



東風



TUNG FENG

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

Last Week's Proceedings (17th Nov., 2004)

President Rudy kicked off the meeting by asking PP George to introduce our visiting Rotarians: Pres. Eric Marshall of Tullamarine, Australia; Rtn Nigel Mills of St. George, UK; PP Kelvin Wong from Admiralty Club; PGD Dom Vessigault and our guest Carol Cheung.

Next came announcement time. PP John announced that there would be good turnout of our upcoming golf tournament. A total of 11 golfers had signed up. Tournament would start at 1:00pm on Nov 23. A fellowship dinner organized by PP. David Li would follow.

VP Jason then introduced our speaker, Dr Lawrence Cheung. As principal consultant and head of the Emerging ICT technologies unit in the Hong Kong Productivity Council, Dr Cheung was active in providing and promoting new information and communication technology and solutions to industries in Hong Kong. Because of his contributions, Dr Cheung was frequently interviewed by the press and contributed regularly to newspaper and magazine columns. Dr. Cheung earned his Bachelor of Engineering with Honours and Bachelor of Science and his doctorate degree from Monash University in Australia.

Dr Cheung's topic was on Radio Frequency Identification ("RFID").

Introduction to RFID and its business potential

RFID represents a technology that involves tags that emit radio signals and devices called readers that pick up the signal. There are two types of RFID tag technology available, active RFID tags which have a longer read range and passive tags with a shorter read range. Both types of RFID technology are widely used in Hong Kong today. Auto-toll cards which can be detected from afar fall under the active RFID category and Octopus cards which can be detected when pressed close to the reader represent the latter.

RFID is a proven technology that has been around for nearly 40 years. It has been widely adopted by overseas chain stores to develop tighter inventory tracking systems and by various government and quasi government agencies to develop better security systems.

The adoption of RFID technology in supply chain management allows users of the technology to identify boxes, cartons, pallets, containers, etc. effectively and quickly. Many corporations such as Target, Gillette, Boeing and Airbus are active users. Walmart, for example, has established a mandate that all products shipped from suppliers to their distribution centers will need to be RFID tagged by 2007.

Post 911, heightened government security regulations continue to encourage the adoption of security enhanced technology such as RFID. For example, to speed up the generation of container cargo manifests required by US customs office, many shippers have started to integrate RFID technology in their transport logistics.

Due to its popularity, RFID technology continues to improve in recent years. Instead of reading and detecting one tag at a time, the new RFID technology allows the detection of multiple tags simultaneously (e.g. 1000 tags in 10 seconds). Furthermore, the read range has been significantly extended.

There are limitations of RFID technology. Radio frequency is susceptible to conductive materials such as water, metal, aluminum cans, etc.. Outdoor use of RFID can be affected by weather. Compared to barcode technology, RFID is still a relatively expensive technology.

Despite its shortcomings, RFID will continue to change the technology landscape of the logistics and manufacturing sector. Dr Cheung also predicts that, similar to mobile phones and internet, RFID will be, if not already, a life-style changing technology of the future.

At the conclusion of Dr Cheung's informative speech, President Rudy came up to formally thank Dr Cheung and to present our speaker a picture of himself in action.

VP Jason announced that next week's speaker would be Mr. David O'Rear. Mr. O'Rear, Chief Economist of the Hong Kong General Chamber of Commerce, would talk about Hong Kong in 2004 and 2005.

It was already well passed two when President Rudy adjourned the meeting with a toast to RI coupled with Rotary Clubs of Teullamarine and Wolverhampton.

Rotary Information

A Rotary Foundation Workshop was convened on the 13th November 2004 at the Rotary Information Centre from 9 am. to 1 pm. headed by D.G. Alex. PDG Jason Yeung. PP Peter Lo and others to train the participants to promote the Rotary Foundation.

DG Alex kicked off by giving a short talk on the Foundation followed by PDG Jason to explain the major working of TRF and also how to apply for various grants offered by the Foundation.

