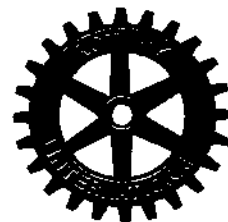




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# Tung Feng

VOL. 50 No. 11

18<sup>th</sup> September, 2002

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**WELCOME DG GLORIA**  
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## *What Happened Last Week*

This is a joint luncheon meeting of our club, Rotary Club Hong Kong Harbour and Rotary Club Hong Kong Northeast. President Chris opened today's session with a special welcome to the delegations from the two Rotary Clubs. Rotarian Rudy cordially invited both introduced President Kennedy Tang of Rotary Club of Hong Kong Harbour and IPP Ozer of Rotary Club Hong Kong Northeast to introduce members of their respective delegations, and members of our Club collectively welcomed all the visiting Rotarians and their guests in the usual manner.

President Chris reminded everyone that our Club Assembly would be held on 12th September 2002 between 6:30 p.m. and 7:30 p.m. at the Rotary Information Centre, to be followed by our Board Meeting from 7:30 p.m.. President Chris invited all members of our Club to attend the Club Assembly and our Board Meeting.

Our Sergeant-at-arms PP Tim Lui reported that a handsome amount of HK\$1,000 had been contributed by ten Rotarians to our red box.

PP John Kwok formally introduced our speaker of today, Mr. Farland Chang who is a former Rotary Scholar and Paul Harris Fellow, and previously served as Business News Anchor on CNN, launching CNN's "Asia Business Morning," anchoring "BizAsia," and contributing to CNN's Moneyline. As an award winning journalist, Farland has reported on news from all over Asia and the U.S. He has also reported on and interviewed world leaders such as Bill Clinton, Henry Kissinger and Zhu Rongzhi; celebrities such as Steven Spielberg and Larry



THE ROTARY CLUB OF HONG KONG ISLAND EAST

香港東區扶輪社週報

Club 4350

District 3450

Chartered on 6 April, 1954 by Charter President  
PDG (Uncle) John Yuen

King; movie stars such as Jackie Chan and Sammo Hung. Before CNN, Farland worked as a network correspondent for NBC News. He covered domestic news for NBC Nightly News with Tom Brokaw and MSNBC with Brian Williams.

Farland left CNN to become the founder of a media strategy and video production company called WorldBizWatch. Its aim is to help businesses communicate their message to their target audiences in the most credible manner.

The title of Farland's talk was "The Challenge of What to Say and How to Say it Under Pressure". Mr. Farland Chang started by posing the questions "How many of you enjoy talking to a reporter?" and "How many of you have spoken to the Media and have positive publicity?" and remarked that positive publicity is equivalent to third party endorsement and it amounts to advertising at very low costs through the power of the Media, and that "it is not just what you say, but how you say it" that is important.

Mr. Farland Chang further pointed out that according to a study by UCLA, the audience normally listens only to 7% of the literal words spoken by a speaker and that about 55% of the message is delivered to the audience by body language of the speaker and about 38% by way of vocal quality and sincerity of the speaker. The key to a successful delivery of the message is "to be yourself, and not to be an actor, but to be at your best" and that "the messenger is as important as the message". It is important to make the media one's friend and the media can be one's best friends and one's worst enemies. Mr. Farland Chang also indicated that the Media needs stories and it is important that one matches one message with the Media's hunger for stories. Mr. Farland Chang then proceeded to show his audience a video clip for the promotion of "Jollibee" fast food business from the Philippines. The message from the video clip is that "Jollibee" is doing better in Asia than McDonald's and a few other western brand fast food chains combined and that it beats McDonald's in his own game. Mr. Farland Chang further showed a video case study on the reactions of and speeches delivered by President George W. Bush on and after 11th September 2001 when President George W. Bush was first informed of the disaster that happened at World Trade Centre in New York. Mr. Farland Chang pointed that there is apparently a transition in handling the situation by President George W. Bush from the point when he appeared on television in a pre-recorded message and personalized the story by saying "I am a loving guy, but I have a job to do", to the point where the President was standing at "Ground Zero" at the New York Convention Centre rallying the crowd. Mr. Farland Chang further remarked that it is important to improve the ability to get one's message out to the audience.

In responses to a question posed by PDG Moses as to ways and means to sell Rotary to prospective members, Mr. Farland Chang suggested that the Rotary Clubs should produce a few 30 minutes shows on personal stories of key roles and people who are doing good for

others and are doing extraordinary things in a selfless manner, and make the show interesting.

