



東風 Tung Feng



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21st March 2012

Last Week's Proceedings – 14th March, 2012

On this 35th Meeting, we have a wonderful turned out of 50 members and guests. President Eric warmly welcomed DG David Harilela who came to officiate the induction ceremony of 4 new members today. He also greeted President Perry Yu of Rotary Club of City Northwest Hong Kong ardently for leading 13 members of their club to visit us; their members include: PE Fergus Fung, VP Ronald Kwok, VP Andrew Mang, PP Alex Ho, PP David Ting, PP Kei Lee Hoi, IPP SM Li, Rtn Paul Wong, Rtn Simon Leung, Rtn Fred Wong, Rtn Keith Pong and Rtn Michael Lai.

President Eric delightfully welcomed: our speaker, who was none-other-than our own, PP Norman, our incoming members for induction – Dr. Miranda Chin, Nelson Tse, Terry Tsang, and Joseph Tse. He then proceeded to invite our members to introduce their guests, including --- PP Norman introduced his much better half Isa (as agreed by PP George); PP Rudy introduced his mentee Wesley Kong; PE Nancy with her guests from Lingnan U RAC President Ronald Hung, from Discover Blue (NGO) Carol Pang and Anna Lai, and her Personal Assistant Novelle Leung (daughter of PP George); Rtn. William Wong introduced RAC HKIE Menty Yu and our President Eric introduced his better half Christine, and his colleague Dr. Ada Wong.

President Eric then made the following announcements:

District Conference will be held on May 19-20 at Regal Airport Hotel. Online enrolment early bird by March 15. Cost per person HK\$ 1700. Our Club will sponsor 8 club members as well as 8 members of our Rotaract Club.

Being invited by President Eric, President Perry said that both clubs have had long time relationships with their previous member Mark Kwok being PP Uncle John's cousin, our PP David Li being his 'real' high school classmate. He thanked the rotaractors of Lingnan U who joined their Hip Hong project in February. As last club visit was back in 2006, he looked forward to more opportunities to work together with our Club on service projects in the coming future.



Reach Within to Embrace Humanity

Tree Planting Project

Date: Sunday 13th Nov, 2011

THE ROTARY CLUB OF HONG KONG ISLAND EAST LTD.

香港東區扶輪社週報

Club 16340

District 3450

Chartered on 06 April, 1954 by Charter President

PDG (Uncle) John Yuen

President Eric then proceeded to invite DG David to join him to the rostrum to conduct the members induction ceremony. Our incoming members were then introduced one by one by their proposers, with PP Norman introduced Nelson Tse, Pres. Eric introduced Dr. Miranda Chin, Terry Tsang and Joseph Tse. President Eric then read out the members declaration with all incoming members happily obliged. To make it complete, DG David then pinned our newly made members.

DG David, being invited, remarked that he is more than happy to see not 1 but 4 new members joining our Club and he thanked President Eric for his efforts. He also expressed his gratitude for the support of Rotary Club of Hong Kong Island East to District, with our members such as PE Nancy, PP Eddy and PP Andy. He was happy to announce that one more Rotary Club will be officiated in Mongolia with 25 new members. He said that he can inspire, motivate and dream, but we make his dream real.

Our new members, one by one, expressed their gratitude to their sponsors in introducing them to the Rotary and to this family of Hong Kong Island East and they are more than willing to serve the community.

President Eric introduced our speaker PP Norman personally, although with whom don't need much introduction. PP Norman, being an ardent and dynamic delivered his talk on "Digital Marketing in F&B Industry" in 15 minutes, which also broke his record. The content was summarized as follows:

