



# 東風

**Rotary**  
Club of  
Hong Kong Island East  
**TUNG FENG**



Vol.63 No.10

16 SEP 2015

## President's Message - Keeping up tradition



Last Saturday we had a very successful service project event, which was the mooncake making we did in Sai Kung. Members' spouses attended the class to make the cakes and we also enjoyed members fellowship as part of the occasion.

It was a fun day for all. But more importantly, it was with very good reason because part two of the project will entail delivering the mooncakes to the elderly this coming Saturday (Sept 19<sup>th</sup>). I think such projects are meaningful in a number of ways, not least because it gives us an outlet for doing good but also, because it is one founded on a Chinese tradition that we know and love, and one with which we all grew up. As our society modernizes, as our young people become more distracted with modern trends and themes, it's inevitable that old traditions will become less and less significant for them. But we can play our role in keeping these traditions alive, be they Chinese or international.

By embracing them for our projects, not only are we doing good (think Christmas, think CNY, times when those in need really need us) but we are helping to ensure that our younger generations don't lose sight of the values we all grew up with.



## COMING SPEAKERS

**23 SEPTEMBER**  
DG Peter Pang visit

**30 SEPTEMBER**  
In-flight Service  
by Orange Chow  
Rotaract Club of Victoria

■ Avg. Attendance  
■ Members



Last Week REDBOX  
\$1,400

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

## SPOTLIGHT ON - Poverty Alleviation - M.O.R.E. Youth Project



Last week PP Andy took to the podium to give us a presentation on poverty alleviation which began with the following statement: 'A fair society is an open society. A society in which everyone is free to flourish and rise'.

In the 2007 Report of the HKSAR Commission on Poverty, one of the poverty situations identified was: "For children from a disadvantaged background, the community is concerned about whether the poverty of parents may prevent their children from enjoying a healthy and balanced development, and that poverty may be 'passed on' from one generation to the next."

Life chances are narrowed for too many by the circumstances of their birth: the home they're born into, the neighbourhood they grow up in or the jobs their parents do. Patterns of inequality are imprinted from one generation to the next.

From 16 onwards, young people's paths diverge sharply. Too many young people fall out of education and fail to move into employment or training. The true test of fairness is the distribution of opportunities. That is why improving social mobility is the principal goal. The lack of social mobility is damaging for individuals. It also leaves the Hong Kong's economic potential unfulfilled.

There should be help to narrow the gaps and provide second chances. And governments cannot do it alone. Employers, parents, communities and voluntary organizations all have a part to play.

No one should be prevented from fulfilling their potential by the circumstances of their birth. What ought to count is how hard you work and the skills and talents you possess, not the school you went to or the jobs your parents did. **This strategy sets out our vision of a socially mobile city, and how it can become a reality.**

2012 marked the inaugural year for the implementation of the Poverty Alleviation Program, focusing on the established **M.O.R.E.** theme - to **Motivation**, identify **Options**, build  **Rapport** and enhance  **Esteem** of the youths. The Program was launched by District 3450 in conjunction with The Hong Kong Council of Social Service (HKCSS) with the purpose of helping young people from underprivileged families to seek suitable opportunities for their future studies or career. Two years

into the program, the results are encouraging and the feedback from participating Clubs and NGOs and the young people involved are highly positive.

To make life chances more equal at the critical points for social mobility such as gaining an apprenticeship and getting into and on in the labour market. In 2014, we enhanced the program and partnered with the Salvation Army to provide job opportunities for those youths. A new program named " Helping the Youth **SMART** Mentorship Scheme". The goal is develop the youth employability skills.



As a long term impact in helping the youth, corporate social responsibility must genuinely understand those youths' needs and review the company current management style / culture. Life Masters can only give those youths a push but in a long run, the commercial sector has to take over this responsibility. It will not only help the company to improve their front line staff's management skills, reduce the turn over rates but also can build up a better relationship between staff & the company.



