



Rotary Club  
Of  
Abbeville, Louisiana

***Program Chair  
Handbook***

Updated: January 2024

## The Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-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.

This 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 Four-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:

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?"

Rotary Motto : SERVICE ABOVE SELF

## SELECTING A PROGRAM CHAIRMAN

The new Club President should appoint a Program Chair or team before the beginning of the Rotary year, which starts July 1<sup>st</sup>. It is not too early to think about scheduling programs for the coming year.

### Program Chairman:

The Program Chair(s) will be a key part to a successful Rotary year. Although we are a service Club, fellowship plays an important part in Rotary. Good weekly programs add to that fellowship.

The job of Program Chair doesn't have to be a difficult one. Some members have volunteered for the job and have found it a rewarding experience. The program chair needs to keep ahead, usually booking programs at last four weeks in advance.

## COMMUNICATIONS WITH BULLETIN/SOCIAL MEDIA EDITOR & WEBMASTER

### Bulletin Editor, Social Media and Website Master

As soon as the program chair can, he/she should notify the bulletin editor, social media manager and website master of upcoming programs. He/she should also include some information about

the program, to be printed in the Club weekly bulletin (Wheel Talk). It is a good idea to give information on the programs scheduled for the next several weeks.

It is very helpful for Rotary members to know what the upcoming programs are, if they want to invite a guest (or prospective Rotarian) who may be interested in attending our meeting.

## PLANNING & SELECTION OF PROGRAMS

### Helpful hints in planning programs

Helpful to a program chair are

- (1) Get a list of the programs from the last two or three program chairmen
- (2) Sit down and list as many program ideas as he/she can think of; he/she will usually find that this list will total more than 52
- (3) Add the standard programs: District Governor's visit, Group Study Exchange Team, What I Want To Be and Why, Farmer of the Year Agricultural Program, area coaches report, Classification talks, Christmas music, Rotary News Network (available through R.I.), etc.
- Sit down with a calendar of the Rotary year - before long the chairman will have his/her programs filled.
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Ask the Club members for ideas -- Some of the best ideas for programs come from suggestions by our members.

### Judgment and Program Selection

Selections of programs are to be based on the program chair's best judgment. However, Rotary's Four Way Test would be a good guide to use in determining if a program is appropriate for our Club.

### Program Policies

Over the years several programs have been found by our Rotary members to be inappropriate. The committee appointed to produce this manual has tried to list policies that have been adopted by past Boards of our club.

Included in this handbook is an excerpt for the Rotary International Manual of Procedure and the Rotary Code of Policies.

Individuals calling to be placed on the Club program should be carefully scrutinized.

### POLITICS AND POLITICIANS

- It has been the policy of the Board of Directors of the Abbeville Rotary Club (at least since 1987) not to invite to speak at our Club a politician who is currently running for election.

- Members are interested in obtaining information on issues that are important to Abbeville, Vermilion Parish, Louisiana and the nation. In many instances an elected official will be the best source for information on important issues.
- Be skeptical when a politician or his/her staff, who has not been invited to speak at our meeting, contacts you. It would be best to ask what their program will cover, and talk it over with the President of our Club, before scheduling the program date.
- If elected officials are invited to speak at our Club, they should be requested to not politic while visiting our Club, and to only address the issues they were invited to speak about.

#### PRODUCT SALES

- Speakers at our Club should not try to sell products openly to our members. If a member is interested in a product, book or service provided by the speaker, an opportunity can be made available after the meeting is adjourned.

#### FUND SOLICITATION

- Other organization's request to use Club meetings to solicit funds should be carefully scrutinized.
- Rotary underwrites many worthwhile community projects. This can sometimes undermine Rotary's fundraising efforts.
- Club members may not appreciate being a captive audience in such a situation.
- Program requests of this nature should be referred to the Board of Directors.

On the following two pages are examples of past programs and standard programs that have been scheduled in prior years.

## GUIDELINES FOR SPEAKERS

Our club meets on Wednesdays from 12:00 p.m. to 1:00 p.m. at the American Legion Hall of Abbeville, located at 3319 Veterans Memorial Dr. Abbeville, LA 70510. The buffet lunch meal is available by 11:45 a.m. and speakers are always our guests for lunch. You should plan on arriving between 11:30 and 11:45 a.m. This will give you time to check out any equipment issues you may need for your presentation.

