



# 東風 Tung Feng



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3<sup>rd</sup> April 2013

## Last Week's Proceedings – 27<sup>th</sup> March, 2013

Pres. Nancy welcomed everyone to our 38<sup>th</sup> meeting of this year. She also introduced today's speaker Mr. Chris Kyme the CEO of Kymechow, a creative advertising company. She welcomed back Rotarian Peter Yeung and Kevin Leung, and there was no birthday boy.

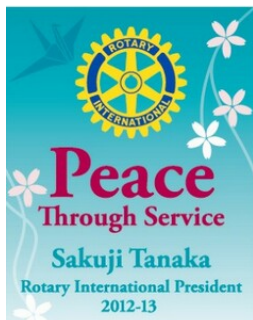
Furthermore, Pres. Nancy congratulated PP Hubert Chan received the “Outstanding Alumni Award” presented by “The Hong Kong Polytechnic University”, one of the seven alumni in recognition of their remarkable professional achievements and contributions to the community.

Pres. Nancy then made her announcements as follows:

Last week I had attended FOUR ACTIVITIES;

ON SAT MARCH 23

1. On Saturday March 23 morning from 9 TO 12 : the 6th and our last delivery of re-use home appliances to 3 low income families with my high school classmate Gloria and her son Garth, IPP Ronald from Lingnan U rotaractor and our PIC Nelson – see separate inserts to this bulletin for more details
2. On Saturday March 23 afternoon from 2 TO 6 PM : PET 2 of Grant Management Seminar (GMS)
3. On Saturday March 23 evening from 6:30 TO 10PM: PEACE CONCERT
4. On Sunday March 24 - Annual Healthcare Charity Fundraising Event - Island Scout Trail Walk 2013, see separate message from President-elect Jonathan under the Rotary Potpourri of this bulletin.



**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**

## A. District Announcement

1. April 20 & 21 - 53rd District Conference
2. April 27 - Careers Expo 2013 - Co-organised by Education Bureau and Rotary Club in Area 6 at 9:30 a.m. at Tsuen Wan Government Secondary School, 70 Hoi Pa Street, Tsuen Wan, N.T.  
I am one of the speakers in sharing about Media & Marketing and the latest Trend of advertising

## B. Club Announcement

1. April 3 - our 3rd Club Assembly will be held.

On top of the announcement, Pres. Nancy has invited PE Jonathan to share the joy of last Sunday 24<sup>th</sup> Mar meaningful event, and PE Jonathan was very happy to tell us that our club Hong Kong Island East was participated at the Rotary of Island Scout Trail Walk. Pres. Nancy and two friends, Dir William and Spouse, IPP Eric and families, PP Rudy and Spouse, PP Heman, PR Teresa and friends, Jonathan himself and his better half and three of his friends together with 19 Lingnan U RAC, 8 Com-base RAC nearly in total of 50 participants represented our club for this meaningful event. All of us arrived at the starting point with our beautiful sky blue HKIE T-shirts, and make great cheer of the event. Although the 6km climb from Pokfulam Chi Fu all the way up to the peak was tough, with heavy rain throughout the walk, and with muddy slopes and hundreds of stairs, it did not affect their enthusiasm at all in the 2.5 hours that we spent to successfully complete the full course.

Afterwards, SAA Jonah has reported the red box collection of the day was HK\$1,200.

Rtn. Morris Mak has invited to officially introduce the speaker, Chris Kyme the CEO of Kymechow, a creative advertising company. Many years ago, the Hong Kong advertising industry was mostly driven by imported expatriate professionals, who were brought in to build local offices for international networks, and service their international clients. As they grew, so too did a generation of home-grown talents, who learned fast. This story covers the years when Hong Kong advertising evolved from being very Western influenced, to finding its own, truly local Hong Kong voice. Chris Kyme arrived here in 1987, and witnessed the changes, as well as very much playing a major part in the development of the industry. He looks back with fond memories. Chris started life as a copywriter with FCB London in the early 1980s (true to popular advertising legend, his career actually began in the mailroom). His early years were spent cutting his teeth on TV commercials, and poster and press advertising for clients like The Daily Mail, Cadbury's, Dulux Paints, London Transport, British Airways and Heinz Foods.

