



# 東風 Tung Feng



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16<sup>th</sup> May 2012

## Last Week's Proceedings – 2<sup>nd</sup> May, 2012

After warmly welcomed everyone President Eric kicked off the luncheon meeting at 1:00 pm. sharp and introduced Prof. Eric Ngai, his supervisor in DBA Thesis.

President Eric then welcomed back Rotarians Dennis Wat, Jason Chiu, Stacy Ho, Anthony Kwong, Kenny Chan, PP Stephen Liu and PP Laurence Chan.

There was no birthday boy to be celebrated today and Pres. Eric made his announcements as follows:

1. As approved by the Board the Luncheon Meeting on May 9<sup>th</sup> will be cancelled due to many members will attend the RI Convention from May 5 -9. There we shall meet friends of our sister club Osaka Jonan, Penang and Makati North.
2. District Conference May 19 and 20. Enrolment can be made to HS Jonathan. HK\$ 1800 per one. Club will sponsor 8 members' fee. If more than 8 members enrolled, fund will be shared to each one equally.  
Enrolment Update:  
Members: 14 Spouse and Kids: 3 Rotaractors : Com-based RC HKIE 8, LU 3  
Members are encouraged to enroll with spouse (HK\$ 1000 only with dinner and two programs on May 19 and 20)
3. Credentials Certificate – Pres. Eric and PE Nancy will represent the club to vote during the business session in District Conference.
4. May 12 Sat. – Electrical Appliances delivery services in AM and PM, please enroll to PIC William Wong



Reach Within to Embrace Humanity

### Tree Planting Project

Date: Sunday 13<sup>th</sup> 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**

5. Visit to Osaka Jonan will be held from May 25 – May 28. May 25 will be their Anniversary Dinner. President Eric and PP Uncle John will join. Please enroll to HS Jonathan and Pres. Eric. Details will be announced.

SAA William Leung reported the Red Box collection of HK\$1,700 followed with a big round of applause to the contributors.

Then PP Eddie Wong was asked to present the Rotary Information of Rotary 123 and the topic this time was the Manual of Procedures.

The RI Constitution, RI Bylaws, and Standard Rotary Club Constitution provide the foundation for RI's policies and procedures and can be changed only by the Council on Legislation. The constitutional documents can be found in the Manual of Procedure.

Every club and district is entitled to propose amendments to constitutional documents by submitting legislation to the Council on Legislation. Some of Rotary's most important work results from Council actions.

The Manual of Procedure helps Rotary clubs and district leaders understand Rotary by providing concise, easy-to-understand descriptions of RI policies and procedures that are most relevant to their service.

The manual is a compilation of statements of policies and procedures adopted by conventions, the Council on Legislation, the RI Board of Directors, and the Trustees of The Rotary Foundation. It also includes the RI constitutional documents and legal documents such as the Recommended Rotary Club Bylaws, Bylaws of The Rotary Foundation, and portions of the Articles of Incorporation of The Rotary Foundation.

The Manual of Procedure is published every three years. A copy is sent to each Rotary club and RI officer. If any questions arise about the meaning or interpretation of the manual, including the RI constitutional documents and other legal documents, the English-language version of these materials should serve as the official text.

Manual of Procedure sections include:

Part One: Administration

The Rotary club, the district, Rotary International, The Rotary Foundation, use and protection of Rotary Marks

Part Two: Program

General program of RI, Vocational Service, Community Service, International Service, New Generations Service, The Rotary Foundation

Part Three: International Meetings

RI Convention, Council on Legislation, International Assembly, other international meetings

Part Four: Constitutional Documents

Constitution of Rotary International, Bylaws of Rotary International, Standard Rotary Club Constitution

Part Five: Other Legal Documents

Recommended Rotary Club Bylaws, Bylaws of The Rotary Foundation, Articles of Incorporation of The Rotary Foundation (partial)

Glossary of Key Rotary Terms

As usual PP Eddy's Rotary 123 attracted another big round of applauses from the audience to thank his informative talk.

Then followed the Vocational Talk by Rtn. Nelson Tse on “IT Retail Business” with PP Norman first giving a brief introduction of the background of our speaker. The essence of the talk was extracted as follows:

#### The Company

- Mobile computing market leader in Hong Kong celebrating the 25th anniversary
- Only company in HK having her own R&D department with the largest technical / development team in this domain
- Obtained CMMi Level 3 & Microsoft Solution partner certification
- Providing both hardware, software and after sales service.
- Head Quarter is located in Hong Kong and also a Label Converting factory. There are three subsidiaries located in China.

#### Case Sharing

The company’s main target is Enterprises Company like Cathay Pacific, Housing Authority, Hospital Authority and Li & Fung Trading and Disney Land. In the mean time, Nelson has shared the success cases about those companies.

