

Eugene Fong 方奕展  
District Governor 2013-14

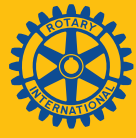


February 2014  
二零一四年二月

# DISTRICT GOVERNOR'S MONTHLY NEWSLETTER

## 地區總監月報

Rotary  
District 3450



3450地區  
香港 / 澳門 / 蒙古國 / 中華人民共和國廣東省  
District 3450  
HONG KONG / MACAU / MONGOLIA / THE PEOPLE'S REPUBLIC OF CHINA - Guangdong Province



## District Governor Message

Eugene Fong  
District Governor 2013-2014

Cognitive dissonance is a troubling thing to say the least. It causes a person to fall into a mental frenzy and a struggle for internal consistency. But, the mind's efforts to re-establish mental equipoise between our understanding of reality and a new conflicting observation of reality demonstrate surprising utility. I've recently suffered a stint of cognitive dissonance, but the frenzy having abated has left me with a realization that has not only granted me alleviation, but also a better understanding. It's like the calm after a storm.

I was looking through Rotary accomplishments, and was taken aback by a startling trend. Many of our greatest accomplishments were not achieved by Rotarians alone, but rather with the assistance of others. It would seem that Rotarians don't work as well with other Rotarians as they do with non-Rotarians. Rotary seems to work best when working with others.

This was not an analytical inference I was expecting to make. I suddenly felt the strength leave my arms and legs, and then, with a much deflated feeling went about trying to reconcile why it would seem that we were so reliant upon others for our success.

However, thinking about how other organizations have helped Rotary precipitated a second and more encouraging thought: They were only able to help us because we helped them. The 'helping' was reflexive, which is actually what Paul Harris has always had in mind for Rotary. Paul Harris once said in an interview that, "Rotary Club developed consistently, and the original idea of mutual helpfulness evolved into the idea of general helpfulness which is epitomized in the ideal of service."

So, our key word and starting point here is the 'mutual helpfulness' which has blossomed into our ideal of service. We can look at mutual helpfulness in numerous ways, but the core concept is symbiosis. As we help others, we are in turn helping ourselves. Now, we've seen this on the macro level where Rotary has countless times teamed up with other organizations to do more good to the world than either party could have ever hoped to alone. But, if we were to regress back to the individual, perhaps we could define mutual helpfulness as 'self-help through helping others'. Though this definition seems to deprive mutual helpfulness of its altruistic component, we have to remember that we need help ourselves if we are to put our best foot forward towards helping others.

There truly isn't anything new under the sun. It's been over five decades since Paul Harris has left us, but he is still taking us to school. While I earlier made an analytical inference I didn't have any taste for, Paul Harris's own analysis, in 1922, came to the same conclusion that we're making now. He said, "In the final analysis, Rotary exists for the purpose of developing the individual member and thereby increasing his capacity to serve."

So, while I've reiterated this again and again, when we work on Rotary projects we have to keep our objectives in mind. It's a slippery slope when we start measuring our 'success' by way of publicity impact and project efficiency. While it's convenient to use such measures, the more emphasis we put on these proxies the farther we steer from the main purpose of Rotary. We need to focus on helping others, to help ourselves, to help us all.





# Conference Overview

PP Peter Chu  
Chairman of Organising Committee  
54<sup>th</sup> District Conference

The 54<sup>th</sup> Rotary International District 3450 Annual Conference was successfully held over two days on the 22<sup>nd</sup> and 23<sup>rd</sup> February 2014 at the Crowne Plaza Hotel, Tseung Kwan O, Kowloon.

A total of 590 Rotarians, Spouses and guests registered for the two-day conference, with Rotarians coming from The Philippines, Korea, and Australia as well as from Hong Kong, Macau and Mongolia in our own District. We were honoured by the presence of Rotary International President's Personal Representative Rotary International Director Elect Guillerm Tumangan and Mrs. Letty Tumangan from The Philippines and also visiting District Governor Bae Jeong Wan and spouse Hee Jung from District 3750, Korea.

