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Insights Unveiled: Exploring the World Within Our Newsletter

2024-2025 District 2-X1 Cabinet Officers

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PCT Danny Fletcher (PDG Kathy)

HAPPY NEW YEAR

As we step into 2025, let us reflect on the values that define us as Lions—service, unity, and compassion. Each year brings new opportunities to make a difference, and 2024 was no exception. Through countless service projects, fundraising initiatives, and community outreach, we have proven that when Lions come together, remarkable things happen.

In 2025, let us renew our commitment to serving those in need. The world continues to face challenges, but Lions have always stood at the forefront of hope and action. This year, we encourage every member to lead by example, extend a helping hand, and inspire others to join our mission of kindness. Whether it's through supporting vision programs, assisting youth, or protecting the environment, every act of service contributes to a brighter future.

Let this year be one of growth and collaboration. As technology connects us more than ever, Lions Clubs worldwide can work hand-in-hand, crossing borders and bridging divides to address global issues. Together, we can amplify our impact and leave a lasting legacy of generosity and unity.

Thank you for your unwavering dedication. May 2025 bring you joy, fulfillment, and countless opportunities to serve. Let's continue to be the change we wish to see in the world.

Happy New Year to all Lions and their families!.-Editorial Board



DG Radha's Message

DG Radha K. Kaphle

Dallas Everest

Fellow Lions and Leos,

Wishing you all a prosperous and impactful year -2025!

I hope you enjoyed the holidays with your loved ones as we said goodbye to 2024—a year filled with service, achievements, and cherished memories. As we reflect on the past year, we also honor and remember the Lions and their families we lost in 2024. Their contributions to our communities and the Lions organization will never be forgotten.

As we step into 2025, let's embrace it with renewed energy and commitment. I'm incredibly proud of the progress we've made in District 2-X1 in last six months, thanks to our teamwork and dedication. Your commitment has truly made a difference in the lives of those we serve, and I thank you all for your continued efforts.

Lions are more than just a service organization—we are a family. Let's continue to strengthen that bond and make 2025 an even more successful year together.

Revised Goal for Membership and New Clubs:

Due to our ongoing commitment with MD2 and CA-1 Area meetings, we have revised our District Goals for membership, service, and other key areas. We now aim to establish at least 5 new clubs and surpass our previous membership target. I request all club leaders and the cabinet team to fully support Mission 1.5, and Lions Clubs International's target as we strive to recruit new and diversified members to strengthen and grow our district. Together, we can achieve greater success and make a lasting impact in our communities.

Membership Update:

- We have welcomed **366 new members**, including **5 new Lions clubs** and **3 new Leo Clubs**. After accounting for **179 drops**, we've achieved a net growth of **187 members**.
 - **31 clubs** have shown positive net growth, **20 clubs** have no membership growth, and **13 clubs** are experiencing negative net growth.
 - Let's engage, retain, and invite new members, ensuring no one feels left behind. By working together, we will continue to **"Make Our Mark"** in our communities and beyond.
-

Congratulations and Welcome to the New Club:

- Dallas Everest Lions Club has sponsored its third club for this year, the **Dallas Himalayan Women's Lions Club**, officially approved by LCI on December 29th, 2024. **Congratulations to Charter President Ganga Baral and all the Lions members of the new club!**
-

Retention:

To ensure sustainable growth, club leaders and the cabinet team must prioritize member retention. This includes addressing the needs and interests of existing members to keep them engaged. Retention strategies, such as offering leadership development opportunities and fostering a sense of community, are essential. Supporting new clubs in targeted areas will help strengthen our presence in key communities.

Service and Reporting:

- Our service efforts have impacted **339,000 people**, with **1,437 service activities** and **53,500 volunteer hours** logged.
 - Service reporting is **at 95% (including Leo Clubs)**, and nearly **98.5% of Lions clubs** have reported their activities. Let's continue reporting regularly to track the full impact of our district's work. **Congratulations to all!**
-

Training and Leadership:

- **New members and club officers** will have opportunities to receive training at the **Mid-Winter Conference** on January 18th, 2025. Please register for the event and reserve your spot.
- For those who missed the **Zone Chairs and Officers' Training**, stay updated through the district website and notices from our GLT Coordinator.

