

AN E-BULLETIN OF THE ROTARY CLUB OF JOHOR BAHRU
(District 3310 of Rotary International, Chartered on 27 June 1952)

Volume 58 Issue 15— Halloween Issue

27 Oct 2009

October is Vocational Service Month

PART III

Dear fellow Rotarians,

We were indeed fortunate to have PDG Dr. Wu Dar Ching give a talk on Vocational Service (VS) last week. I don't remember when was the last time anyone give a talk on VS which was so informative and easy to understand.



Even after being a Rotarian for 19 years, I find VS the least understood. This is an irony, for the very basis of Rotary was founded on the vocation of its members. We hope to get PDG back yearly to further enlighten us on this subject. Now, the conclusion of the article by District VS on PRACTISING THE 4-WAY TEST IN OUR VOCATION by PP Patrick Chin.

PRACTISING THE 4-WAY TEST IN OUR VOCATION

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?

Rotarian Herbert J. Taylor created The 4-Way Test in 1932 when he was asked to take charge of a company that was facing bankruptcy. This 24-word test of ethics for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers. The survival of the company was credited to this simple philosophy.

In 1943, Rotary International adopted The 4-Way Test to promote high ethical standards. By 1954, when Herbert J. Taylor became the RI President, he formerly presented the organization with the copyright of The 4-Way Test. On the occasion of Rotary's Golden Anniversary, The 4-Way Test travelled with the Taylors as they promoted goodwill and friendship in 38 countries.

Today, The 4-Way Test is still promoted by Rotary Clubs to Rotarians in businesses and professions. The question we need to ask is whether The 4-Way Test is still relevant in this fast changing world...One may think that if we practice The 4-

TODAY 'S PROGRAMME:
2nd Club Assembly

LAST WEEK:
"The Importance of Vocational Service in Rotary." by PDG Wu Dar Ching

Way Test, we may become a victim in business; a victim in our vocational pursuits. To secure better profit margins, we may not want to be entirely truthful. Because of our greed, we may not care whether it is fair to all concerned. To entertain such thoughts may deter us from practicing The 4-Way Test.

On the other hand, in spite of our shortcomings, Rotarians do believe that we can have more acquaintances, more clients, and more business if we practice The 4-Way Test earnestly. We can have better understanding, self-respect, and more associates if we use The 4-Way Test as our guiding principle in business and professional dealings. Fairness to employees, associates, competitors, and customers are key factors to profitability and success.

Founder Paul Harris had the unusual idea that mixing business and friendship could result in even more business. Rotarians believe that embracing The 4-Way Test for service, fellowship and high ethical standards in all occupations results in a more complete and happy life. The foundation of The 4-Way Test is built on two pillars – patience and kindness. Patience is a choice to control our emotions rather than emotions to control us. Kindness is love in action. Instead of reacting, we should take some time to reflect our action using The 4-Way Test. This way, Rotarians can demonstrate both patience and kindness at the same time.

Patience is how we react to minimize negative circumstances. Kindness is how we act to maximize positive ones. The first is preventive while the latter is proactive. Patience avoids a problem; kindness creates a blessing. As Herbert J. Taylor's willingness to accept the idea of practicing The 4-Way Test had led to the positive accomplishments of his life, including his association with Rotary, we should also check our thoughts, our words and deeds against The 4-Way Test so that we are certain to do the right thing.

Fellow Rotarians, The 4-Way Test is as relevant and applicable today as when it was first introduced back in 1932.

Mailing Address:

P.O.Box 54, 80730 Johor Bahru, Johor Darul Takzim, Malaysia

Weekly Meetings:

The Zon Regency Hotel, Johor Bahru, Tuesdays at 5:15pm

Contact Tel:

+607 222 2433 (Rotary House)

E-Mail:

rotaryjb@myjaring.net

EDITORS

PP Jit Seghal (Chief)
PP Tan Beng Sooi
Rtn Chin Kuie Too
Rtn Dr. Vishwadeep
Rtn Francis Gopal
Rtn Chua Tze Wei

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Last week's talk: The Importance of Vocational Service in Rotary

By PDG Wu Dar Ching



Last week, our distinguished guest speaker, PDG Dr. Wu Dar Ching gave us a very important talk on the Importance of Vocational Service and also an insight with regards to the decline in new memberships and attendance during weekly meetings for some clubs in Johor and her surrounding areas and that there are some clubs on a “critical” list whereby membership figures have dipped to an “alarming” number over a 3 year period which are 2007, 2008 & 2009.

