

**WEEKLY
BULLETIN
VOL. 48 No. 11
27th September 2000**

District 3450

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2000-2001**

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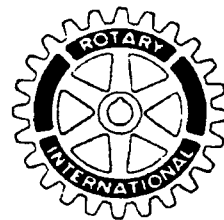
**Our 47th Year of
Rotary Service
Chartered : 6th April,
1954**
by Founding President, the late
PDG (Uncle) John Yuen



Our website address : <http://www.rotary.org.hk/hongkong-island-east>



東風



TUNG FENG

香港東區扶輪社週報 THE ROTARY CLUB OF
HONG KONG ISLAND EAST

What Happened Last Week

The meeting got underway when President Taj extended a special welcome to our former member, Rtn Murray Macdonald, who was making a brief visit to Hong Kong from New Zealand. A special welcome was also given to President Alex Lau from the Rotary Club of Causeway Bay.

Rtn Malcolm had the honour of making the introductions:

Rtn Murray Macdonald (Christchurch, NZ)
Pres. Alex Lau (Causeway Bay)
Rtn Philip Wong (Causeway Bay)

Priscilla (Secretary of Rtn Paul Chan)
Clark Lu (PDG Uncle Peter)

Rtn Murray Macdonald was then invited to address members. Murray said that he was enjoying his membership in RC Christchurch which has about 130 members. He thought his fellow members would be horrified at paying the HKIE lunch fee which is about 8 times their weekly fee. He has been actively involved in his new club's program and had been the Group Leader for a Group Study Exchange to the USA.

Today, there were two birthday boys: PP Ramesh and Rtn Sam Wong. They chose PDG Y.K. to lead the singing.

PP John was given 5 minutes to rustle up support for the trip to the Rotary Club of Penang on 6-9 October. After about 7 minutes he was advised his time was up.

PE Stephen was Acting Sergeant for the day and he reported that there was a healthy attendance of 27 members, and \$1,500 had been collected.

PDG Uncle Peter was then invited to give some Rotary information. First, he related the 'bad' news: The SE Asia Rotary Service Centre in Manila was being closed indefinitely as from 14 September, 2000. However, the 'good' news was that Past R.I. Director and Past Trustee of the Rotary Foundation (and former Deputy Prime Minister of Thailand), Bhichai Rattakul, has been elected R.I. President nominee for the Rotary year 2002-03. He will be the sixth Asian R.I. President since 1962-63. (See separate profile in this issue.)

The guest speaker for the meeting was our own member, Rtn Danny Kilis. Danny spoke on the IT industry in Hong Kong. He said that Hong Kong was a relatively small e-commerce area but it was good for testing things. Because of e-commerce, Hong Kong now needs to think regionally and globally.

He reported that e-commerce will make for big changes in the business environment because:

- . Customers will have more choices.
- . It improves efficiencies and productivity.
- . It reduces costs and defects.
- . It enlarges distribution and service channels.
- . It promotes competition from anywhere in the world.

The two main modes for e-commerce are:

- . B2C: Business to consumer. Here, there is a need for attractive content.
- . B2B: Business to business. This can improve productivity and reduce costs.
It includes both horizontal and vertical portals.

Danny then explained the variety of e-business models:

- . Catalog: Features browse, search, illustration, promotions, shopping cart.
Example: Amazon.com, Buy.com
- . Profiling: Construction of a client list that anticipates preference of behaviour of individuals so that future purchases can be suggested.
- . Auction: This model is a forum for bidding to purchase items.
- . Portal: This provides information from multiple sources.
Example: e-finance.com
- . Community: This facilitates community interactions - discussion for a, voting or storing systems.
Example: e-Trade
- . Customer Pricing (Reverse Auction): The customer advertises the price he/she is willing to pay for an item.
Example: Priceline.com
- . Demand Aggregation: Combines the needs of a group to seek group discounts.
Example: PlasticNet.com



Rtn. Paul & his Secretary Priscilla enjoying the company of Rtn. Henry.



PP Hubert looking after members of RC Causeway Bay: Pres. Alex Lau & Rtn. Philip Wong.



Visitors & guests to the Club on 20th Sept., 2000



Rtn. Danny gives the latest on e-Commerce in Hong Kong.



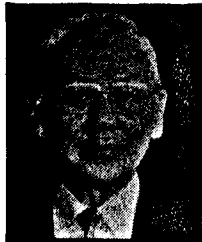
Former member, Rtn. Murray Macdonald: "It's quite normal for Kiwis to count sheep when going to sleep."



Pres. Taj & PDG Y.K. singing the birthday song for Rtn Sam & PP Remesh.

Rotary Information

Thai Rotarian nominated to be RI president in 2002-03



Bhichai Rattakul

Bhichai Rattakul, of the Rotary Club of Dhonburi, Bangkok, Thailand, has been selected by the Nominating Committees for President of RI to lead the organization in 2002-03.

A nine-term member of the Thai Parliament, Rattakul also served his country as leader of the Democratic Party, as foreign minister in 1975-76, as deputy prime minister for 10 years, and as chairman of the House Foreign Affairs Committee. As a cabinet member of the Royal Thai Government, he was vice chairman of the National Security Council and chairman of the Counter Corruption Commission and the Narcotics Control Board.