#### Company Governance

The internal structure has three levels. The top level is Company Management Group, it contains Internal work group in the middle and the lowest level is the six-business unit.

#### Relationship between Employee and Employers

Nelson’s company is using “Employees First, Customers Second” to manage the relationship with the Employees and the Employer relationship.

#### Relationship with Customers and Suppliers

Nelson stated that the Customers and suppliers are in the same platform and each one would get WIN in order to push forward to success.

#### Continuity of Improvement of the company

Nelson said that it should be worked together with both Employees and the management. The internal Work Group, Business units, Staff Development plan, Staff feedback and Risk management tools like Intellectual Capital Management Report would be used.

#### Customer Service standard

Nelson said that his company would provide a service to his customers at least the customer feels “Appreciated”.

#### Future Opportunity

##### The Environment

- High Living Standard/High Labor Charge
- High Customer Service standard is expected
- High competition (Global market and Internet sales)
- Lack of Manpower
- Labor and Logistics cost increase in Mainland China

##### The need

- Customer Service is required in various sectors (For Mainland China Visitor) -- Improve Training efficiency
- Cut Labor cost – Improve efficiency
- More efficient to communicate internally and externally – Improve communication efficiency

## The Opportunities

- Auto-ID business would continue to grow
- Mobile solution for Enterprise and Government would grow rapidly
- Mobile payment would bring a new customer experience
- Tools for improving training would expect a high potential
- Outsourcing of software and hardware maintenance would have a high growth
- High Quality Label Business would shift from Mainland China to Hong Kong
- New solution that would improve customer service

## Summary

How to Create Value to your customers?

1. Look at your people
2. Look at your strength
3. Look at your customer needs
4. Always think about how to help your customer
5. Look at the Return on Investment for your customer
6. Always think and do one-step ahead.

The interesting vocational talk of Nelson attracted a few rounds of questions from the audience and President Eric then asked our Membership Service Chair William Wong to give a vote of thanks to Nelson followed by a big round of applause to our speaker from the audience.

President Eric reminded our members that there would be no luncheon meeting on May 9, our luncheon meeting speaker on May 16 and the topics would be announced separately in due course.

President Eric then proposed a toast to RI coupled with Rotary Club of Hong Kong Island East, adjourned the meeting and invited everyone to a group photo.



## Rotary Potpourri

### The Elderly Visit to the Tea Museum

Our 8<sup>th</sup> service project with St. James Settlement - Smile & Appreciation Embraced Activity for the Elderly has been successfully carried out on Saturday, March 31 from 9:30 am to 1:00pm. This time, we have brought over 20 elderly to the Team Museum (茶具文物館) at the Central and afterwards we went to Sheung Wan(上環蓮香居) for lunch.

These elderly live in Sham Shui Po in singleton or with their spouse. Due to health deterioration, they seldom go out as a result. We hope this service will not only provide lunch to them but also organize an meaningful outdoor program to them as well.

Led by our Pres. Eric there were 22 of our members, their family members together with our Rotaractors and Interactors have spent a lovely and memorable morning with the elderly, thanks to PP Hubert Chan for his generous sponsorship to this event – please see snapshots of those moments in the photos enclosed.

Below is a reflection written by Ronald Hung, the President of our Rotaract Club of the Lingnan University Student Union, after his participation of the event:

## *A wonderful day with elderly*

*We are glad to have an outing with the elderly on 31st March. On that day, we arrived at 9:30am at St. James' Settlement centre. Then we went to the Museum of Tea which is in the Hong Kong Park in Central with them. We walked around the museum with the elderly. We took care of them and had leisure time with them. After we visited the museum, we had lunch with them in a Chinese restaurant in Sheung Wan. It was a wonderful time for us to talk with the elderly. They shared their feelings and experiences to us and talked about their daily lives. Through this outing, we are able to know more about the elderly.*

*To me, this service is meaningful and unforgettable. Teenagers like me often think that talking with the elderly must be boring and is a waste of time. And therefore we do not talk with the elderly, not even our grandparents. In this service, I met an old lady. She shared her story with me and I was touched by her story. She said that although she has many children, no one cares about her or talk with her so she feels so lonely. After I heard that I feel so upset because I am doing the same thing. I spend most of time on my work and spend less time with family. It is very possible that my parents may have the same feeling like the old lady. So it is a good reminder for me and my peers to spend more time with our parents. Moreover, I can feel that the elderly were so happy on that day. Some of them said that they were so glad that some young people spent time with them and talked with them. Even though we did not do anything big on that day, they still feel pleased. We realize that even though we just did very little, still we can express our care to them. All the elderly need is love and care. It is a really meaningful service and we will continue to carry out similar service programmes.*

