



# 扶輪 Tung Feng



Vol. 61 No. 10

18<sup>th</sup> September, 2013

## Last Week's Proceedings – 11<sup>th</sup> September, 2013

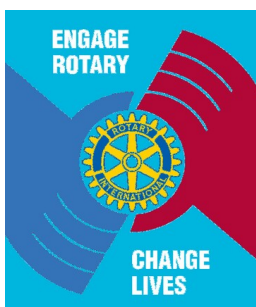
IPP Nancy stepped it and chaired our luncheon meeting as President Jonathan left with District delegation to visit Mongolia. She began by warmly welcoming everyone present at the meeting; she felt like being back in the good old days. IPP Nancy invited HT Rudy to briefly introduce our guest speaker Prof Royce Yuen who would later be introduced with more background.

Next came the birthday celebration, and IPP Nancy invited our Birthday Boys and Girls including PP Norman, Rtn. Anthony, and IPP Nancy herself; with our song leaders PP Tim and PP Uncle John, our members sang heartily from their top and birthday cake was then cut and served.

SAA Jonah reported our contribution of the day being HK\$1,800, he thanked everyone for their generous donations.

The following announcements were made:

1. This year's Mongolia visit has scheduled on 11 to 16 Sep. 2013. DG Eugene is leading this delegation to South Gobi Desert & Ulaanbaatar for 6 days / 5 nights. Pres. Jonathan participated in the trip as well.
2. Our sister club Makati North sent us the invitation of fund raising and official induction that will be held 14 September, our PP George Leung, Dir William and SAA Jonah Rtn. Jason and spouse Sharon Chiu will participate the captioned event, , members who are interested please enroll to HS Carl.
3. The First "Area-3" Joint Meeting will be held on the coming Wednesday, 18th Sep evening and same as the past two years the theme will be Mid-Autumn festival, Guest speaker will be Dr. Gabriel Leung Cheuk Wai, he was the former [Director of Office of the Chief Executive of Hong Kong](#). Also our regular luncheon on the same day will be moved to evening meeting, members who are interested please enroll to HS Carl.



**THE ROTARY CLUB OF HONG KONG ISLAND EAST LTD.**

香港東區扶輪社週報

**Club 16340**

**District 3450**

**Chartered on 06 April, 1954 by Charter President  
PDG (Uncle) John Yuen**

4. This year, Uncle Peter Cup Golf tournament will be held at Fanling HK Golf Club in the morning of 18 September, the same day of our Joint-Area 3 evening dinner meeting. PP Heman reported that there are only 2-3 vacancies for tee time, so please hurry and enroll Golf tournament to HS Carl or PP Norman.
5. District Vocational Service Seminar will be held on the 22nd Oct Tue, 12:30 pm to 2:00pm at Marco Polo Hong Kong Hotel, through the seminar you may know why vocational service is important. All attendants only need to pay for own lunch fee \$280, members who are interested please enroll to HS Carl.
6. One of the very meaningful project of HKIE the "Inter-Special Education Schools Swimming Competition" will be held on the coming Oct 26, 2013 from 9am to 12:30pm at Ma On Shan Public Swimming Pool. Choi Jun school which is a special education school for minor mental underdeveloped children, has been our adopt a school partner since 2010. Choi Jun School under leadership of Principal KK Lee initiated to invite more special education schools to join in the swimming gala, members who are interested please enroll to HS Carl.
7. Due to the success of last year, "Happy Lunch" will continue to be held so that more students can be benefited from this activity. Having lunch with Rotary club members, Choi Jun School students can have a chance to have lunch with a stranger and normal person. This will provide the SEN students opportunity to learn under a safe environment how to live a normal life. The first lunch will be Sept 26 Thur, we will advise venue in due course, members who are interested please enroll to HS Carl.
8. PP George, being the 60th Anniversary OC Chairman, talked about the progress of our Diamond Jubilee Celebration. He informed our members again that the dates are set for 4 - 6 April 2014. The Diamond Jubilee Ball will be held on 5 April at Harbour Plaza Hotel, North Point. Details will be announced later.
9. Rtn. Teresa joined the JPM on 10 Sept on behalf of Pres. Jonathan who attended the New Member Orientation organized by RAC Lingnan U in the same evening. She reported briefly that based on the RI New Logo, District 3450 has submitted, and permission granted by RI, the new designs logos for District 3450 as well as individual clubs under the District. She will explain in more details when time permits.
10. PP Eddy who is also the OC member for 60th Anniversary Diamond Jubilee Celebration, pledged our members to for sponsorships for table prize as well as lunch draw for our event of a life time. He urged the sponsorships can be ideas around Diamond Jubilee, although other varieties are most welcomed.

