

**WEEKLY
BULLETIN
VOL. 47 No.39
29th March 2000**

**Act with
Consistency
Credibility
Continuity**

YEAR 1999-2000

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Desmond Cheung

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PP Rob Fielding

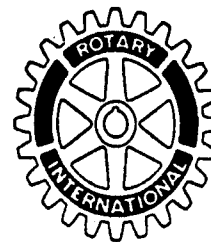
Fellowship Chairman
Lewis Fung

**Our 46th Year of
Rotary Service
Chartered : 6th April,
1954
by Founding President, the late
PDG (Uncle) John Yuen**

Our website address : <http://www.rotary.org.hk/hongkong-island-east>



東風



TUNG FENG

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

What Happened Last Week

The meeting got underway on time when President Desmond welcomed the numerous visitors and guests. To formalize this, Rtn John Yao introduced:

Rtn Hiroyuki Watanabe (Hiroshima South)

Rtn Hubert Ng (Hong Kong Harbour)

The four guests from Ningsha, China

Mr Ziya Demirduzen (Rtn Ates), Turkish Trade Counsellor

Miriam Young (Rtn Ates)

Ida Chan (PP John)

It was then time for the announcements:

- PP John advised that those members going to the District Conference in Macau should give Uncle Peter their ID card numbers which will facilitate a quick passage through Immigration in Macau, as well as include them in a VIP welcome and transportation to the Conference venue.
- President Desmond reported some very good news for the Club: Four District awards for 1999-2000. These were for :

1. International Service
2. Weekly Club Bulletin (English)
3. Joint Hosting Membership Seminar
4. Club History (recorded on CD)

These awards will be presented at the forthcoming District Conference in Macau.

President Desmond also announced that the DG's monthly newsletter was available and that the Club Racing Night went off very well. He thanked Rtns Robert and Kenny for their efforts in organizing this event.

Sergeant Stephen then reported that there was a very good attendance with 26 members present and \$1,400 had been donated.

It was fortunate that Rtn Jason was present at this meeting as President Desmond had remembered to bring a birthday present for him. Happy birthday, Jason!

The final event was the talk given by PP Rob titled, "Thinking Skills: Your Optimum Resource in a Competitive World."

PP Rob said that over the past 10 years, the economy of Hong Kong had progressed from one based on manufacturing to knowledge and services in an electronic environment. Electronic commerce has been responsible for intensifying competition because competitors are no longer confined to firms in Hong Kong - competition is now global.

This should not be daunting if companies realize that an information based economy requires firms to generate new knowledge rapidly to stay ahead of their rivals. The firms which will survive and prosper in this new environment are those which have staff who can think well. Creative and critical thinking should therefore be regarded as a resource by all firms and, like any other resource, it requires investment. Rob's company, *IntelX* Ltd is engaged in training people in the skills of creative and critical thinking.

Rob then explained that creative thinking is a cognitive ability that can be substantially learned. He showed a diagram which illustrated that the skill is to use techniques to disrupt the normal linear thinking patterns, and when stability is regained, it is likely that a unique solution or idea has been arrived at. This process is, in fact, the basis of all humour and jokes.

He then pointed out that there were distinct applications for creative thinking in the corporate area. These include:

1. Developing new products
2. Enhancing old products (Here he gave a demonstration using fruit juice containers.)
3. Improving company structures, policies and culture
4. Enhancing marketing, advertising, cost-cutting, recruiting, diversification, etc.

To give members an idea of how training in creative thinking proceeds. PP Rob took them through one technique called the Concept Challenge. This involves taking a policy, process, product, or procedure and isolating concepts associated with it - then challenging these concepts. He illustrated this process with several examples for drying washing.

Members were then given the task in groups of copying this procedure in developing creative ideas for mobile telephones. Nobody suspected that there was so much latent creativity bottled up in this Club! And PP Hubert could be seen busily copying down enough ideas to keep his company busy for years to come.

Time was up, and PE Tajwar thanked PP Rob for his presentation.

To close the meeting, President Desmond proposed a toast to the Rotary Club of Hiroshima South.



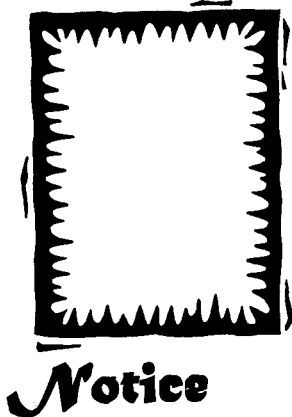
Rotary Information

A Rotary version of Olympics staged in the Philippines

The 20th edition of the Rotarympics, a version of the Olympics initiated by Filipino Rotarians for the disabled, was concluded recently in Quezon City, the Philippines.

A derivative of the words Rotary and Olympics, the Rotarympics was started by the Rotary Club of Diliman, Quezon City, in 1981 to observe the International Year for Disabled Persons. Since then, the event has been staged annually by the club. Instantly successful, the Rotarympics now serves as the venue for the selection of national athletes to represent the Philippines in international games for the disabled.

