



President Kerry Glass called the meeting to order and invited Laurie Bass to lead the Pledge of Allegiance, which she did in great style.

Inspiration:

Cel Ruwethin read some powerful words by Abraham Lincoln. The 1860s' message was that we have become so impressed by own accomplishments in art, science, and industry that we have completely forgotten that it was God, not us, who created everything in this wondrous Universe. Furthermore, we should pray to get that: Who we are, is far more important than, what we have.



Visiting Rotarians: There were no visiting Rotarians.



Guest of Rotarians:

President Kerry acknowledged Jean Sugiyama and Cel Ruwethin for greeting members and their guests. Jean introduced our only guest for the day, Nichol Hatch, Ian Hatch's better half.

Announcements:

President Kerry thanked scribe Susan Munro and photographer Mitchell Dodo, as well as Coordinator Tammy Silva and publisher Ed Hara for the previous week's excellent Lava Flow.

Then, Kerry informed the Club that three of our members have taken leaves of absence for various reasons. Marcia Sakai will be on leave through June, Ted Dixon through April, and Sandy Song whose date is undetermined.

The collection jars on the table for this meeting are for the support of the Fiji Rotary Project, led by Steve Handy. Among other things, this program is providing books for the school library.

The read aloud program is going well. The Dictionary Project will be delivering dictionaries to Kamehameha School this coming week. February will see the Rotary Rice Rally (Saturday the 8th at Puainako Sack and Save), the Interact Garage Sale (Saturday the 15th), and the RYLA Camp (the 28th – March 2nd at KMC); Gail Takaki reports that only a few seats are left.

March will include the Hilo Heart Walk and the East Hawai'i District Assembly (both Saturday the 15th – but at different times). The Australian Rotary Friendship Exchange's Hilo visit will span April 24-26 and feature a great BBQ at Richard and Jenny's on Friday the 25th. Finally, the District Assembly will be at Turtle Bay May 2-4.

President Kerry provided a follow up on the outcome of the great Bell Ringing Debate about whether our Club would collect more for the Salvation Army than Lisa Kwee's South Hilo Club. The bet was six jars of Lisa's liliko'i butter against four pounds of Kerry's Alaskan salmon. At the end of the day, the event was declared a tie, and they simply exchanged the two prizes.

Kerry decided to have a drawing to give away the six liliko'i-butter jars to six members of the bell ringing team. He invited Treena Breyfogle to pull out six names, and the winners were: Tim Beatty, Dr. Craig Shikuma, Russ Oda, Toshi Aoki, Gail Takaki, and Joe Hanley!



The Rotary Foundation

Alan Kusunoki was very pleased to present Gay Porter with a



Paul Harris Fellow Plus 8 pin! While Gay blushed, the Club members gave her a big round of applause.

Alan Kusunoki was also happy to announce that the Club is closing in on EREY (Every Rotarian Every Year) as contributors to The Rotary Foundation. The previous week there were only 59 out of 75 members who had made some kind of contribution. This week that number has jumped to 69 (92%). On the other hand, Alan asserted that the remaining six members: "will be hearing from me".

Birthdays, Anniversaries, Club Anniversaries

Both Mitchell Dodo and Newton Chu celebrated birthdays on the same date (January 19th). Newton, in typical shyster style, jumped to his feet to give a speech proclaiming that "same date" does not mean the same thing as "same day". He went on to imply that he was actually older than Mitchell. He then coughed up \$59 (could be the years) towards daughter Stephanie's Paul Harris Fellowship. Sometime during the soliloquy, the very sly Mitchell quietly sat down before anyone could ask him how happy he was.

Happy Dollars

Richard Johnson was \$20 happy to be home from a successful effort to count all the bird nests on Midway Island. Gail Takaki offered up \$5 for RYLA to announce the first Hapuna Beach Prince "Big Game Golf Tournament" – play a round of golf and then watch the Super Bowl on a big screen. Bob Fujimoto jumped in with \$175 for RYLA, and Tammy Silva added \$5 more.

Steve Handy was \$5 happy about the way the collection jars had filled up in support of the Fiji Project. He invited anyone who was interested to join them on their Fiji trip March 23-30. Not to be outdone, Akira Watanabe chipped in \$100, Cindy Boots gave \$50,

## Birthdays:

Bobby Stivers-Apiki January 17  
Gail Takaki January 17  
Newton Chu January 19  
Mitchell Dodo January 19

## Club Anniversary:

Yoko Hayano January 7, 2011 (3)  
Glenn Harris January 11, 2013 (1)  
Judy Gibson January 13, 2006 (8)  
Bob Hanley January 14, 2011 (3)  
Stew Hussey January 15, 1993 (21)  
Nancy Cabral January 29, 1988 (26)  
Jenny Johnson January 30, 2009 (5)  
Richard Johnson January 30, 2009 (5)