LCIF Contributions:

We are currently behind our goal of raising \$60,000 for LCIF, with \$16,092 raised so far, supported by 21 clubs and 14 individual Lions. I encourage all clubs and individuals to contribute generously to support LCIF for the global humanitarian projects, and fulfill one of your club excellence criteria.

Membership Dues and Supporting Charities:

As we begin the new year, I urge all clubs to settle any **outstanding invoices** as soon as possible. Timely payment of **LCI and District dues** is essential to keeping our operations running smoothly. In **January**, new invoices will be issued, and I encourage you to promptly settle both previous and new dues. Your support is critical for the continued success of your club, district, and our service to the communities we serve.

Events Completed in December:

A heartfelt thank you to everyone who supported our December events! Your dedication made a real impact—from building beds for children to joining the holiday parades and celebrating at the District Christmas Potluck Party. Let's keep the momentum going into the new year!

- **Holiday Parades:**
 - Italy Lions Club Parade (December 7th) – Lions spread holiday cheer to the Italy community.
 - Wylie Lions Club & Allen Community Lions Club Parades (December 8th) – Both clubs showcased Lions pride during these festive parades.
 - **District Christmas Potluck Party (December 7th):** Lions gathered in Red Oak for a joyful celebration with food, fellowship, and entertainment.
 - **Zone Meetings:** Productive meetings were held for Zones 1, 4, 7, 8, 9, 10, and 11 to discuss key initiatives.
 - **Community Service Projects:** Successful food drives, health fairs, blood drives, DAWN projects, vision and eye camps, and other activities benefited those in need.
 - **Club Visits:** I had the pleasure of visiting several clubs, including Plano Collin Nepalese, Dallas Everest Women's, Dallas Pokhara, and the Wylie Parade.
 - **Building Beds for Kids (December 14th):** In partnership with **Sleep in Heavenly Peace**, volunteers assembled beds for local children in need.
-

Upcoming Events:

- **Mid-Winter Conference and 3rd Cabinet Meeting:** January 18th, 2025, at Region 10, RSC, in Richardson, Texas.
- **New Voice Symposium:** February 22nd, in Grand Prairie, Texas.
- **March 22nd Build Beds for Kids Project:** Getzendaner Park, Waxahachie, TX.

For more details, check the district website and event calendar for updates.

Looking Forward to 2025:

Thank you for making 2024 a successful and impactful year for District 2-X1. I'm excited to see what we can achieve together in 2025. Let's continue serving our communities and strengthening our Lions family.

Wishing you all a wonderful and prosperous new year!

Yours in service,

DG Radha K. Kaphle

rkkafle@yahoo.com

Dallas Everest Lions Club

Serve with Passion, Lead with Action



Timalsina's Outlook



Greeting Lions

As we enter the new year, I want to take a moment to express my gratitude for your contributions and commitment throughout the year. As we are spending time celebrating with our loved ones and family, I want to appreciate the strong relationships we've built these past year and hope we continue to grow. I hope this holiday season brought joy, laughter, and cherished memories with family and friends. I look forward to continuing our journey together in the new year.

Our district keeps growing stronger. We are pleased to announce that we have welcomed 366 new members, which includes 5 new Lions clubs and 3 new Leo clubs. Let's focus on engaging, retaining, and inviting new members, ensuring that everyone feels included. By collaborating, we will continue to "Make Our Mark" in our communities and beyond.

In addition, it is reported that our service initiatives have positively affected 339,000 individuals, with a total of 1,437 service activities completed and 53,500 volunteer hours recorded. Let's keep up the momentum and continue reporting regularly to capture the complete impact of our district's efforts.

Wishing everyone a happy and warm holiday!

Yours in Lionism,

1st VDG Kedar Timalsina
Dallas Everest Lion Club
(214)-415-7322
kedar1234@gmail.com



Vineyards Voice
2nd Vice District Governor
Gary Vineyard

Happy New Year Lion Family:

I hope you had a wonderful time celebrating the last holiday season of 2024 with friends and family.