Marketing Challenges of Hotel R&B Services

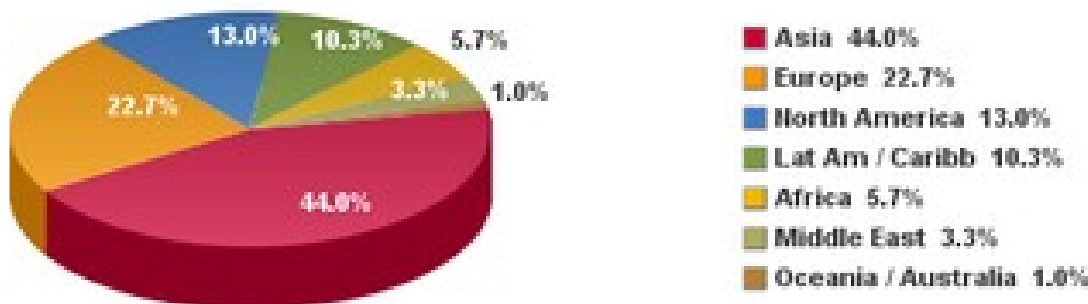
- What are the typical market challenges for hotel F&B service?
 - Impact from Social Media (fb, tweeters, microblog etc)
 - Dining Make Easy
- Infrasy's company strength
 - F&B Solutions
 - Helping Clients to Meet the Digital Market Challenge
 - Case Study: Online Table Booking

Impact from Social Media, utilizing the Internet Marketing success Model



PP Norman also share with us the Internet users distribution in the world as follows:

Internet Users in the World Distribution by World Regions - 2011



Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 2,095,006,005 Internet users on March 31, 2011

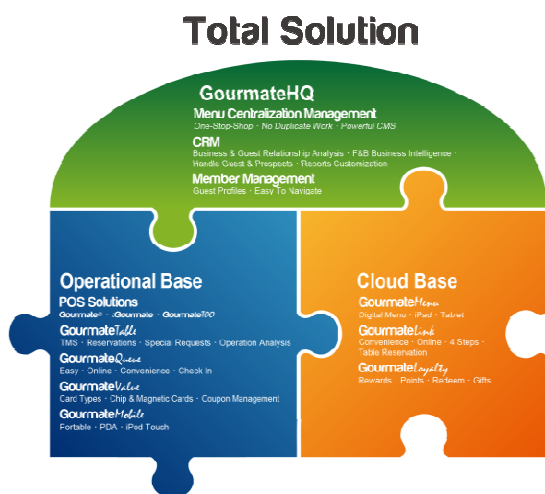
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He approached the F&B Industry with the concept of Dining Makes Easy:

Technology provided New Opportunities for Foodservice when there are more than 700 millions mobile phones and 500 millions internet surfers in China:

- Out-store Technology :
 - Online table reservation
 - Online promotion via app
 - Online loyalty program
- In-store Technology :
 - Interactive menu
 - Pay-at-table

By utilizing mobile devices to launch the F&B apps (push technology) such as iPod Touch, iPad iOS & Android, their company InfrasyS provided Gourmate Menu (interactive menu) services for their F&B clients, and also Gourmate Link for Online Table Reservation Service. Gourmate Loyalty with Web-Based Loyalty Program and Gourmate Mobile for Portable POS Solutions. They aimed to provide One-stop solutions for Hotel F&B Services:



He also shared his experience on Online Table Booking services. His talk was warmly appreciated by all members and guests with a big round of applause.

Then followed the birthday celebration which was warmly conducted with President Perry being invited by our birthday boy PP David Li as the song leader and everyone sang from the top of their voices. Birthday cake was cut and present presented.

SAA William Leung announced the red box collection of the day being HK\$3700 with special handsome collection contributed by PDG YK Cheng, DG David and President Eric. He thanked everyone for their contributions.

President Eric announced that next week would be the sharing by PP Norman, Isa and himself on their National Immunization Day (NID) experience.

Pres. Eric then proposed a toast to RI coupled with Rotary Club of Kowloon Golden Mile, City Northwest Hong Kong and Hong Kong Island East, adjourned the meeting and invited everyone to a group photo.



Rotary Potpourri

The 3rd WEEE Go Green Electrical Appliance Delivery Service to Disadvantaged Families Project on March 10, 2012

We had two Rotarians, 3 Rotaractors and one volunteer participated in the 3rd electrical appliance service project, they are PE Nancy, Membership Chair William, Lingnan Rotaractors Ronald and Don, Rotaractor Menty and her friend Lara.

