



# Pagoda



ROTARY:  
MAKING A  
DIFFERENCE

Service Above Self

One Profits Most Who Serves Best

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Published Weekly

## How to write an elevator pitch! - Natalie Lowe

Natalie is Co-founder and Managing Partner of The Orangeblowfish, a leading creative agency in Shanghai.

As a certified personal branding strategist, Natalie's skill is being able to turn C-suite executives into incredible storytellers.

Having spent 16 years in Asia, and the last 10 years in China, Natalie's international background, coupled with her western personality and Chinese roots, gives her the ultimate edge. She uses this unique background to bridge communication and cultural gaps that help MNCs and entrepreneurs be successful in APAC, and vice versa for Chinese companies in the international arena.

Natalie started her communications career in 1999 in Singapore, and spent eight years developing the regional communications function for Pratt & Whitney and United Technologies Corporation across Asia Pacific.

Natalie has also worked for leading global agencies including The Hoffman Agency as Managing Director where she was responsible for the overall operational leadership of six offices across Asia Pacific, and more than eighty employees, as well as Weber Shandwick as Vice President where she played a key role in building the Emergent China Practice that provided counsel and support to Chinese companies going global.

Natalie is based in Shanghai, China and is fluent in English, Cantonese & Mandarin. She is a mother of two beautiful children, a home cook, a fitness fanatic, and loves a good martini when she's not working.

Join us tonight to know why a great elevator pitch is important for personal brand and how to nail that elevator pitch. She will show us how to always be at the top of your game, regardless of whether you are selling an idea, changing carriers or gunning for your next big promotion.



## Shining Stars Month Activity for RCS

On March, 3<sup>rd</sup> a small group of Rotarians paid a first visit to Shining Stars, foster home mainly for blind kids awaiting for international adoption. Mrs Rita Kumar, from Mifan Mama, was our coordinator for the day and made all this possible. Once there we were introduced to kids and the magic started immediately, like a spark.

Ming Ming, Ting Ting, Donger, Lei Lei and Chungue are amazingly sweet kids with so much love to give and even more to receive. There are so many things we can with and for them as Rotarians called to action and March is just the first step. Come on Tuesday to follow this amazing day and future ideas presentation. You won't regret it.



## 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: Wǒ men Shuō de Zuò de Yào Fù Hé:

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?  
是善意的并促进友谊吗? 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? Shì Duì Dà Jiā Yǒu Lì ma?

Date	Topic/Speaker	Venue/Time
March 6 <sup>th</sup>	How to write an elevator pitch! - Natalie Lowe	5 <sup>th</sup> Floor Meeting Room 1-2, Marriott City Center, 19:00
March 13 <sup>th</sup>	Behind the scenes and in front of the camera in China - Eric Heise	5 <sup>th</sup> Floor Meeting Room 1-2, Marriott City Center, 19:00
March 20 <sup>th</sup>	The future of work - Knut Wimburger	5 <sup>th</sup> Floor Meeting Room 1-2, Marriott City Center, 19:00
March 27 <sup>th</sup>	Moving your Business to the Cloud: Do the Benefits Outweigh the Costs - Reto Bless	5 <sup>th</sup> Floor Meeting Room 1-2, Marriott City Center, 19:00

February, 27<sup>th</sup> 2018

Highlights from the last meeting

Geoff Le Grys RC Brixham UK

total headcount 27 , 22 members, 1 visiting Rotarians, 4 guests  
Happy Money: 2050rmb

Back from our Chinese New Year break, dinner meeting started with the Four Way Test led by RCS Past President Randal Eastman at his first meeting on his rejoining RCS, followed by David introducing visiting Rotarian and guests.

We enjoyed our meal pleasantly chatting. President Motosan introduced and remembered upcoming events and Tiziana stressed and promoted our Annual Party which will be held on April, 7<sup>th</sup>. Lot's of surprises on the way! Pradeep then made a call to action for March 3<sup>rd</sup> to pay a first visit to Shining Stars. Following our support through the Xmas Market, all March is dedicated to our Club Service Activities and a first small group will visit the home and meet the House Mother to better understand their needs and what we could do with/for them. This group will report to the Club during March, 6<sup>th</sup> dinner meeting for further actions.

Ludovic introduced the Swimathon on march, 18<sup>th</sup> at SCIS Puxi, organized by Interact. The income will be divided between End Polio campaign and supporting Interact Conference.

Lovely surprise: our friend and Rotarian Eckard Zink was called by President Motosan and was recognized Paul Harris Fellow. Paul Harris Fellow can be earned by yourself for accumulated donation of USD1,000 to the Rotary Foundation, it also can be given by other Rotarian. His good friend, colleague, past RCS member Christian Brutzer: from a Rotarian to another a recognition for service above self in his profession (dentistry). Eckard was so moved that he became speechless.