Our district 2x1 ended the year with positive membership of 212 members and 5 new clubs. This is outstanding work by our district as we continue to be one of the leaders of CA1. I know there will be more new clubs this year and excited to see where they come from.

I remember listening to International Director Fabrizio Oliveira talking about new clubs and challenging each district to form 10 new clubs. At first, I was wondering if that was even possible but with the work of this district so far, I strongly believe this can be achieved.

So here we are!! Welcome to 2025 and new beginnings of what will be another great year for District 2x1.

Whether you are a small club under 20 members, medium club up to 50+ members or a larger club with over 80+ members, there is room for growth everywhere. Now is a great time to evaluate how well your club is doing and areas for improvement, update the clubs goals and plan out the rest of this fiscal year.

The mid-winter conference is just around the corner on January 18th so please make sure you have made your reservations and plan to attend.

As Second Vice District Governor, I will be in charge of the Grass Roots Lions Awards that will be presented in the spring. This award is given to new Lions who have been members for less than 5 years and have exemplified superior service to the organization over the past year. Please begin having the conversation with your board .on your nominee. Only one per club can be selected for this award and will be presented to them at the spring conference.

Officer training: There will be officer training at the mid-winter conference so please make this a priority to attend during the morning sessions.



Vineyards Voice
2nd Vice District Governor
Gary Vineyard

LCIF contributions: We are currently behind target of our 60k goal. We should be at 30k and are currently at 16k. Please make it a priority for your board to approve a contribution to LCIF this month. Many clubs have fundraisers happening and it's a perfect time to earmark some of this to LCIF. Remember, every 1,000 donation qualifies for your club to name a deserving member as a Melvin Jones Fellow. This a very distinguished honor for any Lion to receive.

100 YEAR ANNIVERSARY: Congratulations to the Waxahachie Lions Club for 100 years of service. A celebration of this achievement will be held on Feb 1. Please look for the flyer and registration form to attend.

I had a great time visiting several clubs in December and helping deliver beds to children with Sleep in Heavenly peace. The look on every child's face was priceless and was such a great experience.

It has been an honor to serve you and I look forward to doing much more in 2025.

WE SERVE!
2VDG Gary Vineyard
Club Director/Past President
Midlothian Lions Club

GLOBAL MEMBERSHIP APPROACH GMA

District 2-X1, December 30, 2024

We are on a journey to more service!

District 2-X1 is participating in Global Membership Approach to maximize our membership thereby maximizing our service to the community.

District Governor and his team, the clubs have made membership growth their top priority and all Lions working towards a common goal of achieving Mission 1.5.



District 2-X1 Goals for 2024-2025: Following are the district goals:

- Charter 2 new clubs
- Recruit 300 new members (revised to 400)
- Drops to be below 240 (revised to 170)
- Net membership gain 60 (revised to 230)
- Serve 200,000 needy people in our community

Our Accomplishments:

Clubs:

Clubs: 2-X1 has chartered Four new clubs 1. 'Dallas Bachimalka' Club. 2. Dallas Himalayan Sports and 3. DFW Cyber Club 4. Dallas Everest Women's Club

2-X1 Membership Status: (December 30, 2024)

Added members.....	366
Dropped Members.....	154
Gain/Loss.....	212
Closing Balance.....	2,077

MD-2 Membership Status	
Added members.....	1793
Dropped Members.....	1,516
Closing Balance.....	21,766
Net Gain/Loss.....	277

2-X1 goals for this year was to recruit 300 new members with the drops limited to 240 for a net membership increase of +60. We have already exceeded in net members to 212. The chart shows the drops have been contained. Our net increase is 212 exceeding the goal of 60. Recommend we readjust our membership goal to reflect our current positive trend from 60 to 230. We have done extremely well in new clubs and member recruitment. Congratulations to District 2-X1 for leading in MD-2 with the highest net growth and in CA-1. Following are top five clubs for net membership growth % (Nov 30, 2024)

- Dallas Buddha. ...48%
- GP Host Family...35%
- Dallas Filipino.....26%
- Rowlett.....21%
- UTD Infinity.....20%



Moving forward 2-X1 dropped 53 members in the month of December. We have offset that by adding 56 new members. We still need to contain the drops, especially in December and June. The clubs need

to have a clear strategy and criteria, if faced with dropping a member. Extended periods of non-payment of dues and non-participation in service projects should be the determining factor to drop a member. Several members have left in good standing. Getting in touch with them and addressing any issue would help. 2-X1 has 10 clubs with <10 members. These clubs need help to be rejuvenated. 26 clubs with no membership activity through November need to consider holding membership events.