## ☺☺☺☺☺☺☺☺ LAUGH FOR THE WEEK

**Subject : For a good laugh!!**

Did I read that sign right

TOILET OUT OF ORDER. PLEASE USE FLOOR BELOW

In a Laundromat:

AUTOMATIC WASHING MACHINES: PLEASE REMOVE ALL YOUR CLOTHES WHEN THE LIGHT GOES OUT

In a London department store:

BARGAIN BASEMENT UPSTAIRS

In an office:

WOULD THE PERSON WHO TOOK THE STEP LADDER YESTERDAY PLEASE BRING IT BACK OR FURTHER STEPS WILL BE TAKEN

In an office:

AFTER TEA BREAK STAFF SHOULD EMPTY THE TEAPOT AND STAND UPSIDE DOWN ON THE DRAINING BOARD

Outside a second-hand shop:

WE EXCHANGE ANYTHING - BICYCLES, WASHING MACHINES, ETC. WHY NOT BRING YOUR WIFE ALONG AND GET A WONDERFUL BARGAIN?

Notice in health food shop window:

CLOSED DUE TO ILLNESS

Spotted in a safari park: (I sure hope so)  
ELEPHANTS PLEASE STAY IN YOUR CAR

Seen during a conference:  
FOR ANYONE WHO HAS CHILDREN AND DOESN'T KNOW IT, THERE IS A DAY CARE ON THE 1ST FLOOR

Notice in a farmer's field:  
THE FARMER ALLOWS WALKERS TO CROSS THE FIELD FOR FREE, BUT THE BULL CHARGES.



<b>YEAR 2011-2012</b>							
<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

**Club postal address:** P.O. Box 47064, Morrison Hill Post Office, Hong Kong

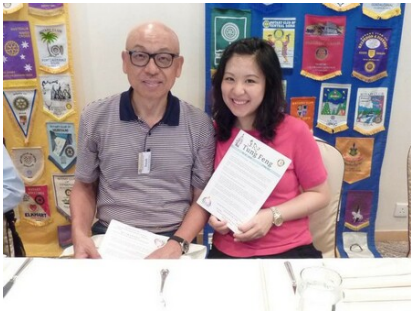
**Club website:** <http://hkie.rotary3450.org>

**Make-up cards to Club Secretary:** Ms Anne Ng

c/o Li, Tang, Chen & Co., 10/F, Sun Hung Kai Centre, 30 Harbour Road, Wanchai, Hong Kong  
Tel : (852) 2827 8663 (ext.176) Fax : (852) 2827 5086

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

## 02 May 2012 Luncheon Meeting Rotary Club of Hong Kong Island East



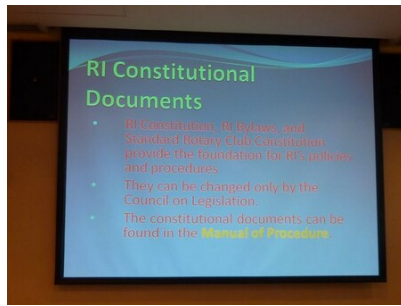
Members & visiting guest enjoying the fellowship



PDG Uncle Peter Hall, Rtn. Nelson Tse  
& Pres. Eric Chin

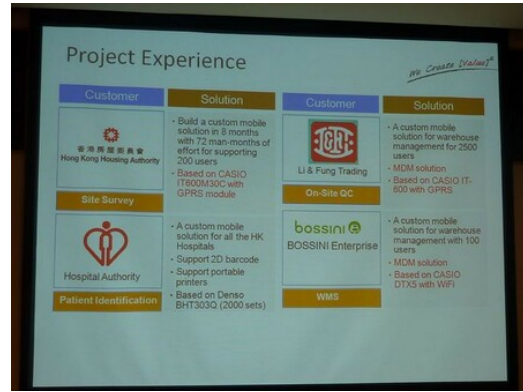


Visiting guest Prof Eric Ngai, PP Hubert Chan  
& Rtn. Kenny Chan



PP Eddy Wong presented the Rotary ABC

PP Norman Lee introduced the speaker - Rtn. Nelson Tse



New Rotarian Nelson Tse gave his vocational talk to the Club. The topic was "IT retail market"



Pres. Eric Chin presented a club souvenir to thank Rtn. Nelson Tse's talk.

Dir. William Wong make a vote of thanks on behalf of the club to Rtn. Nelson Tse



Group photo of members & visiting guests.



# The 9<sup>th</sup> ST. James Settlement Elderly Outing to Tea House Museum in Hong Kong Park on 31<sup>th</sup> Mar, 2012