## Wedding Anniversary:

Ian & Nichol Hatch January 1  
Mitch & Noriko Roth January 13

## Announcements:

-Fri. Jan. 31 - Sarah Marusek  
"The Politics of Parking"  
-Fri. Feb. 7 - Club Assembly  
-Fri. Feb. 14 - Kerry Pitcher  
Yukio Okutsu Veterans Home  
-Fri. Feb. 21 - Brenda Ho  
Hopice of Hilo  
-Fri. Feb. 28 - Anna Marie Dietrichson  
"Deep and Beyond"

President ..... Kerry Glass  
President Elect ..... Richard Johnson  
Immediate Past President ..... Alan Kusunoki  
Vice President ..... Alberta Dobbe  
Secretary ..... Susan Munro  
Treasurer ..... Corey Kawamoto  
Sergeant-at-Arms ..... Cindy Boots  
Membership ..... Nancy Cabral  
Public Relations ..... Robert Hanley  
Club Administration ..... Tom Brown  
Service Projects ..... Mitchell Dodo  
Rotary Foundations ..... Alan Kusunoki  
Club Service ..... Tim Beatty  
International Service ..... Jenny Johnson  
Community Service ..... Wallace Wong  
Youth Service ..... Glenn Harris  
Vocational Service ..... Bobby Stivers-Apiki  
Hilo Rotary Club Foundation ..... John McVickar  
Hawaii Rotary Youth Foundation ..... Mitchell Dodo  
The Rotary Foundation ..... Alan Kusunoki  
Attendance ..... Judy Gibson  
Greeters ..... Helene Tajiri  
Programs ..... Treena Breyfogle  
Lava Flow Editor ..... Tammy Silva

Stew Hussey added \$20 more, Bob Hanley came up with \$10, and Richard Johnson and Mitch Roth came up with \$5 each. When the collection jars were tallied up, the members at large had donated still another \$70 for the project.

Susan Munro added another \$10 to the Fiji pot and let the Club know that Tim Beatty did a great job for her, turning some unwanted jewelry into \$600.

Stew Hussey was \$20 happy for that our tripartite system of government can work well. Stew has served on a court-sanctioned arbitration panel for some years. From time to time, the losing side says very unkind things about the character of the individual arbitrators. Nevertheless, the Court's have consistently upheld the arbitration panels. That's all good to know, but for such a long speech, Stew could have paid more.

Nancy Cabral expressed her pleasure over receiving this year's Athena Award honoring women's contribution to the community. She thanked the Club members for their support, and donated \$100 to the Hawai'i Rotary Youth Foundation. She also plugged the upcoming Panaewa Stampede Rodeo on February 15-16. There was also some muttering about she throwing Mitch Roth "under the bus", and thanked Newton Chu for rescuing him (whatever that was all about).

### Introduction to Social Media and Internet Marketing

Ian Hatch and his wife Nichol own and



operate a company called AS Designs and Services

Hey Kerry,

Nancy asked for the links...perhaps you can add it to the lava flow in case anyone else wants it as well. URLs below...

Video Link: <http://www.youtube.com/watch?v=0eUeL3n7fDs>

Presentation PDF: [www.HiloWebDesign.com/rotary-presentation.pdf](http://www.HiloWebDesign.com/rotary-presentation.pdf)

Thank you.

Ian Hatch

A.S. Designs & Services LLC

([www.asdsllc.com](http://www.asdsllc.com) and [www.hilowebdesign.com](http://www.hilowebdesign.com)).

With Nichol driving the videos, Ian pointed out the incredible shift in advertising, from print media to the Internet, which has occurred in the last few years. Not very long ago, advertising and marketing preferred print media over the Internet 90% to 10%. Today that preference has almost reversed to be nearly 10% print and 90% Internet.

Of course, this shift is not at the whim of the marketers. Rather, it pragmatically reflects their own careful studies about which media return the best results for which kinds of products and services. While it may change in the future, email is still the dominant vehicle, with Facebook and then Twitter in second and third places, respectively.

Ian showed a slide presentation about the structured and deliberate processes they, and other successful marketing professionals, go through with each client to understand their business, product, and marketplace, and then go through a series of steps with online tests of the responsiveness of the buying public to various different media approaches.

They start with best practices known from previous experience, and develop smaller-scale test runs made in the marketplace. Then, they measure the actual results from these controlled runs. Using the real-world lessons learned, they progressively fine-tune their approaches. Then, they take the refined campaign to a much larger marketplace, and continuously fine-tune the program over the duration of the campaign.

In that spirit, beyond just reading this Lava Flow (which was delivered over the Internet) a copy of Ian and Nichol's slides can be found at: [www.HiloWebDesign.com/rotary-presentation.pdf](http://www.HiloWebDesign.com/rotary-presentation.pdf), and a video on the impact of the Internet and social media is at: [www.youtube.com/watch?v=0eUeL3n7fDs](http://www.youtube.com/watch?v=0eUeL3n7fDs).

### Four Way Test

At President Kerry's request, Gay Porter to lead the Four-Way test, closing with number Five, "Have Fun".