



# Turning Wheels of Bulawayo Rotary Club



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## November 2002.



### From the President's Computer

November is upon us already and the count down to Christmas has begun, trying to fit in various functions, juggle dates, preparing for companies annual shutdown, the list is endless.

Its hard to remain positive and look forward to the approaching holiday season during these hard economic times with daily rising prices, petrol queues and food shortages, hunger and starvation all around us.

However, the human spirit is a wonderful thing as we try to get around all the problems facing us, and make 'another plan' as the catch phase of the day goes!

Rotarians are expected to inspire others using its 'badge of honour' known as the 4-way test, to adopt their code of behavior, which requires the courage to defend what is right and wrong.

Today more than ever, it is imperative that we, as Rotarians serve as role models in our business and personal lives and adhere to the 4-Way Test. As Rotarians we will be judged on our ability to uphold the public trust. As Rotarians, we are in an ideal position to use our business connections and acumen to help those less fortunate than ourselves.

Perhaps we need to daily reminds ourselves of the things we think, say and do

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendship?
4. Will it be beneficial to all concerned?

President Maureen Bond



## **Rotary Thought for the Month**

In conjunction with our Rotary theme for this year SOW THE SEEDS OF LOVE, this saying is particularly adept:

Darkness cannot drive out darkness, only light can do that.  
Hate cannot drive out hate, only love can do that.

Martin Luther King Jnr



## **November 2002**

Rotary International designates each month to a particular subject. This is part of each club's year planner.

*The month of November is dedicated to:*

### ***The Rotary Foundation***

ADG Rosemary Hepworth at the Foundation Conference in Victoria Falls summed up the purpose of the Rotary Foundation.

**The Rotary Foundation is the very "Heart of Rotary"**

The Rotary Foundation of RI is a non profit corporation that receives contributions totaling more than US\$ 70 million annually and distributes some US\$ 65 million each year in support of Humanitarian and educational programmes implemented by Clubs and Districts.

It began during the First World War in 1917 when the 8<sup>th</sup> World convention established the first Endowment Fund-the forerunner of the Rotary Foundation, developed from an idea presented by Arch Klumph , one of the first members of Rotary. When Paul Harris died in 1947, his passing became the unwitting instrument that created the Rotary Foundation, as we know it. Long before his death Paul intimated that no flowers were to be sent to his funeral, instead he would hope that those who felt moved to honour him in death would meet his wishes best by making a donation to Rotary funds to promote international understanding. The enormous contributions that poured into this fund began the basis of the Foundation, as we know it today.

The Rotary Foundations' mission is to support the efforts of Rotary International in the fulfillment of the Objects of Rotary, Rotary's mission and the achievement of World understanding and peace throughout the world.

**This month also celebrates Interact Week 4<sup>th</sup>-10<sup>th</sup> November**

Interact is a service and social club for young people ages 14-18 years. The first Interact club was founded in 1962 and today there are more than 6000 clubs worldwide, each sponsored by a Rotary Club.

While the Rotary Club provides guidance and inspiration, the youth clubs are self-governing, self-supporting giving members a chance to

develop a range of leadership skills whilst learning the value of teamwork.

Interact stands for International action.

International because Interact clubs exist in some 100 countries.

Action because interactors are doers who want to solve problems and improve the quality of life in their own community and around the world.

President Maureen Bond



## United Nations Survey

At the recent Summit in Johannesburg, a worldwide survey was conducted by the UN.

The only question asked was:

"Would you please give your honest opinion about solutions to the food shortages in the rest of the world".

The survey was a HUGE failure...

In Africa they didn't know what "food" meant.

In Eastern Europe they didn't know what "honest" meant.

In Western Europe they didn't know what "shortage" meant.

In China they didn't know what "opinion" meant.

In the Middle East they didn't know what "solution" meant.

In South America they didn't know what "please" meant.

And in the USA they didn't know what "the rest of the world" meant.



# **BUSINESS ETHICS MAKES BUSINESS SENSE**

**By Laurie Bond (F.C.I.I.; F.I.I.S.A) Chartered Insurance Practitioner**

“Business ethics” – is this the new buzz word? In the UK and many other countries, business ethics is being recognized as being an important component of how companies should act, think and portray themselves. Business ethics is being added as modules or subjects in many of the Professional qualifications, including an essential component of the fellowship qualification, which is offered by the Chartered Insurance Institute in the United Kingdom.

What is business ethics exactly? It does not form part of ethics, which form part of religious, philosophical or altruism. It is also not professional ethics which focuses on relationships such as with clients, with patients, with colleagues, or with principals. But good ethics is good business and should be viewed as an important tool of corporate governance. The aim of business ethics is to apply ethical standards in all business decisions and activities, so that moral issues which can arise in business can ideally be resolved, or if not so, at least clarified.

There are essentially 3 fundamental principals of business ethics:

1. Stakeholder value
2. Ordinary decency
3. Distributive Justice.

The first principal, that of Stakeholder value, requires respect for the property rights of the owners and long term trust between the owners and individuals, a business has the obligation to maximize value, that is a return on investment, to the longer term owners and Stakeholders.

The second principal of ordinary decency in simple terms means a commitment to conduct business free of lying, cheating, coercion, and illegality. The business must instead exhibit honesty and fairness in all business activities.

Finally, the third fundamental is distributive justice, which requires that organizational rewards should be proportionate to contributions made towards organizational goals. It focuses on achievements. Dispositions and aspirations are relevant to any business only as far as they add value for the long term owners and other Stakeholders. It is achievements that count and distributive justice does not cover the satisfying of personal ambitions, characters concerned, capabilities and general work for the contributors.

Business ethics focuses on many aspects of modern business activities, some unappealing or downright distasteful such as bullying, insider trading, misappropriation, and whistle blowing. Business ethics focuses on the manner in which business is conducted and is not to be confused with general “niceness” in business.

Perhaps business ethics has come to the fore following the tendency in recent years for many organizations and business leaders losing sight of the true objective of business.

Businesses have 3 objectives, which can be neatly superimposed on the 3 business principals of business ethics. These are:

1. Maximizing Stakeholder value
2. Providing a product or service
3. Employing people.

A well balanced business pays equal attention to all three of these aspects. However some organizations apply too much emphasis on Stakeholders values to the detriment of their product or service and the employee. Examples of this are refusal to acknowledge or honour guarantees given for products, and failure to pay respect and remunerate staff adequately. Other organizations are so obsessed with Customer Care that the Stakeholders and employees are neglected. Perhaps the most alarming is those organizations where a certain sector of the staff drive the organization for their own benefit, to the neglect of customers and the Stakeholders.

Why has business ethics suddenly come to light? Perhaps it is because of the increased instances of unethical behaviour in business. TooWit, Emron, World.com, and Zerox.

Although these examples come from the United States, strangely business ethics has been regarded as an important business discipline in the USA for many years and much of US industry, particularly the Insurance Industry, pays due regard to this discipline.

How does business ethics affect Rotary? Well, strangely, Rotary was one of the first world-wide organizations to recognize the importance of business ethics. But Rotary not only recognized this fundamental concept but actively set out to promote it world-wide, incorporating it as one of the objects of Rotary and promoting it as one of the four avenues of Rotary Service, vocational service. So, you may ask yourself, “business ethics, where do I start?” The answer is simple. Use the 4-way test.

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned.