

LANI WEIGERT, EXECUTIVE DIRECTOR HAWAII AGRITOURISM ASSOCIATION

September 4, 2013
Meeting Number 10: 2013-2014

PRESIDING: CEDRIC MITSUI

LED PLEDGE: PDG PETE MULLER

INSPIRATION: JAIME ORTIZ NAVA

"THINK ABOUT OTHERS BEFORE YOU THINK
ABOUT YOURSELF AND THOSE WHO LOVE YOU,
WILL THINK ABOUT YOU BEFORE THEY THINK
ABOUT THEMSELVES."

4-WAY TEST: KAROLYN LUNDKVIST

SPEAKERS: LANI WEIGERT, EXEC. DIRECTOR OF
HAWAII AGRITOURISM ASSOCIATION

GUESTS: JANICE STANGA, OWNER OF HAMAKUA
MUSHROOMS

PHOTOS: CEDRIC MITSUI

WEDDING ANNIVERSARIES:

KRIS (PAULLA) SPEEGLE- 9/2/07

BIRTHDAYS:

STEVE BADER- 8/30

JAIME ORTIZ NAVA- 9/3

CLUB ANNIVERSARIES:

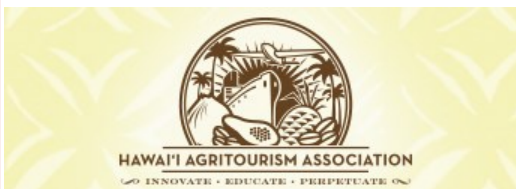
KRIS SPEEGLE- 8/29/12- SPONSOR PRESTON
BARNES III

MAHALO

JAIME ORTIZ NAVA FOR PAYING FOR 3 FULL
BREAKFASTS (\$45).
WON BY LORRAINE DAVIS

WORDS OF WISDOM

"GRATITUDE IS A WONDERFUL WAY TO DRAW
MORE BEAUTY IN TO YOUR LIFE."
-DONNAROSE MELVIN



Lani Weigert is the Executive Director of the Hawaii AgriTourism Association (also known as HATA). She is also the co-founder of Ali'i Kula Lavender Farm on Maui. AgriTourism is an agricultural operation that invites visitors to their farm and provides education about their products. It helps to diversify their product line and to increase their income/revenue. In Canada, AgriTourism is a 1 billion dollar business. Lani mentioned that currently AgriTourism on the Big Island is 90% coffee.

A common form of AgriTourism on the mainland is when farms allow the public to pick their products, like apples, peaches, etc. This increases the farms income while keeping its labor costs low because people pick the fruits.

Tomorrow, the council will be hearing Bill 25, sponsored by Councilman Zendo Kern, about AgriTourism. This bill is designed to help major farmers with over 30,000 visitors, and minor farmers with less than 5,000 visitors. This bill should help the first-time farmer sell their products, plus gain extra income from other added value services. A good example in Maui is the lavender farm that she worked at, 100 lavender stems can sell for \$20. If they use it for jellies, there's more profit and an increased shelf life.

Through AgriTourism, she went to Georgia for a conference and one of the things she passed on to the attendees was that they should leave their website on after the season is over so that they could continue to sell their products during the whole year.

She mentioned that Hawaii agriculture is like a collaboration and our major competitors are beyond the reef. Lani is definitely pro-agriculture, trying to save the farming lifestyle.

The average age of farmers is 50-60. The new generation of farmers have gone away for their farming education and are really able to benefit from the new technologies and social media. Unfortunately, farmers still face common problems like noise, dust, and traffic, but that's farming.

Through the AgriTourism, she met Bob and Janice Stanga of Hamakua Mushrooms, a successful ag business offering specialty and exotic mushrooms and factory tours. Janice spoke to members after the meeting about challenges that her business faces.

If you have any more questions, please contact Lani at:
<http://www.hiagritourism.org/>

PRESIDENT'S ANNOUNCEMENTS

Kevin Hopkins and I went to **UHH Rotaract Club Meeting** yesterday. There were 40-50 students attending the meeting; a lot of freshmen and seniors in the group and 3 international students. They should have a successful year of community service under President Micah and her board.

