



## Rotary Club of Metropolitan Honolulu Rotary

2012-2013 Monthly Update  
Strategic & Operational Plan  
May 2013



MEMBERSHIP	
Beginning membership (Jan. 1):	92
2012-2013 Members gained (Jan. 1):	9
2012-2013 Members lost (Jan. 1):	1
% of Growth:	+18.52%
REF: Last year ending number:	<b>81</b>
<b>2012-2013 Goal:</b>	<b>115</b>
<b>Balance To Goal:</b>	<b>-15</b>
Current membership ( <b>Goal = 115</b> ):	<b>100</b>

ATTENDANCE	
Average attendance last month:	64%
# Missing >4 consecutive meetings:	19
Missing Members Contacted:	Yes

METRO FOUNDATION	
Total pledged to date:	\$7,435.00
Total pledged (per capita):	\$185.88
<b>2012-2013 Goal (per capita):</b>	\$100.00
Number of members giving:	40

SUMMARY FINANCIAL	
Cash balance as of May 5, 2013:	\$25,883.28
Members with unpaid dues:	8
Unpaid Dues Total:	\$1,880.00
Total Cash Balance:	\$30,883.28
Outstanding Dues:	
<i>(Semi Annual Period 1/1/2013-6/30/2013)</i>	
P. Backus, A. Crowl, R. Hadley, L. Issacson, M. Ito, L. Johnson, B. White, K. Yasukawa	

RI FOUNDATION	
Total pledged to date:	\$13,754.00
Total pledged (per capita):	\$9582.00
<b>2012-2013 Goal:</b>	<b>\$5,000.00</b>
<b>2012-2013 Goal (per capita):</b>	<b>\$116.85</b>
Number of members giving:	54

FUNDRAISER	
<b>2012-2013 NET Goal:</b>	<b>\$25,000.00</b>
Raised to Date:	\$30,000.00
<b>Balance To Goal:</b>	<b>+\$5,000.00</b>

### SERVICE AREAS "AT A GLANCE"

Items in **GREEN** are 2012-13 Presidential Citation criteria. Items in **BURGUNDY** are planned but not yet completed

<b>INTL SERVICE</b>	<b>Budget: \$3,000</b>
<ul style="list-style-type: none"> <li>• <i>Projects that take place outside the US.</i></li> <li>• <i>Establishment of Sister Clubs</i></li> <li>• <i>Sponsor Ambassadorial Scholars</i></li> <li>• <i>Support GSE &amp; Rotary Youth Exchange</i></li> </ul> <p><b>RI Approved Suggestions &amp; Project Ideas:</b></p> <p><i>Host or Sponsor Club for Ambassadorial Scholar?.....YES</i></p> <p><i>Host or Sponsor for GSE?.....YES</i></p> <p><i>Host or Sponsor for Rotary Youth Exchange?.....YES</i></p> <p><i>Participated in Matching Grant?.....YES</i></p> <p><i>Participated in a DSG Project?.....YES</i></p> <p><i>Supported a World Community Service project?.....YES</i></p> <p><i>Rotary Fellowship/RAG membership?..... TBD</i></p>	
<ul style="list-style-type: none"> <li>➤ <b>Completed Projects In BLUE</b></li> <li>➤ <b>Working Projects in MAROON</b></li> <li>➤ <i>Literacy: Thailand School Libraries; Philippines (Cebu): Educational/Computer Support for St. Mary's Training Center</i></li> <li>➤ <i>Health and Disease Prevention: Thailand Hemodialysis Machines</i></li> <li>➤ <i>Water/Sanitation: Thailand Clean Drinking Water Filtration systems for rural schools (if budget allows)</i></li> </ul>	

<b>COMMUNITY SERVICE</b>	<b>Budget: \$5,000</b>
<ul style="list-style-type: none"> <li>• <i>Improves lives of community members</i></li> <li>• <i>Multi-club projects get special consideration</i></li> </ul> <p><b>RI Approved Suggestions &amp; Project Ideas:</b></p> <p><i>Project involving nearly all members?.....YES</i></p> <p><i>Sponsor Rotaract or Interact Club?..... TBD</i></p> <p><i>Sponsor RYLA Camp or RYLA attendee?..... YES</i></p> <p><i>Project that's improved image and pride?.....YES</i></p> <p><i>Successful fundraiser?..... YES</i></p> <p><i>Time &amp; money rather than give \$\$\$?.....YES</i></p> <p><i>Project within 1 of 6 Future Vision areas?.....YES</i></p> <p><i>Conducted Community Needs Assessment?..... TBD</i></p> <p><i>Project to benefit young people in community?.....YES</i></p>	
<ul style="list-style-type: none"> <li>➤ <b>Completed Projects In BLUE</b></li> <li>➤ <i>July 1: Friends of the Library Book Sale Event</i></li> <li>➤ <b>Working Projects in MAROON</b></li> <li>➤ <i>August 18 – Completed work on Boy Scout Tantalus Camp</i></li> <li>➤ <i>September 15 - IHS (prepare/serve meal to homeless and assist in Thrift Store)</i></li> <li>➤ <i>October 6 - NAMI Walk</i></li> <li>➤ <i>October 7 - Children and Youth day</i></li> <li>➤ <i>November 17 - Youth Non-Profit Organization HQ Cleanup and repair. Piikoi St</i></li> <li>➤ <i>December 22 - Christmas Caroling at Home for Seniors or Hospice/Salvation Army program for Teen and High risk mothers</i></li> <li>➤ <i>January 19 - Hawaii Food Bank Drive – Rice Rally</i></li> <li>➤ <i>March 23 - Youth Outreach</i></li> <li>➤ <i>April-Date and project TBD</i></li> <li>➤ <i>May 18 – Waipahu Aloha Clubhouse</i></li> <li>➤ <i>June 22 - Family Service Center</i></li> </ul>	

