

# Rotary Club of Hilo



# LAVA FLOW



April 28, 2017

Chartered: December 1, 1920

Reporter: HRH

## Welcome!

You simply had to be at the meeting site—the Mala Ikena—early to enjoy the flow of energy as Rotarians and guests gathered. Greeter **Nina Decker**, who was later joined by **Wally Wong** and his guest, **Malu Debus**, from Hope Services, made us feel welcome.

Past-president (PP) **Kerry Glass** noted it was National Superhero Day, National Blueberry Pie Day, National Arbor Day, and National Hairball Awareness Day, and then called on Assistant District Governor (ADG) **Alan Kusunoki** to lead us in the pledge of



allegiance. **Malu Debus** had the honor of introducing visiting Rotarians, PDG **Pete Muller** (and his guest **Aaron Miyasato**) and **Chester Cabral** from the Rotary Club (RC) of Hilo Bay, **Noko Yoshida** from the RC of South Hilo, **Steve Yoshida**, We Rotary E Club, **Steve** and **Noko's** guest and visiting Rotarian **Sita Rupaicheti** from RC New Road City Kathmandu, Nepal, and from the RC of Stuttgart-



**Remstal**, Germany, **Gunther Clar** and **Helena Acheson**. Guests of RC of Hilo Rotarians included **Roy Breyfogle** (guest of **Treana Breyfogle**), **Beverly Heikes** (**Jen Tanouye**), Volleyball Coach **Gene Kreiger** (**Jimmy Yagi**), and **Lara Hughes** (**Anna Liu**). We learned about PP **Sita's** passion for Women's Issues and Youth as a leader of her Club, and from PP **Gunther**, Mercedes as an economic driver in his community and their enjoyment of our island ("ten days without rain").

At this point in the program came the inquiry, "Any more chairs?" PP **Kerry Glass** thanked **Cindy Boots**, reporter for the YMCA event, and himself as photographer.

## Induction of New Member

Rotarian **Jen Tanouye**, sponsor, was all smiles as she introduced her good friend of eight years and fellow Board member (for other organizations) **Beverly Heikes**, new member #22, known to many in the Club through her previous community service. The Club welcomed **Beverly** with a standing ovation, as she expressed her thanks and her eagerness for new opportunities to be of service through Rotary.



## Rotary Code of Conduct

**Cindy Boots**, Vocational Services Chair, shared a brief history of the Code of Ethics in earlier days (around 1975 to 1978) with its eleven articles. Together we read aloud the four codes (Act..., Deal fairly..., Use my professional skills..., and Avoid behavior that reflects adversely on Rotary or other Rotarians) and learned about Article #11, basically the Golden Rule. Thank you, **Cindy**, for the hard copies available for posting!



## Update on Hawaii Rotary Youth Foundation (HRYF)

**Richard Cunningham**, RC of Hilo Bay, thanked our Club for gifts to date (\$3,500) towards the distribution of \$240,000 statewide in scholarships to high school students. He noted that today was the last day for the incentive of a chance to win the beautiful koa box he displayed, with cash, check, or charge cards accepted. (**Nancy Cabral** signed up for more chances, and others took advantage of the opportunity too!) DG **Sully Sullivan** started the Foundation forty years ago, and PP **Mitch Dodo** is our Club's liaison for reviewing scholarship applicants. (Yes, our Club gets to select a student for a \$5,000 scholarship.)



## Announcements

Rotary invoices for the 2017-2018 will be sent out this week, with renewals due by June 15, as our Club needs to pay dues to Rotary International and the District in early July.



**Glenn Harris** shared that the May book for kindergartners is *Giraffes Can't Dance*. Readers should pick up their copies for students today.

**Nina Decker** and **Malu Debus** (from Hope Services) thanked Rotarians for Glam Bag donations (fifty bags this year, with contributions of goods and a \$500 donation, with more donated later in the meeting).

May 1st is the deadline for the last Membership Mixer on Thursday, May 4, at **Lorraine Shin's** home. Contact **Connie Ichinose** if you have questions.

**Marcia Prose** invited Rotarians to help with the Brewfest Ticket Kick Off at Mekana Brewery, May 6, 10:00 to noon. The Brewfest is on June 24.



The Tree Planting Honoring **Bob Fujimoto**, **Jimmy Yagi**, and **Russ Oda** at the Rotary Park with guest speaker **Harry Kim** is scheduled for Thursday, May 11, starting at 11:45 a.m. Do sign up if you want to order lunch! There is no meeting on May 12.

## Let's Celebrate!

**Joe Hanley** was recognized in absentia for his birthday in April 26. Rotarians sang "Happy Birthday" to **Mary Bicknell** and **Marcia Prose**, with **Marcia** noting that today was also **Sadam Hussein's** birthday!

**Chris Tamm** donated \$20 (HRCF) to share banners and makeups from the pleasure of visiting Rotary Clubs in Panama, Peru, and Columbia over the past two months.

**Glenn Harris** donated \$50 to share news about his recent travels up and down the west coast with Squim, Washington, the winner for his (and **Anne's**) new home.

**Steve Yoshida** gave \$20 to the HRYF for the honor of having their guest from Nepal be present for this 75th birthday tomorrow. Congratulations, **Steve!**

**Kathleen McGilvray** donated \$\$ to announce that the YWCA's preschool—"which anyone can attend" received full accreditation for the next five years. Way to go!