The Rotary Foundation is to support the efforts of Rotary International in the fulfillment of the Objective of Rotary, Rotary's mission, and the achievement of world understanding and peace through local, national, and international humanitarian, educational and cultural programs.

The District Leadership is composed of the Trustees, District Governor, District Rotary Foundation Committee chair and the District Subcommittees.

We often talked about DRFC which means District Rotary Foundation Committee which consists of 7 subcommittees, viz.,

Scholarships, Group Study Exchange, Grants, PolioPlus, Alumni, Annual Giving and Permanent Fund.

The Rotary Foundation Programs comprised of two sections, such as Educational and Humanitarian. The Educational part includes :

- Ambassadorial Scholars;
- Group Study Exchange;
- Grants for University Teachers and Rotary Centers

while the Humanitarian program includes :

- Matching Grants;
- District Simplified Grants and Individual Grants.

We also touched on PolioPlus. In 2004, 6 Polio endemic countries such as Nigeria, Niger, Egypt, India, Pakistan and Afghanistan. Nearly 90% of cases are linked to just three countries, namely Nigeria, India and Pakistan.

Polio in Nigeria is a concern to neighbouring countries, such as Benin, Cameroon, Central African Republic, Ivory Coast, Botswana, Burkina Faso, Chad, Ghana, Togo, Sudan, Mali and Guinea. 12 previously polio-free countries in 2003-2004 have suffered importations from Nigeria. By the time the world is certified polio-free, Rotary contributions to polio eradication will exceed US\$600 million.

The Annual Programs Fund is the main source of funding for Educational and Humanitarian programs.

In the past years, the shares system has been 40% for the World Fund and 60% for the DDF (District Designated Fund) on any amount donated. In 2003-2004, the SHARE system changed to 50/50. Please bear in mind that the money donated to the Foundation on each year will be invested for three years. This means the SHARE system can be applied for usage three years after the money had been donated. Likewise, money donated in 2003-2004 begins with program (spending) year 2006-2007.

The requirement of the DRFC Chair/DDF Access is as follows:

- DG is a member of DRFC,
- DRFC Chair signs on behalf of all subcommittees,
- DRFC chair signature required for DDF access,
- DRFC Chair signature must represent consensus of all subcommittees.

The Humanitarian Programs have been simplified by the following Grants.

- (1) District Simplified Grants replaces Community Assistance Program, Helping Grants, Transportation Grants and New opportunity Grants;
- (2) Individual Grants replaces Grants for Rotary Volunteers and Discovery Grants;
- (3) Matching Grants replaces Transportation Grants (Matching Grants)

Every Rotarian Every Year Purpose.

- a) Every Rotarian to contribute to Annual Programs Fund,
- b) Every Rotarian to participate in Foundation programs,
- c) Every Rotary club to establish Annual Programs Fund goal.

Recorded by Peter Hall

Club News

Message from our former PP Cedric Astbury

Dear PDG Peter,

I was delighted to find your E-Mail with the latest news from Island East but of course sad to learn that PP John Parker and Constance had passed away of this. I remember him as a very gentle man and well liked by all.

That "Island East" is still functioning is good news even though the membership has dropped. I am now in the Walton on Thames Rotary Club but when my name was put forward for Vice President my daughter insisted that I decline the honour ! She said it would be too much for me. If I had made president it would have been the third club at which I had been honoured ! But when ones daughter gives instructions it is best to obey.

How are your daughters ? Still supporting you I am sure - and yourself ? In good health I trust.

It is time once again to start the Christmas Cards - so all being well you will hear from me again very soon. In the meantime, best wishes to you and all who remember me in Island East.