A statistical example of such decline in membership and/or attendance would be as follows where Skudai registered 9 members in the year 2007 and went to 0 members or attendance in 2008 & 2009, a similar scenario was also seen in Tanjung Puteri where a registered number of 7 in 2007 fell to 0 in 2008 & 2009 as well. In Johor Bahru, a slight decrease in members/attendance was noticed where in 2007, there were 62 members/attendances but by April 2008 it dipped to 58 and then to 56 in August 2009 with an 88.2% attendance record in 2009. However, on the “up” side, Tebrau managed to increase their members/attendances from 15 in 2007 & 2008 to 20 by August 2009.

The burning question of which we need to find answers to are, WHY is there a decline in the number of members?, and WHY is there a decline in the number of clubs? What is the reason for this decline and how can WE change this “trend”? A common perception of the Rotary Club would be that of SOME fellowship, SOME community service and SOME recognition and respect and the consequence of common MISCONCEPTIONS are a “myopic vision” of no motivation to improve, an “inward looking” mentality of no drive to increase the numbers of new members and just relying on the current members which causes “stagnation” and limited resources for community service.

There is also a need to identify the common excuses of not wanting to join Rotary, for example, *No Time (which makes Rotary a low priority), Focus on one's career, there are “many ways to serve the community”, conflicts/cliques (within members, personal differences, etc. and the need for time to spend with family.*

The questions we also need to ask ourselves are, Is Rotary ONLY about fellowship and SOME service? Are we really ENJOYING Rotary? The most important thing here is to understand that in order to enjoy Rotary, we must first KNOW

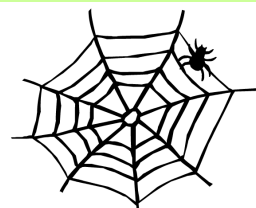
Rotary. We need to get back to basics to KNOW & UNDERSTAND Rotary. We need to know the identity, mission, nature of service AND the object of Rotary, only then can we enjoy and share Rotary. Basically, the identity of Rotary is that of a GLOBAL network of business and professional leaders who are dedicated to high ETHICAL values and committed to community service. The nature of Rotary is to be a service organization serving through vocational skills of members and is NOT a charity organization and the mission and object of Rotary is similar in that is to make this world a better place, to provide service to others, to promote high ethical standards and to advance world understanding, goodwill and peace through its fellowship of business, professional and community leaders. The object and mission of Rotary should also be reflected in every Rotarian's everyday life.

As October is vocational month, we must identify the key principles of it, which are, high ethical standards in business and profession, recognition of worthiness of all useful occupations and dignifying each Rotarian's occupation as an opportunity to service society. Vocational service can also be achieved through the object of Rotary's 4 C's, *career enhancement, career development, community service and conflict resolution.* Please do remember that networking in Rotary is NOT a means to acquire sales or focus on a product of an individual's business but instead to focus on building friendship, identifying trustworthy partners in business and meeting personal and vocational needs. This would in turn develop a career that encourages integrity, trust, opportunities and a good reputation as a Rotarian and for Rotary. We are also urged to reexamine the Declaration of Rotarians in Business and Professions and also the 4 Way Test.

Another good way to share in Rotary is to enjoy the facts that by being a Rotarian, we can enrich ourselves by means of increasing our self worth via career enhancement and networking, by challenging ourselves through character development and improvement, by taking pride and self satisfaction in community service through vocation and by having fulfillment in being able to find resolution in conflicts.

Only by leading the way, sharing Rotary and making dreams real can we as Rotarians revitalize Rotary.

The Future of Rotary Is In Your Hands!



Only by knowing, living and sharing Rotary with high ethical standards in business, professional and in daily life can a Rotarian recruit new members.

