

# Vocational Service

(Business and Professional Standards)

## A Wartime Challenge

World-wide war upheavals affecting almost every type of business and professional endeavor challenge Rotarians to practice vocational service as never before in order to attain the second object and through their example and influence everywhere to promote the spread of the same ideals to all businesses and professions. Rotarians everywhere are expected to do their utmost, both individually and through their vocations, to serve their respective governments in their wartime efforts.

Confidence is essential to the success of private enterprise both in the war effort and in the post-war period. Without confidence business as a private institution is not likely to survive. Confidence can be maintained only through active ethical performance and "the dignifying by each Rotarian of his occupation as an opportunity to serve society." Many relationships enter into the building of confidence including those with employes, buyers, sellers, competitors, the government and the public-at-large.

Both clubs and members are challenged to study and understand vocational service (business and professional standards) in all of its relationships, both technical and human, through revitalized program emphasis. Each Rotarian is urged to examine carefully and to improve the practices in his own business; then, by example and influence, to raise the business and professional standards of his fellow Rotarians and others in his own community.

Rotary clubs have great opportunities now to work for the occupational survival of many of their members - to aid and advise those who of war necessity must change to other lines of endeavor.

Rotarians are further obligated to exert their positive influence to raise the standards of practice in their craft associations in which it is presumed they hold membership.

By word and deed Rotarians should continually present sound and effective arguments for the re-establishment of private enterprise when the war emergency ends.

Such a program, successfully accomplished, will through the restoration of confidence automatically remove the necessity for many of the governmental controls now surrounding private enterprise.

Adopted by the board of directors, January, 1943.