President Doug Taylor welcomed members and guests to the 2855th 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”.

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

Jeff Deer, a member since August 1, 1981 and sponsored by Herb Robish. Program Chair Jeff led us in singing “I’ve been working in the railroad”.

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


**CELEBRATIONS**


**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.

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 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.
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.

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.

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’omalu, Foster Care
Jul 30: Micah Kane, Pacific Links Hawaii