We formed in two teams, team one led by William with Michelle from St. James Settlement (ST) plus Menty and Lara. Team Two led by PE Nancy with Ken from St James Settlement plus Ronald and Don.

We met in Ngau Tau Kok MTR station at 9.30am, Michelle gave a briefing of the rules and attention issues during the delivery service then the two vans taking the members and the delivery items of Heaters, Fans, Cookers, Water Kettles, CD player and Food Packs including Rice, Oil, Noodle, Cookie etc for the needy families proceeded to Chai Wan, Shaukeiwan, Kwuntong, Taikoktsui and Shek Pai Wan in Aberdeen.

The service finished at 12.30pm, all members and the Rotaractors were happy and enjoyed this meaningful service.

Reflection from Rotaractor Menty Yu

Today we have successfully finished the electrical appliance service delivery with Michelle, William, I and Lara. Please find the experience review as below.

We are Team 1, being responsible for three families in Kowloon. We felt the thankfulness and happiness from those beneficiaries during the service. The electronic devices prepared by ST meet their urgent need, such as ventilator and fan heater for these very wet & cold days. Besides, we chatted a lot with the beneficiaries today. The beneficiaries need someone to listen to them and care them, not only in material way but also in spirit and heart, which is much more important to help those beneficiaries' establish the positive attitudes towards their life and our society, meanwhile, we are very happy to know that the beneficiaries are willing to help others and "pay back" to our society, for example when they move their homes they will donate the old furniture to other needed people and they volunteer to chat with single elders in their neighborhood. By chatting with them, we can know their current situation and what they need. It is helpful for us to improve the services.

It is the first time for Lara to attend this kind of volunteer work in Hong Kong, and may be in her life. She also feels very meaningful to contribute a little to help the needed people. We also have tried to chat with the beneficiaries, which is really a big progress personally. I am glad to make a big step forward in my volunteer path, and it encourages my passion and confidence to do this work a lot.

Some Good News about our Club Members

Our Service Chair Anthony Kwong's company Wing Cheung Hing Knitters (WCH) was awarded the Caring Company Logo on 1 March 2012 --- WCH was awarded the Caring Company Logo 2011/12 by The Hong Kong Council of Social Service (HKCSS) to recognize WCH's continual and sustainable total commitment in caring for the well-being of the community. This is the second year of WCH to have the honor to receive the Caring Company Logo.

Launched by the HKCSS in 2002, the Caring Company Scheme aims at cultivating good corporate citizenship. Hong Kong's first initiative of its kind, it is specifically geared to building strategic partnerships among businesses, the public and non-profit organizations to create a more cohesive society. The Caring Company Logo is now widely recognized as symbols of corporate community involvement.

Founded in 1976, WCH is a Hong Kong based company which specializes in manufacture of quality stockinette to meet the needs of companies around the world. WCH team up with social service partners and encourage employees to do volunteer work to contribute back to our community. The Caring Company recognized their efforts to promote corporate social responsibility.

Our Past President Henry Chan being the HK Jockey Club's (HKJC) Executive Director of Betting has been inducted into the Lottery Industry Hall of Fame, becoming its first-ever Chinese member. This prestigious international honor underlines the high reputation that Hong Kong's lottery operations and business model command worldwide.

The Lottery Industry Hall of Fame was founded by the Public Gaming Research Institute, an international body providing news and information on the global gaming industry, as a means of honoring those who have made long-standing contributions to their organizations and countries, while upholding the values of excellence and integrity throughout their careers. Only existing inductees are allowed to propose the nominations and a judging panel then votes on the final recipient.

Being the first Chinese inductee of the Lottery Industry Hall of Fame is not only a great honor for Henry himself, but also for Hong Kong. It reflects the wide recognition that the HKJC has gained for its not-for-profit business model and the benefits this brings to the community.



LAUGH FOR THE WEEK

Subject: The Hell of An Answer

The following is an actual question given on a University of Arizona chemistry midterm, and an actual answer turned in by a student.

The answer by one student was so 'profound' the professor shared it with his colleagues, via the Internet and we hope you enjoy it too.