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CLUB ANNOUNCEMENTS



9th ROTARY DISTRICT 3310 CONFERENCE
13 TO 15 NOVEMBER 2009
 (featuring Reducing Child Mortality Seminar on 13 November 2009)

CONFERENCE VENUE:
PULAI SPRINGS RESORT
 20km, Jalan Pontian Lama,
 81110 Pulai, Johor, Malaysia

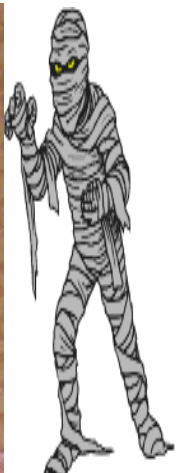
Organising Club: Rotary Club of Johor Centennial
District 3310 19th District Conference
 49 Jalan Kuning 3, Taman Pelangi 80400, Johor Bahru
 H/P: 019-778 9105 / 019-777 8683
 Email: nelsonloong@hotmail.com,
fancytan1@hotmail.com

We must seek out skilled and determined men and women of character. We must do what is right, even when it is inconvenient. And we must always, always, put Service Above Self.



Here's Wishing
 PP Chua Kean Nam A Very
 Happy Birthday, 22nd October

REMINDER !!!!
CLUB ASSEMBLY ON
27th OCTOBER
100 % ATTENDANCE IS
REQUIRED !!



Advanced Rotary Youth Leadership Awards (ARYLA) 2009
 (Malacca, Johor and Spore)
19-21 March 2010.
 at
ITE College East, 10 Simei Avenue,



CONGRATULATIONS TO
RTN. TEO SHIOK FU
ON HIS WEDDING
ANNIVERSARY !
23rd Oct. 2009

Club Matters

From the treasurer: TICKKIE BOTTLE:

COLLECTON ON 21st OCT : RM 51.00

TIKKIE BOTTLE : RM 51

HAPPY FUND : RM 0

TOTALLING : RM 1,190 (TIKKIE BOTTLE)

: RM 1,000 (HAPPY FUND)

QUOTE: It is our daily actions and our daily decisions that determine the course of Rotary for all of us.

THE FUTURE OF ROTARY IS IN YOUR HANDS

-RI PRESIDENT JOHN KERRY

**FROM THE ACTING ATTENDANCE CHAIRMAN
RTN. FRANCIS GOPAL— AS AT 20th Oct. 2009**

Membership	57
Excused	6
Effective	51
Present	27
Percentage	52.94%



MEMBERS CELEBRATE

OCTOBER	Wedding Anniversary	Induction Anniversary
Name	Anniversary	Anniversary
Mark Chang	1	
Lee Kim Tiong	4	
Ng Swee Poh	29	4
Lim Hock Teck	4	
Richie Chiam	5	
Freddie Long		7
Chua Tze-Wei	16	7
Ng Yew Mun	17	
Chua Kean Nam	22	
Teo Shiok Fu	23	
Liang Teh Hai	30	11

Absent Rotarians On 29th Sep 2009:

1. PP Dato Francis Ng (Excused)
2. PP Dato Dr. Singaraveloo (Excused)
3. Rtn. Allen Cheng
4. PP Chang Teck Mark
5. Rtn. Cheong Nai Cheong
6. PP Francis Lip
7. PP Jitender Dev Sehgal
8. PP Dr. K.N Singh
9. Rtn Kwang Jia Shing
10. Rtn Dr. Lee Kim Tiong
11. PP Leslie Struys
12. PDG Lim Hock Teck
13. Rtn Michael Teoh
14. Rtn. Mohd Noh
15. PP Ng Yew Mun
16. Rtn. Ranjeet Singh
17. PP Roland Choong
18. PP Dr. Roland Lim
19. PP Shanmugam S.
20. PP Tan Beng Sooi
21. Rtn. Tan Chee Seng
22. Rtn. Dato Dr. Teoh Beng Hoe
23. Rtn. Vishwadeep Sandhu
24. PP Dato K. Zaman.



"The goal of transformational leadership is to "transform" people and organizations in a literal sense – to change them in mind and heart; enlarge vision, insight, and understanding; clarify purposes; make behavior congruent with beliefs, principles, or values; and bring about changes that are permanent, self-perpetuating, and momentum building."

- Steven Covey,
Author of 7 Habits of Highly Successful People -

Transformational Leadership Evaluation Methods and Tools (Part V)

One of the important aspects of today's management and leadership development programmes is the use of specific tools to evaluate the effectiveness of the various types of leadership. Results in the context of the application of course speak for themselves, however, from a more scientific perspective, it is important to have accurate measurement techniques. This assists with evaluation, validation and comparative study.

