



**What Happened at our meeting
on
22 October, 2003**

President Henry was at the rostrum this week after a long holiday cum business trip to Europe including Spain. He conducted the meeting in a smooth manner without the microphone.

We have a large delegation from the Rotary Club of Hong Kong Northeast headed by PDG Moses Cheng with his dub members as follows:

PP Erhart Maegerlain
PE Andrew Shum
IPP Sung Nee
PP John Chan
Rtn. Benny Ratnani
Rtn. Martin Young.

We greeted another lady Rotarian Naomi Carey from the Rotary Club of Antrim, Northern Ireland (RIBI). President Henry exchanged our club banner with her for an I.O.U.

Paul Harris Fellow Recognition.

Club Foundation Chairman, PDG Peter decorated our PP John Kwok with a 4-star Paul Harris Fellow badge and expressed heartfelt thanks on behalf of the Rotary Foundation for his 5th donations.

All Paul Harris fellows of this Rotary year (either single or multiple PHFs) are invited to go on stage for recognition during the district conference Foundation lunch on the 16th November 2003 at the HK Exhibitions & Convention Centre. PDG Peter reiterated that any paid up or pledged members of this Rotary year are cordially invited to present themselves for recognition and he shall follow up the rest of the procedure.

Racing and Fellowship dinner.

As announced by President Henry, he is arranging a racing night with fellowship gathering to include family members at the Hong Kong Jockey Club on the 19th November 2003. Please mark the date in your diary and watch for future tips and details.

30 years to do a 100-Page Book ?

Our speaker last week was also from the Rotary Club of HK Northeast by the name of Rtn. P. C. Mar. The following is his topic:

"When friends hear about my book, they ask me one or more of these questions -

1. Why did you do it ?
2. What did you write about ?
3. How long did it take ?

The title of 30 years to do a 100-Page Book mentioned, 30 years to do a 100 page book is a big lie. It didn't take me 30 years; it actually took me 45 years. In the footnotes, there is a reference to an event that occurred in 1959. So at least from 1959, I have been living, or thinking, about the subject of the book.

One often hears the phrase. "I could write a book about that". How many here have thought about doing your own book ? How many have had a book of yours published ? To-day, I would like to share with you my experience and thoughts on having my own book. Let me also talk a bit about what kind of an environment might be conducive to encouraging your child to doing their own book. Please understand that as many published authors as there are, each has his or her own idea on what it takes, and that's what I'm speaking on to-day just my own thoughts.

To the question of why do it, there are many reasons why authors write; as a career and for a living; as a hobby; to record history. But I think for a group like this where the majority may not have even considered doing their own book, one of our PP David Tsoi, said, "It would be nice to be able to leave something behind after we are gone..." There is something to be said for leaving behind something both tangible and intangible, and to me, that's as good as a reason as any -- to leave something to your children and grandchildren that's more than cash, stock certificates or real property.

The second question of what to write about; the catalyst that caused me to decided to do a book came 2 and a half year ago. At that time, I attended a talk by Judith McNaught, an author of ladies' romance novels, with over 22 million copies having sold. She spoke about the process of getting a book published - finding literary agents, publishers, working with editors, etc. To a question of what an aspiring author should write about, she said, "Write what you know." Even though she is as American as apple pie and lives in Texas, and speaks with a good Southern gal accent, her novels are set in Ireland or England in the 1800's and 1900's. But the romantic feelings and expressions of love are from her own experiences and though her works are fiction, she "writes what she knows."

The first quote deals with product quality - the writing has to be top notch, and all the parts equally good. The second quote deals with the marketing - something unique of the ordinary, and packagable. When you think in these terms, they are no different than a business or entrepreneur thinking about how to launch a new product or service. Think the 4P's of marketing-the first P people being which reader group you're targeting, the second P product being the book itself, the third P price being what value you are bringing to the reader, and the fourth P promotion being how to market the book.

Now to the 3rd question, how long did it take ? Maybe to-day will be a catalyst for some of you. Writing the first draft may take a few months, finding an agent or publisher may take several months, and the editing and rewriting will take several months. At least it will be a year or two before you receive the first copy from the publisher. But in fact, your story has existed for a long time before the catalyst occurred. Rotary was a big help to me in doing my book. Our weekly meetings were a laboratory enabling me to think about speakers, their topics, presentation styles, preparation, passion for the talk, the introduction, and the vote of thanks, use of humour, a whole range of things. Make use of those resources.

Thank you for your kind attention.

Rotary Information

District News

In accordance with procedures adopted for the district for nominating DGN, our own PP John Kwok has been elected one of the nominating committee members to nominate the best qualified Rotarian who is available to serve as District Governor for the year 2005-2006 for district 3450. This good news was obtained from the District Governor's office.

Congratulations to you, PP John. Please practice the 4-way test as it is always your policy.

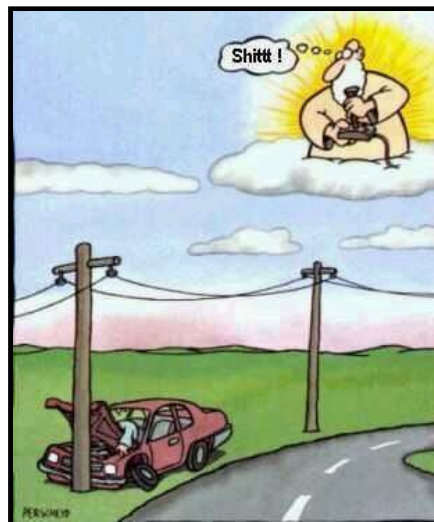
Joke & Cartoon

A boy is watching television and hears the name Jesus Christ. Wondering who Jesus Christ is, he asks his mother. She tells him that she is busy, and to ask his father.

His father is also busy so he asks his brother.

His brother kicks him out of the room because he doesn't have time to answer his stupid questions, so he goes downtown and sees a bum in an alley. He asks the bum, Who's Jesus Christ? and the bum replies, "Well, I am."

The boy, not believing the bum, asks for proof. So the bum takes the boy into the bar down the street and takes him inside. They walk up to the bar and the bartender exclaims, "Jesus Christ, are you in here again".



Photographs of our meeting on 22 October, 2003





Our guest speaker was Rtn P. C. Mar (HKNE) speaking to us on the subject "10 Years to Write 100 Page Book"



(L to R) PDG Uncle Peter, guest speaker Rtn. P. C. Mar & Pres. Henry at the left head table.



(L to R) Hon. Sec. Eddy, visiting Rotarian Naomi Carey (Antrim, N. Ireleand) & PDG Moses Cheng (HKNE) at the right head table.





Pres. Henry presenting our club banner to Rtn. Naomi.



There was a huge delegation coming from our baby dub HKNE to support the speaker. (L to R, front row) Rtn Martin Yeung, PP Erhart Maegerlein, our PP Hubert, PE Andrew Shum, IPP Sung Nee, (L to R, back row) PP John Chan, Rtn. Benny Ratnani, Rtn. P. C. Mar, PDG Moses Cheng, & our PP John Kwok.



Not to be outdone are our own Rotarians (L to R) Hon. Tres. Clark, PP Tajwar, PP C.Y., Rtn Dr. Heron, PE Dr. Rudy all listening to our speaker.



Our guest speaker signing an autographed copy of his book to Pres. Henry.



PDG Unde Peter putting a 5-stars Paul Harris pin on PP John



A group Photograph of those who were present during the weekly meeting on October 22, 2003.

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