In 1987, he accepted an offer to come and work in Hong Kong with Leo Burnett, where during his first year he created an acclaimed TV campaign for property developer Hong Kong Land which won 'Best TV Campaign for Asia' at the Media and Marketing Awards; thus marking his arrival on the scene. He then joined Grey Hong Kong where he became Executive Creative Director, creating some of Hong Kong's best known TV campaigns during the first half of the 1990s, helping to build Grey's creative reputation locally, as well as serving as Chairman of the Hong Kong 4As Awards several times.

In 1997 he joined FCB Asia, and was soon posted to Singapore to help drive the newly formed office for FCB there. As FCB began to make its mark in award shows, Chris was appointed regional creative director for Asia, and was made a member of the worldwide creative board. He was also voted Singapore Ad Man of the Year in 2001, thanks to his efforts helping set up creative workshops for young people.

In 2002 he returned to Hong Kong for personal reasons, and after a brief spell twiddling his thumbs, joined Eight Partnership as a managing partner and Creative Director. During a 5 year spell, he helped develop Eight from being a relatively unknown small company into an award-winning brand communications agency with offices in Hong Kong and Beijing. Eight's 'MC Farmer' viral film for Nokia was one of the most talked-about pieces of work to emerge from China in recent years.

In 2010, Chris set up Kymechow, his own creative services agency in Hong Kong. With life in the old dog yet, Kymechow picked up a Gold and 4 Silvers for one of its regional Sun Life Financial short films at the 2012 Hong Kong 4As Creative Awards.

Chris is an active speaker and presenter at industry events in Asia, and a part-time Associate Professor at Hong Kong Polytechnic University where he helps train students looking to get into the industry. He has also been working on a book which charts the creative history of Hong Kong advertising.

Chris started his talk in quoting that many years ago the Hong Kong advertising industry was mostly driven by imported expatriate professionals, who were brought in to build local offices for international networks, and serviced their international clients. As they grew so too did a generation of home-grown talents who learned fast. This story covers the years when Hong Kong advertising evolved from being very Western influenced to finding its own, truly local Hong Kong voice.

Then, Chris also made his professional critique of the following TV advertising which show the changes from his professional instinct:

Marlboro / TV Commercial / CNY / Hong Kong (CNY, Great Wall)

Burberrys "Haven't We Met?" 1995 (TV commercial in Shanghai)

Swipe 藍威寶 (曾灶財 graffiti work - 2000) (TV commercial)

Pricerite (實惠) - 屋企永遠至大(Wok 鑊)2002

Giordano jeans 佐丹奴 (南美 1994 world without strangers)

Cathay Pacific crew sets out for Rugby Sevens 2013 -- full commercial

After the talk, Rtn. Peter Yeung has asked question, Kris has answered with details. IPP Eric was then invited to thanks the speaker. IPP Eric knew Kris 6 months ago at Rotary function, Kris was one of the seven panelists for Rotary signature program – The One Award. IPP Eric then made his comments regarding Kris's talk, and it was 1) When East meet West and 2) To Think Globally.

For next week program, we have pleasure to have our 3rd Club Assembly charged by PE Jonathan.

Finally, at 2:00pm, Pres. Nancy declared the closure of the meeting with a Toast to RI coupled with Rotary Club of HKIE, the guests and members stayed for a group photo.

### **New Members Orientation**

On March 16<sup>th</sup> 2013, Rotary District 3450 hosted its 2<sup>nd</sup> New Members Orientation Seminar. In attendance from our club RCHKIE were PE Jonathan, IPP Eric, Rtn. Wincy, and myself (HS Stacy) The seminar was hosted at the Rosedale Hotel. This is a small sharing of my thoughts and feelings of the event.

The seminar was a delightful afternoon, it started off with an appetizer buffet, followed by main course and dessert buffet with coffee/tea. During the lunch new members were able to go around and socialize and meet other members of our District.

