



東風

Rotary 
Club of
Hong Kong Island East
TUNG FENG

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President's Message - Fine fellowship



Last week on Friday we had the IPP Dinner in honour of IPP William and PP Norman. And I have to say this was one of the best fellowships I have attended since I joined this club (golfers..I'm sorry I'm not a golfer...I once trained as a gofer but it's not quite the same thing). I wasn't sure whether the setting (Alto 88) would suit what we needed, but in the end, PE Stacy and Rtn Teresa put on a wonderful setting. It was one long table. Intimate and warm, yet spacious enough. It reminded me of the warmth of the club. The happy, relaxed conversations. The guests (our various spouses, plus Stacy's friend Charles who is looking more and more like he belongs with us). And then, attention turned to our two fine fellows, William and Norman as they both said a few words. It was great having DG Eric there (it must have felt like a break from official duties for him too, among his friends). I want to say thanks to all who attended, and we should do more of this kind of thing. Nice food and wine and great value too – thanks Teresa for your arrangement. I wish we could do it every week!!



**COMING
SPEAKERS**

15 March 2017



To be confirmed



**LAST WEEK'S REDBOX
COLLECTION \$1,100**

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 - Why invest in your brand?



In case you didn't know, P Chris works in advertising and has enjoyed a long career helping represent many famous brands in Hong Kong and the world. This particular presentation is one that he gave at the PR Workshop last year, in which he relates his concepts about brand building to the Rotary name. He began by listing out a number of solid business reasons why it pays to invest in your brand name, sharing some of the world's famous brands such as Coca Cola, Apple, Google, Microsoft among others. P Chris pointed out that a strong brand name can help sales, help get introduced to new markets, attract investors and partners, and give more clout to your advertising spending. He then spoke about the Rotary brand, and gave some personal viewpoints about how Rotary could do a better job of promoting its name around the world. Such as:

- Be more consistent with its brand image (he shared examples of Rotary designs looking very different, country to country.
- Be more bold – showing examples of good Rotary brand on premiums like t-shirts and caps, where the Rotary logo and message was big and bold.
- Use social media to promote what we do, not what a good time we are always having. Show more of our service projects and less parties, which he explained only please Rotarians, not non-members.

Overall, the presentation made some good points and gave us food for thought for the future.



Last week's Proceedings - March 1st, 2017



Last week was strictly an internal affair, as P Chris was acting as the speaker, which he said he had been meaning to do for a while. However, he was running late from a business meeting, and so PE Stacy, who was showing her new Korean pop-star hair-do...and looking very colourful indeed, began by Chairing the meeting to kick off. She read out the announcements, and by the time P Chris arrived, it was just in time to celebrate PP Andy's birthday. So we presented his cake and card, and he invited Uncle John to lead his birthday song. P Chris then gave everyone an update on the Rookie Stars Dance Contest, which was a great success, sharing some videos with us from the

event, and many happy photos. PE Stacy was then asked to introduce the speaker (don't ask..) and P Chris stood to take us through his perspective on brands and branding. After the speech, PP Andy announced the Red Box takings which were \$1,100. Then it was time for the Lucky Draw, and this week the surprise winner was P Chris, the recipient of a very nice Bluetooth speaker presented by Uncle John. P Chris (then feeling very happy) asked all to rise to toast RI, and RCHKIE, meeting adjourned.



Out & About

March 2nd, Uncle John Golf Tournament

It was a beautiful sunny day as members and guests joined up once again in Fanling for a great day of golf and fellowship. Winners will be announced soon, and prizes presented at one of our upcoming meetings.



IPP Dinner March 3rd.

This was a truly wonderful and warm evening of fellowship as we celebrated the good work of PP Norman and IPP William. Everyone was in great spirits and some good speeches were made, including from DG Eric.



2017 Ultramarathon

Although we did not have a running team, we did have some members running, including DG Eric and Rtn Teresa who, having just recovered from illness, ran an amazing 12k...Fantastic show Teresa. We also had a booth there, which some young Rotaractors helped to look after, giving out souvenirs in exchange for answering questions about the event and about Rotary. P Chris accepted a certificate on behalf of our club, and PE Stacy was MC for the day, so our club had a good showing. Great event, great cause.



ANNOUNCEMENTS

These are the following announcements for our club:

1. Our club dinner and dancy party '6 Decades of Island East' is set for Saturday April 1st 2017. Please mark your diary and look out for further updates.
2. Our club is planning a trip to Taipei May 18th – 21st to attend the anniversary and sign the Sister Club agreement with the RC South Sea Taipei. All members are welcome to join the fun, which includes cultural performances, fine dining and golf game. Please join us if you're interested. Inform PP George or IPP William.

District announcements

1. To celebrate World Rotaract Week w/c March 13th, there will be a Handicraft Market: Date: 18th-19th March, 2017 (Saturday & Sunday) Time: 12:00pm – 8:00pm...Venue: D2 Place TWO .15 Cheung Shun Street, Lai Chi Kok, Kowloon - Free entry
2. The District will host another PHS Evening in 2017 ON Monday 27 March 2017 at Rotary Club of Kingspark at 5/F Crystal Ballroom, The Cityview, 23 Waterloo Road, Kowloon, 7:30 pm. The charge will be \$400 per person. New members who join the PHS Society this year will be formally inducted during the PHS Evening. Please let us have your reply by sending an email to Dominic Ko, dominic.ko@ualpha.com , Past President of RC of Kingspark, as soon as possible no later than 20 March 2017 so that we can better plan the evening. Thank you.
3. The District Conference organizing committee has decided to extend the deadline for early bird registration to Mar. 15th, 2017. The online registration system is running smoothly, many clubs has already registered and payments have been received. May I urge you to do your registration for your club members asap to take advantage of the early bird discount. Please make sure you send in your payment to RIC before the deadline to secure your early bird pricing.

The Last Laugh

The Florist

A new business was opening and one of the owner's friends wanted to send him flowers for the occasion. They arrived at the new business site and the owner read the card, which said: 'Rest in Peace.'

The owner was angry and called the florist to complain. After he had told the florist of the obvious mistake and how angry he was, the florist replied: 'Sir, I'm really sorry for the mistake, but rather than getting angry, you should imagine this - somewhere, there is a funeral taking place today, and they have flowers with a note saying: 'Congratulations on your new location!''



"It's the new energy-efficient bougainvillea"

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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>