PP Rudy came to the podium and introduced our guest speaker, Prof Royce Yuen.

Prof. Royce Yuen is the Managing Director of New Brand New Consultancy Company. His motto is very simple - You don't have to be a "New Brand" to be "Brand New". His focus is on brand revitalization helping companies to keep their brands young, vibrant and relevant.

Prof. Royce Yuen has over 25 years of brand building and business management experience in Hong Kong, China and overseas. He was the Co-Founder of Lifestyle Federation which involves a new business concept dedicated to empowering people to live a more interesting and fulfilling lifestyle.

Royce is the Former Chairman of Ogilvy Hong Kong, a leading communication group that offers integrated marketing communications solutions. Under his leadership, Ogilvy was named Agency of the Year for a few consecutive years by both Campaign Brief Asia and Marketing Magazine. In his capacity as the Chairman of the HK4As, Royce acted as the advertising industry spokesperson from 2005 to 2010.

Royce has a keen interest in education and executive training. He has been teaching Marketing and Branding at postgraduate level in both Hong Kong and China for more than ten years. He was appointed by the HKSAR government to serve on the Education Bureau's Appeal Board for two consecutive terms.

Apart from being a council member of the Hong Kong Trade Development Council and an appeal board member of the Commerce and Economic Development Bureau, Royce serves on an advisory committee of the ICAC. He is also a council member of The Hong Kong Academy for Performing Arts and a member of the History Museum Advisory Panel of the HKSAR government.

Royce was among the second cohort of graduates from PolyU's Doctor of Business Administration (DBA) programme who earned the Doctorate in year 2000. In 2009, he received the Outstanding Alumni Award presented by PolyU. In 2010, he was appointed Justice of Peace by the HKSAR government for his outstanding contributions.

Royce is currently a regular speaker at local and overseas conferences. He also hosted an "entertainment" programme on TV. The topic he chose was - **How to conduct a health check for your brand before your innovation journey?**

Prof Royce began his talk by thanking us for inviting him to talk in our luncheon again. He posed a different perspective in Innovation - instead of asking "How to do" he believed we should ask "Why" and a lot of "What if" questions such as:

- your innovation is no longer innovative?
- this is not really what your customers want?
- this is something your competitors can actually do better?
- this is against the global trend?
- your company resources / competence is not ready for it yet?
- you are missing out some even bigger and better opportunities?
- 

He reckoned that a corporation should address the way to build a viable and profitable BRAND. He quoted that Product is what manufactured by factory but Brand is what consumer buy, hence he suggests we should review our BRAND.

Royce then suggested a Brand Health Check:

- A complete examination of your current brand position in the market as well as in the mind of consumers.
- Detect if there's any alarming issue that will require immediate attention / remedy.
- Identify actions to be taken to further build on your current strengths.