Current club membership as of 12/1/2024 is 76 and typically about 50% are present at our lunch meetings, and you will be speaking to some of the top business professionals in Abbeville, Louisiana. High-quality weekly programs are extremely important to the club's membership, which is one of the main benefits of attending a meeting at the Rotary Club of Abbeville. The following guidelines are intended to help in preparing your presentation:

- Our members respond positively to engaging speakers who present a topic of informational, educational, motivational, or entertainment value that will be of interest to all club members.
- The club meeting begins at 12:20 p.m. with an Invocation followed by the Pledge of Allegiance & our 4-Way Test. Our guests and visitors will then be introduced and if necessary, important club business and or announcements may be made. At approximately 12:30 p.m., the President will often turn the meeting over to the club program chairman, who will introduce you as the guest speaker. The meeting ends promptly at 1:00 p.m.
- The dining room at the American Legion Hall is very large so we request that you use either the microphone at the podium.
- Presenters can bring their own laptops; however, the club does have a laptop, projector, and screen available for your use if needed. Let us know in advance if you will need a laptop. Projector & screen are stored on site.
- Please advise our Club Program Chairman, with a program title, a brief bio of yourself, and if you will require use of the club's laptop and/or projector at least 2 weeks prior to your presentation. This information will be used for your introduction and advertised in our communications for emails, website, and/or social media.
- When planning your program, please plan on 20 minutes for your presentation, allowing 5 minutes for Q & A. You are welcome and encouraged to stay after the meeting to answer any additional questions after the meeting.
- In respect to all of our members' and visitors' time, it is important to note that our club uses a timer ("The Democratizer") to allow our speakers to know exactly how much time they have remaining for their presentation. At approximately 12:58pm the buzzer will sound and the podium returns to the

President of the club.

- Informational leaflets, flyers, collateral material may be placed on tables as leave behinds.
- At the end of the meeting it is customary for our guest speaker to take a photo with the club's President & other members of our club, for use in our bulletin, website, and/or social media.

Additionally, we strongly request that our speakers please abide by the following

- All presentations should refrain from promoting a specific business, its services or products, and there should be no type of solicitation for financial or in-kind donation, or a request to purchase products or services. It is acceptable to talk about your business/organization and its services; but it's not okay to make a "sales pitch" or directly solicit donations.
- Personal political or religious messages are not permitted.
- Using the Rotary platform to dispense individual financial advice is prohibited.
- Please refrain from promoting anything that might suggest fund raising for whatever the excellent cause might be. (Our Rotary club's fundraising and allocations are budgeted.)



