ROTARY CLUB OF SHANGHAI

www.rotaryshanghai.org



Pagoda



Service Above Self

One Profits Most Who Serves Best

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Published Weekly

Highlights



The Four-Way Test 四大考验 Sì Dà Kǎo Yàn

Of the things we think, say, or do: 我们说的做的要符合:

1. Is it the TRUTH?

是真的吗?

Shì Zhēn de ma?

2. Is it FAIR to all concerned

是公平的吗?

Shì Gōng Píng de ma?

3. Will it build GOODWILL and BETTER FRIENDSHIPS?

是善意并促进友谊吗?

Shì Shàn Yì de – Bìng Cù Jìn Yǒu Yí ma?

4. Will it be BENEFICIAL to all concerned?

是对大家有利吗?

Content gamification: delivering corporate and technical messages in a fun way! - Diane Russell

Diane has been a professional "visualizer" for 14 years, starting as a Freelance Storyboard Artist for film, before becoming a Creative Director for digital communication solutions.

She has a creative and visual brain, with a good load of scientific and strategic thinking, thanks to a passion for car mechanics, a Bachelor in Biology and a PhD in Cinema studies.

In April 2012 she moved to Shanghai, hired as Senior Creative Director by Crystal CG, the biggest computer graphics production company in China at that time. She then joined multinational communication agencies, including HAVAS (top 10 in advertising), leading all China based creative teams (as well as, later on, one in Vietnam), driving innovative concepts and campaigns, but also supervising production internally and through suppliers.

She served a broad range of top multinational clients, from architecture and automobile, to education, before specializing in medical content for device, pharmaceutical industry, and other health, nutrition, wellbeing, and cosmetic clients.

She decided to pursue the professional adventure as her own boss since September 2018.

Last time Diane spoke at our club was in 2015. She then shared about her role as Program Dean, Dean of Academic Affairs, Major Leader and Teacher of Crystal Academy, a then newly built Vocational College in partnership with Shanghai Arts and Design Academy. She has also briefly mentioned her TEDx Talk in Malaysia on the topic "Make the Best out of Yourself". Some of you might also know her as a Rotary youth programs leader (2017-2019).

This time, Diane will be speaking about her experience in content gamification and will broaden your view on corporate communication tools, showing you unexpected ways to deliver, in a fun way, sometimes boring, intricate and/or sensitive messages; in order to improve visibility, user engagement, learning, message adoption, convince financing decision makers, seduce new recruits, improve usefulness of systems, and more.

Highlights from the last meeting

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Date	Topic / Speaker	Venue/Time
April 9th	Diane Russell - Content gamification	Salon 6, 5th Floor, Marriott City Center, 19:00
April 16th	Rotary Ignites	5th Floor, Marriott City Center, 19:00
April 23rd	Smart Ageing - The Story of Our Health - Markus Braun	5th Floor, Marriott City Center, 19:00
April 30th	Handover / Fellowship	5th Floor, Marriott City Center, 19:00

Tuesday, April 2nd 2019

Visiting Rotarians:

Alexander Grayer	RC 11932	Austria
Coffee Lynna	RC Shanghai West	Mainland China
Teddy Xie	RC Hongqiao	Mainland China
Delbos Christophe	RC Annecy River Gauche	France
DrIng. Weert Zell	RC Aachen Nordkreis	Germany

Dinner attendance

Members	18
Visiting Rotarians	5
Guests	2
Total headcount	25

Happy Money: 2650 CNY



VP Tracy , Sergeant Sam and Rtn. Enzo during Four Ways Test

Highlights from the last meeting

VP Tracy chaired the meeting on behalf of President Linnet.

Rtn. Enzo was invited to lead the Four Way Test starting by English and all attendees followed in English and Chinese.

Sergeant Sam introduced visiting Rotarians and guests.