Classification talk was up to Christian Rink this week: he took us along his life, from a small town in Germany, to Canada where he attended University, back to Germany where he joined Rotaract in Stuttgart. Little time later he started working for Bosh, especially because of the company great commitment to community and service: 90% of annual earning are used for social causes and political education. Electronics equipment, is now his profession, from residential heating to real big stuff.

Speech night time: Mr Philipp Senff, elegantly introduced by our Daniel Tweer, took us on a trip through prevention and crisis management in China talking about real life cases, where it is often possible to encounter fake suppliers or fake service companies, accompanied by corruption rate, which not only make all costs rising but also companies facing high risks exposure and consequences. His 8 tips considerations have been very useful: understanding Chinese regulation and law is important such as transparency and prevention, establishing a "red line" should be the guide line of a company conduct.

President Moto's toast was for the Year of the Dog to close our meeting.



Paul Harris' Fellow: what a surprise!



Rtn. Pradeep introducing March as Rotary Month in aid of Shining Stars



Whistleblower Management by Philipp Senff



That's a smile!



Four Way Test: welcome back Randal!



Rotarians and friends

Beijing

Upcoming events

2017-2018 Rotary China

Conference

2017-18 扶轮中国年会

Rotary China's

Yesterday, Today and Tomorrow

扶轮中国的昨天、今天和明天

Venue: Four Seasons Hotel, Beijing

地点: 北京四季酒店

Date: March 10, 2018

时间: 2018年3月10日

Notes: To reserve tickets or to enquire about sponsorship and providing prizes

备注: 赞助咨询及提供奖品请联络: [events@lehmanbrown.com](mailto:events@lehmanbrown.com)

预定门票 (非北京社员及宾客): [Sasha@RotaryChina.org](mailto:Sasha@RotaryChina.org)

预订门票 (北京社员及宾客): [events@lehmanbrown.com](mailto:events@lehmanbrown.com)

Rotary  
China 中国



Rotary China Invitation  
RI Convention Welcome Dinner, Toronto

We cordially invite your presence to the gathering hosted by Rotarian Frank Yih, RI Special Representative in China - an unique opportunity for fellowship with our sister clubs, project partners, Rotarians and friends during the Convention.



Date: Sunday, June 24, 2018

Time: 6:30 pm to 9:30 pm

Venue: Dynasty Chinese Cuisine  
(69 Yorkville Avenue)



Please RSVP to [sasha@rotarychina.org](mailto:sasha@rotarychina.org),  
[rio@rotarychina.org](mailto:rio@rotarychina.org) or [terry@rotarychina.org](mailto:terry@rotarychina.org)

Amid your busy schedule during the RI Convention from June 23 to 27, 2018, please also find time to visit many tourist attractions throughout the city.



Toronto

ROTARY NIGHT AT THE MOVIES

Come dress up as your favorite movie star or character

Shanghai



RSVP



Rotary  
Club of Shanghai

April 7th 2018, 6pm  
Marriott City Center Hotel

555 Xi Zhang Middle Road, Grand Ballroom

Ticket Price RMB 680, Dinner Buffet, Free Flow Wine, DJ, Dancing, Raffles, Best Dress Hollywood Star Award



Upcoming events

Nanjing

**Walk - A - thon**  
**Funraiser**  
 2018  
 Walk for Hope!

When: April, 21<sup>st</sup> 10am-3pm  
 Where: Nanjing Eye  
 Fee: 180rmb/person

Rotary Club of Nanjing (Provisional)  
 Inclusion Factory  
 门派

**Swimarathon is back!**

Swimarathon 2018:

- March 18 2018. 10:30 am to 12:30 pm
- 1161 Hongqiao Road, Changning, Shanghai
- It is a school, avoid 'creative' bath suits



Shanghai



To:



MARCH  
*Let's be a lady*

2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	1	2	3
4	5	6	7	8	9 <b>Tiziana Richiardi</b>	10 <b>Rotary China Conference</b>
11 <b>PET</b>	12	13	14	15	16	17 <b>Catalin Lapuste</b>
18 <b>Swimathon</b>	19	20 <b>Wingsee Auyeung</b>	21	22	23	24 <b>Isabel Wiedenroth</b>
25	26	27	28	29	30	31

March is the month dedicated to our Club by Shining Stars. We can visit foster home at any time with 1 or 2 days notice to play with the kids, give them love and support.

