

Rotary International

East Range Rotary - A Centennial Club



4-Way Essay Contest

Sponsored by

East Range Rotary

\$500 SCHOLARSHIP AWARD

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 worlds' 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. The 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:

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

The 4-Way Test is not a code or a creed, but a stimulus to self-appraisal. It is not a pledge, but rather a springboard to voluntary self-improvement.



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CRITERIA: Open to *high school Seniors* who have been accepted or are currently attending a college or university. Award will be made payable directly to the student to be used towards tuition or books.

TOPIC: Any topic may be chosen that will utilize the Rotary 4-Way Test:

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?

The topic may be specific or general. However, the essay must include all four (4) principles of the 4-Way Test and the way these principles relate to the topic presented.

LENGTH: 500-1000 words.

FORMAT: Double-spaced typewritten, minimum font size 12, Arial or Times New Roman font

JUDGING CRITERIA: Judging will be based on utilization and application of the principles of the 4-Way Test. Essays received that do not incorporate these 4 principles **will not be considered**. Student creativity, organization, language and grammar usage will also be considered as part of the overall judging criteria.

ENTRY DEADLINE: **You must be a student of Mesabi East or Tower-Sudan High School.** Essay must be turned in to your guidance counselor no later than **May1, 2010**.

Winning student will be asked to attend one of our weekly Rotary meetings to talk about their essay.

