



東風 Tung Feng



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16th January 2013

Last Week's Proceedings – 9th January, 2013

Pres. Nancy called the luncheon meeting to open at 1 pm.

There were no visiting Rotarians but one guest Mr. KK Tsang, who would talk to us for marketing in the digital age. SAA Jonah reported the red box collection of HK\$900 for the day.

President Nancy then reminded us that the month of January is Rotary Awareness Month which is aimed:
to raise the awareness of the community about the good work of Rotary,
to raise the image of Rotary to let more people know about Rotary and
the simplest way is by wearing the Rotary Pin and be ready to talk about Rotary.

President Nancy made the following District and Club announcements:

A. District Announcements

1. April 20-21 District Conference

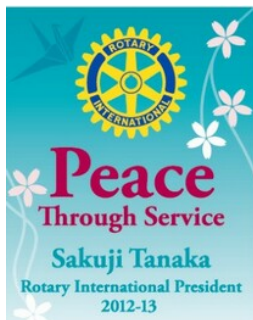
The 53rd District Conference will be held at the Mission Hills Convention Centre, Dongguan, China (東莞觀瀾湖國際會議中心). The District Conference committee has reserved about 100 rooms at the Mission Hills Dongguan Hotel where the Conference takes place. Cost is around RMB 600 to 700 and in a first-come first-serve basis.

A Pre-Conference golf tournament, mahjong competition and BBQ dinner will take place at the Mission Hills on Friday 19 April 2013.

Person In Charge - PE Jonathan

2. Feb 20 - Rotary Centenary Challenge Cup at Happy Valley

The annual running of the **Rotary Centenary Challenge Cup** is just around the corner and registration is about to start. This racing event is a **recognition from the Hong Kong Jockey Club of Rotary's outstanding contributions to the local community**. Equally important, it enhances Rotary's images within the society and at the same time offers an excellent platform for fellowship not only for our Rotary family but also for friends and business partners.



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

This year, the Cup will be held on the 11th day of the Chinese Lunar New Year so it is a great opportunity to celebrate the arrival of the Year of Snake and have lots of fun with your fellow members and guests. The racing package, at a price of \$700 only, includes a dinner buffet, unlimited supply of wine and soft drinks and admission badge. Person In Charge in our Club is our Rotarian Morris.

B. Club Announcements:

1. Jan 12 – the 3rd delivery of St. James re-use electrical appliances

Special thanks to PP John Kwok as he is the main sponsor of this project.

There are totally 6 deliveries of the re-used electrical appliances to the low income family.

Members, their spouses and family members, Rotaractors, Interactors and Adopt-a -school students had participated in the vocational visit of the Eco Wee Park and their leadership training before they could take part in this service project.

Rotarian Nelson is the Person In Charge. For those who still want to join this service project please contact him. The dates of the scheduled deliveries are as follows:

1. 24/Nov/2012 (done)
2. 8/Dec/2012 (done)
3. 12/Jan/2012
4. 2/Feb/2012
5. 9/Mar/2012
6. 23/Mar/2012

2. Jan 12 - Health Prevention Forum

愛護你的心肝寶貝

Part 1: 心臟衰竭的成因和治療

Part 2: 香港常見的肝病

Special thanks to our PP Andrew who is the main sponsor of this project.

And special thanks to our Rotarians Dr. Freddie Wu and Dr. Ng Fook Hong. Being one of the speakers Rotarian Freddie is also the Person In Charge of this project and helps in arranging this seminar.

We estimated that more than 200 people will participate in this seminar and will benefit.

3. Jan 25 - 2nd Happy Lunch with Choi Jun Students

Students from Choi Jun School are mildly mentally retarded. Through this lunch gathering, they learn social manner, table manner, communication skill and self discipline and they themselves can learn to be more independent.

Special thanks to Director William Wong & Rotarian Jonah in sponsoring this project and Dir. William is the Person In Charge of this project. Interested party like to join this event please contact him.

PP Eddy introduced the speaker, Mr. KK Tsang who spent 19 years with WPP, an 4A advertising agency. Mr. KK Tsang is now mentor and director of a digital start-up company - The Bread Digital, working on a number of projects for Unilever's Dove brand, as well as PCCW and Canon.