When referring to Transformational Leadership, it is important to be clear on some definitions, especially regarding the Full Range of Leadership (FRL), model which was first developed by James MacGregor Burns.

The components are as follows:

Transformational Leadership

- * Charismatic Leadership, or Idealized Influence

- * Idealized Behaviors

- * Inspirational Motivation

- * Intellectual Stimulation

- * Individualized Consideration

Transactional Leadership

- * Contingent Reward

- * Management-by-Exception (Active)

- * Management-by-Exception (Passive)

- * Management-by-Exception (Passive)

- * Laissez-faire

The most well known tool for Transformational Leadership measurement is the Multifactor Leadership Questionnaire, known as the MLQ. The

tool consists of 142 statements about the behavior of the leader.

There are two forms of the MLQ -- the Leader Form, which is completed by the leader themselves, and the Rater Form, which is completed by the leaders associates. As the Leader form would naturally contain a bias, the Rater form is considered to be the more important of the two.

The MLQ has been used in the evaluation of leaders in corporate and public organizations, as well as the military. It has been translated in to many languages, including French, German and Japanese. There are several other tools in existence, although few as prevalent or comprehensive as the MLQ.

They are:

- * Transformational Leadership Behaviour Inventory (TLI) -- Podsakoff, MacKenzie, Moorman and Fetter (1990)

- * Leader Assessment Inventory (LAI) - Warner Burke (1994)

- * Transformational Leadership Questionnaire (TLQ) - Alimo-Metcalfe and Alban-Metcalfe (2001)

- * Global Transformational Leadership scale (GTL) - Carless, Wearing and Mann (2000)

- * 15 item rating scale - Rafferty and Griffin (2004)

- * Follower Belief Questionnaire



and the Attributes of Leader Behaviour Questionnaire - Behling and McFillan (1996)

* CK scale - Conger and Kanungo (1988)

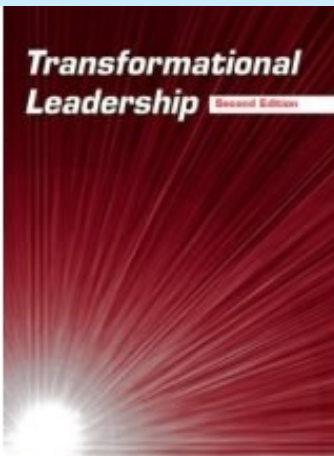
* Leadership Practices Inventory (LPI) - Kouzes and Posner (1998)
Although the MLQ is one of the most widespread tools for measuring Transformational Leadership, it would make sense that as the development of this field continues, the use of several tools to measure effectiveness would be wise.

Recommended Reading:

Transformational Leadership Development
Transformational Leadership (2nd Edition)

by James MacGregor Burns

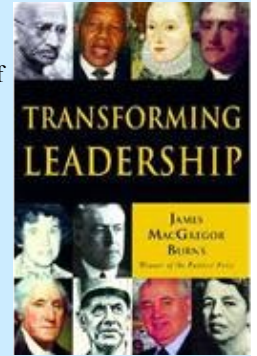
Transformational Leadership by James MacGregor Burns This book is intended for both the scholars and serious students of leadership. It is a comprehensive review of theorizing and empirical research that can serve as a reference and starting point for additional research on the theory. It can be used as a supplementary textbook in an intense course on leadership - or as a primary text in a course or seminar focusing on transformational leadership. This Second Edition features: new, updated examples of leadership have been included to help illustrate the concepts, as well as show the broad range of transformational leadership in a variety of settings; new chapters have been added focusing specifically on the measurement of transformational leadership and transformational leadership and effectiveness; the discussion of both predictors and effects of transformational leadership is greatly expanded; much more emphasis is given to authentic vs. inauthentic transformational leadership; suggestions are made for guiding the future of research and applications of transformational leadership; and a greatly expanded reference list is included.



