



扶輪 Tung Feng



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Last Week's Proceedings – 24th May, 2006

Acting President Paul opened the meeting at 1:35pm. As most of the members including President Eddy had left for Shanghai for a Rotary celebration, there were only 9 members attended the luncheon meeting. Despite the poor attendance, a total collection of \$500 for the Red-box donation was recorded.

The highlight of the meeting was the talk by Dr. John Ap on “The Trials, Tribulation and Challenges of open a new Theme Park – Disneyland Experience.”

Dr. Ap is an associate professor in Tourism Management at the Hong Kong Polytechnic University. Dr. Ap has published over 60 scholarly publications and has been involved in a wide range of consultancy and related projects. Prior to his joining the university in 1992, Dr. Ap had worked eleven years as certified town planner in Australia where he specialized in open space, recreation and tourist planning. Dr Ap is currently the Undergraduate Programmes Director at the School of Hotel & Tourism Management, a member of the faculty of Business Board and a member of the School Board of the School of Hotel & Tourism Management at the Hong Kong Polytechnic University.

Dr Ap has been monitoring the general perceptions and opinions of Hong Kong residents towards Hong Kong Disneyland and its impacts since 2000. According to Dr. Ap's latest survey which was conducted in March 2006, it was found that residents' opinions towards the Disney theme park were mixed. The majority of the respondents showed

- Continued and strong support for the development of Hong Kong Disneyland, and
- Indicated that the benefits of Hong Kong Disneyland would outweigh the costs

However, with incidents as such “Community Chest” day overcrowding fiasco, demand for environment & Hygiene officers to remove their ID & badges, refusal to disclose attendance figures, staff discontent, and Lunar New Year gate closure, a number of concerns were identified in the survey, including



THE ROTARY CLUB OF HONG KONG ISLAND EAST

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

SERVICE Above Self

- Fairness of the “Disney Deal”
- Negative opinions
- Social responsibility
- Lack of accountability
- Poor communication

Dr. Ap offered some of his observations as follows:

- Disney is a victim of its own success. Despite the company’s success in other parts of the world, Disney needs to better understand local guest behavior in order to cater local preferences. For example, it is surprising to note that rides are not in the Top 10 “must see or do” at HK Disney whereas photo-taking is.
- Settling-in problems. Disney has only been in operation for less than 1 year. Be patient.
- Problems relate to “software” not hardware. Disney style service is proactive with a focus on interaction and empowerment which is in contrast to the typical HK/Asian style service which stresses on efficiency, following procedures and in general being reactive.
- Lack of transparency & accountability, and
- Need for improved communications & to connect with the community.

Rtn Peter thanked Dr. Ap formally for such an informative and interesting talk in the usual Rotary manner.

Finally, Acting President Paul declared the close of the meeting with a toast to RI coupled with the Rotary Club of Hong Kong Island East.


Rotary Information
Welcome RI President to China

The Rotary clubs of Beijing and Shanghai organized a large gathering of Rotarians and honoured guests locally and overseas at the China Club in Beijing and Shengri-la hotel in Shanghai on 20th and 22nd May 2006 respectively in honour of the visit of RI President Carl-Wilhelm Stenhammar’s first visit to China.

After the ceremony in Beijing, PRC, RI President Carl-Wilhelm flew down to Shanghai, his 2nd steps on China soil. A gala dinner was held at the Pu Dong Shangri-la Hotel where nearly 700 participants attended from many parts of the Rotary world. Representing the Rotary Club of Hong Kong Island East were PDG Peter Hall, President Eddy Wong, PP John Kwok and PP Rudy Law.

President Lee Wah-hin of the R/C of Shanghai gave a welcome address followed by the RI Special Representative Christopher Bo Bramsen who touched on the importance of the RI Extension of Rotary in China. The highlight of the meeting was the main speech by RI President promoting his theme – Service Above Self.

Before the dinner, 12 Rotary Clubs from overseas signed the sisterhood agreement with the R/C of Shanghai, viz.,

Rotary Club of Kuantan, Malaysia,
Rotary Club of Bukit Bintang, Malaysia,
Rotary Club of Metropolitan, Hong Kong,
Rotary Club of Pusan-Tongback, Korea,
Rotary Club of Guam,
Rotary Club of Suntec City, Singapore,
Rotary Club of Makati, Philippines
Rotary Club of Manningham, Australia,
Rotary Club of Melbourne, Australia,
Rotary Club of Adelaide, Australia,
Rotary Club of Karuizawa, Japan and
Rotary Club of Seattle, USA.

Well wishes speech was conveyed to the Rotary Club of Shanghai by each of the newly established sister club with the exchange of banners as well. Donations to the community service fund of the R/C of Shanghai were transacted. The four delegates from HKIE jointly donated a small sum towards the awareness of AIDS in China. A project taken up by the R/C of Shanghai.

