



Rotary Club of Hong Kong Island East



# TUNG FENG

Vol.70 No.4

7 September 2022

## OFFICERS

**President**  
Rico Fung

**Hon. Secretary**  
Bonnie Yeung

**Hon. Treasurer**  
Gilbert Fung

## DIRECTORS

**Club Administration**  
PP Andy Wong

**Fellowship**  
Rtn Kevin Leung

**International Service**  
Rtn Christopher Wang

**Membership**  
PP William Wong

**Membership Chair**  
PP Eddy Wong

**Service Projects**  
Rtn Vagman Wai

**Service Projects Chair**  
PP Stacy Ho

**Youth Service**  
Rtn Benson Ng

**Public Image Chair**  
PP Nancy Yee

**Foundation Chair**  
PP David Li

**PP Council Rep.**  
George Leung

**Youth Protection Officer**  
PP Stacy Ho

**PPE Officer**  
IPP Bernard Lee

**DEI Officer**  
Rtn Sharon Lam

## EX-OFFICIO

IPP Bernard Lee

## CLUB ADVISORS

PDG YK Cheng  
DGE Norman Lee  
PP Andrew Chen  
PP Tim Lui  
PP Henry Chan  
PP Hubert Chan  
PP George Leung  
PP David Li  
PP Rudy Law  
PP Leo Yu  
Rtn Freddy Wu

## Last Meeting - Lawrence Kong, 17 August 2022



### Members attending were:

President Rico Fung	PP Henry Chan	PP Leo Yu
PDG Y.K. Cheng	PP Tim Lui	Rtn John Yao
PP William Wong	PP David Li	Rtn Bonnie Yeung
PP Rudy Law	PP Gilbert Fung	Rtn Christian Li

Guests of President Rico Fung: Lawrence Kong, Jojo Lam

President Rico Fung declared the meeting open and gave updates on club and district affairs. He encouraged members to attend the Membership Development Seminar on 27 August, 2022, and the Public Image and Branding Seminar on 10 September, 2022.

The Rotary Student Ambassador Program is an extension of the "Shatin Service Ambassador Program", sponsored by Rotary Club of Hong Kong Sunrise since 2011. The objective is to promote among secondary students the spirit of reaching out and servicing the community.

The District PPE Committee will organise visits to the Low Carbon Energy Education Centre at China Light and power, and to CityU for exchange to increase awareness soon. Interactors will be encouraged to join. Our club had already engaged with the Interact Club of Holy Carpenter Secondary School. Three of their students will be joining the visits on 24 August, 2022 and 27 August, 2022 respectively.

President Rico Fung summarized the District Installation held on 7 August, 2022. Members congratulated DG Norman Lee and President Rico Rung and thanked all who attended and supported the installation. Beyond Imagination Concert was held on 16 August, 2022 to reinforce this year's Rotary theme.

We are delighted to know that more new members will be involved in our club affairs this Rotary Year. They are listed as follows:

Youth Protection Officer :	PP Stacy Ho
PPE Officer :	IPP Bernard Lee
Diversity, Equality, Inclusion (DEI) Officer :	Rtn Sharon Lam
Sergeant-at-arm :	PP William Wong, HS Bonnie Yeung
Tung Feng Editorial :	IPP Bernard, Rtn Christian Li, Rtn Eric Poon

For Rotary Foundation, there are two new Paul Harris Fellows committed so far for this Rotary year - Rotary-ann Sally Kwok, PHF, and PP Leo Yu, PHF Level 3.

Our Guest speaker Lawrence Kong introduced his brand PACKSTARR, specializing in Intellectual Property licensed gifts, packaging boxes, preserved flowers, metal accessories and yoga apparel. He shared his startup story and the spirit behind his brand, and his experience building up his business in the Greater Bay Area. The company is also engaged in service activities with different partners to live up to PACKSTARR's motto - Find Happiness.

Mr Kong brought all of us cute Toro Dog tote bags, one of his signature licensed products. His sharing was well received, with active interest from our members during the Q&A session.

Red box for the day was HK\$1,150.



## Rotaract Club of HKIE Installation, 21 August, 2022



The 42nd Installation of the Rotaract Club of Hong Kong Island East took place at the same venue as last year - Partyroom Cat Cafe in Mong Kok.

DG Norman Lee and Spouse Isa, President Rico Fung, PP Gilbert Fung, PP Leo Yu and IPP Bernard Lee attended the ceremony.

We are especially delighted to see the continuity within the Rotaract

programme, as board members of our University based Rotaract Club of HKCC Students' Union join the Rotaract Club of HKIE and also take ownership in District Rotaract positions.





President Victor Chin was Community Service Director for the Rotaract Club of HKIE last Rotary year. He was instrumental in organizing joint Rotaract service projects last year. Together with Club Service Director Peter Wong, they took Club Recognition Award for Outstanding Contribution from at District.

Joining from Rotaract Club of HKCC Student's Union, IPP Betty Keung is now Internal Vice President at, and Demi Wong is now Promotion and Publications Director.

Secretary Jovia Ngai and Club Service Director Peter Wong were also board members from last year. IPP Merlot Yeung is Secretary this year, in addition to being Deputy District Rotaract Representative.

President Victor Chin and IVP Betty Keung have also taken District Rotaract positions as Secretary and Treasurer this year respectively.

### District Membership Seminar 2022-2023

This year's District Membership Seminar (DMS) took place on 27 August 2022 at Alexandra Hotel, North Point. DG Norman Lee, PDG Y.K. Cheng, PP Nancy Yee & Rtn Vagman Wai from our Club were present. The event was well received with a 93% club attendance rate from Hong Kong and Macau.



The DMS is usually held in August to coincide with the RI Membership and New Club Development Month.