Our Guest of Honour, The Honourable Mr. Justice Kemal Bokhary GBM, Non Permanent Judge of The Court of Final Appeal, HKSAR, gave his keynote address on 'The Law's Role in Promoting Human Dignity'. This was followed by Dr. Aron Hariela who spoke on 'My Entrepreneurial and Philanthropic Experiences', while Professor Sophia Chan delivered her address on 'Health Protection Scheme in Hong Kong' on the second day of the Conference.

The breakout sessions were very well attended with standing room only for the "Youth" session, while the "Rotary in China" and 'Innovation, The Future of Hong Kong' sessions were well supported with almost full attendance and enthusiastic discussions.

In line with our RI year theme 'Engage Rotary, Change Lives' and our District Conference theme "Discover and Reconnect", we launched the Rotary Service Day Program on 23<sup>rd</sup> February with a great performance by the Marching Band of the Correctional Services Department. More than 350 service volunteers led by RIDE Guillerm and our District Leaders took part in the event. All in all, there were sixteen service projects involving fourteen partnering NGOs supported by nineteen Rotary Clubs and one Rotaract Club.

The House of Friendship was well set up with ten Rotary related projects and four NGOs showcasing their services, including the Leprosy Project, Guide Dogs for the Blind, Crossroads Foundation, Art for The Disabled and the Springboard Project. All were well attended by Rotarians and visitors.

The Rotary Family Carnival and the Classic Car Parade gave us an opportunity to connect with the public and to promote the work of Rotary to children and adults alike.

We celebrated the 109th Anniversary of Rotary with a Dinner Ball in the evening of 22<sup>nd</sup> February where fellowship and entertainment were enjoyed by more than 540 attending Rotarians and guests.



# DC Banquet Report

PP Anna Lam  
Sub Committee Chair  
District Conference Anniversary Ball

Thanks for attending our Rotary 109<sup>th</sup> Anniversary Ball, District Conference Banquet 2013-2014. We just wanted to say a quick thank you to everyone who made the Anniversary Ball such a great success.

This year a stylish and glamorous 1920's theme ball with food, drinks, live music and dancing took place in the beautiful setting of the Crowne Plaza Hotel. It was another great year with over 500 participants. The evening included a cocktail reception, four-course dinner with wine, and live entertainment.

The theme for this year was the 1920's, it was in that era that the First Rotary club was founded.

The event highlighted the recall of Rotary History, and together with old songs sung by Rotary singers, songs like "In The Mood" by PP Mahood, "Let me call you Sweetheart" by DG Eugene, "Over the Rainbow" by PP Anna, "Shanghai Tan" by PP Wendy, "Moon River" by PP WT, "As Time Goes By" by IPP Bonnie and "When will we meet again" by PP Wilson.

It was a touching moment when all Club Presidents dedicated the song "That's what friends are for" in memory of their classmate President Dr. Edwin Poon.

Great jazz live band and Charleston Dance made the perfect end to a fun and successful event.

Heartfelt thanks to our wonderful, Rotarians who supported the event by purchasing pearl necklaces and feather pins that were designed specifically to raise money for The Philippines Rebuild Project, we were able to raise a total of HK\$25,000.00!

I would like to express my deepest appreciation for the extra effort the ball team and the Rotaractors have been giving to help me out in this event, for without their extra help, we would not have been able to end the event on time and with great results. Without all of YOU, it certainly wouldn't have been as successful!



## Rotary Day Service Program 2014

23 February 2014

AG Alice Tsang  
Sub Committee Chair, Rotary Day

This is the first ever Rotary Day Service Program conducted in Rotary International District 3450 to commemorate the birthday of Rotary. Area 4 being the hosting Area, Assistant Governor Alice Tsang, together with her Deputy Assistant Governors Nigel Ng and Flora Chan and all the Area 4 Presidents worked diligently to deliver a District-wide Rotary Day Service Program.

