



東風

Rotary
Club of
Hong Kong Island East
TUNG FENG



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President's Message - MY HERO



Since I joined RC HKIE, I have become indebted to various members who have guided me and shown me the ropes, whose names I have mentioned before. Those experienced Rotarians who have shown patience with me as I strive to take on this role. But I must mention today none more so than Uncle John. Selfless Uncle John who is always the voice of reason among us. The voice of wisdom and common sense. Uncle John cares about the club with a passion.

He cares about what he can do for the club. So I was completely blown away last week when I received a message from his daughter Vivian requesting that he could join our board meeting via Skype from his hospital room. What dedication! What determination! And we did it and not only was he able to listen in, he was actively involved in the meeting with a stronger voice than ever, because his image was up large on the screen, it gave the impression he was larger than life in the room. It was actually a pretty successful set up. Thanks Uncle John, for being such a rock for all of us. Get well and up and about soon. We need you!



**COMING
SPEAKERS**

30 Nov 2016

**Club
Annual General
Meeting**



**LAST WEEK'S REDBOX
COLLECTION \$1,200**

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 - Be Your Own Sokesperson (In The Social Media Age)



Rudi Leung (Chinese Nickname is 路迪涼) is an interesting, creative guy. A musician turned creative director who has become one of Hong Kong's leading creative digital & social media specialists. He was a music major in CUHK/ HKAPA, and had zero background in advertising communication before he entered the advertising industry. He has worn many hats : Full time advertising, part time in teaching, writing column in different media. Public speaking and teaching for his living. Rudi was very shy when he was a kid, and typical introvert. He confirmed that most of us in the room had a social media account, which he said nowadays is like an extension of your profile. In the old days you have to write a very good c.v., now you need to actively manage your social media profile. Get endorsement from your peers professionally or personally.

10 STEPS TO A BETTER IMAGE:

1. Don't be ambiguous about your relationship status, no need to hide when you open a friendship
2. Write a respectable personal description, be straight forward, simple, witty & fun. He likes "hair icon" from Hillary Clinton's profile.
3. Take a respectable profile picture. Perfect example from Steve Jobs. From 1998-2010 have a similar personality in different platform.
4. Be consistent and be your best self in Facebook, Instagram, Snapchat.
5. Always bring value to a social conversation, share good article, funny video, something important. Barack Obama is a good example in sharing moment.
6. Think twice before you share any news or article. A lot of fake news actually confused people on social media. Such as secret tips to get healthy are actually fake, just want to attract traffic.
7. Don't be a grumpy cat or sad dog, never publicly bitch/whine
8. When you're sick, don't tell Facebook
9. Stay away from being a Selfie Queen
10. Facebook to change News feed to focus on Friend and Family. When you like a post or whatever content on Facebook, Facebook will study your activity and feedback the type of content Facebook think that you'll like to you. This will narrow the things you're going to see. Have to be very cautious, social media feed you something they think that you like.

About the speaker

Rudi's 20+ years' advertising career began as a copywriter then a creative director, at Ogilvy, Leo Burnett, Bates, and TBWA\ . His works had won and been shortlisted in numerous international & local creative awards including Cannes, Spikes, Ad Fest, EFFIES, Markies and Kam Fan throughout his creative career. Over the last ten years, his career adventures include Yahoo!, Carat, Wunderman/AGENDA, Tribal DDB, and Social@Ogilvy as a digital & social media specialist.

Rudi is the author of Social ROI (Return on Influence) and Advertising For Dummies, both are one of the top selling business titles in Hong Kong.

As a seasoned keynote speaker of various conferences & workshops, Rudi's appearances include Ad: Tech@Singapore, Social Media Week, SES, ClickZ Live, HKAIM, Google Squared, and TEDx.

Prior to open his own creative boutique agency Hungry Digital, Rudi's was the General Manager of Social@Ogilvy and DDB Tribal. He was also the Digital Chairman of HK4As between 2012-2014. He was also voted as Digital Marketer Of The Year of the HKAIM Media Convergence Awards 2014.



Last week's Proceedings - 16th November, 2016



P. Chris welcomed guests Walter C.S. Leung (our potential member) and PP Pedro Ching of RC HK City North (he commented that since Pedro visits us quite often he should consider switching clubs, which got a laugh). P Chris also introduced guest speaker Rudi Leung, owner of Hungry Digital. Birthday boy was PP Eddy, and he invited Rtn Tony Loy to lead his birthday song. P Chris then read out the announcements, and invited IPP William to say a few words about the recent trip to Taiwan for those members who may have missed the update the previous week. P Chris then



introduced speaker Rudi Leung, who gave us some useful tips on how to use social media to promote ourselves, and afterwards PP Norman was invited to officially thank him. We then had some late visitors to introduce, who were visiting Rotarian PP Ozlem Tomekce from Moda Rotary Club from Istanbul Turkey, with her husband. Both Rotarians in fact. P Chris invited Tomekce to say a few words about her club. P Chris then invited all to rise, give a toast to RC HK City North, RC Moda, Istanbul, RI and HKIE. Meeting adjourned.



Out & About

Rotary Foundation & Grant Seminar

PE Stacy joined this annual district event, along with PP Andy and PP Heman. It sounds like a heavy day of topics but it looks like she enjoyed it!



Surprise!!!

We can DG Eric and wife Christine popped in to see Uncle John in hospital on Sunday Nov 20th...what a nice surprise!



Uncle John's Not Bored Meeting

As you may well know, dear Uncle John has been holed up in hospital for tests (we wish him speedy recovery), which can be quite boring. So last week when we were having the board meeting, he requested to join the meeting via Skype. Which he did and what a great success it was, and he was really involved in all topics! Maybe we should do it more often (although not from hospital).



ANNOUNCEMENTS

These are the following announcements for our club:

1. The 2nd Happy Lunch will be held on Monday, November 28th.
2. Our club General Assembly will take place on Wednesday, November 30th. Please make yourself available to attend this important meeting.
3. 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.
4. The next Adopt An Elderly care visit will be on December 18th, and will involve the same teams visiting the same elderly. If you are interested to join please advise Service Director Leo.
5. 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:

1. 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.
2. The District Membership team is pleased to announce that there will be a get-together with members of JCIHK (Junior Chamber International Hong Kong). We sincerely encourage District Leaders, Club Presidents, Club Membership Chairs, and fellow Rotarians to attend.

Date: Thursday, 15 December 2016
Time: 6pm – 8pm, Presentation and Meeting over Happy Hour Drinks
8pm – 10pm, Casual Networking Dinner
Venue: Prost by King Ludwig,
Shop 3013A&B, 3/F, Miramar Shopping Centre,
132 Nathan Road, Tsim Sha Tsui
Fee: 6pm – 8pm, \$150 for Happy Hour
8pm – 10pm, \$200 for Dinner

Enrollment deadline: 9 December 2016

THE LAST LAUGH

An archaeologist was digging in the Negev Desert in Israel and came upon a casket containing a mummy. After examining it, he called the curator of a prestigious natural-history museum. "I've just discovered a 3,000 year-old mummy of a man who died of heart failure!" the excited scientist exclaimed.

To which the curator replied, "Bring him in. We'll check it out." A week later, the amazed curator called the archaeologist. "You were right about the mummy's age and cause of death. How in the world did you know?"

"Easy. There was a piece of paper in his hand that said, '10,000 Shekels on Goliath'."



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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>