The seminar started at 2:00pm with an introduction speech from DG Kenneth Wong. The seminar included video presentations on the Rotary and our service projects. The schedule was as follows:

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2:00	Words of Wisdom from DG Kenneth Wong
2:05	Welcome Remark by District Membership Committee Chair PDG Ada Cheng
2:10	Ice Breaking – CP Eva Chiu, Deputy Chair, Membership Extension
2:30	Challenges and Opportunities on Our Membership – PDG Ada Cheng Rotary in Action – Video Show I
3:00	Membership Responsibilities – PP Grace Yen
3:15	Sharing Session I Our second generation - PE Bonnie Wong of Rotary Club of Queensway
3:30	Coffee Break

3:45        Sharing Session II - From GSE team member to Rotarian Tracy Lau of Rotary Club of Lan Kwai Fong  
              Rotary in Action – Video Show II  
              Sharing Session III - Getting involved in your club – Rotarian Ricky Chan of Rotary Club of Hong Kong Harbour  
              Sharing Session IV - From Rotaractor to Rotarian – Rotarian Stacy Ho of Rotary Club of Hong Kong Island East  
4:35        Closing Remark by CP Eva Chiu  
4:40        Group Photo  
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Overall the orientation was a great way to meet new members and potential members. I felt very honoured (and still feel honoured) to share my experience as a Rotarian. Essentially, I shared my thoughts that each Rotarian's experience is determined by their intention, thus each Rotarian's experience is unique. When I joined RCHKIE, I set the intention to do service with a wonderful group of people!

Personally, being a Rotarian has given me so many opportunities to do service projects. (Yay thank you!)

Furthermore, and most importantly, being a RCHKIE Rotarian has given me a new family. I ended my sharing with our most recent family photo – the IPP Dinner on December 29<sup>th</sup> at the Deep Water Bay Golf club. ☺ Happy to be part of our happy family!  
Thank you!

Yours in Rotary,  
Stacy



# Rotary Potpourri

## Message from our President Elect Jonathan regarding the Rotary of Island Scout Trail Walk

Dear fellow members,

Last Sunday 24<sup>th</sup> Mar, Hong Kong Island East participated in the Rotary of Island Scout Trail Walk. Pres. Nancy and two friends, Dir William and Spouse, IPP Eric and families, PP Rudy and Spouse, PP Heman, PR Teresa and friends, myself, my better half and three of my friends together with 19 Lingnan U RAC, 8 Com-base RAC nearly in total of 50 participants represented our club for this meaningful event.

All of us arrived at the starting point with our beautiful sky blue HKIE T-shirts, and make great cheer of the event. Although the 6km climb from Pokfulam Chi Fu all the way up to the peak was tough, with heavy rain throughout the walk, and with muddy slopes and hundreds of stairs, it did not affect our enthusiasm at all in the 2.5 hours that we spent to successfully complete the full course.

Including our host, Scout Association of Hong Kong – HK Island Region, and our organizer, Rotary Club of HK Harbour, there were nearly 600 hundred participants in this event. At the end point at the Peak, it was crowded with press, participants, and friends and families, and we all enjoyed a wonderful day.

I am very lucky to be appointed the PIC of this event and experienced an unforgettable afternoon. I must give special thanks to our members and families, Com-base, and LingU RAC, as they have brightened up HKIE in front of all other participants. We are so very glad to have wonderful members and energetic young generation supporting us.

Last but not least, most important thanks to the sponsors below making this event successful:

Unit	Sponsorship amount HKD
Dennis Wat	10,000
PP Hubert	1,000
Sharon	1,000
PP Uncle George	500
PP Andy	1,000
PP Norman	500
PP Uncle John	5,000 ( 500X10 = 5,000 for HKIE participant )
PR Teresa	500
Dir William	500
Jonathan's friend Martin	100
Jonathan's friend Henry	100
Jonathan's colleague Olivia	550
Jonathan's colleague Ryan	500
<b>Total</b>	<b>21,250</b>

Remarks: Our PP Uncle John also sponsors HKD100 for each participated Rotarator which I shall confirm later when I received the attendance name list.