Service: In the last six months 2-X1 Lions have served over 339,276 people with 1,437 service activities dedicating 53,553 volunteer hours. 95% of the clubs have reported their activities on Lions Portal. District 2-X1 is leading in MD-2 with maximum number of people served in our communities. LCI goal is to serve over a Billion people and every service activity needs to be counted to help achieve that goal.

Leadership Training: Club Officers training for Zone Chairs, Club President, Secretary and Treasurer was offered in June. Club officers training was offered in November. Training will also be offered in Mid-Winter Conference in January. 67% Club Presidents, 61% Secretary and 50% Treasurers have been trained.

LCIF Contributions: District 2-X1 has collected \$16,092 towards our foundation during this fiscal year. Better club participation is needed to meet our goal.

Let the New Year rejuvenate our Clubs and Membership!

PDG Vinod Mathur
2-X1 and MD-2 GMA Coordinator
Area 1A GMA Leader

Empowering Youth, Transforming Communities

From the Desk of the LOFY Chair, Dr. Om Thapa
Cell:469.794.7474. Email: thapaom@gmail.com

As the chair of the Lions Opportunities for Youth (LOFY) program, I am excited to lead an initiative that empowers young people to tackle societal challenges and become the leaders of tomorrow. By participating in LOFY, youth can develop critical skills such as communication, teamwork, problem-solving, and critical thinking. Lions Clubs International dedicates LOFY to nurturing the next generation by instilling a sense of responsibility and social awareness. Let's look at some components of the LOFY.

LOFY's Mission and Purpose

The mission of LOFY is to create a platform for youth to engage with important social issues like health challenges, drug prevention, and leadership development. Our goal is to empower students by providing them with essential skills in communication and critical thinking, enabling them to become informed and responsible leaders.

Engaging youth through competitions

LOFY organizes engaging contests that focus on relevant topics, allowing students to research, learn, and share their insights. Here are some highlights:

- *Diabetes Awareness Essay Contest:* Participants explore the impacts of diabetes, raise awareness, and discuss prevention methods while refining their writing skills.
- *Drug Awareness Speech Contest:* Students deliver speeches on the dangers of drug abuse, giving them a platform to voice their opinions on addiction and promote healthy lifestyles.
- *Outstanding Youth Award:* This award celebrates students who demonstrate exceptional leadership in their communities, honoring those who actively volunteer and contribute. It reinforces the idea that true leadership is about making a meaningful impact, not just holding a title.

Who Can Participate?

LOFY invites students from grades 6 to 12 to participate in our contests. Whether you excel in writing, public speaking, or community service, we welcome your passion and eagerness to learn and grow.

Applying for scholarships through LOFY

Participating in LOFY contests also provides access to valuable scholarships. To apply, students need to complete the associated application forms, which may include essays or speeches, along with letters of recommendation or proof of community service.

Steps to Apply

- *Review Contest Rules:* Check out the Lions District 2-X1 or MD-2 Texas Lions website for application forms and guidelines.
- *Complete the Application Form:* Provide your personal information and describe your motivations, especially for the Outstanding Youth Award.
- *Prepare Your Entry:* Make sure your submission is well-researched and presented.
- *Submit Your Application:* Send your completed entry to your local Lions Club or District 2-X1 coordinator by the deadline. Selected candidates may advance to district and state levels for further recognition.

The Importance of Youth Participation

Engaging youth in LOFY is crucial for cultivating a generation aware of societal issues and actively involved in finding solutions. The challenges we tackle in diabetes awareness, drug prevention, and youth leadership directly affect our communities. Encouraging youth involvement fosters empathy, social responsibility, and a commitment to positive change.

In a world increasingly reliant on young leaders, programs like LOFY are essential. They provide the skills, mentorship, and opportunities to address societal challenges. More than just a series of contests, the LOFY program is a movement that aims to inspire and empower the next generation.