There were a total of 16 service projects, one being taken up by the Spouse Program of District Conference. 20 sponsoring Rotary and Rotaract Clubs collaborated with 14 Non-Government Organisations, and have served more than 1,000 persons of needs. These include persons who are deaf-blind, with hearing impairment and persons with mental handicap in communities or adults living in hostels. We have served different age groups, elderlies living in old age homes or living alone, as well as high school drop-out youngsters. Projects were designed to help integration of parents-and-children of new arrivals or low income families and young people with Southern Asian background. There were also health talks and education on sustainable seafood.

15 of the 16 projects were delivered in the afternoon, after a launching ceremony officiated by Commissioner of Correctional Services, Mr. Sin Yat Kin CSDSM with representatives of all 14 NGO's and the 21 Clubs. Commissioner Sin brought his Cape Collinson Marching Band, composed of rehabilitated offenders, to lead the marching out of our volunteers. There were almost 400 volunteers, comprised of around 150 Rotarians, 10 members of Rotary Community Corps, 50 Rotaractors, 50 family members and more than 120 non-Rotarians.

Feedback from participants were that although it was only a 3-hour project, they had experienced joy of their beneficiaries and they were surprised by the change that the projects make in the life of those they serve and the server. And while Rotarians are experienced in running service projects, many reported that it was a unique experience knowing that there were 15 other teams of Rotarians and friends working hand-in-hand at the same time to serve the community.



During February/ March, our District carried out a PR blitz on promoting Rotary in Hong Kong

## Taxi Campaign

Media: 200 Taxis  
Mode: Advertisement on the taxi doors and rear windscreens  
Period: February to April 2014



## Coach Campaign

Media: 12 meter long Coach livery  
Mode: Advertisement on both sides of the Coach body  
Period: February to June 2014



## Video Campaign

Media: 2000 taxis, 1200 buses, 1000 mini buses  
Mode: A one minute video X 10+ times a day on all three modes of transportation  
Period: February to April 2014



Publication: 和讯新闻  
Date: 7 March, 2014



Publication: 家庭医生在线  
Date: 7 March, 2014



Publication: 新浪大陆新闻  
Date: 7 March, 2014



Publication: 南方都市报  
Date: 7 March, 2014



Publication: 中国学网  
Date: 7 March, 2014



## Luncheon with Secretary for Labour & Welfare

DGN Peter Pang and  
DS Gary Yeung



As District Governor Eugene's initiative to develop new projects closely with the Hong Kong Government, a luncheon was held on 18th November 2013 as arranged through Past District Governor Joseph Lee who chairs the District Government Relations Committee. The luncheon was held in a restaurant near the Central Government Office. Mr Matthew Cheung (the Secretary for Labour & Welfare), Ms Annie Tam (the Permanent Secretary for Labour & Welfare) and Ms Carol Yip (the Director of Social Welfare) attended the lunch meeting together with 30 Rotarians comprising DG Eugene Fong, future DGs, PDGs, District Officers, Club Presidents and Rotarians.

Mr Matthew Cheung was pleased to meet with the leadership and representatives of Rotary International District 3450. He was aware of the great networking of Rotary and its efforts in helping the needy in the community. He quoted some of the more recent examples of how Rotary helped Government in pursuing good causes, such as the District's poverty alleviation programme of M.O.R.E. (Motivation, Option, Rapport, Esteem – supporting youth-in transition in upward mobility); the Child Development Matching Fund, and individual Rotary Clubs' financial contributions to Government's Child Development Fund and mentorship programme.

Mr Matthew Cheung believed that Rotarians from different walks of life, professions and trades could help address some of our social issues such as inter-generation poverty by encouraging and providing opportunities for disadvantaged youths to move upward in the social ladder. He said there were many opportunities for Rotary to join hands with Government in tackling some of the social issues. He would be most willing to facilitate the participation of Rotary Clubs in the relevant programmes.

Ms Annie Tam (The Permanent Secretary) was interested in the work of our Rotary Clubs. We introduced to her some of the work of our Rotary Clubs in areas such as enhancing the employment opportunities of persons with disabilities, our other poverty alleviation projects with NGOs, and our collaborations with the HK Council of Social Service. The Director of Social Welfare (Ms Carol Yip) was also very pleased with the work of Rotary Clubs in collaborating with NGOs in projects which targeted at the underprivileged groups and the handicapped.