Last but not least, all sponsorships minus HKD6,400 (HKD6,000+insurance HKD400) administration fees will go to service project of our club year 2013-14, **SO, MEMBERS sponsorship is still open, hope to receive your continues supports!!!**

Yours Truly,  
Jonathan Lamport  
President Elect 2013-14  
RCHKIE

  
 LAUGH FOR THE WEEK

Subject: Dad's Profession...

One day a fourth-grade teacher asked the children what their fathers did for a living.

All the typical answers came up - fireman, mechanic, businessman, salesman... and so forth.

However, little Justin was being uncharacteristically quiet, so when the teacher prodded him about his father, he replied,

"My father's an exotic dancer in a gay cabaret and takes off all his clothes to music in front of other men and they put money in his underwear.

Sometimes, if the offer is really good, he will go home with some guy and stay with him all night for money."

The teacher, obviously shaken by this statement, hurriedly set the other children to work on some exercises and took little Justin aside to ask him, "Is that really true about your father?"

"No," the boy said, "He works for the Politicians Election Committee and helped to get our Politicians elected, but it's too embarrassing to say that in front of the other kids."



<u>Year 2012 -2013</u>					
President	President Elect	Secretary	Treasurer	Ex-Officio	
Nancy Yee	Jonathan Lamport	Stacy Ho	Dr. Dennis Wat	Dr. Eric Chin	
<b>Directors:</b>					
John Kwok	Dr. Rudy Law	Andy Wong	Heman Lam	Norman Lee	William Wong
<b>Service Chairs:</b>					
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
<b>Advisors:</b>					
Peter Hall	Y.K. Cheng	Dr. Hubert Chan	<b>PP Council Rep.</b>	Andrew Chen	

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

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

27 March 2013 - Luncheon Meeting  
Rotary Club of Hong Kong Island East



IPP Eric Chin, Guest Speaker – Mr. Chris Kyme  
& Pres. Nancy Yee



PE Jonathan Lamport, PP Eddy Wong  
& PP Uncle John Kwok



Rtn. Carl Yau, Rtn. Peter Yeung  
& PP Rudy Law



PP Heman Lam, Rtn. Kevin Leung  
& PP Hubert Chan



Rtn. Tony Loy & PP Henry Chan



SAA Jonah Cheung & Rtn. Morris Mak



PE Jonathan Lamport reported the  
Walkathon held on 24 March 2013



Pres. Nancy Yee reported the Peace Concert held on 23 March 2013



Rtn. Morris Mak introduced the guest  
speaker



Guest Speaker - Mr. Chris Kyme shared his experience in Hongkong advertising development & changes.



Pres. Nancy Yee thanked his talk by presenting Mr. Chris Kyme a Club banner and a polo shirt.



IPP Eric Chin gave a vote of thanks to Mr. Christ Kyme on behalf of the Club

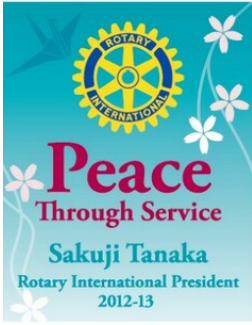


Group photo with our Club members & guest speaker



16 March 2013 - New Member Orientation  
Rotary Club of Hong Kong Island East





## Rotary Club of Hong Kong Island East

**Garth's (a 13 year old boy; son of President Nancy's high school classmate) sharing on our 6th WEEE GO Green project on March 23, 2013**

Every Hong Kong Teenager's Must-Do- Reaching out to Families in Need.

It is one thing to see it on TV but a whole different story seeing it with your own eyes. Especially for teenagers in Hong Kong who live a fairly comfortable life.

A room that is not much bigger than my dad's car. A fire victim who maintains such positive spirit and survival drive. A little girl whose bed also serves as her desk.

The volunteer work serving the low-income families makes me realize how fortunate many of us are, as well as learn how one can be a winner despite all the odds. With this I am saluting the brave people I have encountered during the weekend and wishing them the best.

Care through actions.

Written by Garth Yuen

## PHOTOS:

**1st visit at Kwai Chung with my mom Gloria, big brother Ronald and social worker Michelle**



**2nd visit at To Kwa Wan with my mom Gloria, uncle Nelson, aunt Nancy; President of RC of HKIE and big brother Ronald**



3rd visit at North Point