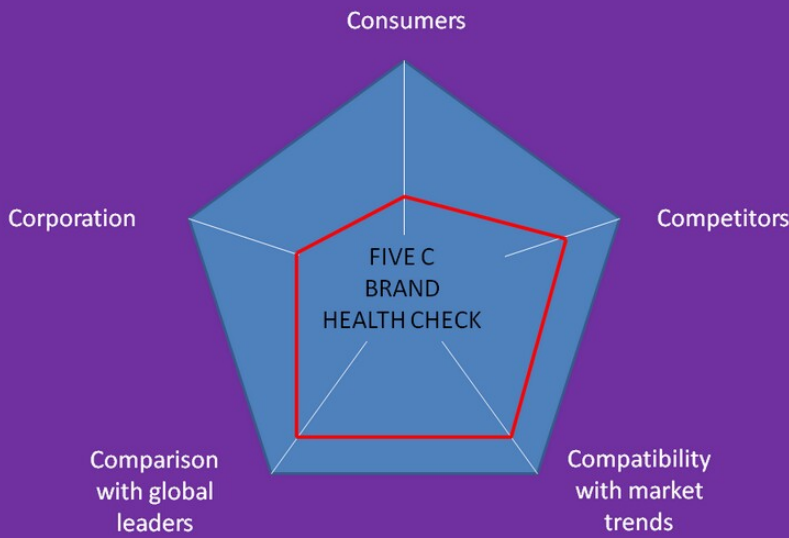
The reason for the Brand Health Check is to

- Verify if your innovative idea is on the right track.
- Or to identify possible options for innovation

The approach to the Brand Health Check would be

- Step One :  
In-depth interviews with business / brand owners
- Step Two :  
Expert analysis on all relevant dimensions

Step One : In-depth interviews with business / brand owners



Step Two : Expert analysis on all relevant dimensions

	Consumers	Competition	Market Trends	Global Leaders	Corporations
What	What is the new product and service?	How is it compared to the competitive offering?	Is it in line with the market and industry trend?	What can be learned from the global leaders?	Do we have the resources, talents, process and budget to do it?
Who	What customer segment are we targeting?	What do they dislike about our competitors?	Are they a trend-setter or follower?	How are they served by the global leaders?	Are we geared up to look after them?
Where	Where can the new experience take place?	Is this not being offered by the competition already?	Is this the future mode of doing business?	Any similar or even better option practiced by global leaders?	What is the implication to our operation?
When	When can we engage the customers and for how often?	What if the competition try to offer something similar?	How can we capitalize on market trend to do more business?	Is this a common practice to global leaders? Why or why not?	What adjustments we have to make to cater for this change?
Why	What is the true motivation? Does it enhance our brand promise?	Is that a strong functional and emotional differentiation?	Is this what people look for in the future?	Does this have a global appeal or it is specific to local culture?	How will this impact on our corporate image?
How	What is the strategy, timeline and measurement?	How can we block the competition and preempt counteraction?	How can we be a trend-setter and avoid copy-cat?	How would the global leaders do it differently?	How can we ensure there is true commitment and persistence?

A lot of questions were asked by fellow members to Prof. Royce before PP Eddy officially thanked him for the thorough coverage of the WHAT, WHY and HOW of Brand Health Check and as we are also a Brand ourselves, he suggested that we should also do a Brand Health Check ourselves.

Next weeks programme would be Joint Area 3 Meeting at 7:30pm Regal Hongkong Hotel and IPP Nancy invited all members to join this joyous and fun gathering.

IPP Nancy then proposed a toast to RI coupled with Rotary Club of Hong Kong Island East. Meeting was adjourned timely and all participants were invited to a group photo.

  
LAUGH FOR THE WEEK

**HA HA HA**

An airline introduced a special package for businessmen. Buy your ticket; get your wife's ticket free. After a great success, the airline sent letters to all the wives asking how was the trip. All of them gave the same reply, "Which trip?"

Husband was seriously ill. After thorough examination, doctor sent him outside to wait. Doctor to wife: Give him healthy breakfast, be pleasant to him and keep him in good mood, don't discuss your problems, don't demand new clothes or gold jewels. Do this for one year and he will be fine. On the way home, husband asked wife: What did the doctor say? Wife: No matter what we do for you, you are going to die!