According to Mr. Tsang, the traditional values of 3C - the consumers, the contents, the character would be significantly re-worded in the digital age.

For the consumers, they are more informed and more vocal in the internet world and want to have more choices. They look for values and follow leaders in the new consumer market, evidence of Steve Job popularity and their adoption of Apple products (iPhone and iPad etc).

For the contents, rather than the conventional media (such as TV, and the print), the marketers would be equally concerned on creating contents for global market, through social media such as online video (YouTube and micro-film etc).

The marketers will create contents to be more interactive, engaging in 2-way dialogues with the consumer / viewers, who are getting more participative and collaborative to create values, such as for viral hits. The marketers need to act quickly and become more responsive, especially in the marketing campaign in case of PR event disaster or crisis management.

For the digital media arena, the David and Goliath could be playing on level fields. Major corporations who can afford to buy prime time TV spots or front page advertisements in the widely circulated printed media would be at no particular advantage when coming to the social media. The consumers would be more vocal, and being outrageous in judging Corporate Social Responsibility.

PP Stephen thanked the speaker for his informative talk in our usual Rotary manners.

Next week we have invited Tommy Kan, who is a former Senior Golf Professional (HKPGA) at Kau Sai Chau, and will be sharing his Golf life and some of his tips in golfing with us.

Pres. Nancy then made a toast to RI coupled with Rotary Club of HK Island East. The members and guest stayed behind for group photo.



Rotary Potpourri

Bring Warmth to Under-Privileged Groups in Sham Shui Po on New Year Eve of 2013

It was a chilling afternoon on the New Year Eve, though it was warm inside the Hall of Nam Cheong Community Centre in Sham Shui Po in the same afternoon. Rotary Club of Hong Kong Island East and Volunteer Power initiated this meaning project to provide needed resources and our care to the handicapped persons and under-privileged seniors. We tried our very best to arrange entertainment shows and some handy instant food together with a blanket donated by Hong Kong Air to the needy living around this area. The audience enjoyed the magic show, Chinese Kung Fu performance, Dancing Performance, Western Songs and Chinese Opera. Laughter from of our target audience, HKIE members and the volunteer workers were full of the hall. We were very happy that the show was well received by our target audience. All of us shared the same vision for providing some warmth and care to the needy. About 250 elderly and disable people got the gift packs and left, some with their wheelchairs, with smiles at the end of the program.

After the show in the community centre, President Nancy and other HKIE Rotarian members together with other Volunteer Power members walked outside the hall and look for the “street residents 露宿者” around the centre and the passenger flyovers. The living condition was very poor especially in this cold season. After receiving the gift packs, they all thanked our care and concern to them. We distributed our gift packs to about 40 persons there. However, we are moved that they looked for their personal esteem and not to commit crime or create social disturbance to others even though living in such a poor environment. Our help is temporary only and the most importance issue for our community is to look for effective ways to alleviate poverty in the long run so that all Hong Kong citizens can live with dignity and pride. All of our members learnt a lot from this visit and will appreciate much of what we have and would like to share of what we can with others in the coming future.

By PP Eddy Wong

IPP Dinner to thank PP Heman Lam and IPP Eric Chin

HKIE experienced two successful years consecutively, and of course credits go to PP Heman and IPP Eric. As a usual practice, we thank our presidents once every two years and this time we had the celebration as we drew close to end of Year 2012.

The event took place on 29th December at the Hong Kong Golf Club, Deep Water Bay. Our beloved PDG Uncle Peter stopped by before dinner commenced to have a warm handshake with all. We have missed him in our regular meetings for over a month now. Each had a chance to take a photo with PDG Uncle Peter in front of the decorated fireplace.

After endless photos were taken, President Nancy kicked off the dinner with a brief speech. A delectable BBQ buffet was prepared featuring a whole roasted lamb as the highlight. To build the climax, there was non-stop singing from our members and spouses in the karaoke competition, in which one got a score immediately after one song was sung. For this, we must thank PP Uncle John for his big effort in bringing the karaoke device and setting up the whole system for us. To further keep the fun going, PP Norman’s family helped prepared two rounds of Bingo. It was quite a scene to see a room which was filled with three long tables of people sitting in perfect silence, all was very attentive when the numbers were drawn. Winners received scrumptious packs of munchies which serve the festive season right.

