



東風

Rotary
Club of
Hong Kong Island East
TUNG FENG



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President's Message - The Hong Kong / Taiwan Connection



Just recently we were hosts to a visiting party from Rotary Club of Taipei South Sea, Taiwan, along with their RAC members, as they paid us a visit in Hong Kong. This trip was the continuation of a blossoming friendship between our clubs, which initially began when PP Jonathan met members from another Taiwanese club, Rotary Club of Fung Yuen, in a visit to our own sister club in Japan, Osaka Jonan. This led to our own visiting party earlier this year in January, as well as our Rotaractors from RAC HKCC making an international service trip RAC of Taipei South Sea, and that's where we connected with the mother club.

The start of a beautiful friendship you might say. And one that has now been officially cemented as we signed a Memorandum of Agreement on Friendship club with them during the Hong Kong visit. Rotary in Taiwan has come a long way since the inauguration of Rotary Club of Taiwan way back in 1948. More recently, Rotary in Taiwan came to international attention within the Rotary world last year during the Rotary International Presidency of Gary Huang. Rotary is developing healthily in Taiwan and given our close relationship with Taiwan geographically, we whole heartedly open our arms to further relationships with their clubs, and look forward to more joint activities together in the future.



COMING SPEAKERS

09 SEPTEMBER
To be confirmed

16 SEPTEMBER
Vocational Talk
by our member
Rtn. Leo Yu

23 SEPTEMBER
DG Peter Pang visit

■ Avg. Attendance
■ Members



Last Week REDBOX
\$1,300

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

Last week's Proceedings - 26 August 2015

Anticipating a smaller turn-out, the luncheon venue was moved to Alto 88 on the 31st floor, in fact in the end we had a good collection of members and guests and extra room had to be made. P William kicked off the meeting at 1pm, and welcomes our guests who were visiting Rotarian Barry Chan from RC of HK Harbour, our own ex-PP and former member Leslie Soltay and visiting guest Jennie, spouse of PP Laurence.

After the announcements, the Red Box contribution was recorded as \$1,300, before P William asked PE Chris to introduce our guests speaker Mr Charles Brian-Boys, here to tell us how he wrapped the IFC with a newspaper. PP Stephen was invited to thank the speaker before we rose to give a toast to RI, RC HK Harbour and HKIE and assemble for a group photo.



SPOTLIGHT ON - How the IFC was wrapped



In 2003, Charles Brian-Boys was head of a prominent local media company. He talked about it being a difficult time in the city, with challenges such as SARS, and how the government was trying to keep the city 'lifted' with events such as Harbour Fest.

One day he was driving in to work along the Eastern Corridor, looking across at one of the greatest skylines in the world, and at the new IFC which was being finished and he thought 'Hang on – there's a big media idea there waiting to be explored'. His idea was to clad the yet to be finished building with an giant ad. A big bold idea which would take a lot of selling to make it happen. There were challenges: getting an agreement from MTR and developer Sun Hung Kai properties. Finding a commercial sponsor, and getting permission from the government. On top of that, there was catastrophe insurance to be granted, and total costs overall, which came to HK\$4 million. A number of clients were approached with the opportunity, including Nomura, Tiffany & Co, Hennessy and Financial Times, all future tenants of the building. Eventually, it was the FT which took up the opportunity, resulting in what became the largest single ever advertising billboard in the world, seen from miles around. The IFC was literally wrapped around with the FT. Given the media coverage and worldwide recognition and interest in the project,



the ROI on the investment (for FT) was huge, and the project went down in history as a world records (entered in the Guinness Book of Records).

About the speaker

Charles Brian-Boys, CEO, Alchemy Asia

Previously a partner at The Ball Partnership, CEO of Batey China, and regional Marketing & Sales Director Alfred Dunhill. Highlights from Charles' career include the origination of the TAG Heuer brand and Intel Inside brand. With experience in brand strategy for multinational brands, he was named in AdAge's top 100 influential marketers in 2002.



GET WELL SOON

Our thoughts are with our dear Uncle Peter as he was admitted to hospital this week and he is in the special care ward with a breathing machine. Under such circumstances the decision has been taken to postpone both the Uncle Peter Golf Tournament and Dinner until further notice. We wish Uncle Peter a speedy recovery and our hearts are with IPP Norman and his family while we wait to hear about the development.

