



Rotary Club of Hong Kong Island East



TUNG FENG

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21 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 - First Club Assembly, 7 September 2022



Members attending were:

President Rico Fung
PDG Y.K. Cheng
PP Stacy Ho
PP Rudy Law
PP George Leung

PP Eddy Wong
PP William Wong
PP Leo Yu
IPP Bernard Lee
Rtn Mofiz Chan

Rtn Jason Chiu
Rtn Benson Ng
Rtn Vagman Wai
Rtn Chris Wang
Rtn Bonnie Yeung

We celebrated the birthdays of PP William Wong and International Service Director Chris Wang.

President Rico Fung started our first Club Assembly with reports of activities conducted in this Rotary year so far. Rotarian Vagman Wai gave report on District Membership Seminar. HS Bonnie reported on the SoCO service project which we joined with other clubs in the district to visit neighborhoods with very crowded and poor living environment.



President Rico gave a briefing on upcoming activities:

- Public Image Seminar, where the People of Action photo and video contest would be inaugurated.
- Rotary Student Ambassador Program is a good chance for us to engage Rotaractors and Interactors to understand and promote Rotary. Details soon.
- Photo contest service project is underway. The award ceremony is scheduled for December 2022. Details to be confirmed.
- DG Visit scheduled for 21 September will be postponed. DG Norman Lee needs to be in the U.S.

Service Director Vagman Wai gave report on upcoming service projects:

- Area 3 Joint projects which our Club had started to participate since August.
- Online Tutorial to start with SKH Holy Carpenter Secondary School in October
- Engaging Choi Jun School on a talk on Information Technology to parents to be delivered by IPP Bernard.
- Photo Competition to start in November.

Youth Director Benson Ng had been in touch with the Interact Club of Holy Carpenter Secondary School and is working with PP Leo Yu and DG Norman Lee to replace the Rotary Bell which was lost prior to the Club's reinstatement last year.

International Service Director Chris Wang gave updates on Virtual Rotary Exchange and plans to connect with our sister clubs.

PDG Y.K. Cheng called on support for our upcoming 70th Anniversary celebration. His report is published separately in this bulletin.

Sergeant-At-Arms HS Bonnie Yeung announced our red box amount of HK\$1,650.00.

Insights from District Membership Seminar

- No. of D3450 members: 2733 (c.30% female)
 - HKIE ranked #3ⁿ on number of Members (50)
 - Fast growing of HK Financial Centre, North Point, GBA & Star Avenue to >=40 due to Satellites
 - 2021-22 net +112; so far +66 in the new term
 - 2022-23 target each club gets net +1 member
 - Quick-win ideas[@] shared by PDG Eric (DM Chair)
 - Establish forum – Connect Membership Chairs
- Ideas from DMS to engage/grow/retain members:**
1. Extra care for new members (love/confident/trust)
 2. Involve Rotaractors to support club/digital affairs
 3. Exit interviews for insights of improvement areas
 4. More gimmick for luncheons (venue, D&W)
 5. Not mandating attendance (people may quit if so)
 6. Gifts for members bringing guests to luncheons
 7. Instant membership approval/payment process
 8. Power of ladies

*Behind Kowloon Golden Mile (71) and HKIW (52); tie with RCHK (50).
① Drive more quality Satellite Clubs; Incentives for new clubs and members below 35; Grow Rotaract Clubs as they are counted as RI members; Allow/approach Corporate/Chambers to be new Members going forward; Re-admission of departed Rotarians, etc.

Insights from DMS, from Service Director Vagman Wai



70th Anniversary Celebration

The Rotary Club of Hong Kong Island East held its inauguration meeting at 1:00p.m. on 11 March, 1954 at Winner House, North Point, Hong Kong.

On 6 April, 1954, together with the Rotary Club of Hong Kong Island West, the Club formally received its charter from Rotary International.

A joint Charter Night was held at the Ritz Nightclub on 28 May, 1954 when Past RI Administrative Advisor, Charlie T.F. Wei, officially presented the charters to the two new Clubs.



Charter Members of the Rotary Club of Hong Kong Island East (left) and the Rotary Club of Hong Kong Island West (right), on 28 May 1954

The officers elected from the 25 charter members were John Yuen (Founder President), K.C. Goh (Vice-President), Patrick Cha (Hon. Secretary), Dragon Nie (Hon. Treasurer), and 6 Rotarians as Directors.

The territorial limits of the Club include those parts of Hong Kong Island to the east of Arsenal Street all the way to Chai Wan. Our mother Club is the Rotary Club of Hong Kong.

Anniversaries are wonderful because they bring the Club members together. The main purpose is to honor the past, celebrate the present, and gather confidence for the future.