Cedric Astbury

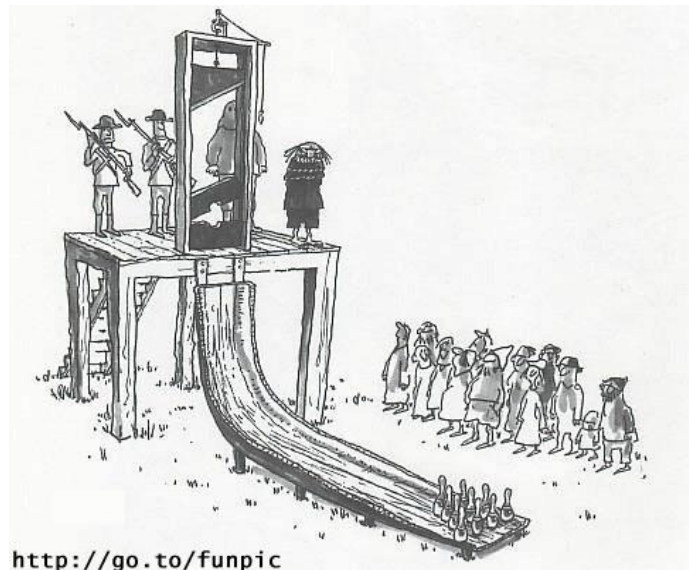
Joke & Cartoon

Back in the olden days when Samurai were important, there was a powerful Japanese Emperor who needed a new Chief Samurai. So he sent out a declaration throughout the entire known world of that time that he was searching for a CHIEF Samurai. A year passed, but only 3 people applied for the very demanding position: a Japanese Samurai, a Chinese Samurai, and a Jewish Samurai.

The emperor asked the Japanese Samurai to come in and demonstrate why he should be the chief Samurai. The Japanese Samurai opened a match box, and out popped a bumblebee. Whoosh! went his sword, and the bumblebee dropped dead on the ground. The emperor exclaimed "That is very impressive!"

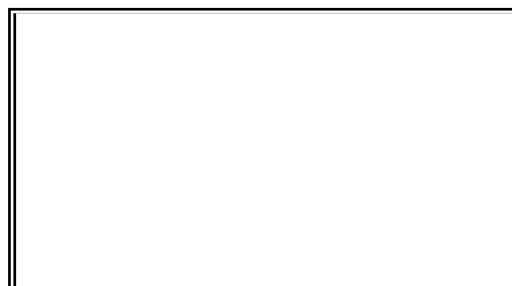
The emperor then issued the same challenge to the Chinese Samurai, to come in and demonstrate why he should be chosen. The Chinese samurai also opened a match box and out buzzed a fly. Whoosh, Whoosh! Whoosh! Whoosh! And the fly dropped dead on the ground in five small pieces. The emperor exclaimed: "That is VERY impressive!"

Now the emperor turned to the Jewish Samurai, and asked him to demonstrate why he should be the Chief Samurai. The Jewish Samurai also opened a match box, and out flew a gnat. His flashing sword went Whoosh! But the gnat was still alive and flying around. The emperor, obviously disappointed, said: "Very ambitious, but why is that gnat not dead?" The Jewish Samurai smiled and said: "Circumcision is not meant to kill."



Photographs of Our Meeting on

10th November, 2004





Our guest speaker was Dr Lawrence Cheung of the Hong Kong Productivity Council who spoke to us on the Introduction to RFID & Its Business Potential



At the left head table were our guest speaker Dr Lawrence Cheung & Pres. Rudy.



At the right head table were Hon Sec John, Rtn. Eric Marshall (Tullamarine, Australia) & Rtn. Nigel Mills (Wombourne, UK).



Pres. Rudy exchanging banner with Rtn. Eric Marshall.



Pres. Rudy giving one banner to Rtn. Nigel Mills with an IOU.



PDG Dom Vessigault paid us a visit from California.



(L to R) Pres Rudy's mentee, PP Stephen, Dir Jason (partially hidden behind the big fist of PP George) & Dr Tony.



(L to R) Dir Andy, PP Desmond, PDG Uncle Peter & PDG Dom Vessigault (Calif).



Group Photo of our member with Pres Rudy, PDG's Uncle Peter, Dom & Rotarian guests & our members on 17th November, 2004.

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