



東風

Rotary Club of Hong Kong Island East

TUNG FENG



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President's Message - The importance of fellowship

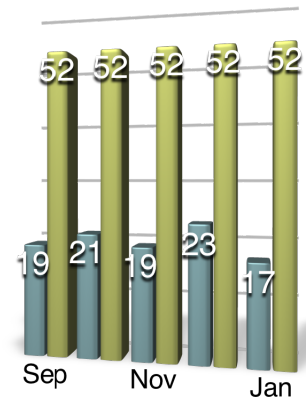


We've been quite busy with some service projects and events lately, and it's a good time to take a breather and relax together with some fellowship. We should never lose sight of the importance of fellowship, for it's only by joining together for social occasions that we can maintain our unity teamwork to serve others well. There are two events coming up which I encourage you all to attend. One is the Uncle John Golf Tournament on April 14th, and the Horse Racing Night on May 18th. Please do your best to join us for some fun and activity with your fellow club members, for these and other upcoming fellowship activities. The more the merrier!

COMING SPEAKERS

30 March 2016
Mr. Richard Tong
Topic:
"Meet the author."
Creator of Jack So
mystery books

■ Avg. Attendance
■ Members



Last Week REDBOX
\$800

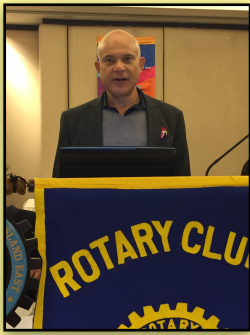
THE ROTARY CLUB OF HONG KONG ISLAND EAST

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 - How to become a thought leader on LinkedIn



Speaker Steve Bruce gave us an interesting talk about how to get more out of LinkedIn and also how to present yourself as a thought leader in your chosen field. Here are the key points he covered:

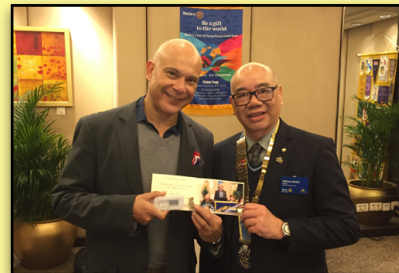
1. You have potential access to 15.6m contacts via each person you know (Dunbar 6 degrees of separation $250 \times 250 \times 250 = 15.6m$)
 2. With 1.4 m users in HKG (50% of PME workforce), you cannot afford to ignore LinkedIn anymore
 3. 92% of B2B buyers are happy to engage with sellers who are known industry thought leaders
 4. Anyone can be a thought leader - takes time & effort, but the rewards are well worth it
 5. Your clients don't care about you or what you want. They only care about what they want. The only way to sell anything to anyone is to show them how you can give them what they want
 6. Best if you can be a bit controversial without getting arrested!
 7. Public speaking and testimonials from happy clients are the 2 top selling tools
 8. 50% of clients will avoid doing business with sellers with incomplete LinkedIn profiles
 9. LinkedIn is the ultimate namecard box for seeing who you know that is connected to your target
 10. LinkedIn sends 2 x more traffic to your website than Facebook, Twitter, Slideshare, GOOGLE+, YouTube & Flickr combined
 11. You need to show those young guys that you understand technology. Remember, Millennials are in their 30's now
- 12. Three types of thought leadership:**
1. **Industry Thought Leadership:** Point of view on news, trends & future
 2. **Product Thought Leadership:** How-to's, best practices, strategy
 3. **Organisational Thought Leadership:** Company culture, talent development, etc.

Ten Things Thought Leaders do:

1. Keep current on social media
2. Maintain a blog
3. Voice opinions/be controversial
4. Say quotable stuff
5. Have a track record of success
6. Speak at events regularly
7. Have a personal branding strategy
8. Cultivate influential friends
9. Think strategically
10. Be generous with your expertise

About the speaker

Steve is a marketing consultant with over 30 years' experience. He has run his own marketing consultancy, SB Consulting (www.sbconsulting.com.hk) for over 14 years, specializing in helping clients with sales & marketing strategies.