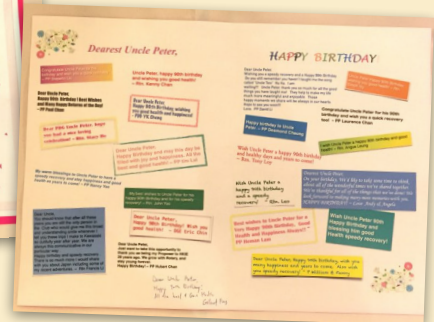
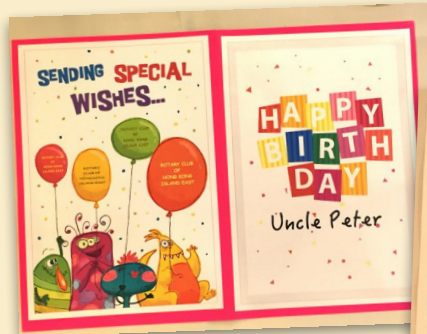
## CONGRATULATIONS

Well done to IPP Norman, as he has finally reached the end of a long, hard journey and will receive his Doctor in Business Administration (DBA) Degree this coming November. His research topic is "The effect of Social Media Marketing Activity and E-loyalty Program on Brand Relationship Quality". IPP Norman thanked both PP Dr. Hubert Chan and DGE Dr. Eric Chin for their encouragement to start his DBA journey 3 years ago. The DBA journey is challenging and yet rewarding.

## Last week's Proceedings - 09 September 2015

As P William was on a business trip this week, PP Heman Chaired the meeting and rang the bell to commence proceedings at 1pm. PP Heman, welcomed visiting Rotarian Cindy Bachtiar from Rotary Club of Semarang Kunthi. She shared a project about providing reading glasses for 400 children coming from underprivileged families.

There were no special guests or returning members, and birthday boy was PP Stephen, and PP Hubert was invited to sing the birthday song. SAA John Poon then announced the Red Box takings of \$1,400, before we were introduced to our guest speaker who was none other than our own PP Andy. Before giving us his presentation about Poverty Alleviation, PP Andy presented a birthday card for Uncle Peter to Isa on behalf of the club, including members messages in inside, wishing him well. All members present then recorded a video message to Uncle Peter, wishing him a speedy recovery. After Andy had made his presentation, PP Heman called a toast to RI, HKIE and all joined together for a group photo.



## OUT & ABOUT

### Mooncake Making

First we had the rehearsal, then the real event! Last Saturday was the mooncake-making class for member spouses and in attendance with spouses and family were P William, DGE Eric, Director Kevin PP George and PP Laurence. While the ladies learned how to bake the cakes, the gents had their cake and eat it, with a boating tour of Sai Kung, before all were re-joined to enjoy dinner at Po Toi O, Sai Kung near the Clear Water Bay Golf Country Club in the evening. Next step – to deliver the mooncakes to the elderly.



### New Members Orientation Night:

On Friday September 11<sup>th</sup>, P William and PP Joanthan joined new members Leo and Angus for the New Members Orientation Night and the Tung Yuen Banquet restaurant in Wanchai, so that our new members can get more acquainted with their Rotary counterparts. It looked like an evening of delicious fun and fellowship.



# ANNOUNCEMENTS

## CLUB ANNOUNCEMENTS

1. The visit to Sister Club RC of Penang, we have now 16 members and spouse enrolled with departure on Oct 7 and Return on Oct 10. Hotel reservation confirmed and passed to members.
2. Oct 3 Saturday afternoon is the inauguration date of our provisional RAC THEi , members will receive an invitation from RAC in due course. Please come to join this big day of our club and support to our youth.
3. Vocational Service and Fellowship.  
Date: Sept 12 Saturday afternoon at 3.00 pm  
Place: , Tai O Mun, Clear Water Bay, Sai Kung, public parking is available.  
Vocational:  
Topic: Moon Cake Making Class for Lady's members and Spouses.  
Quantity: 40 pcs  
Aim: Group the members and spouses together, learn moon cake making and delivery to elderly between Sept 21 to 23 before the Moon festival.  
Fellowship: Members are not joined the moon cake making class, we are going to have a boat trip sightseeing in Sai Kung and join back the ladies later in evening to have sea food dinner in Po Toi O, near Clear Water Bay Golf Country Club.
4. Our DG Peter Pang visit to our club is on Sept 23. DG will arrive at before 12.15pm to have a meeting with our Board members. Chairs and Advisors before our regular meeting will start at 1.00pm. Please arrive at/before 12.00 noon. Members please mark the date, come to meet our DG and show your support to our club.