This year's Rotarympics began on February 13, at the UP Village Barangay Centre, Quezon City, with basketball on wheels, lawn tennis and table tennis competitions. The second portion was held on February 20 at the ULTRA in Pasig with track and field, swimming, volleyball, slalom on wheels and an exhibition match in judo. It attracted many spectators.



We missed you on 22nd March 2000!!!

Team 1 ALL PRESENT!!!
Team 2 Lamport, William
Team 3 Pang K.T.
Team 4 Chen, Andrew; Cheng, Y. K.; Killis, Danny; Leung, George;
Li, David
Team 5 Ling, Thomas; Loy, Tony; Luy, Henry; Shek, Andrew
Team 6 Chan, Joseph; Chan, Paul

13 members missing

Please makeup!!!

LAZYG FOR THE WEEK

An elderly man lay dying in his bed. In death's agony, he suddenly smelled the aroma of his favourite chocolate chip cookies wafting up from downstairs.

He gathered his remaining strength, and lifted himself from the bed. Leaning against the wall, he slowly made his way out of the bedroom, and with even greater effort, forced himself down the stairs, gripping the railing with both hands. With labored breath, he leaned against the door frame, gazing into the kitchen. Where it not for death's agony, he would have already thought himself in heaven: There, spread out on racks on the kitchen table and benches were literally hundreds of his favourite chocolate chip cookies. Was it heaven? Or was it one final gesture of love from his devoted wife, seeing to it that he left this world a happy man?

Mustering one great final effort, he threw himself towards the table, landing on his knees in a rumped posture. His parched lips parted; the wondrous taste of the cookie was already in his mouth, seemingly bringing him back to life. The aged and withered had shakingly made its way to a cookie at the edge of the table, when it was suddenly smacked with a spatula by his wife.

"Stay away from those," she snapped, "they're for the party after the funeral."



"I told you I'd get the budgie to talk sooner or later ..."

Club's postal address : P.O. Box 47064, Morrison Hill Post Office, HK
Make-up cards to : Miss Elsa Li, Rm 1021 Sun Hung Kai Centre, 30 Harbour Road, Hong Kong. Fax : (852) 2827 5086
Bulletin Materials to Rtn Rob Fielding Fax (852) 2774 5067

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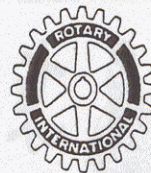
Rotary Club of Hong Kong Island East meet each Wednesday at 12:30 p.m. in Excelsior Hotel.
Club 4350 - District 3450 of Rotary International



Our website address : <http://www.rotary.org.hk/hongkong-island-east>



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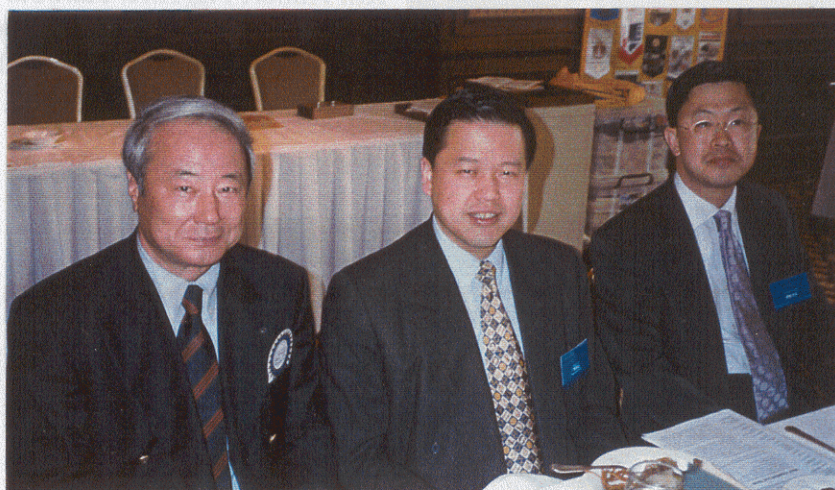
TUNG FENG

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

Speaker, PP Rob gives members a quick lesson on creative thinking.



Sec. Ates & PE Tajwar taking care of quest Ziya Demirduzen who is the Trade Commissioner of Turkey in Hong Kong.



PP Tim & Rtn Pete enjoying fellowship with visitor Hirooyuki Watanabe (Hiroshima South).



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TUNG FENG

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



Pres. Desmond exchanges banner with Rtn Hiroyuki Watanabe (Hiroshima South).



Rtn Hubert Ng(H.K. Harbour) Keeps Ida Chan (Pres. Desmond's Sec. who does our weekly bulletin for us. Thanks a lot Ida!!



PP Hubert & Miriam Young (Ate's new Sec.) entertain official guests from Ningsha, PRC. who are the school officials from the School for the Deaf



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

At last! Rtn. Jason receives his birthday gift from Pres. Desmond.



Pres. Desmond, PP Hubert & Rtn Rudy with guests from Ningsha School for the Deaf.



Visitors and guests to the club, 22 March, 2000