**MEMBERSHIP Budget: \$1,000**

- Membership Development Program
  - Membership Growth
- RI Approved Suggestions & Project Ideas:**
- Net Gain of 1 member.....YES  
 Membership Recruitment Plan?.....YES  
 Membership Retention Program?.....YES  
 Sponsored new Rotary Club?.....NO

➤ **Members Gained**

1. Jason Kama – July 1 (Schroeder)
2. Ted Saihara – July 1 (Schroeder)
3. Omar Tiwari – July 1 (Schroeder)
4. David Chang – July 1 (Schroeder)
5. James Owen – July 1 (Schroeder)
6. Stephen Blinn – July 1 (Gilbert)
7. Matt Fortier – July 1 (Crowl)
8. Karen Yasukawa – July 10 (Reinstatement)
9. Jeff Osterkamp – July 26 (Mansfield/Matsushima)
10. Nolie Diakoulas – August 16 (Black)
11. Taea Takagi – August 16 (Darcey)
12. Tiffani Sargent – August 23 (Emery/Schroeder)
13. Rodney Miyasato – August 23 (S. Hayashi)
14. Michael DeWeert – September 6 (A. Hayashi)
15. Andrew Meade – October 18 (Schroeder)
16. Dell Epperson – November 1 (J. McClelland, K. Golis)
17. Leilani Johnson – October 25 (Reinstatement)
18. Marc Alexander – January 31 (Vieira)
19. Byron Riddle – January 31 (Schroeder)
20. Scott Startzman – January 31 (Kama)
21. Chris Giannaris – January 31 (Schroeder)
22. Creighton Goldsmith – January 31 (Reinstatement)
23. Stephen Hanson – March 28 (Tiwari)
24. Reed Myers – April 18 (Affigne)
25. Pam Princenthal – April 25 (Affigne)
26. Jeane Garcia – July 1 (Vieira/Cooper)
27. Kanoë Cazimero – July 1 (Merriam)

➤ **Members Lost**

1. Stephen Blinn (12/31/13 – Relocation)
  2. Matt Kotlik (12/31/13 – Relocation)
  3. Tiffani Sargent (12/31/12 – Relocation)
  4. Nolie Diakoulas (12/31/12 – Business)
  5. David Chang (12/31/12 – Business)
  6. Leanne Kwock (12/31/12 – Family Emergency)
  7. Kevin Sakamoto (1/1/13 – Business)
- In Process – But Counted  
 Near Future – Not Counted

**CLUB ADMINISTRATION/SERVICE Budget: \$1,000**

- Club Service: Programs, Social events, ambiance
  - Attendance
- RI Approved Suggestions & Project Ideas:**
- 3-Year Plan for Club?.....YES  
 Sponsor PE to PETS?.....YES

➤ **Attendance averages:**

July:	67%
August:	64%
September:	61%
October:	62%
November:	61%
December:	54%
January:	64%
February:	66%
March:	60%
April:	66%
May:	64%
June:	%

\*Goal is 70% Average for 12 months  
 Current Average: 64.0% To Date

- **Completed Projects In BLUE**
- **Working Projects in MAROON**
- Monthly New and Prospective Member networking events
- Weekly New Member Spotlight
- Partner with Vocational & Fellowship Committees to coordinate events
- Continuous outreach to members that have not attended three consecutive meetings via phone and email.
- Assign a mentor to each new member within two weeks of induction.
- Ensure that each new member chooses an avenue of service within three weeks of induction.