Club Dashboard– July is out, still needs modification. August will be in this week's newsletter.

Youth Service Brochure– FYI, in the last newsletter.

Keiki Vision– Hilo Union, tomorrow at 8:00 am– This is a great project to identify children who may need glasses. **We need members to sign up!**

Literacy Day is September 8– We will be donating leadership books to St. Joseph High School.

RC of Hilo Bay Board Meeting– Thursday September 12 at Coqui's Hideaway, 7am.

Keiki Vision– Ka 'Umeke, Thursday, September 19 at 8:00 am– Please sign up!

Vocational Pau Hana Social– Goodwill Industries, September 19 from 5-6:30 pm.

UHH Rotaract/Waiakea HS Interact Beach clean-up– Meet at Nihon, September 21, 2013 from 8-11 am.

World Polio Day is October 24

District 5000 Polio Plus Day is Saturday, October 26– Hopefully we will have a RCHB Polio Plus Team participate in **YWCA Walk a Mile in Her Shoes** event.

1st Annual RC of Hilo Bay Polio Plus Golf Tournament– Volcano CC, tee-off 12:30 pm. Contact me for applications.

District Training– November 2, 2013 from 9:00-3:00 pm at DeLuz Toyota. New members are encouraged to attend.

District Conference is set for May 2-4, 2014 at Turtle Bay Resort

RI Convention– June 1-4, 2014 in Sydney, Australia

ANNOUNCEMENTS BY OTHERS

Lorraine Davis– Great vocational social at KTA. Thanks to Barry Taniguchi and Derek Kurisu for putting on the event. **Also, Support Polio Pig raised \$20!**

Roy Takemoto– Food recycling drive for Under His Wings Ministry this month. **Please bring canned goods to the next to GM.**

Sharon Scheele– Please turn in your ticket money and headcount in to Kyle and Fred. Please donate items for the auction and bring them to the GM or Cedric's office.

Betty Williams– Please submit your **District Grant application** in the next 2 weeks so it can be voted on the following BM. Also, Pau Hana Social at Goodwill on September 19. **Please RSVP if you will be attending.**

Kenneth Goodenow– **Oktoberfest** is a month away. **Please sign up for a committee to help out.** Let's try to sell 400-450 tickets this year!

Rotarians and Guests



Lani Weigert of Hawaii AgriTourism Association talking to Rotarians about what AgriTourism is.



Janice Stenga, owner of Hamakua Mushrooms, listens to Lani's presentation about AgriTourism.

Birthdays



Happy birthday Steve!

Rotary Recognitions



Howard Ainsley excited that Hilo Medical Center received money for their Residency Program.



Tomo Saito placed 5th in the Big Island Pro-Am Surfing Trials this past Saturday, August 17.

Info on 2013-2014 Rotary Action Groups

If you're interested in joining the many Rotary Action Groups, please visit these websites for more information:

Blindness Prevention: www.rag4dp.org

Blood Donation: www.ourblooddrive.org

Child Slavery: www.racsrag.org

Dental Volunteers: www.ragdv.com

Diabetes: www.ragdiabetes.org

Family Health and AIDS Prevention: www.rffa.org

Food Plant Solutions: www.learn-grow.org

Health Fairs: www.worldhealthfairs.org

Hearing: <http://www.rotariansforhearingrag.org/>

Hunger and Malnutrition: www.alleviatehunger.org

Literacy: www.litrag.net

Malaria: www.remarag.org

Microfinance and Community Development: www.ragm.rotaryglobal.net

Multiple Sclerosis: www.rotary-rfmsa.org

Peace: www.rotarianactiongroupforpeace.org

Polio Survivors and Associates: www.rotarypoliosurvivors.com

Population: www.rifpd.org

Water and Sanitation: www.wasrag.org





Happy Dollars



Sorry, no pictures this week! :(

\$2- Howard Ainsley- Happy that the Hilo Medical Center received \$250K for their Residency Program.

\$5- Marie Bothof- To announce their upcoming Harvest Festival at Volcano Winery.

\$5- Pat Gorman- Sad that his computer crashed and that you should not yell "Fire" while on an airplane flight.