I encourage all young people to seize this opportunity. Apply, compete, and, most importantly, lead. The world needs your ideas and passion, and LOFY supports you in making a lasting impact.

Esmeralda's Express News

PDG Esmeralda Rodriguez

Grand Prairie Host Lions Cub

Ph: 972-891-4678 email: Lionesme01@gmail.com



Here's wishing all our lions family a Happy New Year!

Let's Ring In The New Year by focusing on increasing membership in our clubs and 2x1 district-are we ready? Let's Go, Let's Grow!

We need to do the following:

*Plan for success!

Reflection:

1. Have we Set smart goals for Leadership succession;
2. Have we Set goals for membership;
3. Have we Set goals for Engaging service opportunities;
4. Have we Set goals for LCIF donations;
5. Have we Set goals for sharing stories of assistance and support in our communities.

*Lead By Example

Reflection

1. We need to be good role models - with our words and actions! Are we doing it?
2. We need to set a good example-Follow the Golden Rule-Do unto others as you would have done to you.

Are we doing it?

*Actions of Kindness with fellow Lion members and to the persons we serve.

Reflection:

1. Am I following the lions code of ethics and purposes?
2. How Can I choose to do better with my Actions and Words?

Esmeralda's Express News

PDG Esmeralda Rodriguez

Grand Prairie Host Lions Cub

Ph: 972-891-4678 email: Lionesme01@gmail.com



3. How are we doing and what is our plan to do the next 3 months? 6 months? Before the following:

-membership- extension of branch clubs, new clubs, specialty clubs, and LEOS; re-building small clubs;

retention of members and our clubs;

building leadership;

providing engaging service; increasing social media;

and increasing LCIF donations.

4. What do we want or need to keep doing; What do we want or need to stop doing? What do we want or need to start doing?

5. What are we doing to have a smooth and successful leadership succession at club and district level?

6. Are we recognizing our lions club volunteers?

Announcement:

District 2x1 3rd Membership Roundtable Summit

Date: Saturday, March 29th, 2025

Time: 9:00 am to noon

Address: 1017 Fort Worth St suite 300, Grand Prairie, TX 75050

Here's wishing everyone a prosperous 2025 year filled with good health, joy and lots of love!



Fred's Findings
PDG Fred Conger
Coppell Lions Club



fred.conger@verizon.net

Happy New Year District 2-X1 Lions!

I hope that you have, or soon will, register to attend our District 2-X1 Mid-Winter Conference followed by the 3rd District Cabinet Meeting. Lunch will be provided by Jason's Deli for a \$10 fee if you are staying for the cabinet meeting or wish to join us for lunch.

DG Radha has a great conference schedule with informational breakouts. All Lions are encouraged to attend.

Here we are in 2025! Half of the Lion year has already passed. There are things that clubs should prepare to do as we start the steady march to the 2025-2026 Lion Year. I will be listing the steps clubs need to take in preparation for the year end. One will be that Club Presidents should be thinking of appointing a nominations committee of which they should also participate. Identifying and encouraging club members to step up into new leadership roles is a large part of what Lionism is about. Growing membership is important to maintain your club's service. But growing new and well trained leaders is what keeps our Association of Clubs alive.

The "District 2-X1 Lions University" for the upcoming Lion year is scheduled for June 21, 2025. Details will be forthcoming but save the date and plan to get your club's incoming officers there for in-person training.

One of our 2024-2025 district goals is for 65% of Club Presidents, Club Secretaries, and Club Treasurers to have received training. As of today, of our 68 clubs, 67.65% of Club Presidents, 55.88% of Club Secretaries, and 50.0% of Club Treasurers have taken advantage of one of the training opportunities for this Lion year. Clubs run smoother and have fewer issues if their officers know what they should be doing. If you have not yet completed your training, go to the following link and complete the required steps outlined for the appropriate club officer.

<https://lionsdistrict2x1.org/lions-2-x1-university-files/>

Need info about Lions? Need help with the Lions Portal? Need an informational presentation or one on one help? Contact me, I will be happy to assist you.