Counting the years, we will be 70 years old on 6 April 2024. As the Chinese saying goes, “人生七十古來稀”。

Last November, I convened a working group to kick off the Anniversary planning work. We are Island East, and we deserve a celebration that has class, worthy of being remembered for the right reason, and does justice to our reputation.

The views exchanged reinforced the thoughts of doing anniversary projects with greater public image impact, that benefit the Island East geographical area, and bond our daughter clubs and sister clubs.

Ideas explored include roving exhibition of photo and painting competition at MTR Stations in the Island East area, and joint projects with our 7 sister clubs preferably involving Foundation grants. I will keep you posted regularly.

COVID has delayed matters: an organizing committee will be set up soon comprising recent and past Club leaders, and new members, with relevant expertise/skillsets. Planning work will involve sourcing materials like photos and documents, updating our website, “imagining”, and storming our brains.

Extra hands are always welcome. We may be competing with our other Rotary commitments for talents! Doing well on our anniversary will give us even greater confidence to prepare for our 75th anniversary.

Y.K. Cheng
7 September, 2022

Dear DG Norman, words cannot express how saddened we are to learn of your loss. Our deepest condolences follow the passing away of your mother. May she rest in peace. Our hearts and our love for you and your family will be with you as you celebrate the life of your beloved.

-- President Rico & Members of the Rotary Club of Hong Kong Island East

District Public Image Seminar

The District Public Image Seminar was held on 9 September, 2022. It was chaired by District Public Image Coordinator PDG Bear (Lam). President Rico Fung, PP Eddy Wong and Rtn Eric Poon attended the event.

According to PDG Bear, the seminar would help Rotary Clubs achieve the 'Future Goals of Rotary Public Image', in terms of building Rotary into a strong brand and telling a comprehensive Rotary Story. This means when people see the Rotary Wheel, they immediately recognize Rotary; and people will know that Rotary is a leader in combining the different cultures and professions of the world, as demonstrated by the 'Diversity, Equality and Inclusion'(DEI) initiative.

The 2 key speakers, PE Bernie Wong from RC of Causeway Bay, and Rotarian Sam Sio from RC of Metropolitan HK, shared how their companies have helped international businesses, non-profit organizations, individuals, and government bodies promote brands, products and services.

It was a good training session for the Telling the PoA(People of Action) stories competition.

The event ended with a workshop that helped Rotarians to put learning into practices.

Key takeaways on preparing Public Image photos and videos:

- Know our Audience
- Aware of the Pain-points and Offer Solutions.
- Call for Actions, whether that be 'like', 'Read', 'Comment', 'Question', 'Share', etc.
- Content-flow Management, with Introduction, Main ideas, and Conclusions
- Define KPIs (Key performance indicators).
- Impact of Social Media platforms
- Attention span of most people on mobile phones platforms, which is 8 seconds only. Therefore, the key messages should be delivered powerfully at the beginning.



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

Induction Ceremony, Rotary Club of Makati North



On Friday 19 September, President Rico, PP George, PP William, PP Eddy, HS Bonnie and Rtn Chris virtually attended the 50th induction ceremony for officers and directors of The Rotary Club of Makati North (RCMN). RCMN is one of our sister clubs and we were grateful to be invited to join and support such an important milestone in RCMN's history. The induction ceremony was carried out by PDG Ernie Salas of District 3810 who in his comments reminded the incoming President, officers and directors of the need for Rotarians to continue to serve humanity; making the analogy that Rotary International is a business whose client is mankind.

SoCO Service Project

In recent years, Assistant Governors organise community service opportunities for Clubs under their respective charge. This enhances bond and fosters friendship amongst Clubs in the same Area. Participation by Rotarians and Clubs are, however, optional, and they can carry out services at their own pace and in their own time.

This year AG Brian Ho has chosen the Society for Community Organisation (SoCO) as the charity for Area 3, which we belong. SoCO has been in Hong Kong for over 50 years and targets their service towards those struggling for survival in under privileged living conditions.

On Wednesday 6 September, under the leadership of President Rico, Rtn Bonnie Yeung, IPP Leo Yu and spouse Sally, PP Stacy Ho, PP William Wong and spouse Fanny delivered mooncakes, masks and RAT test kits to the residents in subdivided flats for their use and enjoyment. Hopefully, this assistance will temporarily relieve their difficulties and give them encouragement in the run up to the Mid Autumn festival.

Special thanks to PP Laurence Chan for donating HK\$10,000 Supermarket coupons for the service project.

All those who went found the experience worthwhile. Similar sessions will be organised again.



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 1st and 3rd Wednesday at 12:30 pm
Website	: http://hkie.rotary3450.org/