Rotary Club of Shanghai West  
Wednesday, 18:30-20:30  
Location: Shanghai Pullman Hotel  
位置: 上海中星铂爾曼酒店  
Address: No. 1 Pubei Road, Xuhui District, Shanghai  
上海徐汇区浦北路1号  
For more information please contact President Evan Huang  
Email: [evan\\_huang@dhmedical.com.cn](mailto:evan_huang@dhmedical.com.cn)

Fresh Start Rotary Club of Shanghai  
Friday, 7:45-9:00 am  
Location: Naked Hub  
Address : 5/F, 89 Taixing Lu, near Nanjing Xi Lu  
地址: 请带我去泰兴路89号5楼, 近南京西路  
For more information about Fresh Start and for anyone interested to attend, please visit <http://freshstartrotaryshanghai.org/>  
Email: [tobikars@gmail.com](mailto:tobikars@gmail.com)

Rotary Club of Shanghai Pudong Lujiazui  
Thursday, 19:00-20:30  
Location: Grand Kempinski Hotel, Shanghai 上海凯宾斯基大酒店  
1288 Lujiazui Ring Road, Pudong New Area  
浦东新区陆家嘴环路1288号  
For more information, please contact Secretary Michaela Schmidt  
Email: [secretary@rotarylujiazui.com](mailto:secretary@rotarylujiazui.com)  
Website: [www.rotarylujiazui.com](http://www.rotarylujiazui.com)

## Club Information

**Contacts & Meetings**  
The club meeting is a dinner meeting (by invitation only) every Tuesday at the: Marriott City Center No. 555 Middle Xizang Rd, Shanghai 上海雅居乐万豪酒店, 中国 上海 黄浦区西藏中路 555 号 18:30 cocktails, 19:00-20:30 dinner  
For details, contact the club administrator Vivian Huang at [rsvp@rotaryshanghai.org](mailto:rsvp@rotaryshanghai.org), +86 13501672753

**Our website:**  
[www.rotaryshanghai.org](http://www.rotaryshanghai.org)



### Officers & Boardmembers

- Motohiro Yamane – President
- Linnet Kwok – President Elect
- Alejandro Buriel – Vice President
- Michelle Li – Hon. Secretary
- Carsten Schmidt-Jochmann - Treasurer
- Andrew Hill - IPP
- David Smith
- Eckhard Zink
- Frank Mulligan
- Tracy Hua
- Terri Lau

### Basic Info of our Club

- First chartered on 1 October 1919, re-chartered on 8 February 2006
- Number of active Members – 75
- Number of Honorary Members - 6

### Committees and Directors

- Club Administration Committee**  
Chair: Linnet Kwok, [clubadministrator@rotaryshanghai.org](mailto:clubadministrator@rotaryshanghai.org)
- Membership Committee**  
Chair: Terri Lau, [membership@rotaryshanghai.org](mailto:membership@rotaryshanghai.org)
- Service Projects**  
Chair: Rita Malvone, [service.projects@rotaryshanghai.org](mailto:service.projects@rotaryshanghai.org)
- Youth Service Committee**  
Chair: Ludovic Antier, [youth.service@rotaryshanghai.org](mailto:youth.service@rotaryshanghai.org)
- PR Committee**  
Chair: Thilo Koeppel, [pr@rotaryshanghai.org](mailto:pr@rotaryshanghai.org)
- Rotary Foundation**  
Chair: Alejandro Buriel, [rotary.foundation@rotaryshanghai.org](mailto:rotary.foundation@rotaryshanghai.org)
- Gift of Life (GOL)**  
Chair: Linnet Kwok, [gol@rotaryshanghai.org](mailto:gol@rotaryshanghai.org)
- Fellowship**  
Chair: Tracy Hua, [fellowship@rotaryshanghai.org](mailto:fellowship@rotaryshanghai.org)
- Pagoda:**  
Chair: Tiziana Richiardi, [tiziana.richiardi@hotmail.com](mailto:tiziana.richiardi@hotmail.com)

### BOD and Committees contacts

- Club President**  
Motohiro Yamane: [clubpresident@rotaryshanghai.org](mailto:clubpresident@rotaryshanghai.org)
- Vice President**  
Alejandro Buriel: [clubvp@rotaryshanghai.org](mailto:clubvp@rotaryshanghai.org)
- Secretary**  
Michelle Li: [clubsecretary@rotaryshanghai.org](mailto:clubsecretary@rotaryshanghai.org)
- Treasurer**  
Carsten Schmidt-Jochmann : [finance@rotaryshanghai.org](mailto:finance@rotaryshanghai.org)
- Library Project**  
Chair: Andrew Hill , [library.project@rotaryshanghai.org](mailto:library.project@rotaryshanghai.org)
- KBD Project**  
Chair: Michel De Vriendt, [kashin.beck@rotaryshanghai.org](mailto:kashin.beck@rotaryshanghai.org)
- Inclusion Factory**  
Chair: Thilo Koeppel , [inclusion.factory@rotaryshanghai.org](mailto:inclusion.factory@rotaryshanghai.org)
- RSVP**  
Chair: Vivian Huang, [rsvp@rotaryshanghai.org](mailto:rsvp@rotaryshanghai.org)