PDG/GLT Fred Conger
214-274-4490
fred.conger@verizon.net

"Build Beds for Kids"

Coordinators: PCC John Eads and PCC John Landrum

Let's Build Some Beds Together! Mark your calendar and join a great group of volunteer Lions and other guests on "Build Beds for Kids" Day!

We still need donations for bed materials, hardware, mattresses, pillows and bedding. All inclusive of these items, a bed cost \$250.

Please send donations to: Waxahachie Lions Foundation, P.O. Box 581, Waxahachie, Tx, 75168-0581. Thanks. Look forward to seeing you there!

Lions District 2-X1 Build Beds for Kids Day!

Date: Saturday, March 22, 2025

Time: Registration 8-9 am; build begins at 9 am.

Location : Getzendaner Park, 400 S. Grand Ave., Waxahachie, TX 75165



*A joint
project of*



&



District 2-X1 Lions, Lions from other Districts, and non-Lion volunteers will build 75 beds benefiting SHP and Texas Lions Camp.

We need volunteers for Build Beds for Kids Day!

- *All materials/tools will be provided.*
- *No special skills are needed, there is a job for everyone.*
- *You do not have to volunteer for the entire day; if you can give an hour or two that would be great and appreciated.*
- *We will have an orientation before work begins and you will have experienced leadership on the project from SHP representatives.*
- *Food and drinks will be provided for you.*
- *Parking is easy, lots of space.*
- *Please wear your Lions vest so we can see all the Club volunteers represented. This service event will be filmed, and pictures will be taken.*
- *This is a Lions Service Project, so keep up with your hours of service and report it to your Club Secretary.*



**LOOK FORWARD TO SEEING YOU ON
THE BUILD DAY!**

**For more information and
if you would like to DONATE, please contact:**

**PCC JOHN EADS, TEL 214-384-9933
PCC JOHN LANDRUM, TEL 214-403-8894**

Benefitting:

Texas Lions Camp

for Children with Physical Disabilities.

Sleep in Heavenly Peace

for Children without a bed in the DFW Metroplex

As a Lion, you have done so much already for others in need through your gifts and your service to them. Have you done enough? Did you or will you reach your full potential?

- PCC John Eads

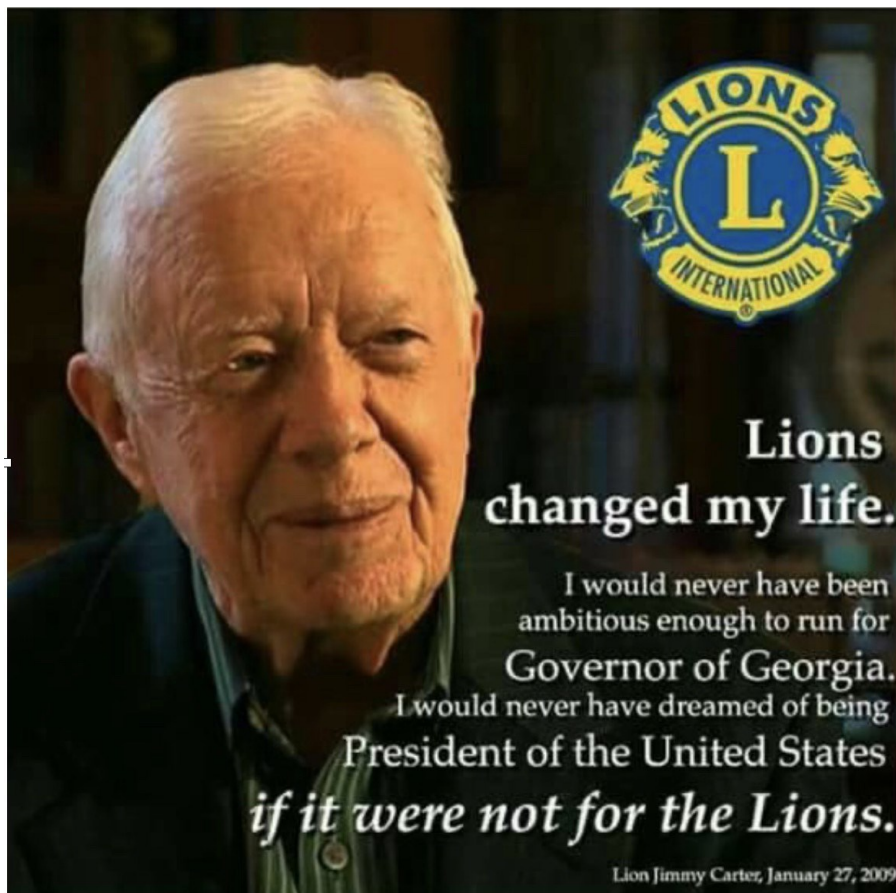
You may not have had an overwhelming experience in your service, or you may not have received "heart strings" while serving, but I ask you to put yourself in the shoes of those who received your help. To them, you were a blessing; you changed their lives. That should be a "heart string" feeling enough for you to know you made a difference. I have both experienced the feeling by seeing the results and by anticipating the impact I may have had on someone's life.