BERNARD M. BASS • RONALD E. RIGGIO

Transforming Leadership: A New Pursuit of Happiness
by James MacGregor Burns

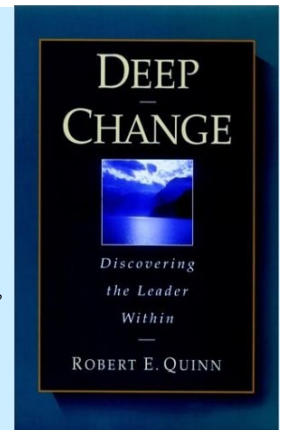
In *Transforming Leadership*, Burns illuminates the evolution of leadership structures, from the chieftains of tribal African societies, through Europe's absolute monarchies, to the blossoming of the Enlightenment's ideals of liberty and happiness during the American Revolution. Along the way he looks at key breakthroughs in leadership and the towering leaders who attempted to transform their worlds—Elizabeth I, Washington, Jefferson, Gandhi, Eleanor Roosevelt, Gorbachev, and others. Culminating in a bold and innovative plan to address the greatest global leadership challenge of the twenty-first century, the long-intractable problem of global poverty, *Transforming Leadership* will arouse discussion and controversy in classrooms and boardrooms throughout the country.



Personal Leadership Development

Deep Change - Discovering the Leader Within
by Robert Quinn

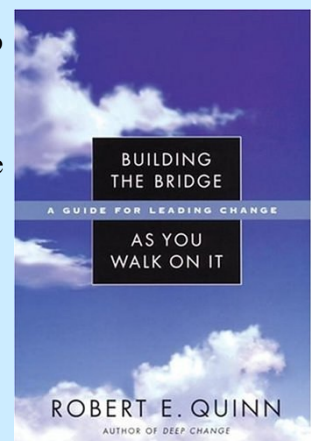
Most books on change deal with how to go about a change, how to communicate it, how to live with it and more. *Deep Change* is about that for a change to work, the leader must make some changes first, and then change their organisation. Quinn says that all organizations can see what and where they want to go, often though, they settle for a slow death instead of making the necessary changes that are needed. Whether it is out of fear, uncertainty, job security; they don't do the tough work of making a deep personal change to get to where they need to go.



Leading Organizational Change

Building the Bridge as You Walk on It: A Guide for Leading Change
by Robert Quinn

"Building the Bridge As You Walk On It" tells the personal stories of people who have embraced deep change and inspired author Robert Quinn to take his concept one step further and develop a new model of leadership "the fundamental state of leadership". The exploration of this transformative state is at the very heart of the book. Quinn shows how anyone can enter the fundamental state of leadership by engaging in the eight practices that center on the theme of ever-increasing integrity - reflective action, authentic engagement, appreciative inquiry, grounded vision, adaptive confidence, detached interdependence, responsible freedom, and tough love. After each chapter, Quinn challenges you to assess yourself with respect to each practice and to formulate a strategy for personal growth within your organization.



