

As a television news anchor/reporter covering a score of topics every day, I never fully understood the business perspectives and challenges, unless they were headline news. Just like math...never one of my favorite classes in school, either. Until I heard our speaker today. More on that later.

Our zoom meeting was called to order by **President Rich Proctor**, who a couple of days later would be pretending to be someone he wasn't, and about to celebrate his birthday. For his inspiration, **Jack Roney** a commercial real estate associate, recalled his first "big boy job" in LA. He felt way over his head involved in a challenging call, when a co-worker said, "You'll be a seasoned veteran in no time". That encouragement, support and 'prop-up' eventually inspired Jack forever. **Peg Jackson** led us in the Pledge of Allegiance, and **Lyla Berg** uplifted us all with her beautiful rendition of Somewhere Over The Rainbow. (I love the way Lyla finds relevant music we can sing to lift our souls. She seems to capture the mood of the day.)

Our prospective member and guests were introduced by **President Rich**, and he invited **Amanda Kelly** to share her vocational prospective. At the University of Hawaii Foundation, Amanda is working hard to building Hawaii's future, by investing in the students who are graduating in times of trouble. She noted the success of the KCC Culinary program, which is fostering the growth of local grown chefs. Connecting with the community is high on Amanda's list.

**Erin Auerbach** was proud to introduce our newest member, **Madeleine Gardner**, who many of us saw working her da'kine off at the Centennial Park mulch projects, and joining us at Zoom meetings. Madeleine shared that she has been struck by the warmth, kindness and synergy of our club, and that she hopes to live up to expectations. **Gwen Yamamoto Lau** reminded us to contact her, if we can share any donated food items to Ho'Ola Napa, and then **President Rich** sent us off to breakout sessions to initially talk about our Spring Break memories. (In my group, some of us were unfamiliar with 'school spring breaks'...and we ended up laughing through memories of Mardi Gras and St. Patrick's Day past.). I think these breakouts, and the 15 minutes on zoom pre-meeting, are filling some of the lost pre-Covid meeting joys.

**Gwen Yamamoto Lau** introduced our speaker, **Mark Spain**, who had served in banking, lending and financial services with troubled businesses, before becoming the new Director of the Hawaii Pacific Island District Office of the Small Business Administration...which covers Hawaii, Guam, American Samoa, Northern Mariana Islands, Micronesia, Palau and Marshall Islands.

Spain noted the Biden Administration is committed to support the SBA in leveraging a model to reach businesses owned by women, veterans, and socially and economically disadvantaged individuals ... a broad outreach strategy called the Community Navigator Approach. It's a Hub and Spoke model, and he outlined that how this footprint extends throughout a 4,000 mile classroom via virtual technology, as well as via the Pacific Gateway Center.

Spain shared the importance of up-close-and-personal outreach, ie: to assist those isolated in farming areas to receive iPads, so families can connect. In this case, the Hub is the center of the action and communication of each plan, including training and curriculum. And the Spokes...the trusted ambassadors...non-profits and more... assist in everything from filling out forms, phone calls, texts, and to provide a more up close and personal imprint (handing out iPads), all while amplifying communication and leveraging trust. In other words...working at the farm.As Spain explained, Always waiting to expand to target, for example, restaurant revitalization...Operation Footprint is associating with 25 non-partisan and non- government outreach connections to inspire and support the Navigators in the community, and take advantage of President Biden's support of the SBA.

Check this Tradewind edition for information about our next Rotary meeting, and enjoy the time until then! After our HAWAII ALOHA, we bid Aloha, when Rich adjourned the zoom at 1 pm.

With Aloha,  
Scribe, Linda Coble

PS:

President Rich (Bill) participated/acted in the Mediation seminar Wednesday, and along with Lyla Berg (Jane), and mediator Tracey Wiltgen, the Executive Director of the Mediation Center of the Pacific. I highly recommend registering for the next few Wednesday zoom sessions!