- **Completed Projects In BLUE**
- **Working Projects in MAROON**
- August 1 - Diamond Head Theater night - "Singing in the Rain"
- August 5 - Mango Days 5k Run
- August 16 - Fellowship meeting with Metro's own Barbershop Quartet
- August 19 - Metro's 26th anniversary celebration - potluck picnic at Bellows 10 am to 4 pm
- September 6 - Restaurant night at JJ's Bistro - 6 pm
- October 25 - Fellowship meeting - "Virtual Pumpkin Carving"
- December 9 - "Wicked" matinee
- December 20 - Fellowship meeting - Christmas program involving new members
- February 21 - Fellowship meeting - "Presidents theme?"
- April 18 - Fellowship meeting - "Easter theme"

VOCATIONAL SERVICE	\$500
<ul style="list-style-type: none"> <li>● <i>Sharing vocational skills and expertise</i></li> <li><b>RI Approved Suggestions &amp; Project Ideas:</b></li> <li>Sponsor 4-way test essay or similar?.....<b>TBD</b></li> <li>Provide career information for local students?.....<b>YES</b></li> <li>4+ meetings dedicated to Vocational Service?.....<b>YES</b></li> <li>3+ meetings with classification talks?.....<b>YES</b></li> <li>Individual award to recognize vocational service?.. <b>TBD</b></li> <li>Company award to recognize vocational service?.. <b>TBD</b></li> <li>Initiated new vocational project?.....<b>YES</b></li> <li>Provide 4-way test to new members?.....<b>YES</b></li> <li>Vocational Meeting in October?..... <b>YES</b></li> </ul>	

FOUNDATION PROGRAM PARTICIPATION
<ul style="list-style-type: none"> <li>● <i>Total Annual Giving</i></li> <li>● <i>Per Capita Giving</i></li> <li>● <i>Foundation Participation</i></li> <li><b>RI Approved Suggestions &amp; Project Ideas:</b></li> <li>Supported EREY with \$100.....<b>TBD</b></li> </ul>

- **Completed Projects In BLUE**
- **Working Projects in MAROON**
- Tours of companies (3-5 this year)
- 1. Hagadone Company – August 30
- Vocational minute (talks at Rotary Weekly Meetings)
- Vocational spotlight (Mynah)
- Vocational table (Rotary Weekly Meetings)
- Create Vocational Award
- Revive Ed Faison Award
- Partner with Membership & Fellowship Committees to coordinate events

- **Completed Projects In BLUE**
- **Working Projects in MAROON**
- A contest during Warrior football season where participants pay into their Paul Harris accounts for each touchdown scored by the team during the season. Club members can win a Paul Harris by guessing the total number of touchdowns that will be scored during the season. Details to follow.
- November - Rotary Foundation month. One full November meeting dedicated to Rotary Foundation. Bob will arrange topics and speakers. Foundation topic for each week during November (five minutes).
- An email that Bob will send to the membership through Nicole that explains how to get on the foundation site and see your contribution history and status.
- Rotary Foundation minute - starting in August. One-minute topic at each meeting that highlights the Foundation.
- Yearlong focus on EREY.

**NEW GENERATIONS** \$1,500

- *Projects that benefit children and young adults*  
**RI Approved Suggestions & Project Ideas:**

- **Completed Projects In BLUE**
- **Working Projects in MAROON**
- School Supplies Drive for Princess Ka'iulani E.S.
- Halloween Read-a-Thon at P. K. E.S.
- EarlyAct Club at Princess Ka'iulani E.S. (New!)
- Interact Clubs (2) at Farrington H.S.
- Business Academy
- Hawaiian Immersion Academy
- RYLA student support
- Diamonds in the Rough Scholarship Promotion
- Vocational Service (VS):
- LifeSmarts Interact Club (New!)
- STEM Robotics & Model Space Shuttle Relocation Program (P.K.E.S. and AOP)
- Books for Literacy, St. Mary's Village, Philippines
- Books for Literacy, Bangkok, Thailand orphanage
- Youth Study Exchange Group, China
- Execute new outreach projects with other community organizations, i.e.
- Adopt-a-School Day, at Princess Ka'iulani E.S. (with Jaycees)
- Student Mentorship Program at Farrington H.S. (with Drucker Society)
- Literacy Article in Mynah (Mission Houses Museum)
- Friends of the Library's Annual Book Sale Blitz
- Annual Dictionary Drop to all third-graders in Greater Kalihi.
- Provide major program support for new 2013 UN initiative:
- Global Peace Forum (sponsored in Honolulu: Rotary International, January 27-29): two guest scholarships for Farrington students.

**PUBLIC RELATIONS**

- Website/Newsletter
- Newsletter
- PR Effectiveness
- RI Approved Suggestions & Project Ideas:**
- Regularly send newsletter?..... YES
- Maintain website?..... YES

- **Completed Projects In BLUE**
- Issued media alert re Camp Ernhorn (Boy Scouts) community service project to media; followed up with a post to HNN (Hawai'i News Now) online community page. August 2012
- **Working Projects in MAROON**
- Pursue media coverage for community projects
- Seek out ways to improve and increase communication among all members, committees and the board ensuring everyone is either informed on all activity or can access it easily via the Website and social networking sites
- Share the communications plan with the incoming board and the committee chairs
- Update the crisis communications plan with the incoming board contacts and distribute as appropriate
- Review the communications plan and update as needed