



東風 Tung Feng



Vol. 60

No. 43

29th May 2013

Last Week's Proceedings – 15th May, 2013

The 43rd Rotary Club meeting started with the bell rang at 1:04PM and President Nancy extended the welcome to all members and guests. President Nancy announced 2 visiting Rotarians who are PP Douglas Hsia of Hong Kong Harbour and Rtn. K F Tam of Tai Po. PE Jonathan introduced his guest, Mr. Charles Man. There were 16 members and guests altogether.

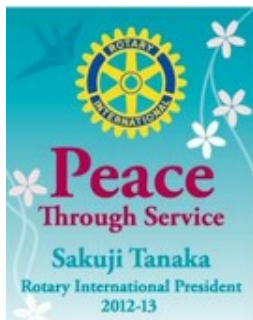
We then celebrated the birthday of Rtn. Morris. Jonah was the song leader. Rtn. Morris requested permission from Pres. Nancy to speak. Morris is working on his MBA study. One of the projects he is working on is to review an SME company's organization. He invited everyone on the floor to consider enrolling in his project. In return, the company will receive free professional consultancy service.

Pres. Announcement

A. District Announcements

1. The District Assembly

Theme: Take on the new Rotary Year though Team Building & Engaging Rotary
The District Assembly is specially geared for PE to take advantage of the resources available from the District to help him/her to prepare his/her club for the challenges of the new Rotary Year. Obviously the District Assembly will be well suited to the officers of our club. They will definitely find the appropriate sessions that would be related to the duties that they are going to take up. The assembly will include training and sharing sessions. It will be more interactive and participative. It will include a thorough elucidation (explanation) of the new Rotary Theme "Engage Rotary, Change Lives", that would allow a free exchange of ideas and opinions. There will be a light-hearted session on Team Building. A VIP speaker will be invited to address the assembly in the afternoon.



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**

The details of the event are as follows:

Date: 25 May, 2013, Saturday

Venue: 4/F, The Shatin Clubhouse of the Hong Kong Jockey Club

Time: 8:30 am – Registration and light breakfast

9:30 am – Assembly begins

5:00 pm – Assembly ends

Fees: Complimentary for the first eight (8) attending members of each club

HKD 300 per person for any additional attendants

2. District budget 2013-14

The District Budget for the Rotary Year 2013-2014 has been prepared and our PE Jonathan will vote for us on behalf of our club during the District Assembly on 25.5.2013.

3. Delegation to visit the Shaanxi Province and Beijing in May 2013. The whole schedule will run from 16 May to 23 May 2013 as follows:

- (i) 16-21 May: Visit to Shaanxi Province (we will leave Shaanxi Province in the afternoon of 21 May). I will leave Hong Kong for Xian (capital city of Shaanxi) on 16 May. For those of you who could not join the flight on 16 May, you could take the flight on 17 May which is a public holiday in Hong Kong. Note that there is only one direct flight from Hong Kong to Xian each day. You are most welcome to join me on the flight of 16 May if you can make it.
- (ii) 21-23 May: Visit to Beijing (we will arrive in Beijing in the evening of 21 May and leave on 23 May.)

For details we would send out and interested party please contact Pres. Nancy.

B. Club Announcements:

1. Go to our Club's Facebook page and press "LIKE" & "SHARE"

SAA Jonah then reported the red box collection of HK\$1,000 for the day.

Today's speaker is none other than our own Pres. Nancy. Her topic was Latest Trend in advertising. Hence, there is no need to introduce speaker. Pres. Nancy started her speech by playing an interesting advertisement video. It is the latest trend in advertising to use the free social media. The ad had a story line. People are interested to follow the story and commercial would only be subtly introduced at the end. She also showed us some interesting comparisons between different form of TV commercials. She introduced to us some jargons in the advertising field. The followings are some good examples:

Product placement in drama (high involvement level)

She demonstrated with the "*The Drive of Life*" (歲月風雲) – Hang Seng Bank.

It goes hand in hand with the commercial ad. "*the Hang Seng Bank TVC (the story of OTO president)*"

Product placement in drama (low involvement level)

She demonstrated with the "*Best Selling Secrets*" (同事三分親) – C&S tissue

It goes hand in hand with the commercial ad. "*C&S tissue TVC*"

1-min mini program

She demonstrated with the "有覺好翻" – Sinomax

The little old lady looked him over cautiously then said, 'I am a lonely widow without a husband to defend me.. How do I know that when we get in the alley you won't hold me up against the wall, pull up my skirt, and have your way with me?'

The farmer said, 'Holy smokes lady! I'm carrying a bucket, a gallon of paint, two chickens, and a goose. How in the world could I possibly hold you up against the wall and do that?'

The old lady replied, 'Set the goose down, cover him with the bucket, put the paint on top of the bucket, and I'll hold the chickens.'



Year 2012 -2013					
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://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

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

15 May 2013 - Luncheon Meeting
Rotary Club of Hong Kong Island East



Rtn. Morris Mak, PP Tajwar Shadikhan
& Pres. Nancy Yee



PP Norman Lee, Rtn. Karl Yau
& PP Uncle John Kwok



Rtn. Dennis Wat, Rtn. Freddy Wu
& visiting Rotarian KF Tam from RC of Tai Po



PP Andy Wong & SAA Jonah Cheung



PP Douglas Hsia from RC of Harbour
& PP Hubert Chan



Visiting guest - Mr Thomas Man
& PE Jonathan Lamport



Rtn. Peter Yeung & Rtn. Morris Mak



Pres. Nancy Yee gave us a talk about the latest trend in Advertising



This week's birthday boy is Rtn. Morris Mak. SAA Jonah Cheung led the birthday song.



Pres. Nancy Yee present the Multiple Paul Harris Fellow pin to PP Norman Lee to thank for his generous donation.



Group photo with visiting Rotarians from HK Harbour & Tai Po, visiting guest and members of RC of HK Island East