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Rotary 
Club of
Hong Kong Island East
TUNG FENG

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President's Message

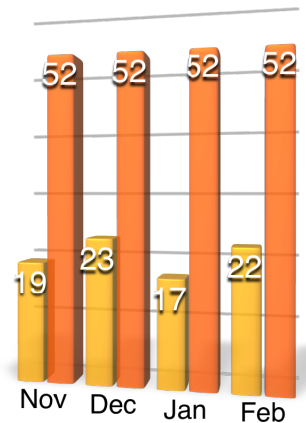


Last week we celebrated the birthday of PP George, and also, remembered the birthday of the late Bill Lamport, father of our members PP Jonathan and Rtn Sharon. Bill was a popular, longstanding member of this club, still missed to this day. He is not only still with us in spirit, but also in the presence of his fine son and daughter.

This means a lot to us, that there is some succession planning at work within our club. The same goes for PN Stacy who's father was also a great member. And not forgetting that IPP Norman is the family continuity keeping the flame alive that burned so brightly from PDG Uncle Peter, may he rest in peace. It means a lot to me that our club is like a family, and in some cases, it literally is like a family, when family members are brought in under our wing. I hope to see more offspring growing up in the future to become HKIE members, so that our heritage as a club, and its good work, will be continued.



■ 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

Do restaurants need to enhance customer relationship? How?



In the food and beverage (F&B) industry, rent takes up a major percentage of the overall operating cost, some claim that the rent costs as much as 25% of their total revenue. F&B operations normally budget with a 50 to 75% profit margin, however, most F&B companies are operating at less than 10% net profit. A 40% increase in rent could turn a profitable operation into loss.

F&B companies are looking for good formula to maintain relationship with their customers so as the customers will follow them when they move. Optitable is Norman's latest development with his profound knowledge of social media marketing. OptiTable was founded by a team of F&B POS experts with a total of over 50 man years of experience in IT solution development for hospitality industry. Its core product, called Table Optimization System (**TOS**) is an innovative product developed from scratch.

The F&B industry has long been waiting for this solution. TOS provides a solution to the hostess or the restaurant manager to better manage the floor and hence optimize the table utilization to the utmost. Restaurant management can have a better understanding on the table utilization from any of their handy devices, be it their smart phone or tablet. Restaurants can maintain better customer relationships by being able to recognize their repeat customers, reward the frequent guests, proactively send special offers to the VIPs and provide a more personalized service to each VIP customer. Operators will be able to manage tables with correct information, provide accurate waiting times to customers, easily assign tables according to the update floor situation and collect customers' data for future reference. Customers benefit from being able to book their tables anytime, anywhere with real time confirmation, grasp the latest promotion offers from the restaurants of his favor, receive confirmation message from restaurant and make the confirmation with his smart phone and save time. Although TOS is not designed as a social media platform, it can be utilized to connect with any social media available in any local market to drive promotions. Restaurants can run promotions by making special offer to its customers. By selecting the criteria by recency, frequency and value of the customers, restaurants can easily sort out the target customer list and send special offers to its own VIP customers.

About the speaker

IPP Norman is well placed to answer this question. We all know him well. But lesser known facts are that he created the first POS for Chinese restaurants in USA in 1987 and then introduced the POS concepts to HK in 1990, the first Asian-developed POS to be adopted by international hotel chains. Here is the gist of his speech. Even Disneyland HK has adopted this locally developed POS system since its opening. Norman sold the company to a China IT company in 2013, to focus on academic research in social media marketing and customer relationships. He graduated with a Doctor of Business Administration degree in 2015, and is now CEO of Optitable Technology Ltd.