Bonus Question: Is Hell exothermic (gives off heat) or endothermic (absorbs heat)?

Most of the students wrote proofs of their beliefs using Boyle's Law (gas cools when it expands and heats when it is compressed) One student wrote the following:

First, we need to know how the mass of Hell is changing in time. So we need to know the rate at which souls are moving into Hell and the rate at which they are leaving, which is unlikely. I think that we can safely assume

that once a soul gets to Hell, it will not leave. Therefore, no souls are leaving. As for how many souls are entering Hell, let's look at the different religions that exist in the world today.

Most of these religions state that if you are not a member of their religion, you will go to Hell. Since there is more than one of these religions and since people do not belong to more than one religion, we can project that all souls go to Hell. With birth and death rates as they are, we can expect the number of souls in Hell to increase exponentially. Now, we look at the rate of change of the volume in Hell because Boyle's Law states that in order for the temperature and pressure in Hell to stay the same, the volume of Hell has to expand proportionately as souls are added.

This gives two possibilities:

1. If Hell is expanding at a slower rate than the rate at which souls enter Hell, then the temperature and pressure in Hell will increase until all Hell breaks loose.
2. If Hell is expanding at a rate faster than the increase of souls in Hell, then the temperature and pressure will drop until Hell freezes over.

So which is it?

If we accept the postulate given to me by Teresa during my Freshman year that, 'It will be a cold day in Hell before I sleep with you,' and take into account the fact that I slept with her last night, then number two must be true, and thus I am sure that Hell is exothermic and has already frozen over. The corollary of this theory is that since Hell has frozen over, it follows that it is not accepting any more souls and is therefore, extinct..... ..leaving only Heaven, thereby proving the existence of a divine being which explains why, last night, Teresa kept shouting 'Oh my God.'

THIS STUDENT RECEIVED AN A+



YEAR 2011-2012						
<i>President</i>	<i>Vice President / President Elect</i>	<i>Secretary</i>	<i>Treasurer</i>	<i>Ex-Officio</i>	<i>Advisor</i>	
Dr. Eric Chin	Nancy Yee	Jonathan Lamport	Dr. Rudy Law	Heman Lam	Peter Hall	
<i>Directors:</i>						<i>PP Council Rep</i>
Laurence Chan	John Kwok	Sharon Lamport	Norman Lee	Kevin Leung	Andy Wong	Andrew Chen
<i>Service Chairs:</i>						
Paul Chan	Colin Chau	Teresa Ho	Anthony Kwong	William Leung	Eddy Wong	William Wong Dr. Freddie Wu

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Club website: <http://hkierotary3450.org>

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ROTARY CLUB OF HONG KONG ISLAND EAST MEETS EVERY WEDNESDAY, 12:30 p.m.

14 March 2012 - Luncheon Meeting Rotary Club of HK Island East



Members from City Northwest HK visited our Club's luncheon meeting.



PE Nancy, PP George & his daughter Noelle welcomed DG David's arrival



Photos of other visiting Rotarians & visiting guests.



PDG Uncle Peter Hall & PP Norman Lee (This week's speaker)



Pres. Eric Chin & DG David Harilela



Hon. Sec. Jonathan Lamport,
Pres. Perry Yu - RC of City Northwest &
PDG YK Cheng



PP John Kwok also sat at the head table.



Some luncheon photos - Full House

NEW MEMBERS INDUCTION CEREMONY FOR

1. Mr. Joseph Tse,
2. Dr. Miranda Chin,
3. Mr. Nelson Tse
4. Mr. Terry Tsang



Rtn. Joseph Tse - Vice Principal of Holy Carpenter School



Rtn. Dr. Miranda Chin - Artistic Director



Rtn. Nelson Tse - IT, Retail, Mobile Solution



Rtn. Terry Tsang - Mobile Application Developer



This week's birthday boy - PP David Li



This week's speaker - PP Norman Lee gave a talk on "New Development in Food & Beverage Software"



Group photo with members, guest speakers & visiting guests.

The 3rd WEEE GO GREEN Electrical Appliances Delivery Service project on 10th March, 2012