Dinner started and after a while few announcements were offered. Rtn. Rita summarized on last week workshop reminding the results were also shared on Wechat last Wednesday. Some actions are on the way. Few examples of opportunities for gathering together and engaging: Easter Brunch on April, 21st (location tbd); Shanghai Young Bakers volunteers needed on May, 4th to sell baked products at Jiashan Market. Rita also reminded that Service Project Committee meets every first Tuesday of each month. Everyone can join and will be more than welcome.

Saddle time was up to Rtn. Adam with kind Rita's support. We had 3 auction items: 2 chocolate boxes kindly donated by our visiting Rotarian and Rotary flash lantern and 2 Rotary bags kindly donated by PSR Frank who returned from Rotary Bangkok Convention.

Our speaker for the evening, Tilman Rieger, was introduced by Rtn. Rita. He started right away by making us thinking about different situations and reactions. We actually needed to get into our emotions to better understand compassionate communication. It was interesting and made us think about the difference between observation and interpretation, pure feelings and judgmental feelings, needs and strategy, request and demand. If we can manage all these feelings we would definitely move closer to non-violent communication.

Vice President Tracy ended with a toast to a better RCS.



Banner Exchange



Saddle and Auction time



Banner Exchange



Rieger, our speaker



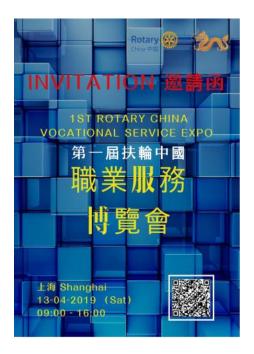
Past SR Frank reporting about Bangkok Conference



April, 2 World Autism Awareness Day

Upcoming Events













Upcoming Events





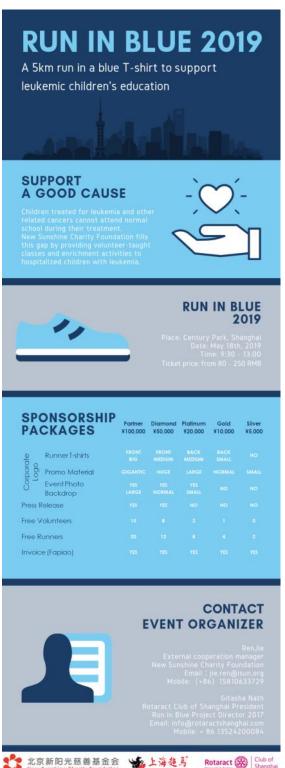




(USD) - \$150

RSVP rcmcentennial@gmail.com

(USD) - \$175

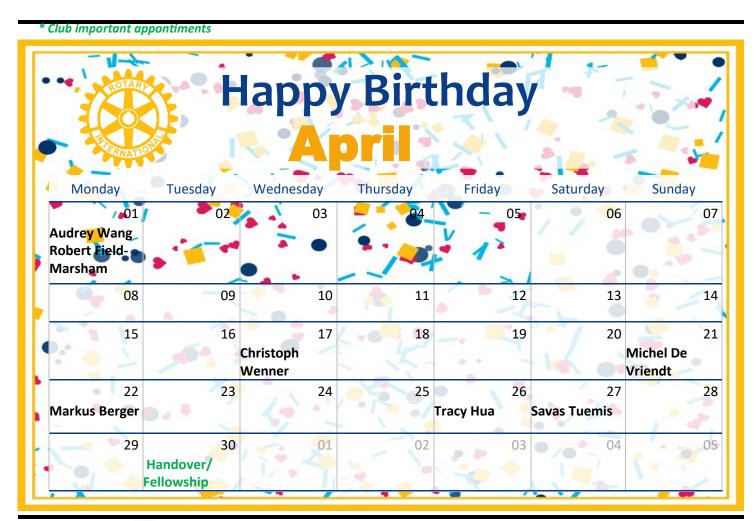


Rotaract Club of Shangha

Upcoming Events







Club Information





Contacts & Meetings

The club meeting is a dinner meeting (by invitation only) Tuesday 18:30 cocktails, 19:00-20:30 dinner

Marriott City Center 上海雅居乐万豪酒店

No. 555 Middle Xizang Rd, Shanghai 上海 黄浦区西藏中路 555 号

For details, contact the club administrator Vivian Huang at

email: rsvp@rotaryshanghai.org phone: +86 19921418286



2018-19 Presidential Theme: Back to Basic

By RCS President, Linnet Kwok



Linnet Kwok – President

I want this year to focus on Rotary's core values, Fellowship and Service.

