

ROTARY ROTAGRAPH

Official Publication of the Rotary Club of Fort Worth, Texas

Vol. 92 No. 4

July 23, 2010

Editorial

Beyond the Bottom Line

The business world hasn't been for the faint of heart since the fall of 2008 — and nonprofit organizations that depend on the generosity of donors have had some harrowing tests of stamina. Yet, on the shifting sands of this monumental economic downturn, sunny rays brighten our challenging path: valued business relationships that are now cherished friendships.

All businesses, for profit or not, rely on relationships, whether with customers and vendors, or donors and volunteers. As meaningful as their contributions to the bottom line might be, I believe an equally essential factor is how they enrich our life.

As the years pass, I've found delightful depths in those who support Careity Foundation's effort. Underlying our common purpose are simi-



Lyn Walsh

lar work ethics, interests, and values. Beginning with a mutual interest and light acquaintance, we have evolved to true friends.

Sometimes, those friendships reveal tireless dedication that renews my own. In our business, of course, we often work with celebrities. Last fall, fresh from oral surgery with twenty stitches in her mouth, Celebrity Cutting star Tanya Tucker arrived in Texas for an appearance and, despite feeling anything but rosy, insisted on trying to schedule a mammogram to help publicize our upcoming Careity Day mammogram event.

Poignantly, many friendships evolve into profound connections that

supersede business concerns. Years after we met and befriended one supporter, the director of another Fort Worth nonprofit, she faced two cancer diagnoses in her immediate family. My business partner *Beverly Branch* and I were honored to provide some helpful services, and to be with our friend in the waiting room at Cook Children's Medical Center as her daughter underwent surgery. The experience strengthened our resolve to support Cook's pediatric palliative care program — and deepened a special friendship.

Maybe, recession or no, the business world is never for the fainthearted...but it is, from my experience, terrain that is enhanced by mile markers of generous hearts and dear friends. What a view.

— Lyn Walsh,
Careity Foundation

Program

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SPEAKER:

Dr. Frances Deviney,
Director and Senior Research Associate,
Center for Public Policy Priorities - Texas Kids Count

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