



東風

Rotary 
Club of
Hong Kong Island East
TUNG FENG

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President's Message - Christmas is coming



Somebody just noted that the new year as in 2017 is now just 6 weeks away. Goodness – where did that go? Just seems like yesterday we had the district installation. I love the festive season. I come from a large family (7 sisters, 3 brothers) and Christmas especially was a very special time. I love the spirit of it. The togetherness and warmth. I love to wallow in it. I don't like wearing the Santa outfit though, and thankfully, this year we will have Miss Santa instead (Santa's daughter) because it's PE Stacy's turn ha ha..Anyway. The other thing about the festive season though is it does get you thinking about those in need. The poor, the suffering, the lonely. Can we do more? I'm looking into some possible activities over the holiday season and will be calling on members to join in and help cheer people up. If you have any ideas or suggestions for anything we can get involved in, please do speak up. We have a little time to prepare. Meanwhile, I'm just looking for to seeing PE Stacy in that beard!



COMING SPEAKERS

23 Nov 2016

Speaker:

Shalini Mahtani
(MBE)

The Zubin
Foundation



**LAST WEEK'S REDBOX
COLLECTION \$1,00**

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 - Digital Disruption and the Agency Model



Speaker Jason Dehni began by stating that the traditional insurance life agent model here in Asia must evolve in order to stay relevant. It is evolving from being that of a sales person focused on products, to a financial advisor focused on lifetime financial planning. The new role is advisory, and a key force behind this shift lie in both the digital disruption and rapidly growing consumer power and sophistication. Every few months for the past five years we have heard about a new app that simplifies an everyday service. Once we begin to use it, most of us immediately hooked. Our expectations of services are evolving. Consumers have never had more choice. They decide the when and how of any service they choose to use, and if that wasn't enough they want it to be customized specifically to them. Consumers expect more convenience, more personalization, more instant gratification. He gave us examples like Uber App and the food delivery app like Deliveroo. It's quite remarkable when features like these become mainstream on mobile devices, service expectations will level-set once again. Now in Hong Kong, three major trends that are accelerating disruption in the life insurance space: First, lowest retirement readiness scores, cost of living is outpacing salaries, population is aging. How we help our clients prepare for retirement. Second, from the client's perspective, everything is personalized. Third, Client expectations are increasing and becoming more sophisticated than ever. Companies have no choice but to adopt digital distribution technologies. Digital simply is the new normal. More importantly, given that we are a relationship driven business, some combination of digital and physical or "digical" is critical to the survival of the life insurance industry. It was an interesting perspective overall from the CEO of one of Hong Kong's leading insurers.

About the speaker

Jason Dehni is Chief Executive Officer (CEO) of Sun Life Hong Kong (Sun Life), where he oversees market development as well as driving the growth of Sun Life Hong Kong's industry-leading businesses in both individual life and pensions. He joined Sun Life in 2016. Prior to joining Sun Life, Mr. Dehni held both global and regional roles with Manulife. In Asia, as Chief Marketing & Distribution Officer, he oversaw 11 markets, working closely with country CEOs to drive productivity and transformational programs in agency, bancassurance and alternative distribution channels. He also managed branding and communications, as well as strategy for sponsorship, customer experience, analytics, digital innovation, and product development. Mr. Dehni began his career with Manulife in Canada, where he held a global mandate as Senior Vice President and Head of Corporate Strategy across all major business lines, geographies and group functions. Mr. Dehni has also served in leadership roles in the broader financial services sector during his time with Scotiabank and ScotiaLife Financial in Canada. He began his career as a management consultant, with McKinsey & Co. and Accenture.

Mr. Dehni holds an MBA from Harvard Business School and a Bachelors of Arts degree in Political Science and Economics from University of Toronto.



