson, President
701-260-3020

Email: jason@jasonhansonhomes.com

Campfire Memories

Last Week:

Guests:



Visiting Rotarians Carolyn Godfried of Bismarck, left, and Lynn Miller of Vancouver, WA visited.

Jon Brudvig's guest was prospective member Connie Walter, the new university relations director at DSU.



Gaylon Baker's guest was Dave Lehman, extension engineer for NDSU.

Lloyd Moldenhauer's guest was his wife, Rose.

Braggs & Fines:

⇒ **Jim Ozburn** fined **Yvonne Kroll** for advertising for her job when she announced St. Luke's Home's carnival to be held Saturday, Aug. 15.

Last Week:

Dickinson Public Schools Superintendent Dr. Doug Sullivan



Doug Sullivan

Dr. Sullivan began his new position as Superintendent of Schools on July 1 this year. He comes to Dickinson after serving as the Superintendent in Sidney, MT. He was born in Vancouver, WA, raised in Northwest Oregon and received his doctorate from MSU in Bozeman, MT. Sullivan has been in education for 30 years, 24 in an administrative position in Montana.

Sullivan's family includes his wife of 30 years and six children. Five of his children are grown and the youngest is now a sophomore at Dickinson High School. You will be able to see him on the gridiron this fall as a member of the DHS Midgets football team.

Challenges are the reason that Sullivan enjoys being a Superintendent. Some of the current challenges in Dickinson this year are preparing for the largest kindergarten class since 1992 (242 students) and an anticipated shortage of two elementary classrooms next fall. Total enrollment come the first day of school will be approximately 2500 and is down in total about 25 from the fall of 2008.

Some of the building improvements students will see on the first day of school are new lockers at Hagen Jr. High, a new roof on the science pod at DHS, and a new gym at Berg Elementary. Staff improvement is always a top priority as well and a new philosophy that Dr. Sullivan is embracing is that of "Professional Learning Community." The idea is to build teacher leaders and focus on collaboration between teachers.

~ submitted by Linda Steve

This week's correspondent: Winnie DeLong
Next week: Harvey Brock

Special thanks:
Dickinson Press
&

Harvey Brock
for printing the Branding Iron!

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