



TIKI WA'HA ROTARY CLUB OF ALA MOANA



Lend a Hand

JUNE 6, 2004

MEMBERSHIP MINUTE "WHAT DOES ROTARY MEAN TO ME?"

ETHEL CHING

By Sam Shenkus



I was born and raised in Honolulu and graduated from Roosevelt High School. I was very interested in business and was thrilled to be accepted by Columbia University in New York. However, due to a very unfortunate correspondence mix up with my father's good friend in New York City, my plans to live with a wonderful family fell apart and I decided to attend the University of Hawaii at Manoa. I thrived at college and greatly enjoyed my business classes, however I left UH late in my senior year to get married in 1951. I was a very happy newlywed business major when my brother-in-law asked me to join him in his growing jewelry industry business, Shamrock Sales, as a manufacturer's representative. Hawaii was a very exciting place for the jewelry industry as we developed customers within the military outlets, the cruise ships, and all major jewelry retailers Downtown and in Waikiki. The excellent Shamrock Sales reputation generated a merger in 1960 and my brother-in-law's company became The Howard Pitzer Company. As the jewelry industry thrived, the Japanese Seiko Time Corporation was slowly creating their reputation for quality. I had grown with the company, and as a senior manager with Howard Pitzer, was personally involved in growing the popularity of Seiko's reputation as a stylish watch with great reliability. In 1966, our company opened the first Seiko Center store in the United States at Ala Moana Center. My brother-in-law led the company in generating excitement and tremendous sales growth for this American Seiko flag ship location. In 1982 my brother-in-law suddenly passed away and the Seiko Corporation offered me the position of Vice President & General Manager of the Seiko Center at Ala Moana Center. I was the first woman to ever hold an executive position in their corporation and was greatly challenged with the demands of this position. I took a very deep breath and jumped in to the corporate world of Hawaii's retail industry. I served as the President of the Hawaii Jewelers Association and am proud to still be an active Lifetime Member. I was also an active board member for the Ala Moana Center Merchants Association and the Retail Merchants of Hawaii. In 1988, my fellow Ala Moana Center merchant Art Lee asked me to join him for lunch at his Ala Moana Rotary meeting. Being too busy and stressed, I told Arthur "No Way, I'm too busy!" Since I just loved Arthur and he never accepted "NO" for an answer, there I was at a Rotary lunch. I was very impressed with the warmth and friendliness of the members and my Ala Moana Center friend "Sam" couldn't wait to have another lady join her in all the fun of being a member. Sully Sullivan made a very deep and lasting impression on me over the years and I felt truly blessed to share a friendship with Sully that celebrated great aloha for Hawaii's children. The HRYF Scholarship Program is a labor of love for me and I'm so very proud of the students we have served over the years. In fact, I have received many letters from very appreciative recipients who eagerly share with me how their college years have transformed their lives, with our Rotary support. For the past five years, I have happily served as the District 5000 Central Oahu Area HRYF Scholarship Chair. With the help of my great committee, I'm looking forward to my sixth year as chair and I continue to feel very blessed that Rotary is a very important part of my life.

ALA MOANA HOTEL

- LUNCH -

THURSDAY NOON

JUNE PROGRAMS

10th

**Drusilla Tanaka
About Seniors**

17th

**Levi McClain
Soy Milk Distribution**



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HRYF Scholarship recipient, Luke Lam.

President Tony and our entourage to Osaka are back! And not a moment too soon. We had three very special guests to the lunch meeting, Luke Lam from Roosevelt High School, Marc Nakamura and Tristi Tajima from Hawaii Baptist Academy. Luke, Marc, and Tristi are our sponsored 2004 HRYF Scholarship recipients. Luke will be attending the University of Pennsylvania studying pre-med. Marc will be attending the University of Washington studying biology. And Tristi will also be attending the University of Washington studying architecture.



HRYF Scholarship recipient Marc Nakamura. Marc was co-president of the HBA Interact Club during 2003-2004.

The Four-Way Test
Of the things we Think, Say and Do

1. Is it the Truth?
2. Is it Fair to all concerned?
3. Will it build Goodwill and Better Friendships?
4. Will it be Beneficial to all concerned?





Tony and HRYF Scholarship recipient Tristi Tajima.

On the regular note, Lorin Gill from the Moanalua Gardens Foundation spoke to our club members. The foundation was established from two sisters from the Damon Estate, but the foundation as it exists today was established in 1970. This was done to fight a battle with the State Department of Highways that wanted to run H-1 through the gardens. In 1978, the federal government ruled in favor of the foundation, and the rest is history.

The foundation's annual budget is \$359,000, and the Damon Estate gives \$80,000 annually. Their primary mission is to develop a public that is environmentally and culturally informed. To achieve this, they found that its best to work with fourth to sixth graders. They have a multitude of educational programs and also fundraise to finance their programs.

Worthy of Note



Berlyn Hinazumi

A few weeks ago Berlyn hit the Jackpot and won \$800. She thought about what she might like to buy with her windfall. After a brief period of re-consideration she decided to donate the entire \$800 to the club. Wish this generous lady a very Happy Birthday on June 14th