\$5- James Leonard- Happy to be back from his trip and that he was impressed with the vocational visit to the Volcano Winery.

\$5- Karolyn Lundkvist- Happy for Ruth Kupcha's return to Hawai'i.

\$10- Alan Okinaka- Happy for his trip to Chicago and attended a Health Conference while he was there.

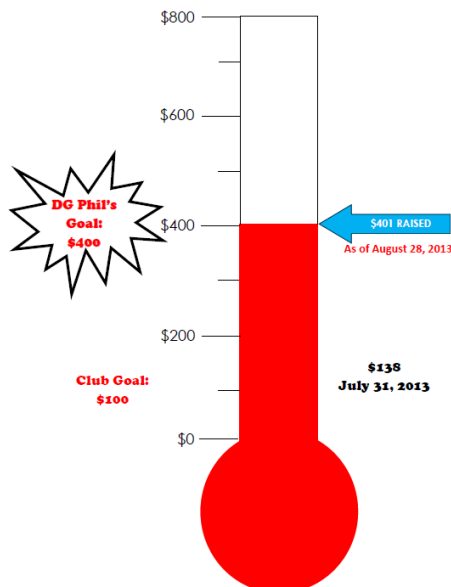
\$5- Sharon Scheele- Happy for the kick-off of the Junior Achievement program, but sad that there are probably not enough company-sponsored advisors for all of the kids that turned out.

\$10- Kris Speegle- Happy for his trip to Alaska and catching his bag limit everyday. Also happy for his upcoming anniversary with his wife of 6 years.

\$3- Tom Withans- \$1 happy for Sol, our exchange student who came in 3rd in a cross country race for St. Joseph and \$2 because he is happy... or scared that his boys are going for their driver's permits today.

\$5- Art Taniguchi- Happy for Janice Stenga of Hamakua Mushrooms.

RCHB Polio Plus Fundraising Thermometer



August 2013

31 Hilo Bay Rotarians
Engaged



991 Lives Changed

CALENDAR OF EVENTS– SAVE THE DATE!

September 5, 2013– Hilo Union Elementary Keiki Vision Screening, 8:00 am

September 8, 2013– Literacy Day– We'll be donating leadership books to St. Joseph High School

September 12– RC Hilo Bay Board Meeting, Coqui's Hideaway at 7 am

September 19, 2013– Vocational Pau Hana Social at Goodwill Industries

September 19, 2013– Ka 'Umeke Ka'eo Elementary Keiki Vision Screening, 8:00 am

September 21, 2013– UH Hilo Rotaract/Waiakea High School Interact Beach Clean-Up, Nihon Restaurant at 8-11 am

Upcoming Events:

October 3, 2013– Waiakeawaena Elementary Keiki Vision, 8:15 am

October 4, 2013– Oktoberfest, 5:30-8:30 pm at Auntie Sally's Lu'au Hale

October 10, 2013– RC Hilo Bay Board Meeting, Coqui's Hideaway at 7 am

October 24, 2013– Waiakea Elementary Keiki Vision, 8:00 am

October 26, 2013– District 5000 Polio Plus Day

October 26, 2013– RC Hilo Bay Polio Plus Golf Tournament, Volcano CC at 12:30 pm

November 2, 2013– District Training– Membership, Foundation, & Qualification Seminar

Other Clubs:

September 11, 2013– RC of South Hilo "Hump Day" Social, 5:30 at The Palms

Upcoming Speakers

September 11– Barbara Ruth Kupcha

September 18– Vocational Speaker–
Bettye Williams

September 25– Club Assembly

October 2– DARK



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Laupahoehoe, Hawaii 96764
☎ 808.962.0017 ☎ 808.936.1812 ☎ 808.962.0300
✉ janice@hamakua mushrooms.com
www.hamakua mushrooms.com

Janice Stanga mentioned that if you had your brochure autographed by her, you would get a 2-for-1 on the gift shop and tour. Hope you got your autograph and view this amazing AgriTourism business!



KTA Vocational Pau Hana Social

AUGUST 29, 2013



Derek Kurisu explaining partnership between 'Aha Pūnana Leo & KTA Super Stores. If you scan the QR code, it will pronounce the Hawaiian word for you!



