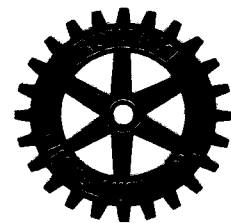


# Tung Feng



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10<sup>th</sup> Oct 2001



## What Happened Last Week

President Stephen opened the Meeting with a warm welcome to all, in particular Assistant Governor Peter Tse. Rtn. Rudy then continued the welcome with recognition of:

PP Pedro Ching from HK Island West

PP Francis Cavazzoni from HK South

Rtn Robert Lee from Beijing

He also welcomed our speaker, Mr Frank Neilsen.

Robert Lee addressed us on the status of the Rotary Club of Beijing (Provisional), which meets every Tuesday at the Kempinski Hotel in Beijing. The Club was comprised of members from eight different countries. Its main project was entitled Gift of Life, which involved sending kids to the US for heart operations.

Pres. Stephen welcomed back Rtn Ates, who had been in Turkey for a month.

He also reminded the Board about the Board Meeting that would be held that evening at 6:30 p.m. in the RI office, and informed the Club that any member could attend.

He reminded the Club about the District Ten Pin Bowling Competition that would be held at Mei Foo on 28th October.

The Sgt. at Arms reported that 21 members were present and that \$1400 had been collected for the Red Box.

PDG Uncle Peter reported that RI had designated October as vocational month, and challenged all to serve the people through their own vocation. This could also include



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

vocational visits, and he undertook to chase IPP Tajwar for his promised visit to his company in Shenzhen.

Rtn Kishu introduced our speaker for the day, Mr Frank Neilsen, who spoke on the printing industry, "a little known industry of great consequence". Frank pointed out that printing was used not only for papers and magazines but also for packaging foods and cosmetics. He took us through the printing cycle, from creative artist, graphic design, pre-press scanning in, and so on to the finished product. Printing was a \$470 billion industry and formed an integral part of the new economy.

Printing was also very sensitive to economic change, and in many respects was regarded as a change sensor: a drop of print orders invariably heralded a down turn in the GDP.

In answer to questions from the floor, Frank said that many of the newspaper supplements were prepared in advance of publication day: it was often only the cover page that was prepared at the last minute.

Concerning environmental issues, Frank said that quality newspapers were now practising selective binding, so that certain forms of advertising were only directed at certain readers depending on their economic profile. This helped to reduce paper consumption.

PP Desmond thanked the speaker, commenting that modern technology was enhancing the printing industry, which would still be with us in 20-30 years time.

Pres. Stephen concluded the gathering with a toast to RI.

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## Rotary Information

R.I. has designated October as Vocational Service month and many clubs and Rotarians are observing this month to promote service to young people by introducing career talks or vocational visits to factories and offices of Rotarians.

Our club may use the following practice to fulfill our service not only in October but throughout the year:

1. To arrange our own new members to give a vocational talk of his profession or business in order to let other members know more about him;
2. To continue holding vocational visits such as the one promised by our IPP Tajwar to visit his factory in Shenzhen, PRC and also the one suggested by Director Rudy Law to visit the CLK Airport terminal.

At this juncture, the speaker thanked PP Hubert Chan for having arranged a vocational visit to his factory some years back and each participant was presented with a gift (telephone set).

To explain in details, Vocational Service is the 2<sup>nd</sup> Avenue of Service among the 4 avenues of service in Rotary. No aspect of Rotary is more closely related to each member than a personal commitment to represent one's vocation or occupation to fellow Rotarians and to exemplify the characteristics of high ethical standards and the dignity of work. Programmes of vocational service are those which seek to improve business relations while improving the quality of trade, industry, commerce and the professions. Rotarians understand that each person makes a valuable contribution to a better society through daily activities in a business or profession.

Vocational service is frequently demonstrated by offering young people career guidance, occupational information and assistance in making vocational choices. Some clubs sponsor high school career conferences. Many recognize the dignity of employment by honouring exemplary service of individuals working in their communities. The 4-Way Test and other ethical and laudable business philosophies are often promoted among young people entering the world of work. Vocational talks and discussion of business issues are also typical vocational service programme at most clubs.

Regardless of the ways that vocational service is expressed, it is the banner by which Rotarians recognize the worthiness of all useful occupations and demonstrate a commitment to high ethical standards in all businesses and professions. That's why the 2<sup>nd</sup> Avenue of Service is fundamental to every Rotary club.

Finally, the speaker expressed an easy way to remember Vocational Service is "to serve others through your own vocation".

## LAUGH FOR THE WEEK

It was the first day of school and a new student, the son of a Japanese businessman, entered the fourth grade. The teacher greeted the class and said, "Let's begin by reviewing some American history. Who said 'Give me Liberty, or give me death?'" She saw only a sea of blank faces, except for that of Suzuki, who had his hand up. "Patrick Henry, 1775," said the boy. "Very good! Now," said the teacher, "Who said 'Government of the people, by the people, for the people shall not perish from the earth?'" Again, no response except from Suzuki: "Abraham Lincoln, 1863." The teacher snapped at the class, "Class, you should be ashamed..Suzuki, who is new to our country, knows more about its history than you do." As she turned to write something on the blackboard, she heard a loud whisper: "Damned Japanese." "Who said that?" she demanded. Suzuki put his hand up. "Lee Iacocca, 1982," he said. At that point, feeling completely disgusted by Suzuki's classroom superiority, a student in the back sighed, "I'm gonna throw up!" The teacher glares and asks "All right! Now who said that?" Again, Suzuki raises his hand and says "George Bush to Japanese Prime Minister, 1991." Now furious, another student yells, "Oh yeah? Suck this!" Suzuki jumps out of his chair waving his hand and shouts to the teacher, "Bill Clinton, to Monica Lewinsky, 1997!"



### BOARD OF DIRECTORS

2001 - 2002

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#### Directors:

PP John Kwok	PP Rob Fielding	Ates Yucel	Malcolm Phillips	Jason Chiu	Rudy Law
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**ROTARY CLUB OF HONG KONG ISLAND EAST MEETS EVERY WEDNESDAY, 12:30 p.m. AT  
EXCELSIOR HOTEL, CAUSEWAY BAY**



Mr Bo Frank Nielson, a speaker to present the prospects and development in Printing Industry.



Pres. Stephen exchanges banners with Rtn Robert Lee (Beijing).



PDG YK, PP Andrew, and PP Tim - our three members with distinguished community services.



Rtn Robert Lee introduced the situation of the Beijing Provisional Club.



Group Photo of October 3, 2001