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THE WATERFRONT

THIS IS THE WEEKLY NEWS BULLETIN OF THE ROTARY CLUB OF KUCHING CENTRAL, KUCHING, SARAWAK, MALAYSIA; ROTARY INTERNATIONAL DISTRICT 3310; CHARTERED ON 23RD DECEMBER 1986.

WEEKLY LUNCHEON MEETING AT 6PM EVERY THURSDAY (EXCEPT PUBLIC HOLIDAYS) AT THE RIVERSIDE MAJESTIC HOTEL, KUCHING, SARAWAK, MALAYSIA

R.I. President's Message for October

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The lead headline of the 28 July Chicago Tribune read: "Scandals shake faith in big business." The newspaper reported that more than half of area residents polled have little or no confidence in the financial reports of public companies, and two-thirds believe that the ethics of senior executives have declined in recent decades. Understandably, the high-profile criminal investigations into the practices of some corporate officers can foster global mistrust of the business community, which in turn can destabilize entire economies.

Given this breach of public trust, Rotarians need to be more diligent than ever in upholding high business standards. For almost a century, Rotarians have advocated fair business practices and high ethical standards. Founder Paul Harris established a classification system to achieve a diverse, balanced membership and discourage members from pursuing unethical or unfair business interests. This unique emphasis on professionalism distinguishes Rotary from all other service organizations.

Over the years, vocational service has lacked the visibility of other Avenues of Service. It has even been referred to as the "Forgotten Avenue of Service." To commemorate Vocational Service Month in October, we must rededicate ourselves to this long-neglected area of service. To remain relevant, we must use our vocational skills to improve our businesses, provide training and skills to young people, and ensure jobs for the disabled. Rotary's second avenue of service offers unlimited opportunities to contribute to the community.

In 1932, during the Great Depression, Chicago Rotarian Herbert J. Taylor created The 4-Way Test to help guide his

company, Club Aluminum. It was not only good for morale, it was good for business. Consumers responded enthusiastically to the company's emphasis on high quality and honest service. Taylor credited the test with saving his company

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from bankruptcy and transforming it into a multimillion-dollar corporation. When Taylor served as RI president in 1954-55, he offered Rotary the copyright to his "test."

Many Rotarians have questioned the relevancy of The 4-Way Test in today's challenging business climate. Yet these four simple questions have withstood the test of time in serving as a moral compass for Rotarians throughout the decades. Today more than ever, it is imperative that Rotarians serve as role models in their businesses and personal lives. It is not enough that we recite The 4-Way Test; we must actually live it. We must show the world that Rotary is relevant and acts with integrity.

Past RI Director Elmer R. Jordan wrote in the mid-1980s, "It is the field of vocational service where you and I earn our daily bread, that we as Rotarians are judged. The way in which we conduct our business and profession is what really matters."

His words still ring true as Rotary approaches its 100th anniversary. As Rotarians, we will be judged on our ability to uphold the public trust. We must continue to Sow the Seeds of Love by fulfilling our time-honored commitment to vocational service and the highest standards of business ethics.

B. Rattakul

Bhichai Rattakul
President, Rotary International

THE FAMILY TRIP TO DAMAI & THE BBQ DINNER AT PP. POLYCARP'S RESIDENCE



The new 'Charlie's Angels'

NOTICE

THIS DEPARTMENT REQUIRES NO PHYSICAL FITNESS PROGRAM.

EVERYONE GETS ENOUGH EXERCISE JUMPING TO CONCLUSIONS, FLYING OFF THE HANDLE, RUNNING DOWN THE BOSS. KNIFING FRIENDS IN THE BACK. DODGING RESPONSIBILITY. AND PUSHING THEIR LUCK.



The rookie, the 'Luk-ys' and the 'Yang-kys' having a good time at the bar counter.



'I told you we don't have enough chicken. What do we do now?', said President Kho Ping to club Servie director PP Chieng Lee Ching



Ladies corner!





Birthdays & Anniversaries in October 2002

5 Oct	TAN LEAN SIM	
9 Oct		PHILIP TANG & ELIZABETH



WHAT'S ON- IN THE ROTARY CALENDAR?

	WHAT	WHERE	WHEN	CONTACT
1	Arrival of 2 Ambassadorial Scholars from USA	Kuching Airport (Arriving from JB)	10 Oct.'02 @11.40am	PP. Bobby Chai
2	<i>Arrival of 13 Youth Exchange students from District 3300 (UPM students)</i>	<i>Kuching Airport</i>	<i>10 Oct.'02 @4.15pm Air Asia AK744</i>	<i>PP. Bobby Chai</i>
3	<i>Departure of Ambassadorial Scholars</i>	<i>Kuching Airport (Leaving for JB)</i>	<i>16 Oct.'02 @9.15am</i>	<i>PP. Patrick Panai HP: 013-8201642</i>
4	<i>Departure of Youth Exchange Students</i>	<i>Kuching Airport (Air Asia AK749)</i>	<i>18 Oct.02 @3pm</i>	<i>PP. Patrick Panai HP: 013-8201642</i>
5	Charter Installation of R.C. of Petra Jaya officiated by the Right Hon. Chief Minister of Sarawak	TBA	29 Oct'02	PP. Abel Chieng
6	INTER-ROTA Assembly	Holiday Inn Damai Lagoon	8-10 Nov'02	PP. Frankie Yang
7	Election of office bearers	TBA	Nov-Dec 02	Rtn. Cecil Yong
8	Joint District Conference	Genting Highlands	13-15 Dec.'02	PP. Chieng Lee Ching
9	Submission of District Awards & Presidential Citation	N/A	28 Feb 2003	Rtn. Cecil Yong
10	Pan Borneo	Lahad Datu, Sabah	6-9 Mar'02	PP. Abel Chieng
11	District Assembly	Eden Hotel Johor Bahru	April'03	PP. Chieng Lee Ching
12	2003 Rotary International Convention	Brisbane, Australia	1-4 June 2003	PP. Bobby Chai
12	<i>Rotary Institute</i>	<i>Singapore</i>	<i>1-4 Nov 2003</i>	<i>PP. Bobby Chai</i>
13	2004 Rotary International Convention	Osaka, Japan	22-26 May 2004	TBA
14	2005 Rotary International Convention	Chicago, Illinois, USA	19-22 Jun 2005	TBA
15	<i>2005 Rotary International Convention</i>	<i>Copenhagen, Denmark & Malmo, Sweden</i>	<i>11-14 Jun 2006</i>	<i>TBA</i>

Notes: Events printed in italic bold are new events which have just been included in this issue. TBA= To Be Announced.

2002/2003 BOARD OF DIRECTORS & OFFICERS

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SPECIAL APPOINTMENTS:

- **PP. Bobby Chai**
Advisor to Interact Club of SMB. Bandar Kuching No.1
- **PP. Wong Kho Ching**
Advisor to Interact Club of SMB. Kuching High
- **PP. Frankie Yang**
Advisor to Rotaract Club of Swinburne Sarawak
- **PP. Abel Chieng Lee Ching**
District Governor Special Representatives for Provisional R.C. of Petra Jaya
- **Rtn. Ibrahim Hj Kadir**
Club Speakers Schedules