



# July 23, 2012

# THE CHANNEL MARKER

## Rotary Club of Pearl Harbor

Celebrating 62 Years of Service!

Rotary International  
[www.rotary.org](http://www.rotary.org)

President ..... Sakuji Tanaka

District 5000

Governor ..... Chester "Chet" Dal Santo  
 Asst. Dist Governor ...Yvette Nishimoto

Chartered June 14, 1950



Rotary Club of Pearl Harbor  
[www.pearlharborrotary.org](http://www.pearlharborrotary.org)

Club Officers

President..... Douglas S. Taylor  
 President-Elect..... Lester M. Hunkele III  
 Vice President..... Kimberly B. Moore  
 Secretary..... Tsurumi Hamasu  
 Treasurer..... Stella Kimura  
 Past President..... Connie G. Kraus  
 Sergeant-at-Arms..... Stefanie Wilson

Directors

Club Service..... Ernest G. Anderson  
 Service Projects..... Shirley Robinson  
 International Service... William H.Q. Bow  
 New Generations..... Willa Gardner  
 Membership..... Raymond Noh  
 Public Relations..... Elle Kaanaana

Interest Clubs Sponsored

Aiea High School  
 Farrington High School  
 Moanalua High School  
 Radford High School

Sister Clubs

Hiroshima Southeast, Japan  
 Tokyo Osaki, Japan  
 Avachinsky, Russia

Meeting Schedule

Mondays, 12:00 Noon  
 Oahu Country Club  
 150 Country Club Road

Channel Marker Published by  
 Harvey Gray

## IN THE WAKE

MEETING REPORT July 16, 2012

### CALL TO ORDER

President **Doug Taylor** welcomed members and guests to the 2855<sup>th</sup> meeting of the Rotary Club of Pearl Harbor where we pursue *Peace Through Service*.

Providing our inspiration was President **Doug Taylor**, a member since February 13, 1984, sponsored by **George Topic**. "Be eccentric now, don't wait for old age to wear purple. What other people think of you is none of your business and don't take yourself seriously- no one else does".



*Doug Taylor*



*Bruce Fink*

The Pledge of Allegiance was led by **Bruce Fink**, HRYF Board Member, a member since May 4, 1998, sponsored by **John Scudder**.

"I've been working in the railroad".

**Jeff Deer**, a member since August 1, 1981 and sponsored by **Herb Robish**. Program Chair **Jeff** led us in singing



*Jeff Deer*

### RECOGNITION

Sergeant-at Arms **Stefanie Wilson** welcomed current District Leadership: **Bruce Fink**, HRYF Board Member and **Harvey Gray**, District Newsletter. Rotarian Guests Within District 5000: Calabash Member **Alan Lloyd** (Windward) & **Rodney Lee** (Honolulu Club).



*Rodney Lee & Tsurumi Hamasu*

Rotarian Guests Outside District 5000: **Roger McLain**, (Austin/Westlake, Texas). Guest of Rotarians: **Dolores**



*Les Hunkele & David Himes*

## IN THE WAKE

**McLain (Roger McLain), Cristina Watarida, (Doug Taylor), David Himes, (Les Hunkele).** Military Guests: TSgt **Terrell Mickens**, USAF and UT1 **Joshua Ruggles**, USN. Guest speaker: **Alvin Wong**, Happiest Man in America.

### CELEBRATIONS

Spouses Birthday: July 25, **Diane Hunkele** Rotary Inductions: **Take Ogawa** July 23, 1956. **Stella Kimura** July 28, 2008. **Steve Dyer** July 29, 1991.

### ACKNOWLEDGEMENTS

“I CAN” donators: **Alice and Bee Clark, Bruce Fink, Gene and Connie Kraus, Donna and John McLaughlin, and Shirley Robinson.**

### HAPPY BUCKS

Ted Meeks, \$20 to the Foundation, dedicated to his granddaughter's first birthday. **Gene Kraus**, \$20 to the Foundation for pushing the wrong button when he sent an email. **Rodney Lee**, \$10 to the Club for enjoying a nice lunch with colleague.

### MILITARY GUEST

**Bruce Fink** introduced military guests: TSgt **Terrell D. Mickens**, USAF, is an Army brat from El Paso, Texas. She serves as the NCOIC of Administrative Law on the Headquarters Pacific Air Forces Staff supporting over 42,000 members in the Pacific. She is eager to learn and to share her knowledge with others as evidenced by her influence on Joint Base Pearl Harbor-Hickam.



**TSgt Mickens**

UT1(SCW) **Joshua L. Ruggles** graduated from Colegio Americano de Saltillo in 1995 and enlisted in the U. S. Navy in 1996. In 2009 he reported to his current duty station, Naval



**UT1 Ruggles**

Construction Battalion Maintenance Unit 303. During this tour he has held positions of Detachment Quality Control Inspector, Leading Petty Officer, and Operations Petty Officer and is currently the Training Petty Officer. **UT1Ruggles** is a qualified Enlisted Seabee Combat Warfare Specialist