**Marcia Prose** donated \$10 to share highlights of upcoming May events at the Palace Theatre. Lucky we live in East Hawaii! (Check out the Palace Newsletter.)

## Birthdays:

Nosaka, Johnalyn April 5  
Kusunoki, Alan April 7  
Aoki, Toshi April 8  
Brown, Tom April 10  
Wong, Wally April 11  
O'Brien, Sally April 14  
Johnson, Jenny April 15  
Hanley, Bob April 16  
Hanley, Joe April 26  
Bicknell, Mary April 28  
Prose, Marcia April 28  
Dobbe, Alberta April 29

## Club Anniversary:

Wallis, Sam April 2, 1976 (41)  
Shikuma, Craig April 3, 1992 (25)  
Kennedy, Biff April 12, 2013 (4)  
Porter, Gay April 12, 1991 (26)  
Carter, Gerard April 16, 1993 (24)  
Mates, Reese April 29, 2008 (9)

## Announcements:

May 5 - Saeko Hayashi  
Subaru Telescope  
May 11 (Thursday) 11:45 - 1:00 pm  
Kuhio Kalaniana'ole Park  
Recognizing: R. Fujimoto/ R. Oda/ J. Yagi  
May 12 - No Meeting

## Rotary Club of Hilo Board of Directors 2016 - 2017:

- President – **Randy Hart**
- Past President – **Wally Wong**
- President Elect – **Steve Handy**
- Vice President – **Mitch Dodo**
- Secretary – **Treana Breyfogle**
- Treasurer – **Corey Kawamoto**
- Sergeant at Arms – **Dirk Yoshina**
- Rotary Foundations – **Kerry Glass**
- Membership – **Connie Ichinose**
- Public Relations – **Marcia Prose**
- International Service – **Stew Hussey**
- Community Service – **Reese Mates**
- Vocational Service – **Cindy Boots**
- Club Service – **Kui Costa**
- New Generations – **Gail Takaki**

## Foundation Chairpersons:

- Hilo Rotary Club Foundation – **Nina Decker**
- The Rotary Foundation – **Kerry Glass**
- Hawaii Rotary Youth Foundation – **Mitchell Dodo**

**Gail Takaki** gave \$5 to announce, with **Nancy Cabral**, a grant received from the Hawaii Community Foundation for a new non-profit, The Success Factory.

**Jen Tanouye** gave \$50 to the **HRYP** and wished our newest member, **Beverly**, good luck in the drawing!

**Lorraine Shin** shared (\$20) that forty-one excited kids would be graduating from the program her company has supported for fourteen years, Kids at Risk.



**Steve Handy** gave \$20 for the Glam Bags and shared that the RC of Waianae has given \$1,000 to support our Club's Fuji Project,

**Charlene Meyers** gave \$50 to share the rough start to her day (with the good ending of arriving just five minutes late for our meeting),



**Wally Wong** noted the Club had received \$1000 from Matson from the recent community service project.

**Gay Porter** donated \$\$\$ each to the **HRYP**, the **Hilo Rotary Club Foundation** and **The Rotary Foundation**, expressing her support for Rotary even though her schedule precludes her from attending more frequently.



Would you believe by the end of the meeting \$4,500 had been raised for the **HRYP**? **Nancy Cabral's** name was on the winning ticket!

## Today's Guest Speaker.

**Barb Garcia**. Ke Ola Magazine



**Barb**, a member of our Club, the owner and co-founder (with **Karen Valentine**) of Ke Ola Magazine, started her presentation with a photo of the first issue back in Dec. 08/09, juxtaposed with the latest copy of May/June 2017. She then featured her executive team, including **Aaron Miyashiro** (in attendance today).

Her interesting talk included a brief history of her experiences as a small business advocate since 2003 in California and her start in building relationships in West Hawaii and working for other publications including Hawaii Island Journal, Big Island Weekly, West Hawaii Today, and Real Estate Weekly. The first issue of Ke Ola (which means "The Life") started on a "wing and a prayer" with thirty-two pages in the first issue. The latest issue features HPM Building Supply (thanks to the Club's recognition of **Bobby Fujimoto**) and an update on The Worldwide Voyage of Hokule'a (of special interest due to **Wally Wong's** experiences). Previous issues have featured KTA Super Stores, Panaewa Rodeo, **Lorraine Shin's** home, and the Palace Theatre—with the goal of having the magazine be a "story book" and not an "ad book" (around 65 percent editorial and 35 percent advertisements).

Research shows, per a graph, that the primary readers of newspapers are persons aged 65 and older. Magazines have the highest return on advertising specials and appeal to younger audiences (as well as the geezers). She gets approached, she noted, by fans who have "full sets" (over eight years!) and who send copies off island to friends.

Ke Ola has been a Brewfest Sponsor from the beginning, the magazine has won various awards over the years, and annual subscriptions of \$35 are welcome and encouraged, as the cost (about \$3 each) of producing 24,000 "free" copies every two months is challenging.

Yes, we all received a free copy of the latest issue, and media kits are available to interested persons—along with a discount for persons signing up by the deadline for the July/August issue. For advertising/consulting, contact **Barbara Garcia** ([barb@keolamagazine.com](mailto:barb@keolamagazine.com)).

Mahalo plenty, **Barb!**

## In Closing.

**Eric Anderson** led us in the **Four-Way Test** of the things we Think, Say or Do, with thanks to all for attending!

On May 5 our speaker is **Dr. Saeko Hayashi** from Subaru Telescope (and a former member of our Club).



Photographer: **Stew Hussey**