An intelligent wife is one who spends so much that her husband can't afford another woman.

Wife buys a new phone and decides to surprise her husband who is sitting in the living room. She goes to the kitchen, calls her husband from the new number: "Hello darling!"The husband responds in a low tone: "Let me call you back later honey, the dumb lady is in the kitchen."

Cool message by a woman: Dear mother-in-law, "don't teach me how to handle my children, I'm living with one of yours and he needs a lot of improvement."

What is the difference between mother and wife? A – One woman brings you into this world crying and the other ensures you continue to do so.

Husband and wife are like 2 tyres of a vehicle. If one punctures, the vehicle can't move further.Moral: Always keep a spare tyre....

What's the similarity between chewing gum and begum (wife) ?? Both are sweet at the beginning and become tasteless, shapeless and sticky in the end..

A man came home late at night after a party. His wife yelled: "How would you feel if you don't see me for two days?" The man couldn't believe his luck. He blurted out: "That would be great"! Monday passed and he didn't see her ..... Tuesday, Wednesday and Thursday passed too..... On Friday his swelling became better and now he could see her from the corner of one eye.

You know why the word woman starts with 'w'?Because all questions start with "w" .. !

Who ?

Why ?

What ?

When ?

Which ?

Whom ?

Where ?

&

finally Wife..!!!

Nobody teaches volcanoes to erupt, tsunamis to devastate, hurricanes to sway around & no one teaches how to choose a wife. Natural disasters just happen.

A recently fired stock trader said, "This is worse than divorce. I have lost everything and I still have my wife !!!! "



## YEAR 2013-2014

<i>President</i>	<i>Secretary</i>	<i>Treasurer</i>	<i>Ex-Officio</i>	<i>Club Advisor</i>		
Jonathan Lamport	Carl Yau	Rudy Law	Nancy Yee	Peter Hall Henry Chan	YK Cheng Hubert Chan	
<i>Directors:</i>						<i>PP Council Rep</i>
John Kwok	Eric Chin	Stacy Ho	Heman Lam	Norman Lee	William Wong	Andrew Chen
<i>Service Chairs:</i>						
Anthony Kwong	Kevin Leung	Dr. Freddie Wu Teresa Ho		Sharon Lamport		Laurence Chan

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c/o Li, Tang, Chen & Co., 10/F, Sun Hung Kai Centre, 30 Harbour Road, Wanchai, Hong Kong

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**ROTARY CLUB OF HONG KONG ISLAND EAST MEETS EVERY WEDNESDAY, 12:30 p.m.  
at Regal Hong Kong Hotel, Causeway Bay, Hong Kong.**

# Photographs of the meeting on 11 September, 2013



IPP Nancy taking care of the meeting in the absence of Pres. Jonathan



PP Heman Lam and Hon Sec Carl Yau



Dr. Royce Yuen and PP John Kwok



(L to R) PP's George Leung, Tim Lui and SAA Jonah



(L to R) PP Norman Lee, Rtn Kevin Leung and Dir Anthony



Dir William Wong and PP George Leung



(L to R) Rtns Miranda Chin and Avis Kong



(L to R) PP's Eddy Wong and Rudy Law



IPP Nancy congratulates PP Norman and Dir Anthony on their birthday



The song leaders were PP's John and Tim



SAA Jonah Cheung and Rtn Jason Chiu



(L to R) Rtn's Dennis Wat, Freddie Wu and Charles Man





Rtn Jason Chiu and PP Henry Chan



Dir William Wong making his report



PP Rudy Law introducing the guest speaker



Our guest speaker is Dr Royce Yuen



PP Eddy thank the speaker



IPP Nancy gives the speaker a photo and souvenir



PP George makes his report on the 60<sup>th</sup> Anniversary



(L to R) Rtn Miranda Chin , our guest speaker Dr Royce Yuen and IPP Nancy Yee



The group photo of our meeting on 11 th Sept., 2013