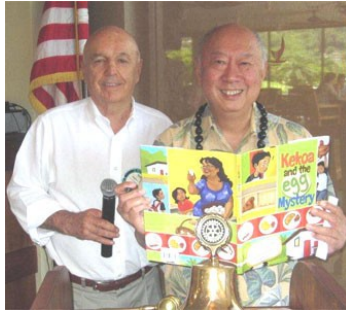
### PROGRAM

Program Chair, **Jeff Deer** introduced the speaker of the day, **Alvin Wong**, chosen the Happiest Man in America by the *New York Times*. He told us the story of how he ended up with the title. Using Gallup data as a guide, the *New York Times* picked him as the happiest person in America. Every day for three years, Gallup called 1,000 random Americans and asked them questions related to their quality of life and its findings suggest a complex recipe for happiness. **Alvin** explained there were six different categories they used to qualify such a person. First category was gender. Based on the findings, males were happier than females. The reason for this is because men take the easy way out. He said that men do not want to answer any questions that might get them into more trouble, especially with their spouses. Second category was age. They found people over 65 to be happier, mainly because they are in retirement and have a more relaxed attitude. Third category was height. Based on the Gallup data, taller people are happier than shorter people. **Alvin's** height is 5'10". Fourth category was marital status. You had to be married with kids. He noted that Asian-Americans were happier than any other ethnic group because they have the attitude of humility. Fifth category was that you needed to own your own business. **Alvin** runs a health care management firm and makes a good income. Last category was religion. Jewish people were found to be happier than any other religion. **Alvin** joked and asked, “How many Asian-Americans do you know that are Jewish?” He said the *New York Times* thought they were not going to find such a person, but **Alvin** fit the bill. Reached by phone at his home on a Friday night (he was referred to *The Times* by a local Rabbi), he thought that some sort of a joke was being played on him. As the conversation ended the *Times* person mentioned that he should be prepared because the article would change his life.

## ROTARY NEWS

How does he stay happy? “My life philosophy is, if you can’t laugh at yourself, life is going to be pretty terrible for you,” he says. But, “this is a practical joke, right?”

President **Doug Taylor** thanked **Alvin Wong** and asked him to autograph a children’s book *Kekoa and the Egg Mystery* by **Tia Monteaux Walls**, which will be donated to Aiea Elementary School in his honor.



*Doug & Alvin Wong*

### ADJOURNMENT

Donna McLaughlin led us in the Four Way Test.

## ROTARY NEWS

### Attracting Members to Rotary

One of the most common goals amongst Rotary clubs around the world have been related to increasing membership, attracting younger members and promoting the Rotary brand to members of the community.

No doubt this is a difficult task. How do we promote Rotary to the younger generation and get them interested in the work our club does when in fact, the majority of our younger generation is not even slightly aware of what Rotary is. While a lot has to do with publicity, the fact of the matter is that there a lot of changes that clubs can implement to develop interest levels among the youth.

#### 1) Partner with a local Rotaract Club

For the best ideas on recruiting younger members, why not go to the source itself? Attend Rotaract meetings and interview its members to find out what younger prospective members are looking for, what peaks their interest, how to reach them and communicate with them, etc. Members of a

Rotaract club are your best resource to understand your target group. With the information you obtain, you and your club members can brainstorm methods to define your recruiting processes. Don’t have a Rotaract club



in your town? Sponsor one with the help of your District and the nearby Rotaract club.

#### 2) Cater to your Target Market

In order to attract new members, you have to be able to cater to their needs. How does your club meet the needs of its potential members? Do you meet at a central location, which is convenient for the majority of your members? Do you offer the option of meeting online? Is your club involved in a lot of diverse community activities? What time of the day do you meet? Is it a convenient time (i.e: morning, afternoon, after work, or evening) for most members? Even though it may not seem significant, these small details have a huge impact on whether or not your club is able to recruit new members. The time of the day for example is important as it sets the tone for the meeting and tends to target a certain type of member. If your club is not as active when it comes to partaking in community service projects, your potential members may not see the value of joining. As such, it is always a good idea to brainstorm what potential members are looking for and then try to meet those needs. A good exercise is to interview new members and ask them what they hope to do as a member. This gives you an idea of what members are looking for, in an unbiased way.



### 3) Web Presence

In a technology driven world like ours, establishing a strong web presence is the best way to stay accessible and engage your target audience. If potential members are not able to connect with you easily, you will have a difficult time attracting new members, especially younger members.



Most people today look online for information when they are interested in something and receive the latest updates via social media channels. In order to attract younger members, you have to be where your audience is and that is online. Establish social media channels such as a facebook page or a twitter feed and share interesting facts about your club and its latest achievements. Invite the public to join you at your next event and create a conversation to engage your potential members. Utilizing social media channels and your website together is a great way to connect with the community. Don't confuse a facebook page with an official website; they are very different. Your website is the official source of club information, activities, and stories. Use facebook and twitter to spread the word on accomplishments, events and new members and promote organic discussion, but the official website must remain a concrete, up-to-date, and reliable source of unbiased information.

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### 4) Network

Just as businesses rely on word-of-mouth advertising to boost sales, your club has to look into word-of-mouth marketing to reach a wider audience. Stay connected with all the speakers that talk at your club meetings, visitors as well as all ex-members. They are a valuable resource as they can connect you with their family and friends when your club is looking to

recruit new members. After all, the best way to generate a strong interest about something in an individuals' mind is to have someone they trust endorse it.

Add these speakers and visitors to your friends list and keep them in the loop with your club by sending them your club newsletter every quarter. Add them to facebook and follow their twitter feed so that they follow yours. You'd be surprised how many contacts your club actually accumulates over the years, and being able to reach out to these people easily is a powerful tool the next time your club needs to publicize an event or project. While there are numerous campaigns you can run in an attempt to attract new members, sometimes making small changes to the way we administer our club today can have a huge impact on the future development of the club. How does your club attract members?

### ClubRunner Newsletter

July

**Jul 23:** Rick Kang, Hui Ho'omalua, Foster Care

**Jul 30:** Micah Kane, Pacific Links Hawaii

### THE 4-WAY TEST

Of the things we think, say or do

1. Is it the TRUTH?

'Oia 'i'o i keia o'lelo

2. Is it FAIR to all concerned?

Kupono ia ka kou

3. Will it BUILD GOODWILL and BETTER FRIENDSHIPS?

Kukulu lokomaika'i a me pilialoha maika'i a'e

4 Will it be BENEFICIAL to all concerned?

Pono ia ka kou