## Abbeville Rotary Club Weekly Programs Suggestions



### 1986-1987 / Program Chairman - Alex Crochet

July  
 1 President Lloyd Dore' III - Goals for 50th Ann. Year  
 2 Sen. Ceil Picard/Rep. Sam Theriot - 1986 Leg. Report  
 3 Trooper Ed Comeaux - Highway Safety  
 4 Tour of Abbeville General Hospital  
 5 Lt. Col. Harry Pratt - Soviet Union & Space Warfare Threat  
 August  
 6 Dr. Brian Amy - Classification Talk  
 7 Area High School Coaches  
 8 Agent Fred Grimsley - FBI  
 9 Club Meeting - 50th Anniversary Fund Raising Project  
 September  
 10 Lt. Earl LeBlanc - Crime Stoppers  
 11 George Ballard - Dist. 620 Governor Visit  
 12 Lewis Erath - U.S. Education vs. Foreign Countries  
 13 Richard Melancon - Gem Stones  
 October  
 14 Emery Toups - Mahove Desert Military Games  
 15 Kem Hebert - Duck & Goose Report  
 16 Dr. Sherwood Gagliano - Coastal erosion  
 17 Rudy Miller - Classification Talk  
 18 Wayne Sagrera/Mark Shirley - Alligator Farming  
 November  
 19 Alzheimer's Disease  
 20 French Market Festival/French Visitors  
 21 (11/18/86) *50th Anniversary Special Evening Reception*  
 22 Fellowship Meeting  
 December  
 23 Curtis Schexnayder - Tax Reform Update  
 24 Paul Fontana - Work Rehabilitation  
 25 A.H.S. Jazz Ensemble  
 26 Duck Calling  
 27 Fellowship Meeting  
 January  
 28 Melinda Granger - Cancer Prevention  
 29 Richard Schneider - U.S. Customs Office  
 30 Daily Berard - Area Economic Report  
 31 PolioPlus Program  
 February  
 32 Barry Soileau - Investments  
 33 Laura Williams - Organ Donation  
 34 Dr. Tom Noell - Radiation Therapy  
 35 PolioPlus Video  
 March  
 36 Marc Amy - Will Preparation  
 37 Susan Ortego - Special Arts Festival  
 38 Dan Juneau = LABI  
 39 Gary Jensen - Aquaculture / Farmer of the Year  
 April  
 40 Kenneth Camden - Civil War in Our Area  
 41 Pat Norton - Lt. Gov. Candidate  
 42 PolioPlus Campaign  
 43 Phallies Fashions/Secretary Day Fashion Show  
 44 Maj. Sydney Gutierrez - NASA Shuttle Program  
 May  
 45 David Faulkner - Camp BonCoeur for Young Heart Patients  
 46 Leon Comeaux - Oil Field Unitization  
 47 Guy Broussard - Rio Grande Valley  
 48 What I Want To Be & Why Essay Contest Winners  
 June  
 49 Dr. Robert Hebert (McNeese) - University Community Service  
 50 Emery Toups - Australian Travels  
 51 Stephen Giambone - Business ethics  
 52 Installation Banquet - Dr. David Thibodeaux - USL

### 1987-1988 / Program Chairman - Dr. Syd Crackower

July  
 1 Dr. David Mauual (USL) - Economic Trends  
 2 Rick Littel - Dangers of Cocaine  
 3 President Stephen Meador - Remarks and Goals  
 4 David Laney (CDU of Acadiana) - Alcoholism  
 5 Don Gooch - Hudro Scoop/PolioPlus Fund Raising Campaign  
 August  
 6 Ray Laverge - Vocational Education  
 7 Dr. Clyde Webb (AHS) - Curriculum Preparation  
 8 Area High School Coaches  
 September  
 9 David H. Broussard - District 620 Governor  
 10 Joe Dean (LSU Athletic Dir.) - Future of the LSU Athletic System  
 11 Jack Shirley (DGN) - Membership Development  
 12 Charles Landry - Report on Abbeville General Hospital  
 13 Roland Livingston - Classification Talk  
 October  
 14 Kenny Hebert - Waterfowl Report  
 15 Dr. Pascal Redding M.D. - Cardiology Update  
 16 Mary Ellen Spegall (USL) - Choosing a Career For Your Child  
 November  
 17 Dalton Brannen - Personnel Labor Relation Laws  
 18 Tang Van (VPSB) - Problems of Asian People in Adopting to the Community  
 19 Patricia Hicks (USL) - Soil Use & Conservation  
 20 Dave Hohnson (USL) - World Population Growth  
 21 Dr. Robert Soileau - LSU Rural Sociologist  
 December  
 22 Judge Richard Haik - The Miracle at Medjugorje, Yugoslavia  
 23 Dickson Hoese (USL) - Marine Fishing  
 24 Abbeville High School Jazz Band  
 25 Lonny Melancon (SCB) - Improvement in Area Telephone Service  
 26 James Fontenot (Theatre 'Cadien) - "Les Attakapas"  
 January  
 27 Terril Faul (County Agent) - County Agent's Report  
 28 Joyce Thibodeaux - AHS Interact Club  
 29 State Senator Cecil Picard - 1988 Legislative Report  
 30 Bob Dailey/Dan Chasse - Energy Report  
 February  
 31 Mayor Brady Brossard - State of the City Report  
 32 Dr. Kerry Brown - Retinal Diseases  
 33 Fran McCollough - Eating Disorders  
 34 Mike Davis - Conrad Rice Mill  
 March  
 35 Fr. Donald Theriot - Classification Talk  
 36 Gerard Sellers - Moving Making in Acadiana  
 37 John Frank Meeder - Marsh Ecology  
 38 Daniel Dartez - Exchange Principalship to Britian  
 39 Curtis Schexnayder - New tax Law Changes  
 April  
 40 Ron Miranda - New Beginnings  
 41 Barry "Doc" Soileau - Classification Talk  
 42 Jack Spence - Shopping Abbeville First  
 43 Phallie's Fashions - Secretaries Day Fashion Show  
 May  
 44 Group Study Exchange Team - Oaxaca, Mexico  
 45 Mary Grodner - Pesticides  
 46 Denise Poche' - New Delhi, India GSE Team Member  
 47 Fr. Eric Williams - Classification Talk  
 June  
 48 Rotary News Network - Update on Rotary  
 49 What I Want To Be and Why Essay Contest Winners  
 50 Kim Trahan - Self Defense Action Seminar  
 51 Pres. Steve Meador - Closing Remarks  
 52 Installation Banquet - Dr. Ray Authement (USL)