Last week's Proceedings - 09 November 2016



P. Chris began by welcoming everyone, and welcoming back himself! As he was back after missing two luncheons due to travel. And this was a very big session to be coming back to, with a large contingent of both members and guests. We had DS Natalie Kwok from RC Tai Po and her friend Peggy Chu, P. Henry Lee from RC City North, P. Dennis Ko from Macau Islands, Danny Chan, friend of PP Hubert, and Imelde Yip, friend of PP Heman. On top of that, guest speaker Jason Denhi, CEO of Sun Life Hong Kong, had in tow with him a party of 13



media representatives to also hear and his talk. That made for a very large room full of people and an exciting buzz. P Chris announced that the belated birthday boy was PP Tim, who was present, and invited Rtn. Pete Yeung to lead his birthday song. After P Chris read out the announcements, he gave everyone a visual tour of the recent visit to RC Taipei South Sea, showing some highlights and great moments from the trip, before PP Andy announced the Red Box takings of HK\$1,300. P Chris then introduced speaker Jason Denhi who gave us a brief insight into his views on the role that digital communications will play in the future of the insurance industry, after which PP Hubert was invited to thanks the speaker. Then it was time for the lucky draw, and there was some confusion when the first winning ticket could not be found (it turned out to belong to P Chris who claimed he couldn't find it) and the next ticket, rather fittingly, turned out to belong to PP Tim. What a perfect way to celebrate your birthday! Finally it was time to organize a rather large group photo, as P Chris announced a toast to RC Taipo, City North, Macau, RI and HKIE. Meeting adjourned.



Out & About

The HKIE Dog Whisperer

PP Hubert was seen out and about at the weekend joining in the Dog Rescue Charity Walk on Sunday November 13th. We're sure there were many happy puppies..



ANNOUNCEMENTS

These are the following announcements for our club:

- The 2nd Happy Lunch will held on Friday, November 28th.
- Our club General Assembly will take place on Wednesday, November 30th. Please make yourself available to attend this important meeting.
- We are looking for volunteers to do carol singing for the Love & Care for the Sick organization elderly folks on December 10th at 2pm. Please let Service Director Leo or P Chris know if you can be available.
- The next Adopt An Elderly care visit will be on December 18th, and will involve the same teams visiting the same elderlies. If you are interested to join please advise Service Director Leo.
- The HKIE Got Talent Show will be on December 30th evening. Please brush up your singing, music playing, dancing and any other talents.

District Announcements

- For the District CPR Project, Chair P John Wong has organised 4 courses in Nov 2016 (in Chinese) and 1 course in Dec (in English) for sponsoring club members, including Rotaracters, Interacters or even non Members as long as they are older than 13 years old. P Chris has the application form, so please advise if you have interest to join. The first course starts on Nov Please try your best to attend this life saving course and to serve humanity in its best way!
- The CPR project is one of the 3 main district initiatives, including the Youth career fashion project and Rookie Stars hip hop dance competition.
- The Area 7 invitation golf will be held on 18 Nov 2016. Venue: Faldo, Mission hill. Fee: \$1800 including transport and dinner. All Rotarians and friends are welcome.
- 2. The launch ceremony for the Rotary Rehabilitation Pioneer will be on Nov 23, at the Correctional Services Department Staff Club, 3-5 Butterfly Valley Rd, Kowloon at 4.15pm. If you wish to attend please notify P Chris. The invitation is open to all members, Rotaract and Interact clubs.
- The All Star Academy has organized a series of Leadership Workshops for all Rotarians, in the area of Innovation, Leadership, Project Management, Coaching and Team Building. All Workshops geared towards the theme of Membership Development & Retention, for Rotary, Personal and Work use. The workshops will take place between November 2016 and April 2017. If you want more details, see the recent email from P Chris or ask him.

THE LAST LAUGH

This arrogant young guy has recently started work at a construction site and ever since he started he's been bragging that he could outdo anyone based on his superior strength. He's been making fun of one of the older workmen in particular.

Eventually, the older worker has had enough and says, "Tell you what – why don't you put your money where your mouth is? I'll bet you a week's wages that I can take something over to that other building in this wheelbarrow and you won't be able to wheel it back."

The young guy laughs confidently, "You're on, old man. Let's see what you've got."

So the old guy grabs the wheelbarrow by the handles. Then, he nods to the young man as he says with a smile, "Alright. Get in."



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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>