**NEXT WEEK : HISTORY
OF THE 4 WAY TEST.**



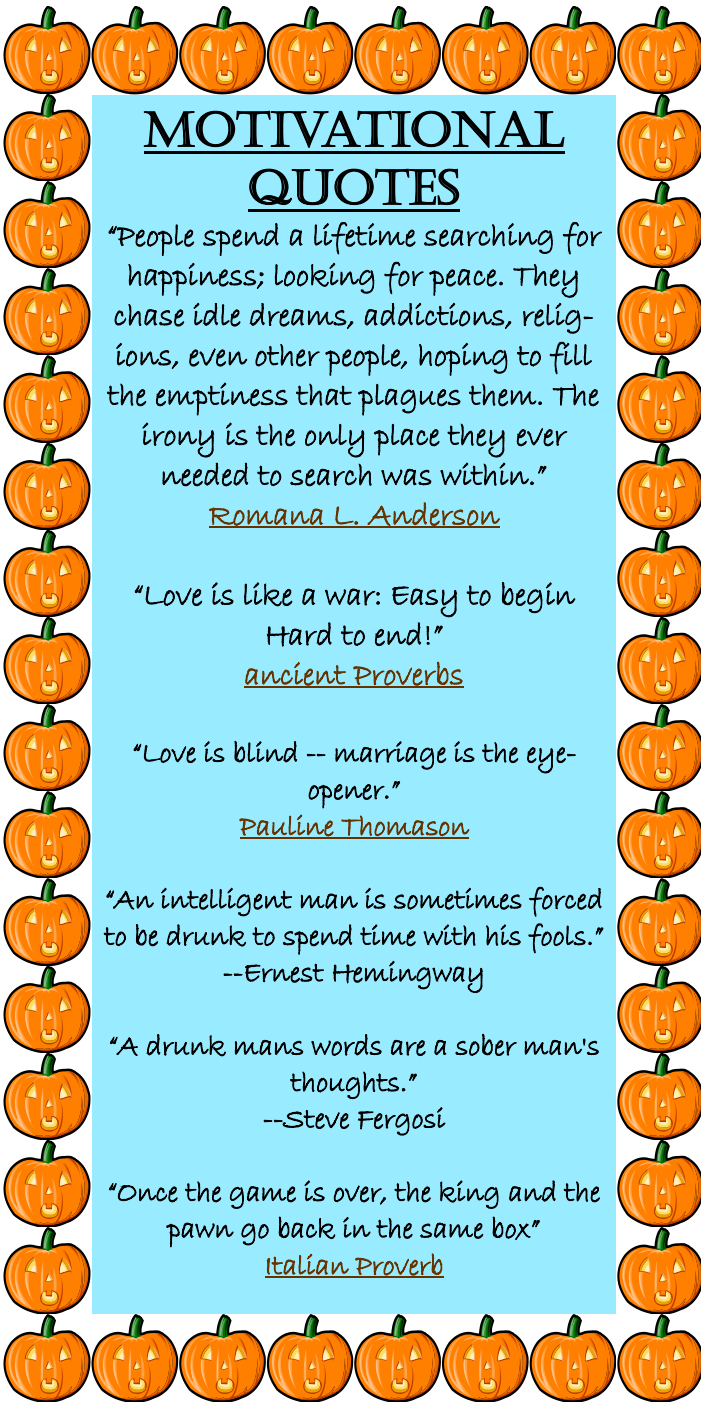


Declaration of Rotarians in Business and Professions

*As A Rotarian Engaged in Business or a Profession,
I am Expected To :-*

- 1) Consider my vocation to be another opportunity to serve;*
- 2) Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country and to the moral standards of my community;*
- 3) Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;*
- 4) Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have business or professional relationships with;*
- 5) Recognize the honor and respect due to all occupations which are useful to society;*
- 6) Offer my vocational talents, to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community;*
- 7) Adhere to all honesty in my advertising and in all representations to the public concerning my business or profession;*
- 8) Neither seek from nor grant to a fellow Rotarian, a privilege or advantage not normally accorded to others in a business or professional relationship.*

Last Words



MOTIVATIONAL QUOTES

"People spend a lifetime searching for happiness; looking for peace. They chase idle dreams, addictions, religions, even other people, hoping to fill the emptiness that plagues them. The irony is the only place they ever needed to search was within."

Romana L. Anderson

"Love is like a war: Easy to begin
Hard to end!"

ancient Proverbs

"Love is blind -- marriage is the eye-opener."

Pauline Thomason

"An intelligent man is sometimes forced to be drunk to spend time with his fools."

--Ernest Hemingway

"A drunk mans words are a sober man's thoughts."

--Steve Fergosí

"Once the game is over, the king and the pawn go back in the same box"

Italian Proverb

FUNNY BONE!

Wedding Anniversary

A couple goes out to dinner to celebrate their 50th wedding anniversary. On the way home, she notices a tear in his eye and asks if he's getting sentimental because they're celebrating 50 wonderful years together. He replies, "No, I was thinking about the time before we got married. Your father threatened me with a shotgun and said he'd have me thrown in jail for 50 years if I didn't marry you. Tomorrow I would've been a free man!"

Bathroom Troubles

Three old men are sitting on the porch of a retirement home. The first says, "Fellas, I got real problems. I'm seventy years old. Every morning at seven o'clock I get up and I try to urinate. All day long I try to urinate. They give me all kinds of medicine but nothing helps."

The second old man says, "You think you have problems. I'm eighty years old. Every morning at 8:00 I get up and try to move my bowels. I try all day long. They give me all kinds of stuff but nothing helps."

Finally the third old man speaks up, "Fellas: I'm ninety years old. Every morning at 7:00 sharp I urinate. Every morning at 8:00 I move my bowels. Every morning at 9:00 sharp I wake up."



...hmm..wonder if I can brew enough "todi" for Dr.Siva 's 2nd Club Assembly

Every good Rotarian, every member who shares our core values, will make a club that much stronger, and that much more attractive for others to join.