For example, having the privilege of being on the Executive Board of Texas Lions Camp, including being President and Chairman of the Board, I have been both behind the scenes creating programs and opportunities for children with physical disabilities and directly involved with them in their activities at Camp. I have seen what I call miracles happen from children attending TLC than I can count. This just inspires me more to help the Camp any way that I can.

Another example is "Build Beds for Kids," our District service project. How many of you feel a sense of pride and accomplishment after you have participated as a Lion volunteer in building the parts for a bed you know is going to be eventually placed in a home for a child that did not have a bed to sleep in. How about the 150+ beds we made and took to TLC for children who attend Camp to sleep in? Hopefully, some of you have been able to extend your "heart string" feeling by being involved in delivering the bed parts and assembling them in a child's home with representatives of Sleep in Heavenly Peace and seeing the expression on their faces when they first sat on their new bed. Is that enough feeling for you to want to do more?

Membership in Lions is more than just belonging to an organization, paying a nominal amount of dues, and receiving a membership certificate. More importantly, it is a way of life, a life of service to others. I am reminded of the recent passing of President Jimmy Carter, a Lion from Plains, Georgia. He must have learned by being a Lion that serving others and asking nothing in return is

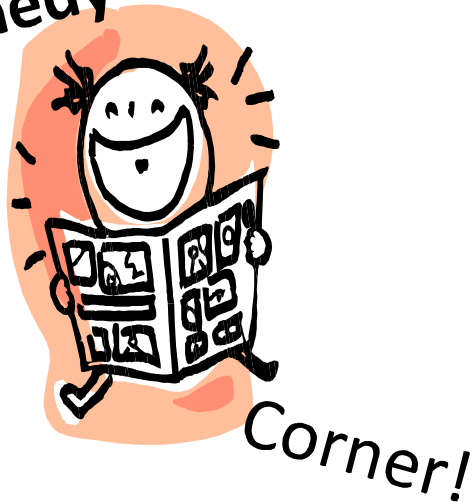
the greatest gift anyone can give. I quote him: "Lions changed my life." His legacy of service to others? A peanut farmer, a Lion in his community, and a life of giving back as Governor of Georgia, President of the United States, and most of all...a life of building homes through Habitat for Humanity's for people needing a home almost to his last years before reaching 100 years of age. A wonderful example of a life full of service for all of us!



Being a member of Lions Clubs International is a privilege and an honor and the greatest opportunity to serve others in need. Be proud of your membership! Be proud that you have and will continue to serve others! Help our Clubs grow in membership so we can do much more in needed service. Be one of the best Lions that you can be and extended yourself to serve more.

So, I ask you, **WHAT IS YOUR LIONS LEGACY?**

Comedy



How does NASA organize a company party? They planet .

If you have an item for the *Lions Link*, please email it to:

biu101@yahoo.com

**no later than 20th of the month
inclusion in the next edition!**

Don't Miss the

DEADLINE!

**Visit Lions Clubs
International online @
lionsclubs.org**



texaslions.org

www.lions2-x1.org

Lions Code of Ethics

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS to bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in word, act and deed. To give them freely of my time, labor and means.

TO AID others by giving my sympathy to those in distress, my aid to the weak, my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise, to build up and not destroy.