## Luncheon with Secretary for Home Affairs

DGN Peter Pang and  
DS Gary Yeung



As District Governor Eugene's initiative to develop new projects closely with the Hong Kong Government, a luncheon was held on 17th October 2013 as arranged through Past District Governor Joseph Lee who chairs the District Government Relations Committee. The luncheon was held in a restaurant near the Central Government Office. Mr. Tsang Tak Sing (SHA) and his Political Assistant Mr. Casper Tsui attended the lunch meeting with nearly 30 Rotarians comprising DG Eugene Fong, future DGs, PDGs, District Officers, Club Presidents, Rotarians and Rotaractors.

Mr. Tsang Tak Sing was pleased to meet with representatives of Rotary International District 3450. He was glad to see his friends and acquaintances who were also members of the Rotary family present at the lunch meeting. He was aware of the good work undertaken by many Rotary Clubs in Hong Kong which had contributed to the development and harmony of our community.

The SHA was willing to consider how his Bureau could facilitate the work of Rotary in promoting good causes in community development. DG Eugene introduced to him the Rotary family which included the Rotary, Rotaract and Interact Clubs and our main services. He also told SHA that our Rotaractors would organize a large scale event: the Asia-Pacific Regional Rotaract Conference (APRRC) in Hong Kong in July 2014. The event had received financial sponsorship from the Commission on Youth under the purview of Home Affairs Bureau. The event would attract a lot of youngsters from different cities in the Asia-Pacific Region. This event would help enhance communication between Hong Kong youths and their counterparts from other Asia-Pacific cities.

The SHA expressed his willingness to assist our Rotaractors in the organization of the APRRC, e.g. the use of government venues. We also told him that our District had established a 'New Generation Centre' for the use of our Rotaractors in the Youth Square in Chai Wan (the Square is under the purview of Home Affairs Bureau).

In our relaxed conversations over lunch, SHA also mentioned about the China-Russia Youth Year of Friendly Exchanges from 2014 to 2015. There would be a lot of cultural and other exchanges programmes between youths of the two countries. We told SHA about the Rotary network with Rotarians and Rotaractors in Russia and that our Rotaractors would be pleased to take part in the exchange programmes between China and Russia.

## 第四屆共融之樂保齡球比賽暨第三屆香港盲人保齡球錦標賽

由香港盲人體育總會主辦、國際扶輪3450地區協辦之全港第四屆共融之樂保齡球比賽暨第三屆香港盲人保齡球錦標賽已於二零一四年一月十九日(星期日)上午十時至下午一時在香港南華體育會保齡球館舉行並圓滿結束。

本會多謝下列出席是次比賽開球典禮的主禮嘉賓(見下圖)：



中國香港體育協會暨奧林匹克委員會副會長及香港保齡球總會主席劉掌珠太平紳士BBS JP  
香港盲人體育總會主席周德煒先生MH  
香港盲人體育總會副主席羅德榮先生  
國際扶輪3450地區區總監方奕展先生  
國際扶輪3450地區前區總監黃昭文先生  
英皇娛樂集團活力大使洪杰先生  
環球唱片香港唱作女子組合Robynn & Kendy

頒獎典禮主禮嘉賓：(見下圖)



勞工及福利局康復諮詢委員會主席許宗盛先生BBS MH JP  
香港盲人體育總會主席周德煒先生MH  
香港盲人體育總會常務副主席顏志永先生  
香港盲人體育總會理事及行政總裁陳梁悅明太平紳士  
國際扶輪3450地區助理區總監李兆民先生  
香港精英運動員胡兆康先生  
英皇娛樂集團活力大使洪杰先生  
環球唱片香港唱作女子組合Robynn & Kendy