On the next morning, all golfers equipped themselves on a sunny day for the fund raising golf game. It took nearly one hour drive to reach the Sheshan International Golf Club from the hotel. As there were 120 players took part, a shot gun tee off was arranged. The new Peoria system was applied.

After the golf tournament, a buffet dinner was held at the club house. Mr. Richard Cheung, chairman of the Sheshan Golf Club delivered his welcome speech. lottery tickets were sold and auction of various items held. The proceeds will go to the China Aids Awareness fund through the Shanghai Charity Foundation. Madam Margaret Fleming from RI was our speaker on the subject of humanity and peace.

Dinner ended at around 10 pm when all guests returned to their hotels by coaches. "See you next year" said President Lee Wah-hin of the R/C of Shanghai.

In Memoriam

It is said to announce that our former member, Malcolm N.S. Phillips passed away on 25th May 2006 in Hong Kong. Funeral service will be announced later.


LAUGH FOR THE WEEK

In a crowded city at a busy bus stop, a beautiful young woman wearing a tight leather skirt was waiting for a bus.

As the bus stopped and it was her turn to get on, she became aware that her skirt was too tight to allow her leg to come up to the height of the first step of the bus.

Slightly embarrassed and with a quick smile to the bus driver, she reached behind her to unzip her skirt a little, thinking that this would give her enough slack to raise her leg.

She tried to take the step, only to discover that she couldn't.

So, a little more embarrassed, she once again reached behind her to unzip her skirt a little more, and for the second time attempted the step.

Once again, much to her chagrin, she could not raised her leg.

With a little smile to the driver, she again reached behind to unzip a little more and again was unable to take the step.

About this time, a large Texan who was standing behind her picked her up easily by the waist and placed her gently on the step of the bus.

She went ballistic and turned to the would-be Samaritan and screeched, "How dare you touch my body! I don't even know who you are!"

The Texan smiled and drawled, "Well, Ma'am, normally I would agree with you, but after you unzipped my fly three times, I kind's figured we are friends."



YEAR 2005 - 2006

<i>President</i>	<i>Vice President/ President Elect</i>	<i>Secretary</i>	<i>Treasurer</i>	<i>Ex-Officio</i>	<i>Advisor</i>
Eddy Wong	Paul Chan	Andy Wong	Laurence Chan	Rudy Law	Peter Hall
 					<i>PP Council Rep</i>
<i>Directors:</i>	Jason Chiu	Desmond Cheung	Stephen Liu	Tim Lui	Henry Chan
John Kwok					Andrew Chen

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**ROTARY CLUB OF HONG KONG ISLAND EAST MEETS EVERY WEDNESDAY, 12:30 p.m.
 AT EXCELSIOR HOTEL, CAUSEWAY BAY**



PDG Peter in Shanghai with RI President Carl-Wilhelm Stenhammar (second right)



R.I. VP Gary Huang (second left) joined PDG Peter and Pres. Eddy, PP John and IPP Rudy



Mary Margaret Fleming, World Chair, RI Public Image Resource Group



PDG Peter with Mrs Wong (wife of PDG Jones Wong)



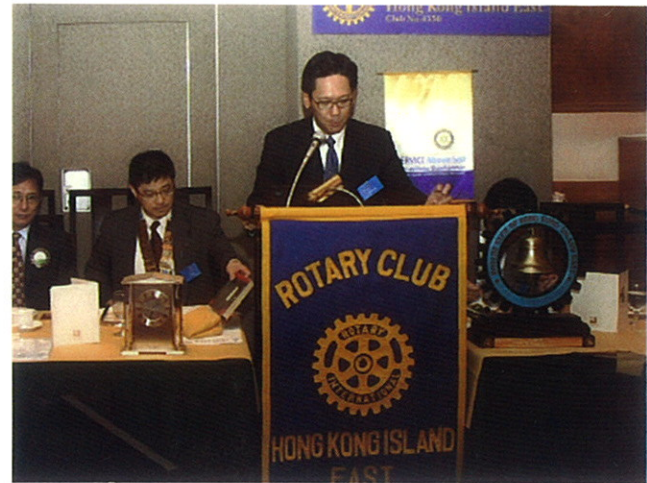
PDG Peter presented RMB 5,000 personal gift to Pres. Lee of RC Shanghai for their China Aids Project



PDG Peter, PP John and IPP Rudy joined the SheShan charity golf-RC Shanghai



Acting President Paul Chan



Dir. Jason to introduce the speaker



Dr. John Ap of HK PolyU to speak on:
"HK DISNEYLAND EXPERIENCE"



PP Hubert, PP JL and Rtn Peter Yeung



Group photo on May 24, 2006