We did have a night full of food and fun. For those who did not have a chance to share these happy moments, you can view the tones of pictures from Tung Feng.



LAUGH FOR THE WEEK

Subject : **Sex Life and Coco-Cola**

Two friends meet after many years

They talk about their past life ...

One asks the other:

- And how's your sex life ?
- Same as Coca-Cola –

Oh great! all froth and bubbles then, eh?

No. Nothing like that –

At first it was 'REGULAR',
then it became 'LIGHT',
and now it is 'ZERO' .



<u>Year 2012 -2013</u>					
President	President Elect	Secretary	Treasurer	Ex-Officio	
Nancy Yee	Jonathan Lamport	Stacy Ho	Dr. Dennis Wat	Dr. Eric Chin	
Directors:					
John Kwok	Dr. Rudy Law	Andy Wong	Heman Lam	Norman Lee	William Wong
Service Chairs:					
Dr. George Leung	Eddy Wong	Laurence Chan	Anthony Kwong	Colin Chau	Kevin Leung
Sharon Lamport	Nelson Tse	Terry Tsang	Jonah Cheung	Teresa Ho	William Wong
Advisors:					
Peter Hall	Y.K. Cheng	Dr. Hubert Chan	PP Council Rep.	Andrew Chen	

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Club website: <http://hk.rirotary3450.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.

09 January 2013 - Luncheon Meeting Rotary Club of Hong Kong Island East



PP Tajwar Shadikhan & Mr K.K. Tsang - Guest Speaker
& Pres. Nancy Yee



PP George Leung, PP Hubert Chan
& PP Rudy Law



PP Rudy Law & SAA Jonah Cheung



PP Andy Wong & PP John Kwok



Hon. Tres. Dennis Wat & Dir. William Wong



SAA Jonah Cheung reported the Red Box collection



Mr K K Tsang - an Advertising Guru gave us a talk on Digital Marketing



Pres. Nancy Yee presented a Club souvenir to thank Mr K K Tsang's talk



PP Stephen Liu gave a vote of thanks to Mr KK Tsang on behalf of the Club



PP Uncle John presented a trophy to PP Tajwar Shadikhan won in Uncle Peter Golf tournament



Group photos with members & guest speaker

21 December 2012 - 愛心送暖 2012

Rotary Club of Hong Kong Island East & HK Volunteer Power





IPP party held on Dec 29th, 2012 at Deep Water Bay Golf Club

		
<p style="text-align: center;">We were graced by the appearance our beloved PDG Uncle Peter.</p>	<p style="text-align: center;">Pres. Nancy with PDG Uncle Peter</p>	<p style="text-align: center;">Family members of Uncle Peter including Teresa, Emily, Isabel, Norman, Adrienne, Christian</p>
		
<p style="text-align: center;">IPP Eric and family with Uncle Peter</p>	<p style="text-align: center;">IPP Eric with Uncle Peter</p>	<p style="text-align: center;">Uncle Peter and PP John</p>
		
<p style="text-align: center;">Uncle Peter with Hon Sec Stacy Ho and Dir William and Wai Fun</p>	<p style="text-align: center;">Uncle Peter and his family</p>	<p style="text-align: center;">Uncle Peter with Pres. Nancy and all PP's</p>
		
<p style="text-align: center;">Rotary members with Uncle Peter</p>	<p style="text-align: center;">PP Tajwar, Uncle Peter and Pres. Nancy</p>	<p style="text-align: center;">PP Tajwar, Uncle Peter and Christina Shadikhan</p>



Words of thanks from PP Heman



Thanks from IPP Eric



Pres. Nancy here with all PP's



Cheers every one



Pres. Nancy toasting with all members



Dr Ng Fook Hong toasting every one



Dr. Ng Fook Hong and all members



Enjoying the karaoke singing



Very nice solo singer IPP Eric



Isabel congratulating the Bingo winner Jennie



PP Paul and Elizabeth getting their prizes from Isabel and Pres. Nancy



Isabel presenting prize to Christina



Isabel and the Bingo winners

More winners

Everyone are winners



Even Morris Mak



The Judge for the Bingo is PP Norman.



Everyone are winners in Bingo



Group photo of our IPP dinner with PDG Uncle Peter on 29th December ,2012