經過一輪激烈的比賽，比賽成績如下：

1) 視障精英隊： 冠軍：袁詠珊 亞軍：張凱童 季軍：陳達聰	女子組：袁詠珊
2) 高級隊(B1)： 冠軍：梁小偉 亞軍：呂守仁 季軍：莊嫻鳳	6) 扶輪社員個人： 冠軍：Alcuin Li 亞軍：Laurence Chan 季軍：Danny Ma
3) 高級隊(B 2 & 3) 冠軍：劉兆昌 亞軍：梁達華 季軍：陳耀榮	7) 扶輪新世代成員個人： 冠軍：Danny WY Chan 亞軍：Keison 季軍：Fung
4) 視障隊員個人單局最高分獎： 男子組：尹漢賢 女子組：袁詠珊	8) 商界及機構個人： 冠軍：HK Broadband, Alan Koo 亞軍：ACE, Chester Kwok 季軍：新地義工TEAM力量 - Team A, Tam Shing Cho
5) 全場單局最高分獎： 男子組：Alcuin Li	9) 全場隊際 (包括商界及機構)： 冠軍：Kwai Chung Team 1 亞軍：ACE 季軍：HK Broadband



在開球禮上，中國香港體育協會暨奧林匹克委員會副會長及香港保齡球總會主席劉掌珠太平紳士 BBS, JP表示，保齡球這運動，是一項很適合視障人士與健視人士交流的康樂活動，在上屆亞運會，視障人士在這項運動亦取得好成績，期望今年香港會有視障球手代表參加在韓國舉行之亞運，奧委會全力支持香港盲人體育總會大力推行這項運動。而勞工及福利局康復諮詢委員會主席許宗盛先生BBS MH JP亦稱讚香港盲人體育總會在短短幾年間，在視障人士體育訓練及比賽活動上有很好的發展，讓社會人士對視障人士在體育活動的能力有新的了解，再加上義工們無私的奉獻時間及精神，充份體現香港是一個共融社會。

香港盲人體育總會主席周德煒先生和理事及行政總裁陳梁悅明太平紳士非常感激國際扶輪3450地區對是次共融保齡球賽之鼎力支持，協辦全港最大型的傷健共融保齡球比賽及盲人保齡球錦標賽，共同構建傷健共融平台，促進視障人士融入社會。同時亦多謝香港管理專業協會及各界人士對是次活動的支持和參與，特別是勞工及福利局的贊助，使賽事可順利完成。

是次活動大大提升了視障保齡球手的自信心，培養其堅毅不屈的精神，具宣揚<平等參與、體育共享>的作用。本會期望視障保齡球球手，通過定期有系統訓練，成為視障保齡球精英運動員，代表香港特區參加二零一四年亞殘運。

# 地區總監二月文告

認知失調是麻煩的事情，它令人心煩燥和內心交戰。但是，在了解實情和觀察事實矛盾之間的情緒重整過程中展示出神奇的功能。最近我遭受認知失調之痛，但這些不安已離我而去，也使我有了更深刻的理解，一如暴風過後的平靜。

我環顧扶輪的成就，為這些令人吃驚的趨勢感到震驚。很多偉大的成就不單是扶輪社員的努力，同時也得到其他人士的相助。看來，扶輪社員單獨進行活動不會比聯同其他社團共同努力做得更好，這是一加一大於二的結果。

這不是我期望得到的分析推斷。我突然感到手足無力，感到泄氣，並嘗試找出因何我們的成功需仗他人。

然而，想到其他社團願意相助扶輪給了我更鼓舞的想法：他們幫助我們是因為我們也幫助了他們。互助是雙向的，正正反影了保羅哈里斯對扶輪的祈望。保羅哈里斯有一次在訪問中說道：扶輪在穩固發展，互助的基本精神發展至全面的幫助，是服務社會的典範。

因此，『互助』成了基本詞彙和起點，在我們的服務理念中繁衍。互助可以是多方面的，但核心理念是共生共榮。我們在幫助別人時，也在幫助自己。從宏觀角度看，扶輪沒有時限地聯合其他社團為世界做更多好事。回到個人層面，我們可以定義『互助』為『助人助己』。太陽之下無新事。保羅哈里斯已離開我們超過五十年，但他的教誨猶在。早前我曾作出分析推論，卻無感悟，但是保羅哈里斯在1922年已做出了結論：最終分析，扶輪的目標是發展和增強社員的服務能力。