Last week's Proceedings - 04 May 2016

President William commenced proceedings at 1pm, and welcomed guests Rtn Joanna Li of RC of Saint Ives and PE John Wong of RC of Hong Kong Northeast, who had also come to tell us about his District project for CPR training in Hong Kong. Birthday boy this week was PP George, and we also remembered the birthday of Rtn Bill Lamport, father of PP Jonathan Lamport. PP Hubert and Rtn Jason led the birthday song celebration. SAA Rtn John Poon reported Red Box takings of \$1,700.00, before P William read out the announcements. After this, IPP Norman was introduced as guest speaker, to talk about his expertise in the F&B business, and P William thanked him after the presentation. We also then had a presentation from PE John Wong of RC of Hong Kong Northeast who introduced us to his CPR project. Finally, P William asked all to rise and toast RI coupled with RC of Saint Ives, RC of HKNE, RC of HKIE & RI, before asking everyone to join for a group photo.



Special feature - District CPR Project



PE John Wong is the Chair for this meaningful project, and he presented it as part of his campaign to rally support from all clubs. The objective, idea and method is to promote the awareness of CPR/AED to the people of HK and subsidize those who are close to someone at high risk of developing cardiac arrest (i.e. relatives and close friends of those with heart disease) to join the CPR/AED Certification course.

The project commencement ceremony will be on 10th Sept 2016 at HK St John Ambulance HQ. The conduction of the CPR/AED Certification Course (By St John Ambulance Association) is on Sept 2016 to May 2017, with the achievement Celebration Ceremony for those who had successfully completed the Certification courses is June 2017.

The aim is to target 500-1000 participants, so more HK people can know how to save others when emergencies happen. It's a great project and we hope to get behind it to give support.

ANNOUNCEMENTS

Club Announcements

1. DGE Eric Chin received an Emerald Literati Network Award for Excellence 2016. Congratulations, we will invite him to give a talk and tell more details of the award to us in a coming luncheon meeting.
2. The 4 clan joint luncheon meeting was held last week Wednesday with over 100 Rotarians and Guests attending. Thank you all for the support and help from members.
3. Our club Horse Racing night arranged on May 18 in Happy Valley and the fee is HK \$720.00 per head. Please register with PIC Jonathan or me.
4. Members registered for the District Conference on May 14-15, please book the hotel direct with the hotel. Because we used the early bird on 10% discount, please arrange the ferry ticket to Macau at your own.

THE LAST LAUGH - NASA Mars Mission

NASA was interviewing professionals they were planning on sending to Mars. The touchy part was that only one guy could go and it would be a one way trip, the guy would never return to Earth.

The interviewer asked the first applicant, an engineer, how much he wanted to be paid for going.

"One million dollars," the engineer answered. "And I want to donate it all to my alma mater -- Rice University."

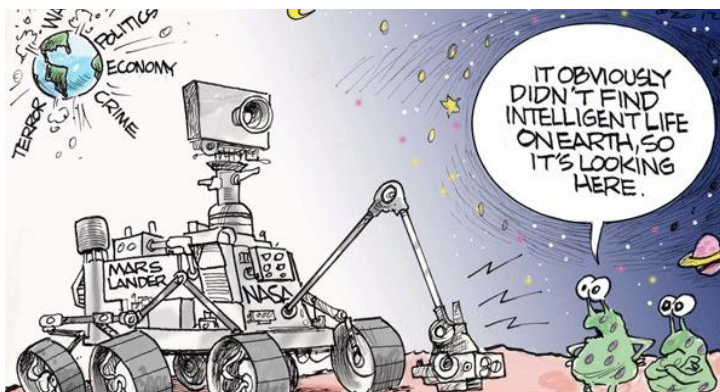
The next applicant was a doctor, and the interviewer asked him the same question.

"Two millions dollars," the doctor said. "I want to give a million to my family and leave the other million for the advancement of medical research."

The last applicant was a lawyer. When asked how much money he wanted, he whispered in the interviewer's ear, "Three million dollars."

"Why so much more than the others?" the interviewer asked.

The lawyer replied, "You give me three million, I'll give you one million, I'll keep a million, and we'll send the engineer."



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