



Nunzio Scibilia

District Governor
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Dear friends in Rotary,

Our organization aims to spread the value of serving which is the motor of each of our actions. What we set ourselves to is:

- The promotion and development of friendly relations between members for the general good.
- The carrying out of each professional and business activity with rectitude respecting the dignity of each form of collaboration and exercising this to the best of our ability giving priority to making ourselves useful to the community.
- Exercising each private, professional and public action according to the ideal of service.
- Promoting reciprocal understanding, cooperation and peace at all levels in the world by spreading friendly relations among people involved in different economic and professional activities which share the common will to serve.

All Rotarians who are actively involved in their professional life practice these principles even those who do not find the right words to define it. What, therefore, is Professional Action? It is as follows:

- The sharing with one's co-club members of information about one's profession enquiring, in turn, about their professional activity.
- Placing one's abilities to the service and use of the community.
- Exercising one's profession with the utmost integrity both in words but also in fact.
- Assisting the new generations to attain their work aspirations.
- Guiding and encouraging others in their professional growth.

All these activities come under the heading of 'Professional Action' and contribute to motivating Members and distinguishing our association from other voluntary organizations.

Most members have entered Rotary thanks to the role held in their particular professional sectors. The Rotarian term for this is 'classification'. The members of each Club represent a cross section of the leadership present on their particular territories. This guarantees a selection of experiences and perspectives. Classification and Professional Action are interrelated so that just as the Rotarians represent their professions within Rotary similarly Rotarians represent Rotary within their professions.

Being a Rotarian means promoting integrity by means of correct behaviour. We are helped in this by two essential instruments: The Four-Way Test and the Rotary Code of Ethics which was once known as the 'Declaration of the economic and professional members of Rotary'. Both instruments provide us with a guide for ethical behaviour at work, in business activities, in our professions and in our daily life.

The **Rotarian Code of Ethics** is a model for Rotarians to:

- Be testimony to the fundamental values of integrity in each circumstance and behaviour.
- Place one's own abilities and experiences to the disposal of Rotary.
- Undertake each activity both personal as well as professional in an ethical manner in order to promote high ethical principles as a good example to all.
- Behave in a correct manner in relation to others treating all with the respect due.
- Respect and value all activities that are useful to society.
- Use one's abilities to help the young, to help others and to improve the quality of life of one's community.

- Give the deserved merit due to Rotary and to Rotarians without ever damaging the good name of or discrediting Rotary and Rotarians.
- In all professional relations and in business not to solicit privileges or advantages from or to Rotarians which cannot be given or received from others.

The **Four Way Test** was conceived in 1932 by Herbert J Taylor a businessman and Rotarian of the Chicago Club who was President International between 1954 and 1955. When he had the task of saving a firm from bankruptcy, Taylor developed the test as an ethical code to be observed in all business relations. The survival of the firm that had been entrusted to him is the fruit of this simple philosophy. Having been adopted by Rotary in 1934, the Four-Way Test remains to this day an essential measure for Rotarians to gage their ethical behaviour:

Of the things we think, say or do:

Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?

Every relationship of work must be an occasion for ethical behaviour. Rotarians, by means of their elevated ethical standards, should be an example in the business world to promote the same values among their staff and collaborators, in their relationship with clients, suppliers, business partners and the community in general.

The name 'Rotary' relates to the fact that initially members met on rotation at each other's place of work. This is a tradition that ought to be revived in order to allow Rotarians to present themselves and present their personal work surroundings to the other members of their Club. It is an 'old' formula which is fundamental in order for us to get to know each other better ... we ought to give this a thought!

My kind regards to you all with my renewed best wishes for a year of peace.

