

Rotary Club of Honolulu **President Gwen Yamamoto Lau** called us to order at noon via zoom, and thankfully another gathering of friends and service leaders came together, albeit in the clouds. Our inspiration by **Kent Reinker** featured the story of a pediatrician and his student, and how their lives entwined and concluded 20 years later, with the then student thanking the doctor for giving him a gift of life...his son who was there with him...as they visited the doctor days before he died of cancer. Kent concluded, "It is never too late to say thank you. Make sure young people get it."

Rick Tabor led us in the pledge, and Al Linton sang God Bless America, before President **Gwen** introduced our newest member, **Halona Norton Westbrook**, a passionate advocate for the arts and museums. She shared how honored and thrilled she is to join RCOH. **Rick Tabor** was back, to encourage members to consider hosting a November 15th Paul Harris event with around 10 members, either at home, workplace or another venue. Please let Rick know ASAP if you are able to pull one together. We were then excused for break-out sessions with the question: what gives you a sense of purpose.

John De Fries is the President and CEO of the Hawaii Tourism Authority, and he joined with **PE Lyla Berg** in conversation to offer his vision for redesigning tourism to regenerate Hawaii's economy. John noted that in 2019 there were 10,400,000 visitor arrivals. In preparing to manage the next wave, HTA has a Covid plan in place and is keeping Hawaii's natural resources and Hawaiian culture, community concerns and brand marketing in focus. A universal reservation system is being considered to help manage the flow of visitors, and all island Mayors are contemplating a universal welcome-back informational message that encompasses the Aloha Spirit. Hawaii is not just a playground...it is an array of cultural and environmental diversifications, and HTA has been going island to island for meetings to explore destination management action plans for sustainable tourism. John reminded us of singer Joni Mitchell's cautionary warning against paved paradise...you don't know what you've got till it's gone.

Hawaii Aloha appropriately followed our closing bell.
Respectfully,
Linda Coble, Scribe