With fellowship we create good service projects and through service we develop long lasting friendships. They are intertwined.

The arrows represents fellowship and service crisscrossing each other. The arrows also form a globe as we are an international organization and international club.

RCS has over 20 nationalities. To create fellowship we need members, more members to deliver service projects and more members to grow the club.

To grow the club we need to work on our youth and PR. Many people don't know us or think we are a group of old middle age Anglo Saxon males! On the contrary, we are very diversified.

Basic Info of our Club

First chartered on 1 October 1919 Rechartered on 8 February 2006 Number of active Members - 67 Honorary Members – 4

"Gift of Life" - Heart Surgery

GOL provides life-saving operations their family cannot afford. Over 550 children with congenital heart defects have been saved under the programs executed by the Rotary Club of Shanghai.

Inclusion Factory

The Inclusion Factory gives meaningful employment and training to mentally challenged individuals under real market conditions.

Preventing Kashin-Beck disease

The Kashin-Beck disease (KBD) is a neglected disease afflicting mostly poor areas of China and resulting in stunted growth, joint deformities and chronic pain.

Careers in Care

Careers in Care tackles the issue of a growing aged population in China by teaching migrant workers to care for the elderly.

The Library Project

The Library Project has established over 1,800 elementary school libraries. It has put more than 1,200,000 Chinese language children's books into the hands of eager young readers.

Officers & Board members

Linnet Kwok - President clubpresident@rotaryshanghai.org Tracy Hua - Vice President clubvp@rotaryshanghai.org Tiziana Richiardi - Secretary clubsecretary@rotaryshanghai.org Carsten Schmidt-Jochmann - Treasurer

finance@rotarvshanahai.ora Terri Lau - President Elect Motohiro Yamane - IPP

Rita Malvone Samuel Tung Adam McWirther Christian Koher Frank Mulligan

Committees & Directors

Club Administration Committee: Terri Lau clubadministrator@rotaryshanghai.org Membership Committee: Sophia Slingerland membership@rotaryshanghai.org Service Projects: Rita Malvone service.projects@rotaryshanghai.org Youth Service Committee: Albert Khaoutiev youth.service@rotaryshanghai.org PR Committee: Tracy Hua

pr@rotaryshanghai.org Rotary Foundation: Michel De Vriendt rotary.foundation@rotaryshanghai.org

Gift of Life (GOL): Terri Lau gol@rotaryshanghai.org

Fellowship: Samuel Tung fellowship@rotaryshanghai.org Pagoda: Tiziana Richiardi tiziana.richiardi@hotmail.com

RCS Centennial Anniversary: Terri Lau Library Project: Thierry Melango: library.project@rotaryshanghai.org KBD Project: Michel De Vriendt: kashin.beck@rotaryshanghai.org Inclusion Factory: Thilo Koeppe: inclusion.factory@rotaryshanghai.org

RSVP: Vivian Huang: rsvp@rotaryshanghai.org

The Object of Rotary

THE OBJECT of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST The development of acquaintance as an opportunity for service;

SECOND High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service

Rotarian Code of Conduct

The following code of conduct has been adopted for the use of Rotarians:

AS A ROTARIAN, I will

- 1) Act with integrity and high ethical standards in my personal and professional life
- 2) Deal fairly with others and treat them and their occupations with respect
- 3) Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians

FIND A CLUB: ANYWHERE IN THE WORLD!



Everywhere you are in the world you can easily locate the nearest club by simply visiting www.rotary.org/clublocator or downloading Rotary's free Club Locator app available both for Apple and Android.