所以，我反覆強調，我們在實施扶輪項目時要將目標放在首位。當我們用公眾影響和項目成效來衡量我們是否成功時，容易滑坡。引用這些評估準則是非常方便，但過份強調卻使我們遠離扶輪的主要目標。我們需要聚焦於服務他人，服務自己，乃至所有人。

## From Rotaractor to Rotarian

At Rotary Club of Macau, we take a lot of photos at various events. Very often, you would find a photo of our Rotaractors-turned-Rotarians cheering together!

Out of the current 41 members in our club, 9 were Rotaractors before joining Rotary, 3 have served or will serve as the Rotary club president, including PP Florence Hui who is the AG this year, and PP Teren Cheong and PE Kevin Lei. I am glad that I am among this group of Rotaractors-turned-Rotarians and there is a special bonding among us. Therefore, sometimes on purpose and sometimes out of whims, we socialize among ourselves and take photos together.

When I was a Rotaractor, I was given the opportunity to work closely with my mother club on various projects, such as the Joint Installation, Annual Ball, Charity Christmas Party, service trip to Guangxi and many others. Rotary and Rotaract Clubs of Macau are partners in service. To me, therefore, joining Rotary just seems to be a natural extension of my Rotaract life. And in Rotary, I continue my Rotaract life by serving as the Rotaract Advisor.

But I must admit that it was not without hesitation when I was first invited to join Rotary. Would I fit in? I could easily be the son or even the grandson of some of the Rotarians. Would I measure up? The Rotarians were very successful people. Would I have the time? Just the regular meetings alone would be 4 times a month. Would I have the money? The club dues, dinner fees would be much more expensive when comparing with those of Rotaract. Reflecting on these questions, I have a few words to share.

To Rotarians: Do understand that joining Rotary is a big decision for many Rotaractors. If they are not ready yet, be patient with them. Don't let your invitation become a pressure to them. Do continue to engage them as Rotaract alumni in your club activities and service. When the right time comes, they will say "I do."

To Rotaractors: Transitioning to Rotary is not as difficult as you might think. But I must say, joining Rotary together with your fellow Rotaractors would make the process much easier. When I joined Rotary in 2009, I did it together with 3 other Rotaractors. Furthermore, interacting with Rotarians is a great way to learn and grow. It outweighs the commitment that you need to make. In addition, joining Rotary gives you the opportunity to stay connected with Rotaract. It would keep you forever young. Trust me!

## Rotary Moments

Elvo Sou  
Rotary Club of Macau



## Top 5 Club Attendance

Feb 2014

Area	Club	Average Attendance Percentage
7	Peninsula South	100%
8	Kowloon East	88%
8	Kowloon Tong	78%
4	Peninsula Sunrise	72.6%
9	Nomt	72%

## Forthcoming Events Mar 2014

8  
Presidents- Elect  
Training (PETS) I

19-20  
Launch of Organ  
Donor Database in  
Guangzhou

29  
Presidents- Elect  
Training (PETS) II

23  
10km Streetathon  
@ Kowloon East

Rotary International District 3450 provides support to humanitarian services of 72 Clubs (Hong Kong: 53; Macau: 6 and Mongolia: 13). More information may be found from the District Website: [www.rotary3450.org](http://www.rotary3450.org). This bulletin is not for sale. It is published by the District Management Committee under the supervision of the District Governor. If you have any enquiry, comment, proposal, suggestion or contribution, please contact our Managing Editor, PP C K Lau (Rotary Club of Hong Kong Northwest, Tel: (852) 94525351 / Email: [ckl@fong-on.com.hk](mailto:ckl@fong-on.com.hk)) at the first instance.

Disclaimer: Articles not written by the editorial board only reflect the position and opinions of the authors and not necessarily those of the DG, District nor editorial board.