



HOWZAT!



ROTARY CLUB OF NEWLANDS

“The club that appeals”



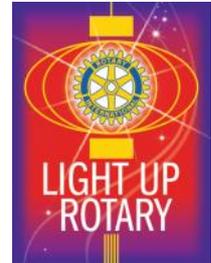
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13 April 2015

WEEKLY UPDATE

P O Box 44735
CLAREMONT
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MEETINGS: Western Province Cricket Club Sports Centre, Ave De Mist, Rondebosch, every Monday at 18h00 for 18h15 (Except for first Monday of the Month which is a Partner's Meeting, 18h30 for 19h00).

ATTENDANCE: Notice of apologies and guests and/or meal specifics to email Melinda Stapleton at mjstapleton@webafrica.org.za and copy to Bill Holland at bholland@wbs.co.za before 10.00 on Monday mornings please.

Comment

Via Rochelle Malherbe

The Science Of Why You Should Spend Your Money On Experiences, Not Things

You don't have infinite money. Spend it on stuff that research says makes you happy

Most people are in the pursuit of happiness. There are economists who think happiness is the best indicator of the health of a society. We know that money can make you happier, though after your basic needs are met, it doesn't make you that much happier. But one of the biggest questions is how to allocate our money, which is (for most of us) a limited resource.

There's a very logical assumption that most people make when spending their money: that because a physical object will last longer, it will make us happier for a longer time than a one-off experience like a concert or vacation. According to recent research, it turns out that assumption is completely wrong.

"One of the enemies of happiness is adaptation," says Dr Thomas Gilovich, a psychology professor at Cornell University who has been studying the question of money and happiness for over two decades. "We buy things to make us happy, and we succeed. But only for a while. New things are exciting to us at first, but then we adapt to them.

So rather than buying the latest iPhone or a new BMW, Gilovich suggests you'll get more happiness spending money on experiences like going to art exhibits, doing outdoor activities, learning a new skill, or traveling.

Gilovich's findings are the synthesis of psychological studies conducted by him and others into the Easterlin paradox, which found that money buys happiness, but only up to a point. How adaptation affects happiness, for instance, was measured in a study that asked people to self-report their happiness with major material and experiential purchases. Initially, their happiness with those purchases was ranked about the same. But over time, people's satisfaction with the things they bought went down, whereas their satisfaction with experiences they spent money on went up.

It's counterintuitive that something like a physical object that you can keep for a long time doesn't keep you as happy as long as a once-and-done experience does. Ironically, the fact that a material thing is ever present works against it, making it easier to adapt to. It fades into the background and becomes part of the new normal. But while the happiness from material purchases diminishes over time, experiences become an ingrained part of our identity.

"Our experiences are a bigger part of ourselves than our material goods," says Gilovich. "You can really like your material stuff. You can even think that part of your identity is connected to those things, but nonetheless they remain separate from you. In contrast, your experiences really are part of you. We are the sum total of our experiences."

One study conducted by Gilovich even showed that if people have an experience they say negatively impacted their happiness, once they have the chance to talk about it, their assessment of that experience goes up. Gilovich attributes this to the fact that something that might have been stressful or scary in the past can become a funny story to tell at a party or be looked back on as an invaluable character-building experience.

Another reason is that shared experiences connect us more to other people than shared consumption. You're much more likely to feel connected to someone you took a vacation with in Bogotá than someone who also happens to have bought a 4K TV.

And even if someone wasn't with you when you had a particular experience, you're much more likely to bond over both having hiked the Appalachian Trail or seeing the same show than you are over both owning Fitbits.

You're also much less prone to negatively compare your own experiences to someone else's than you would with material purchases. One study conducted by researchers Ryan Howell and Graham Hill found that it's easier to feature-compare material goods (how many carats is your ring? how fast is your laptop's CPU?) than experiences. And since it's easier to compare, people do so.

"The tendency of keeping up with the Joneses tends to be more pronounced for material goods than for experiential purchases," says Gilovich. "It certainly bothers us if we're on a vacation and see people staying in a better hotel or flying first class. But it doesn't produce as much envy as when we're outgunned on material goods."

Gilovich's research has implications for individuals who want to maximize their happiness return on their financial investments, for employers who want to have a happier workforce, and policy-makers who want to have a happy citizenry.

"By shifting the investments that societies make and the policies they pursue, they can steer large populations to the kinds of experiential pursuits that promote greater happiness," write Gilovich and his co-author, Amit Kumar, in their recent article in the academic journal *Experimental Social Psychology*.

If society takes their research to heart, it should mean not only a shift in how individuals spend their discretionary income, but also place an emphasis on employers giving paid vacation and governments taking care of recreational spaces.

"As a society, shouldn't we be making experiences easier for people to have?" asks Gilovich.

Previous Meeting

Minutes of the meeting on 30 March 2015

Scribe: Graham Finlayson

Sergeant Andy opened the meeting and requested **President Wybe** to do the Welcome.