President Chris then formally thanked Mr. Farland Chang for a most interesting talk and further reminded us that the next week's programme will be official visit by DG Gloria.

Today's session ended with a toast to Rotary Clubs of Hong Kong Harbour and Hong Kong Northeast.

## ☪ Rotary Information ☪

### Focus on New Generations & Vocational Service

During September, when we focus on the rich variety of ways we can serve New Generations, let us keep in mind that to-day's young people are searching for meaning. We can help them in their search through two outstanding Rotary programs that introduce young people to our ideals of service – Interact and Rotaract. We can also reflect more deeply on the needs of the younger members in our Rotary clubs. Are we doing everything we can to assimilate younger, newer members and make them feel welcome? Are we considerate of the financial and scheduling pressures on to-day's young professional when we plan our club programs, fellowship events and other activities? A little extra effort is well worth it, because we need younger members to keep Rotary strong and moving forward. New Generations will be attracted to Rotary only if they see something that they want to be a part of – a group of men and women actively dedicated to the ideals of service.

Turning our attention to October, when we focus on Vocational Service, we should remember that each of us was invited to join Rotary on the basis of our vocation. When we accepted the invitation to join Rotary, we accepted the responsibility that goes with it: to represent our vocation to the club and to the community at large. An invitation into Rotary also gave us the opportunity to use our vocational talents to help others.

Because membership in Rotary is based on vocations, it is of the utmost importance that we practice high ethical standards in our business and professional lives. By doing so, we Sow the Seeds of Love with integrity and character, uplifting our vocations while serving as positive role models for young people.

RI President Bhichai Rattakul



**"Thank you" to the delegations who came to our meeting from our baby clubs Hong Kong Northeast & Hong Kong Harbour.**

## LAUGH FOR THE WEEK

Two Jewish men, Sid and Al, were sitting in a Mexican restaurant "Sid," asked Al, "Are there any Jews in Mexico?" I don't know," Sid replied. "Why don't we ask the waiter?" When the waiter came by, Al asked him, "Are there any Mexican Jews?" "I don't know sir, let me ask," the waiter replied, and he went into the kitchen. He returned in a few minutes and said, "No, sir. No Mexican Jews." "Are you sure?" Al asked. "I will check again, sir." the waiter replied and went back to the kitchen. While he was still gone, Sid said, "I cannot believe there are no Jews in Mexico. Our people are scattered everywhere." When the waiter returned he said, "Sir, no Mexican Jews." "Are you really sure?" Al asked again. "I cannot believe there are no Mexican Jews. "Sir, I ask everyone," the waiter replied exasperated. "We have orange Jews, prune Jews, tomato Jews and grape Jews, but no one ever hear of Mexican Jews!"

A married man and his secretary were having torrid affair. One afterno on th ey couldn't contain their passion, so they rushed over to her place where they spent the afternoon making passionate love. When they were finished, they fell asleep, not waking until 8 o'clock. They got dressed quickly. Then the man told his secretary to take his shoes outside and rub them on the lawn. Bewildered, she did as he asked thinking him pretty weird. The man finally got home and his wife met him at the door. Upset, she asked where he'd been. The man replied, "I cannot tell a lie. My secretary and I are having an affair. Today we left work early, went to her place, spent the afternoon making love, and then fell asleep. That's why I'm late." The wife looked at him, took notice of his shoes and yelled, "I can see those are grass stains on your shoes. YOU DAMN LIAR! You've been playing golf again, haven't you?"

### YEAR 2002-2003

<u>Rotary Club</u> PD Peter Hall	<u>Vice President</u> Andy Lee	<u>President Elect</u> Henry Chan	<u>President</u> Chris Howa	<u>Secretary</u> Eddy Wong	<u>Treasurer</u> Clark Lu	<u>Advtor</u> PDG Peter Hall
<u>Director</u> PP John Kwok	<u>PP George Leung</u>	<u>Langdon Chan</u>	<u>Paul Chan</u>	<u>Jason Chin</u>	<u>Danny Kilis</u>	<u>PP Council Rep</u> PP Tim Lui