Before entering government, Rattakul was president of the Thai Pharmaceuticals Manufacturing Association and Director of the Thai Chamber of Commerce and the Federation of Thai Industries.

Rattakul has received many awards and decorations from Their Majesties, the King of Thailand and the Emperor of Japan, and the presidents of the Philippines, Republic of Korea, Austria, and Nicaragua. He has led many Thai delegations to the United Nations General Assembly.

Since becoming a charter member of the Rotary Club of Dhonburi in 1958, Rattakul has served RI as district governor, International Assembly discussion leader, committee member and chairman, Foundation trustee, and director and chairman of the Executive Committee of the Board. Currently, he is a member of the 2000-01 Diplomatic Relations Task Force.

Rattakul has received The Rotary Foundation's Distinguished Service Award and Citation for Meritorious Service for his support of its international humanitarian and educational programs.

If no Rotary club nominates a qualified candidate by 1 December, Rattakul will be elected at the 2001 RI Convention to succeed Richard D. King of the United States on July 1, 2002.

. **Permission Marketing:** This promotes increased trust in the relationship with the customer over a defined sequence of interactions.

Example: Yahoo.com

. **Mixed Model:** Amazon.com, Catalog, Community, Auction, etc.

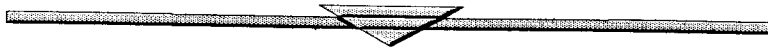
The accepted e-business maturity model is: Inform - Interact - Transact - Relate - Integrate. These steps include:

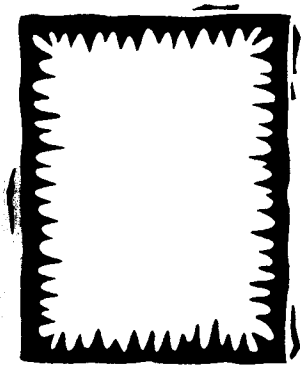
- . Analyse your internal capabilities and competencies.
- . Position yourself in the value chain.
- . Look for other areas in the organization that have similar strengths and weaknesses.
- . Analyse your competitors and successful companies in other industries.
- . Be aware of emerging technologies and the opportunities they provide.

A good maxim to follow was provided by Charles Schwab: It is important to make customers happy, as well as creating value.

Rtn Rudy was given 30 seconds to thank Danny for his informative talk. This he accomplished in 29.5 seconds and is a good model for PP John to follow.

President Taj finally closed the meeting with a toast to the Rotary Club of Causeway Bay.





Notice

We missed the following named members
on 20th September, 2000 !!!

Team 1 Luk, John

Team 2 Fu, C.Y.; Lui, Tim

Team 3

Team 4 Chen, Andrew; Kuang, Peter

Team 5 Ling, Thomas; Loy, Tony; Luy, Henry; Narain, Kishu; Shek,
Andrew

Team 6 Chiu, Jason; Howe, Chris

26 of 38 members attended !!! 68% Attendance!!!

Please makeup!!!

LAUGH FOR THE WEEK

A fireman is working on the engine outside the fire station when he notices a little boy next door in a little red wagon with little ladders hung off the side. The boy is wearing a fireman's helmet and has the wagon tied to a dog and cat. The fireman says, "Hey little partner, what are you doing?"

The little boy says, "I'm pretending to be a fireman, and this is my fire truck."

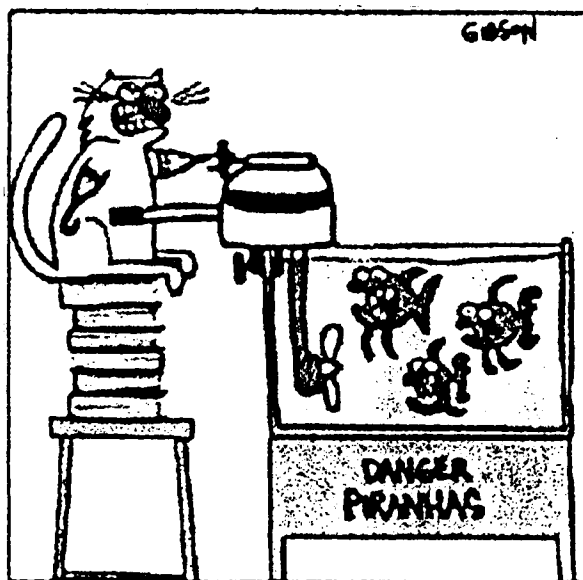
The fireman walks over to take a closer look. "That sure is a nice fire truck," he says to the boy.

"Thanks, mister," the boy replies.

Looking a little closer, the fireman notices the boy has tied the wagon to the dog's collar and to the cat's testicles.

"Little partner," the fireman says, "I don't want to tell you how to run your fire truck, but if you were to tie the rope around the cat's collar, I think you could go faster."

The little boy says, "You're probably right, mister, but then I wouldn't have a siren."



"That's right guys, the cat's back and, boy, am I pissed."

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Rotary Club of Hong Kong Island East meets each
Wednesday at 12:30 p.m. in Excelsior Hotel, Causeway
Bay.
Club 4350 - District 3450 of Rotary International