He duly proceeded to welcome all the Members and the Guests:

Nicola – guest of Glynis Menné

Jamie – Glynis's other guest and now Member of RC Hermanus

Arthur Atwell – guest speaker

Lucian recited the 4 Way Test

Sue Trott said Grace and proposed the Toast to RI

Stirrer's Spoon was handed by Menno to Lew Botha, for hosting the USA Rotarians at short notice.

Wine Swindle was deftly handled by Richard Burnett and won by Peter Ennis

Guest Speaker, Arthur Atwell – was introduced by Glynis Menné, who described him as a 'visionary and inoculator'. He was a 'Shuttleworth Fellow' and at the cutting edge of technology.

Arthur proceeded to tell the Club about his mission to seek that all South African children have 100 books by the age of 5 years old. He had been in publishing and realised that the current commercial infrastructure around publishing prohibits cheap books or makes them out of reach for nearly all South Africans other than the wealthy, never mind that the vast majority do not relate to or recognize themselves in the generally available children's books.

He proceeded to inform the Club of his current 'Dash Books' publishing workshops which are held over 12 hours, to publish books on an 'open' licence, quickly and at low cost, for free distribution. All involved in the workshops do it for free, as a means to garner experience, develop a platform and skills. All books are translated into local indigenous languages, supported by the African Story Project and the Nali Bali Organisation.

More info can be viewed on their website: www.thundafund.com/bookdash

Questions were taken, which both Arthur answered. Nicola, who has worked on one the workshops, related her Book Dash experience, as an answer to one of the questions.

ORDINARY SPOTS:

Geraldine: Suggested to Arthur they bring in some 'Gogos' (grandmothers) to offer their cultural oral children stories for their future workshops.

Terry: Recited his recent experience at the Addo National Park, and how he met the USA Rotarians by chance, who loaded praise on the RC Newlands, in particular Lew for hosting them.

Richard B: Informed the Club of the pending Johannesburg RC Wine Auction to be run by the RC Knights Pendragon and RC Sandton at the Bryanston Club on 28 May 15. A flyer will be distributed to our Members for issuing to your friends around Johannesburg, to garner wine-loving bidders at the best wine auction ever, as all the wine comes via efforts of the RC Newlands.

Andrew P: Thanked all for the hospitality, as he will be travelling to the UK for the next few months, and is looking forward to their return.

Andy: Requested assistance for making up the wine lots for the Johannesburg Wine Auction.

PRESIDENT’S SLOT:

President Wybe

- Thanked Arthur for his talk and wished him well for the future endeavours in this regard
- Thanked Lew for his hosting efforts of the USA Rotarians
- Wished Richard well on his Wine Auction efforts

SERGEANT’S SLOT

Sergeant Andy imposed a fine on Mike Walwyn, proceeded to attract a number of ‘Happy Rands’ from many ‘happy’ Members, and then closed the meeting.



www.facebook.com/newlandsrotary

Surrer's Spoon

Lew Botha

[Newlands Rotary Club Runner Calendar](#)

FUTURE FIXTURES

Year Planner

Please advise the secretary promptly of any additions or changes

April 2015
 Mon 13 Partners
 Mon 20 Business
 Mon 27 No meeting (Freedom Day)

May 2015
 Sun 24 Social: Car Rally
 Thu 28 Wine Auction - Jhb

June 2015
 Fri 19 Induction Dinner

Happy Anniversary

15 April
Lew & Hilary Botha

Happy Birthday

16 April
Jenna Monk

15 April
Tony van der Lith

19 April
Ian Pursch

UMPIRES AND SCORERS

DATE	13 April	20 April	27 April	4 May
MEETING	Partners	Business	No Meeting Public Holiday	Partners
SERGEANT	Johan Beukman	Sue Trott		Lew Botha
4 WAY TEST/ OBJECT	John Stephenson	Chris Beech		Tinus de Jongh
GRACE & TOAST	Jenny Ibbotson	Graham Finlayson		Lucian Pitt
ATTENDANCE	Mike Young	Nora See		Michael Walwyn
FELLOWSHIP	Peter Henshilwood	Vanessa Rousseau		Garnet Carr
MINUTES	Regine le Roux	Bill Holland		Shân Biesman-Simons
COMMENT	Menno de Wet	Heidi Andersson		Glynis Menné
THANK SPEAKER	Pieter van Aswegen			Andy Ismay
INTRO SPEAKER	Rochelle Malherbe			Pieter van Aswegen

**Invited
GUEST SPEAKERS**

13 Apr **Dave** – *'Highs' & Lows of Pro Cycling*

4 May **Suzanne Ackerman** – *TBA*

4 May **Ronell Jordaan** – *Children's Hospital Trust*

If you cannot do your job on the day, please find someone who can do it instead of you, then contact the Sergeant on the day to update the roster. Please don't leave this until the Monday afternoon – let the Sergeant know in advance if you have not been able to arrange a swap. If you are going to be away for particular future meetings let Peter Ennis know.



Rotary Club of Newlands Office Bearers

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