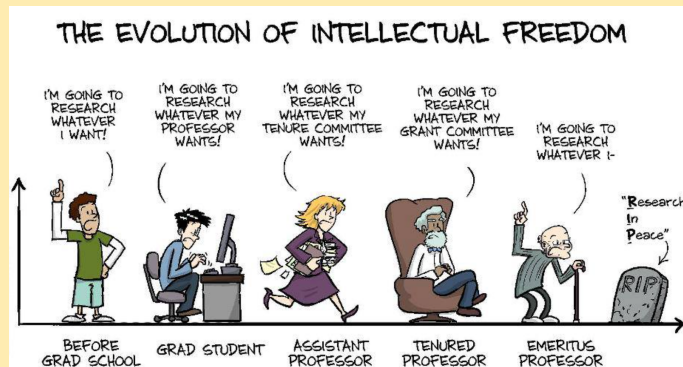
## DISTRICT ANNOUNCEMENTS

The following announcements announced in last week meeting, for details please contact P William or PIC.

1. District Fellowship Party 'Bollywood Night' on Saturday, Oct 24<sup>th</sup> .
2. The Rotary Leadership Institute (RLI) part 1 to 3 Training.  
Part 1 – Sept 19 Saturday 9.30 am to 4.45 pm  
Part 2 & 3 will be held on Oct 17 & Nov 28, 2015.

## THE LAST LAUGH - Education

A teacher is teaching a class and she sees that Johnny isn't paying attention, so she asks him, "If there are three ducks sitting on a fence, and you shoot one, how many are left?" Johnny says, "None." The teacher asks, "Why?" Johnny says, "Because the shot scared them all off." The teacher says, "No, two, but I like how you're thinking." Johnny asks the teacher, "If you see three women walking out of an ice cream parlor, one is licking her ice cream, one is sucking her ice cream, and one is biting her ice cream, which one is married?" The teacher says, "The one sucking her ice cream." Johnny says, "No, the one with the wedding ring, but I like how you're thinking!"



## OFFICERS

**President**  
William Wong  
**President Elect**  
Chris Kyme  
**Secretary**  
Heman Lam  
**Treasurer**  
Jason Chiu

## DIRECTORS

**Club Administration**  
Andy Wong  
**Fellowship**  
Jonathan Lamport  
**International Service**  
Laurence Chan  
**Membership**  
John Kwok  
**Public Image**  
Chris Kyme  
**Service Projects**  
Kevin Leung

## CHAIRS

**Rotary Foundation**  
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**Service Project**  
John Poon  
**Membership**  
Eddy Wong  
**Youth Service**  
Jonathan Lamport  
**Fellowship**  
Teresa Ho  
**International Service**  
Chris Kyme & Stacy Ho  
**IT**  
Derek Man  
**Vocational & PPE**  
Charles Man  
**Sergeant-at-Arms**  
John Poon, Derek Man,  
Charles Man  
**PP Council Rep.**  
George Leung

## Ex-officio

Norman Lee

## Club Advisors

Peter Hall  
Y. K. Cheng  
Eric Chin  
Andrew Chen  
Henry Chan  
Hubert Chan

**Club postal address** : P.O.Box 47064, Morrison Hill Post Office, Hong Kong  
**Meeting Venue** : Regal HK Hotel, Causeway Bay, Hong Kong  
**Meeting Schedules** : Every Wed. at 12:30 pm  
**Website** : <http://hkie.rotary3450.org/>  
**Facebook** : <https://www.facebook.com/RotaryClubHKIslandEast>