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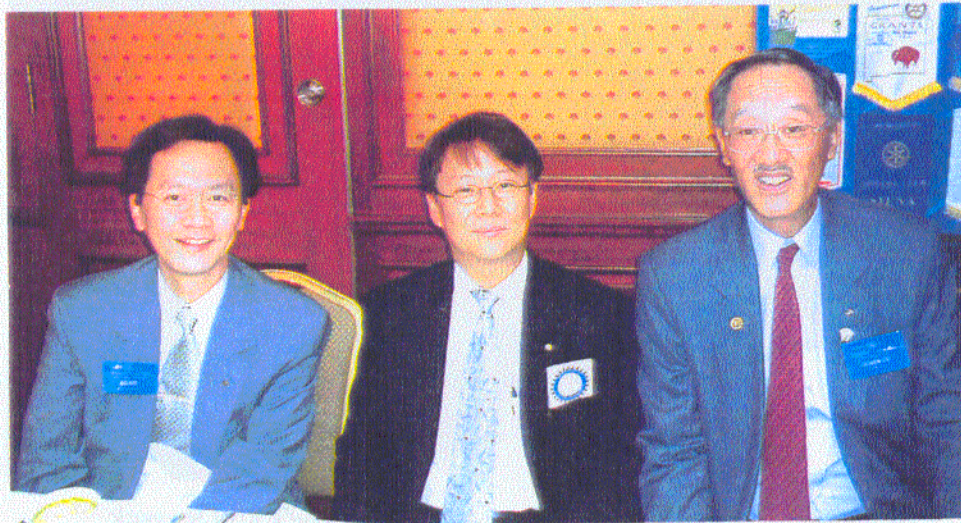
**ROTARY CLUB OF HONG KONG ISLAND EAST MEETS EVERY WEDNESDAY, 12:30 p.m. AT  
EXCELSIOR HOTEL, CAUSEWAY BAY**



Our guest speaker today was Mr. Farland Chang CEO/Managing Editor of WorldBizWatch. His talk is titled "The Challenge of What to Say & How to Say It - Under Pressure".



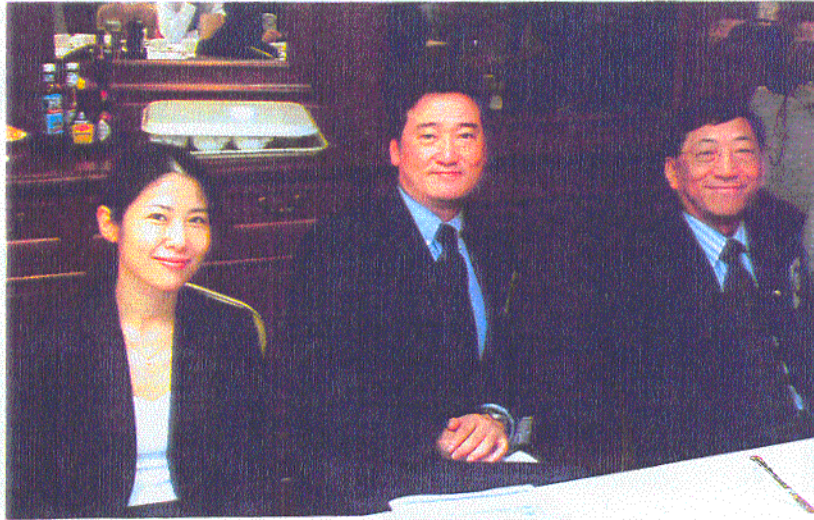
Pres. Kennedy Tang introducing the names of his club members who are in attendance at this meeting.



Hon Sec Eddy is seated next to Pres. Kennedy ( HKH) at the head table with PP John next to him.



Rtn Kevin Lam (HKNE) here seated next to his Rotarianne Sabrina ,with a smiling PP Erhart Maegerlein (HKNE) looking on.



Rtn Rosiland, PP Douglas & Rtn C.K.  
all from (HKH) enjoying the meeting.



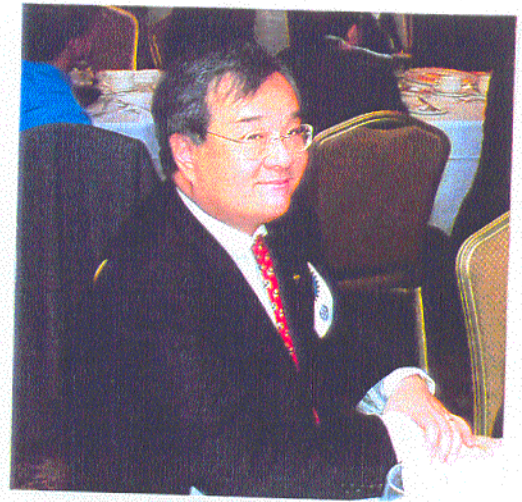
Seated between the two Huberts is Intl Director Kalid Razack  
(HKNE) left Hubert Ng(HK Harbour) & (right)our PP Hubert Chan.