Lorraine Davis takes a picture of an eggplant sign with the corresponding Hawaiian word, lahopipi. On the corner of the sign is the QR code.



Mr. Kurisu also talked about a natural Korean plant enhancer sold at KTA.



Mr. Kurisu talking to one of KTA's vendors/customers.



Mr. Kurisu touching upon the '1916' brand as a tribute to the year KTA was founded. The '1916' products are hand-selected exclusively for KTA.



Mr. Kurisu talked about the delicious, buttery Big Island Candies Fuji Apple Pies that is only sold at KTA Super Stores.



Chester Cabral taking a look at some of the '1916' products.



Explaining that 100% of the banana, papaya, & pineapples sold at KTA are locally grown.



They produce a type of Portuguese sausage with some local beef inside.



Mr. Kurisu takes the group past the seafood department.



The seafood department is very popular & known for their fresh, locally caught ahi.



40-45% of the beef sale is local, grass-fed beef with no antibiotics or hormones.

KTA Vocational Pau Hana Social cont.



The Mountain Apple Brand milk is locally produced on the Big Island.



Mr. Kurisu talks about a new juice distributed by the Mountain Apple Brand called Pava, a drink developed with students of UH Tropical Ag.



What's left of the sushi items– another table that sells out quickly.



Hilo Bay Rotarians eyeing the large dessert selection at KTA.



Mr. Kurisu during a Q&A after the tour.



Julie Hugo and Lorraine Davis listening attentively to Derek answer one of many interesting questions asked by the group.



Barry Taniguchi, Charter Member
Rotary Club of Hilo Bay



Thank you KTA, Barry Taniguchi, and Derick Kurisu for a fabulous, generous, and informational Pau Hana Social!

Rotaract

Rotaract is a service club for adults ages 18-30 that organizes service activities both internationally and within the community, develops leadership and professional skills, hosts fun networking and social activities, and may even create professional development opportunities. Although Rotary clubs sponsor them, Rotaract members ultimately manage and fund their clubs independently.

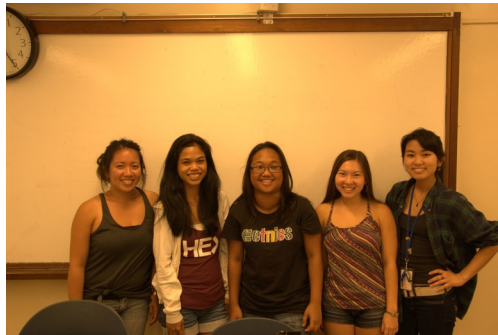
On Tuesday, the club had its first General Membership meeting and there were 40-50 UH Hilo students in attendance. There are a lot of freshman and seniors in this year's club. There were also 3 international students who attended this first meeting.

President Micah and her dynamic group of Rotaracters should have another successful year in Engaging Rotaracters and Changing Lives!



Past Projects

Operation Christmas Child
MADD booths (County Fair)
Relay for Life
Rainbow Animal Sanctuary
Mauna Kea eradicating ginger
Kea'au High School bulletin boards
Puhi Bay beach clean-up



2013-2014 UH Hilo Rotaract Officers

President: Micah Ramos
Vice President: Kelli Yamane
Secretary: Shelby Tanaka
Treasurer: Kris Sumaoang
Sergeant at Arms: Jenifer Ucol
Historian: Lenie Tolentino



Upcoming Projects

Operation Christmas Child
Rainbow Animal Sanctuary
Relay for Life
MADD Halloween Event
Mauna Kea
Various beach-cleanups





Rotary Club of Hilo Bay

Presents

Aunty Sally's
Lu'au Hale

14th Annual

Friday



October 4, 2013

5:30—8:30 p.m.

\$40 per person

Great German Food

"Frau Roberta Muller's Recipes"

Beer/Wine/Soft Drinks

Live & Silent Auctions

Contests - Best Dressed

Traditional Beer Hall Music

Supporting Service Projects in East Hawai'i

Email Fred Yamashiro at fred.yamashiro@gmail.com for tickets