The programme was consisted of reports by PDG Eric Chin, District Membership Chair, and sharing by Rotarians with insights and good practices to grow and retain Memberships. Corporate membership, Rotaractors, and

satellite clubs, etc. were cited as growth possibilities. Orientation and regular 'fire side' after joining are equally important to continuously engage new members. Clubs with membership consistently below 20 would also require careful mentoring.





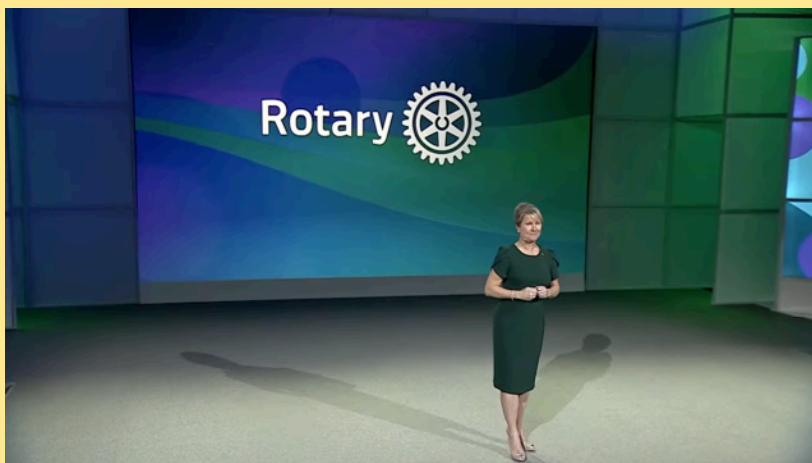
Despite COVID-19 which resulted in worldwide decline in membership, our District achieved a net growth of one Rotarian per Club for 2021-22 which is 'well done'. PDG Y.K. also drew attention to RI President Jennifer Jones' remarks on Membership, notably the points on "know your members and make good use of exit interviews". We were all impressed by the organizing work, and inspired by the interesting ideas



presented. All of these facilitated us to better imagine Membership!

### Rotary Information - Excerpts from RI President Jennifer Jones on Membership

There is so much that each of us can do to help create club experiences that are welcoming, inclusive and enjoyable for each and every member. And just as importantly, how we are able to extend the same warmth and belonging to every participant who wishes to engage with our clubs.



Over and over, our surveys find that the comfort and care of our members is the single greatest driver of member satisfaction and it is our most powerful tool to keeping our members engaged in our clubs. This comfort and care philosophy begins with listening. We need to understand why our members took the leap and joined us and we need to know what they expect from us. And how do they aspire to change and influence our communities and our world, through their membership?

To build stronger clubs, we should aim to understand the needs and expectations of new members right from the start. And we need to keep taking their temperature regularly to see if those expectations are being met or what we can do to help them get more out of their Rotary experience. These touch points will reassure members that they are being heard, and that we care about their comfort and satisfaction.

We know our members find their way into Rotary through many diverse paths. We also know the outcome if they are not taken care of, they leave Rotary. Traditionally, many club conduct exit interviews to see why a member has decided to leave, and this is a valuable tool. That said, if we are only checking in after a member has chosen to leave, we are too late. Let us check in annually with our members by conducting and acting on the results of member satisfaction surveys. And let us incorporate entrance interviews into our process. Asking what they want from their membership and then helping them to achieve their dreams.

Valuable resources within rotary are designed to help you enrich your experience as people of purpose, people of influence, people of action. A big part of this work is honouring Rotary's

## Happy Birthday to our Splendid September Birthday Members



**7th** - Rtn Stephen Leung, **9th** - PP Stephen Liu, **11th** - PP Nancy Yee and Rtn Chris Wang, **15th** - PP William Wong, **19th** - PP Andrew Chen, **24th** - DG Norman Lee

commitment to diversity. We know that clubs that are thriving have a culture that is inclusive and welcoming. Our learning centre provides a wealth of tools to help all Rotary members commit to diversity, and we hope you will share these plans and become champions of this important endeavour. Another tool to support you is our Membership Leads online platform. This is a great tool that helps clubs identify prospective members that might be the right fit for their club. This is an amazing opportunity to follow up with prospective Rotary and Rotaract members. These are people who want to be part of us.

Imagine how we can grow Rotary when we focus on the comfort and care of our Rotary family.

### Upcoming Events

Area 3 joint-club service project (SoCo) will be conducted on 31 August, 2 September, 5 September, 6 September, and 9 September in Sham Shui Po. Our club have gathered together to go on the 6th. More information shall follow.

RCHKIE Student Photo Contest will commence on 16 September 2022. Deadline of submission will be 15 October 2022. Notice of award will be given 31 October 2022, and award presentation and possible exhibition shall be decided at a later date.



Joint Club DG visit with Rotary Club of Hong Kong Harbour will be on 21 September, 2022, at Regal Hong Kong Hotel. DG will meet the board members of both clubs before and after the regular luncheon meeting on that date.

Public Image and branding Seminar will be held on 10 September, 2022, from 9:00am to 1:00pm, at basement 2, Regal Hong Kong Hotel. People of Action competition will be kicked off on the same day. New members are encouraged to attend the seminar.

End Polio Now event will be held on 22 October, 2022 in Cyberport. Individual T-Shirts will be available for order soon.



<b>Club postal address</b>	: P.O.Box 47064, Morrison Hill Post Office, Hong Kong
<b>Meeting Venue</b>	: Regal HK Hotel, Causeway Bay, Hong Kong
<b>Meeting Schedules</b>	: Every 1st and 3rd Wednesday at 12:30 pm
<b>Website</b>	: <a href="http://hkie.rotary3450.org/">http://hkie.rotary3450.org/</a>