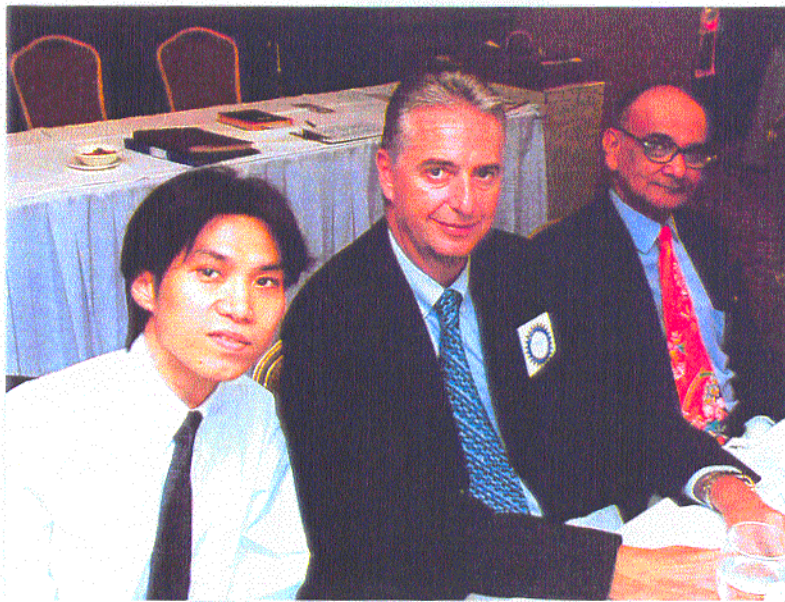
IPP Stephen, Rtn Robert, VP Rudy, PP C.Y.  
& Rtn Laurence all listening intently to our  
guest speaker.



An overall view of the unusually crowded meeting room. Can we sustain this trend?



A familiar figure at our meeting is PDG Moses Cheng(HKNE). Thanks for your support.



(left to right) Rtn . Dave Kwan, Rtn Andreas Becker & IPP Ozer Ebrahim all from HKNE enjoying the meeting.



The biggest crowd we ever had for a long time. Pres Chris, PDG Peter, guest speaker and his audience taken on 11th Sept., 2002.

## New Membership Proposal

In accordance with Article V of our Club Constitution and Article XI of our By-Laws the board has approved the proposal of the following person to be admitted to our Club as Active member.

Name: Andy Wong  
Rotary Name: Andy  
Classification: Travel Service  
Nationality: UK British  
Birthday: 2 Mar, 1959  
Wife's Name: Angela

Employer: A & A Travel Ltd.  
Job Title: Director & General Manager  
Business Address: Suite 1403, Chinachem Tower  
34-37 Connaught Road, C.,  
Hong Kong

Office Tel: 2869-8383  
Office Fax: 2869-8389  
Portable: 9093-0011  
Email: awong@aatravel.com.hk  
Residence Address: G/F, Flat A, Block 10, The Eldorado,  
11 Sha Tseng Road, Yuen Long

Home Tel: 2548-1331  
Home Fax: 2524-0080  
Proposer: Laurence Chan



If no written objections to the proposal, stating reasons are received by the Board from any member of the Club within seven (7) days from the date hereof, the above proposed member shall be considered duly elected to membership, subject to payments of Club fees.

12 SEP 2002



## Visiting Rotarian & Guests on 11<sup>th</sup> September, 2002

We welcome the following named Rotarians & guests to our club meeting:

### Hong Kong Harbour

Pres. Kennedy Tang,  
PP Peter Ngai

Hubert Ng,  
PP Douglas Hsia

C.K. Wong, PP M.K. Cheng  
Rosaline Sun

### Hong Kong North East

IPP Ozer Ebrahim  
Erhart Maegerlein  
Kevin Lam

Andreas Becker  
Andrew Shum  
Benny Ratmani

Kenny Shiu PDG Moses Cheng  
Dave Kwan PP David Choi  
Kalid Razack

### Hong Kong South

Egon Heldner

### Quests \_\_\_\_\_ host

Kunz Hans  
Sabrina Lam

Egon Heldner (HKS)  
Kevin Lam (HKNE)