



# 東風

**Rotary**  
Club of  
Hong Kong Island East  
**TUNG FENG**



Vol.64 No.24 21 Dec 2016

## President's Message - Christmas & family



Let's get this straight. I love Christmas. I love the spirit of Christmas, the giving and receiving (especially the giving). Most of all, I love sharing. As I may have mentioned, I grew up in a large family, and Christmas was always a very special time. Not just because as children we all looked forward to that big pile of colourful boxes and packages under the big tree. But because it brought us all together. It was special. We wallowed in it. We loved the carols, the nativity story. The cards. The corny images. And to this day, my family, although somewhat more dispersed these days, do all make the effort to join up at Christmas somehow. Of course, the family I grew up with are on the other side of the world, but I have my wife and son to rejoice with, to share with and to enjoy every moment with. And also, I have all of you, my Rotary family too. Last Saturday I enjoyed helping with the fundraising carol singing event in TST, along with DG Eric, IPP William and Rtn Stephen, as well as my son who joined with enthusiasm. And today, it feels great to celebrate the coming of Christmas with all of you (especially as I'm not Santa this year). So, may I take the chance to wish each and every one of you a joyous Christmas and Happy New Year.



**COMING SPEAKERS**

**28 Dec 2016**

To be confirmed




**LAST WEEK'S REDBOX COLLECTION \$1,910**

**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 - The Madhead World of Terry Tsang



Rotarian Terry first shared with members the good news of his new born son. He then told us how he started his business with just he and his brother, compared to today where they have 100 people in Hong Kong and Taiwan. He shared a TVC of his popular game Tower of Saviors, with the celebrity endorser Michelle Chan and Big Band from Korea. For these mobile games and puzzle RPG games, people download for free. But they pay money to get more characters and to be stronger. 100% of the revenue is from the users. Terry told us why this is a good business. Everything is virtual with mobile games, there's no need to handle inventory like traditional businesses. And it's easy to publish to other countries, just by pressing one button. Of course you need to spend a lot of marketing money to distribute the games, and the market is really big and crowded now, whereas few years ago there were not many competitors. Terry said it's not that hard to develop a game, but more expensive to promote the marketing: traditionally this was done offline – By TVCs, billboard ads and on game shows. Now, it's all done online – ads on Facebook, ads on Google search, You Tube and Instagram. You have to understand your users and make the content interesting and funny.

Terry shared some tips about online marketing: 1<sup>st</sup> You need to be very hands-on, you need to be a user. 2<sup>nd</sup> team play. Several years ago people didn't believe in online, they started with a small budget. If you have a good product, you certainly can earn money. You need to increase your budget if you see a positive return. He requires his marketing team to like a lot of Fans Page. To be a benchmark, he likes over 25,000 Fans Pages. Everyone is doing live streaming, so how to make the users amazed with your content?

When you download games, he says it's usually because your friends are playing, and people are the most important influencer. So how to spend the market budget to target the users? He collects user addresses through online campaigns, and has collected over 300,000 addresses. By sending out Christmas cards to 100,000 users only cost 1.5 million, worth more than paying an endorser. At the same time collecting feedback when he has lunch and dinner with the gamers such as while visiting Taiwan and Malaysia. On Messenger he will talk to users and they'll send him advice and recommendations. He also joins game group in the WeChat and Line. Terry is a living, breathing example of the modern world of marketing. No wonder he is so successful!



## Out & About

DG Eric, P Chris and IPP William were among the hearty singers who joined the carol singing at Heritage 1881 in TST on Saturday the 17<sup>th</sup>. Representing our club, they were joined by our new member Rtn Stephen Leung and his family, CP Bee Chan of RC Braemar Hill and P Veronica Li of RC Bayview Sunshine. Thanks to all for the fundraising support!



