

**ROTARY CLUB OF HONOLULU**  
ROYAL HAWAIIAN HOTEL MONARCH ROOM  
**DATE: AUGUST 6, 2019**  
PRESIDING: **PRESIDENT PAUL SAITO**

**President Paul** brought the meeting to order and **Jim Reed** gave the inspiration. Jim shared some heartwarming stories about his father and what an important part he played in Jim's life. **Dee Helber** led the Pledge of Allegiance. **Lyla Berg** led us in the singing of God Bless America, accompanied by **Craig Robinson**. **Liz Howard** introduced and welcomed all of the many visitors to the Rotary Club of Honolulu. **President Paul** also announced the Rotarian birthdays and anniversaries.

**Announcements:**

**Tom Coyne** was grateful for the help and recognized a number of Rotarians and spouses who helped out at the Hawaii Beer Fest last month. **Tom** told us that he would keep us informed about the next Beer Fest coming up.

**President Paul** said he wanted to get back to the tradition of acknowledging those Rotarians who have their name in the paper. Today he recognized **Jack Roney** for being a member of the Lanikai Canoe Club and winning the state championship. He also acknowledged **Jan Harada** who has taken a new position as CEO of the HTH Foundation.

It was announced that next week after our meeting there will be a meeting for those going on the trip to visit our sister club in Japan. Contact **Hiroko Dewitz** for details.

President Mark Maloney of RI will be the speaker next week. This will be an important meeting as he discusses the conference, which is to take place in Hawaii in 2020 and his theme Rotary Connects the World.

**Robyn McCreary** will take new head shots for anyone who needs one. Please check with **Robyn**.

**Reese Liggett** does not like dark Tuesdays, therefore he is proposing pop-up meetings. The first one will be August 27 at the Pacific Club. See the *Tradewind* or the pink sheets on the table for details. Sign up as soon as you are able so he can get an accurate headcount.

**Rick Tabor** introduced **Dr. Poki'i Balaz** as an outstanding member of the community. She was inducted into the club today. **Dr. Balaz** has a special interest in Alzheimer's disease and working with kapuna. **Dr. Balaz** is a family practitioner and has heart for her community. She will be a wonderful addition to the club.

**President Paul** showed a video clip created by a videographer selected by **Donalyn Dela Cruz**. The video captured the blessing/groundbreaking of Centennial Park and those who were present.

**President Paul** extended his thanks to the many that made that day possible: **Rob Hale**, as Centennial Park Committee Chair, **Carolann Biederman** for her work on the new website, **Brian Dunkel**, **Ken Kaneshiro**, **Bob Sumpf**, and **Carol Kimball** for parking and set up, **Reese Liggett** and the RatPack crew for making the o'o, and Martha for helping out as always. So many people pitched in that day to make things happen. **Carolann**, **Gwen Yamamoto Lau**, and Jackie Smythe did a fantastic job of creating the guest list and

invitations. **Donalyn** and **Linda Coble** communicated with the media and **Rick Towill**-who has been over at the park constantly with his heavy equipment to make it look better!

**President Paul** honored **Mitch D'Olier**, **Donalyn Dela Cruz**, and **Ann Stamp Miller** for their part in organizing the blessing on such short notice. He gave them pins recognizing them for Rotarians of the Month.

**Bob Sigall** introduced the speaker, Howard Wolf, who enlightened us with a creative presentation entitled: *Through a Different Lens: Marketing Lessons for Professionals*. Howard had a wonderful power-point presentation, which included amazing photos that he created over the years.

Howard discussed the lessons in marketing. Who are your ideal clients? What do clients care about? What do clients want? Ordinarily they want to look good, feel good, make money, save money, and save time. He said you need to be the aspirin for the company's headache. You need to find your angle. He demonstrated this by showing numerous photos and then discussing them. If someone is taking a photo of a model he likes to get in between that and show it from "another angle." The equipment does not matter, it is how you use what you have.

With a wide angle lens you can assess the landscape and pick up your own "lens" to look at the organization. Take another "lens" and gauge the situation to assess the competition. You can use a zoom lens to go in and out and look at different perspectives. He showed a photo- up close- of what could have looked like garbage to demonstrate that with another lens, it was in fact a mural! He surmised that this was a great way to test your perceptions and preconceptions. Always look at things through a different lens.

He encouraged us to tell compelling stories. What is the focus? Help clients to realize in your own way that it is not just about making money, but making a difference. This is what you want to do in marketing. Help the client frame things better. He gave examples of this with photos framed by landscape or architecture or even trees. Help clients figure out the sweet spot. He showed a diagram of the intersection of desire, demand, and depth. At the center, was the sweet spot. Be sure to crop things well because this will help you tell a more compelling story. He commented on how to use the "lighting". Contrast light and dark for dramatic effects, headlights, torch lights, spotlights. Use light to create an internal shine. In addition, he commented that it is important for companies to send out their CEOs to conferences and post articles on LinkedIn so they can create their own shine.

Lastly, he advised the audience to always learn more about your field from someone who may know more than you do. The example he gave was a surf photographer who he took a seminar from. There is always more to learn.

Howard's talk was quite informative and well received. **President Paul** thanked him and the meeting was adjourned.

Next meeting: August 13 in the Monarch Room. Rotary International President Mark Maloney will share his vision for the theme "Rotary Connects the World"!

Respectfully,  
**Ann Stamp Miller**, Scribe