*Abbeville Rotary Club*  
Weekly Programs Suggestions



*Standard Traditional Programs*

(Check when the District Governor's Visit is Scheduled For Our Club /  
Usually July - September)

(Ask For Suggestions From Club Members)

(Check Calendar For Rotary Theme Months)

July - President's Goals & Remarks

Legislative Report (Representative, Senator)

August - Area High School Football Coaches

November - Rotary Foundation Month

Anniversary of Our Club (11/18/1936)

Farmer of the Year Award (3rd Week in Month)

December - A.H.S. Band or Jazz Ensemble (Christmas Program)

Year-End Tax Planning

Approval of Next Year's Slate of Club Officers/Board

February - Rotary International Anniversary (2/23/1905)

March - Vermilion Special Olympics (Present With Annual Contribution)

April - Secretary Day Luncheon or Fashion Show

Group Study Exchange Team Visit

Birthday of Paul Harris (4/19/1868)

May - What I Want To Be & Why Essay Contest Winners

(Schedule Early; Before Senior Trips)

June - Club Installation Banquet (Location, Food, Speaker)

Good Substitutes or Alternatives:

Classification Talks By New Members

Fellowship Meetings (No Program)

Vo-Tech Scholarship Winner

Mayor, Police Jury President, Chief of Police

Take Advantage of USL Speakers Bureau

Write To Public Figures or Hard-To-Get Speakers (They May be Available)

***PLAN EARLY! / KEEP AHEAD!***



## Excerpts from the Rotary Manual of Procedure & Code of Policies

Rotary International  
Manual of Procedure - 2004  
*A Reference Manual for Rotary Leaders*

Excerpt: page 19

### Rotary and Politics

RI and its member clubs must refrain from issuing partisan political statements. Rotarians are prohibited from adopting statements with a view to exerting any corporate pressure on governments or political authorities. However, it is the duty of Rotarians:

1) In their clubs, to keep under review political developments in their own communities and throughout the world insofar as they affect service to their vocations and communities as well as the pursuit of the Rotary objective of world understanding and peace. They are expected to seek reliable information through balanced programs and discussions so that members can reach their own conclusions after the fair collective examination of the issues.

2) Outside their clubs, to be active as individuals in as many legally constituted groups and organizations as possible to promote, not only in words but through exemplary dedication, the awareness of the dignity of all people and the respect of the consequent human rights of the individual. (89-134; RCP 2.110.)

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Rotary International  
Rotary Code of Policies – 2/2007  
(Containing Board Decisions through November 2006)

Excerpt: page 11

### 2.100. Clubs and Politics

RI and its member clubs must refrain from issuing partisan political statements. Rotarians likewise are prohibited from adopting statements with a view to exerting any corporate pressure on governments or political authorities. However, it is the duty of Rotarians within their clubs to keep under review political developments in their communities and throughout the world, insofar as they affect their service to their vocations and their communities as well as the pursuit of the Rotary objective of world understanding and peace. They also are expected to seek reliable

information through balanced programs and discussions so that each club member can reach his or her own conclusions after a fair collective examination of the issues. Outside of their clubs, individual Rotarians are to be active in as many legally constituted groups and organizations as possible in order to promote through exemplary dedication, the awareness of the dignity of humankind and respect of human rights of the individual. (June 1998 Mtg., Bd. Dec. 348)

Source: February-March 1983 Mtg., Bd. Dec. 288