## Last week's Proceedings - 14<sup>th</sup> December, 2016



We have had some very good luncheon attendances recently and last week was no exception. Great to see some familiar and friendly faces. P. Chris welcomed the guests, including Rtn Terry Tsang, our member and guest speaker for the day, and our new member to be inducted, Walter Wong. We also had a surprise visit from Lily Chao from Rotary Club of Morning Side, South Africa, who is moving back to Hong Kong and looking for a club to join. Return guest Thomas Schmidt was introduced by PP Jonathan, and Doris Wong (HKSYU Mentee) was introduced by PP Rudy. P. Chris invited Lily to tell us more about her club, before conducting the birthday ceremony, which was in honour of PP Hubert, who invited Uncle John to lead his song. After reading the announcements, P. Chris then got to the important part - the induction of Rtn Walter. PP George was invited to introduce Walter, as his proposer, and then Walter gave a short speech.



He expressed his honour and thanks to all members for welcoming him into our club. With the induction done, it was time for a vote of thanks, and P. Chris invited P. Jonathan to do so. Jonathan expressed his admiration for all that Terry has achieved, knowing about him and how hard he has worked. Finally, PP Andy announced the Red box collection of HK\$1,910, before we had the raffle, and the lucky winner was PP Henry. P. Chris then invited all to rise and give a toast to RC Morning Side SA, RI and HKIE. Meeting adjourned and all gathered for a group photo.



## ANNOUNCEMENTS

### These are the following announcements for our club:

1. The HKIE Got Talent Show will be on December 30<sup>th</sup> evening. Please brush up your singing, music playing, dancing and any other talents.
2. All members are invited to the Charter Night of Daughter Club Rotary Club of Braemar Hill be held on 20 January, 2017. Time: 6:30pm cocktail, 7:30pm dinner. Venue: Hong Kong Football Club, No. 3, Sport Road, Happy Valley, Hong Kong. Cost: HKD980.00 per head. We have reserved a table (12 Guests) for RC Hong Kong Island East free of charge.
3. The next Adopt An Elderly care visit will be on January 22nd, and will involve the same teams visiting the same elderly. If you are interested to join please advise Service Director Leo.

### District Announcements

1. The Second District New Member Orientation will be held on 7 January 2017. Registration; Orientation Starts at 2:30 p.m. to 5:00 p.m. Venue: King Ludwig Beer-hall, Shop A-C, G/ F, 8, Kingston Road, Fashion Walk, Causeway Bay. Language: Cantonese Cost:HK\$200 (Including Tea & Party Snacks) . If you would like to attend, register with RIC.
2. RIC Cordially invites all Rotarians and friends to attend The Rotary Foundation Centennial Exhibition at the Rotunda One Exchange Square, Central from January 9<sup>th</sup> to 14<sup>th</sup> 2017. In addition to the fanfare of The Rotary Foundation Centennial Exhibition, including an exclusive **alumni** cocktail reception on January 13<sup>th</sup> from 6:30-9:30 pm at the Rotunda, One exchange Square, Central (the same venue as the TRFC).
3. Invitation to District Service Project - Rrocreator (Stage Two) Date: 22 January 2017 (Sunday) Time: 12:15 p.m. - 4:00 p.m. (Registration start at 12:00 noon) Venue: Technological and Higher Education Institute of Hong Kong (Kowloon Tong Campus) Address: 30 Renfrew Road, Kowloon Tong, Kowloon. If you are interested to join the captioned event, kindly contact the undersigned on or before **7 January 2017 (Saturday)**. Contact DO Tikman Au Yeung, Chairlady at [tikmanay@rotaract3450.org](mailto:tikmanay@rotaract3450.org) or DS James Chan at [jameschan@rotaract3450.org](mailto:jameschan@rotaract3450.org).
4. The District Vocational Service Committee and Rotary Clubs in Area 6 invites you to join the Rotary Mock Interview Workshop held on Saturday, 11th February, 2017 (Saturday) at 9:30 a.m. in Lung Cheung Government Secondary School. The Mock Interview Workshop is the first programme in our series of Rotary Life Planning Programmes co-organised with EDB. If you would like to join in contact Should you have any queries, please do not hesitate to contact PP Norman LEE at 94257203 or PP Daniel Tsoi at 93674741.

## THE LAST LAUGH

**Pedro:** What does Santa say at the start of a race?

**Pee Wee:** I don't know.

**Pedro:** "Ready, set, Ho! Ho! Ho!"



### OFFICERS

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Stacy Ho

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Heman Lam

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Eric Chin

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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>