Last week's Proceedings - 16 March 2016

P William kicked off the meeting at 1pm sharp and welcomed our returning guest, PP Pedro Ching from RC of HK City North. Great to see him again. P William then went into the announcements, and with no birthdays to celebrate, acting SAA Elle read out the Red Box takings of \$800, before asking PE Chris to introduce the guest speaker, Steve Bruce, who was there to tell us how to get more out of LinkedIn, the online business networking site. After the presentation, PP Heman thanked the speaker and we gave a toast to RI, HK City North and HKIE. Meeting adjourned and we all joined for the group photo.



Out & About

WASH Conference

DGE Eric was on a plane again last week, for another meaningful event, as he attended the WASH (Water & Sanitation) Conference in Manila, as DGE Eric and HKIE are sponsors for this project. During the trip he did field visits to see the great work in action, where Rotary has provided clean water to 1500 public school students in Manila. Eric said "Thank you for RC Macau sponsorship in this WASH project. I learnt a lot from P Dieter and will share the story with you all later! P Elizabeth and RC Macau made a fantastic decision to support this project. See the smiles of students, you all will proud to be Rotarians!"



Heep Hong Playroom visit

March 19 Saturday was the visit to the play therapy room in Heep Hong Yau Lai Centre. We had a great turn out, including P William and wife Fanny, PP Norman, PN Stacy, Rtn Kishu, and most importantly, the major sponsors, PP Henry and Uncle John. Big thanks to all for supporting on the day!



Rookie Stars 2017 government grant application

PE Chris was visiting the government offices at Tamar last Saturday, in his role as Chair for the 2017 Rookie Stars hip hop dance contest, applying for a government grant for the project. Here he is with organizing committee members PE Peter Pang (RC Lan Kwai Fong) and PP Eliza Fan (RC Bayview Sunshine).

ANNOUNCEMENTS

Club Announcements

1. March 19 Saturday - Visit to the play therapy room in Yau Lai Centre on March 19 Sat from 11.00 am to 12.00pm. The Major sponsors of this of this project are PP Henry and Uncle John who are attending. I am still waiting for an answer from PP Andrew. I suggest to meet at 10.30am in Yau Tong MTR station. Members please let me know if you are available to join.
2. Medical Seminar.
 - a) April 2 Saturday in Kwong Fook Estate, Tai Po.
Speaker: Rotarian Dr. David Ng Fook Hong
 - b) April 16 Saturday in Sau Mau Ping, Kowloon.
Speaker: Rotarian Dr. Frederick Wu Chi Wo.

Both seminars start at 3.00 to 4.30PM
Members please mark the dates to join and support the seminar.
Thank you PP Andrew sponsor this project.
3. Fellowships:
April 14 – Uncle John Golf Tournament.
May 18 – Horse Racing
4. 2016-2017 District Installation on July 9 Saturday.
As a DG Club, we encourage members to support DGE Eric, there are two types of table, early bird price of Platinum table is HK\$22,699.00 per table (\$1,899.00 each seat) and gold table is HK\$14,899.00 each table (\$1,299.00 each seat). P William will send an email and enrollment form for registration.

THE LAST LAUGH

A Jewish grandmother is giving directions to her grown grandson who is coming to visit with his wife.

"You come to the front door of the apartments. I am in apartment 301 .

There is a big panel at the front door. With your elbow, push button 301.

I buzz you in. Come inside and elevator is on the right. Get in, and with your elbow, push 3rd Floor. When you get out, I'm on the left. With your elbow, hit my doorbell. OK?"

"Grandma, that sounds easy, but, why am I hitting all these buttons with my elbow?

"What ... You're coming empty handed?"



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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 Wednesday at 12:30 pm
Website : <http://hkie.rotary3450.org/>
Facebook : <https://www.facebook.com/RotaryClubHKIslandEast>