ANNOUNCEMENTS

CLUB ANNOUNCEMENTS

1. For our visit to Sister Club RC of Penang, we have now 16 members and spouse enrolled with departure on Oct 7, returning Oct 10.
2. Oct 3 Saturday afternoon is the inauguration date of our provisional RAC THEi, members will receive an invitation by email in due course from RAC, please come to join this big day for our club and support our youth.
3. We had a very great and wonderful welcome visit to Rotary Club of South Sea Taipei on Aug 21st including a dim sum luncheon in Lin Heung Kui and karaoke welcome dinner in Sky Cuisine in the same evening. Pres. William and spouse Fanny, IPP Norman and spouse Isa, DGE Eric and spouse Christine, PP Jonathan, Dir Kevin and spouse Catherine attended the dinner. The next day on Aug 22nd, we had Uncle John as speaker to talk about the history of Wing On Department Store in HKCC West Kowloon Campus. The seminar was also very successful, and we had more than 60 people attending including Rotarians and spouses from RC of South Sea – Taipei, Rotaractors, our members and spouses, including Pres. William & Fanny, DGE Eric, IPP Norman and Isa, PP Rudy Law, Dir. Kevin and Catherine.
4. Vocational Service and Fellowship.
Date: Sept 12 Saturday afternoon
Place: Sai Kung (Address TBA), parking is available.
Vocational:
Topic: Moon cake Making Class for Lady's members and Spouses.
Cost for the moon cake: approx HK\$25.00 each for a medium size.
Brand: Rotary logo plus RCHKIE
Quantity: 40 pcs
Aim: Group the members and spouses together, learn mooncake making, use the own-made moon cakes to be delivered to the elderly between Sept 21 to 23 before the Moon festival.
Fellowship: Members who are not joining the mooncake making class, we are going to have a boat trip sightseeing in Sai Kung and re-join the ladies later in evening to have a seafood dinner in Po Toi O, Sai Kung near the Clear Water Bay Golf Country Club.
Maximum attendance for the moon cake class is 6 people, Fanny, Catherine, Christine and Jenny have so far enrolled, only two spaces are left, interested members either for the mooncake class, or boat trip and seafood dinner, please enrol with P. William or Service Director Kevin Leung on before Sept 4 Friday.
5. AG Martin Roeth will visit our Club Luncheon Meeting next week Sept 2nd, members please come to support.
6. DG Peter Pang will visit us on Sept 23rd (instead of 16th). DG will arrive at before 12.15pm to have a meeting with Board members, Chairs and Advisors before our regular meeting starts at 1.00pm. Please arrive at/before 12.00 noon. Members please mark the date, come to meet DG and show our support to the club.

DISTRICT ANNOUNCEMENTS (For details, please contact P William or PIC)

1. The District Fellowship Party 'Bollywood Night's will be on Saturday Oct 24th.
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.
Deadline for enrolment: Sept 1, 2015.
Interested members please enroll with P. William or direct to District.
3. New Members Orientation Night:
Date: Sept 11 2015 Friday.
Time: 18.30 pm to 21.30 pm
Venue: Tung Yuen Banquet, 71-85 Hennessy Road, Wanchai, H.K.
Cost: HK\$330.00 per head.
Encourage new and potential members to join.
Please enroll and email the name of the registration to RIC on/before Sept 4, 2015. Cash will be collected on site.

ROTARY GLOBAL REWARDS NOW LIVE

Rotary Global Rewards is a new member benefit program designed to make membership even more rewarding for Rotarians. This exciting program includes discounts on products and services such as travel, car rentals, hotels, dining and entertainment. It's our way of giving back to those who give so much.

- [See the discounts](#)
- [Learn more about the program](#)
- [Visit the Member Center](#)

Rotary Global Rewards: the good you do comes back to you.

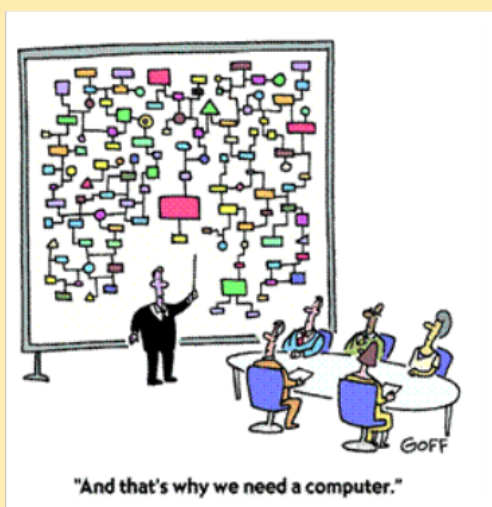
TRACK PROGRESS TOWARD THE 2015-16 PRESIDENTIAL CITATION

Rotary, Rotaract, and Interact clubs can earn the Presidential Citation from Rotary President K.R. Ravindran for achieving goals that strengthen Rotary and clubs. Activities include growing your membership, developing sustainable service projects, giving to The Rotary Foundation, and building awareness of Rotary in your community.

- [Learn more about the Presidential Citation](#)
- [See this year's goals for Rotary clubs, Rotaract clubs, and Interact clubs](#)
- [Track progress using reports in My Rotary](#)

THE LAST LAUGH - Password

A husband and wife are trying to set up a new password for their computer. The husband puts, "Mypenis," and the wife falls on the ground laughing because on the screen it says, "Error. Not long enough."



OFFICERS

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

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- 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. 1st week at 7:30 pm. Other weeks at 12:30 pm
Website : <http://hk.ie.rotary3450.org/>
Facebook : <https://www.facebook.com/RotaryClubHKIslandEast>