



Pagoda



Service Above Self

One Profits Most Who Serves Best

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Published Weekly

Highlights



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.

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？

Highlights from the last meeting

Read more on page 2

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

Highlights from the last meeting

Visiting Rotarians:

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

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.

Dinner attendance

Members	18
Visiting Rotarians	5
Guests	2
Total headcount	25

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.

Happy Money: 2650 CNY

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



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



Banner Exchange



Banner Exchange



Past SR Frank reporting about Bangkok Conference



Saddle and Auction time



Rieger, our speaker



April, 2 World Autism Awareness Day

Upcoming Events



Rotary China 中國

INVITATION 邀請函

1ST ROTARY CHINA VOCATIONAL SERVICE EXPO

第一屆扶輪中國職業服務博覽會

上海 Shanghai
13-04-2019 (Sat)
09:00 - 16:00

Rotary Club of Shanghai West

Shining Rotary! Colorful Life!

上海浦西扶輪社授證四週年慶典 - 閃亮扶輪 多彩人生

Rotary Club of Shanghai West 4th Charter Ceremony Party - Shining Rotary! Colorful Life!

尊敬的貴賓

很榮幸能邀請您參加 2019 年度上海浦西扶輪社授證四週年慶典。上海浦西扶輪社全體社員對於您的支持獻上最誠摯的謝意，並期待當晚您的光臨與參與！

Dear Rotarians,

It's an honor to invite you to Rotary Club of Shanghai West 4th Charter Ceremony Party. Members of Rotary Club of Shanghai West thank you for your support, and looking forward to seeing you again.

SHANGHAI BUTTERFLY FOOTBALL CUP

April 14th 2019

LOCATION: T9B / PLAYERS: 7vs7 / UP TO 32 TEAMS
Open to adults, mixed men & women corporate teams

Organized by: Rotary Shanghai West South Club of Shanghai West Francezone

All benefits go to: debra 德博中心

晚會信息

時間: 2019 年 5 月 4 日 星期六晚上 18:00-20:50
(17:00 報到開始聯誼酒會, 並登記領取紀念提袋)

地點: 上海中星柏爾曼酒店 3F 宴會廳, 上海市徐匯區浦北路一號

著裝建議: 正裝、休閒夾克及顯著彩色飾品或正裝、非黑色系服飾

價格: 人民幣 880 元 (臺幣 4050 元) / 人

Party Information

Time: 2019 May 4th, Saturday 18:00pm to 20:50pm.
(Registration at 17:00 for fellowship and get the gift bag)

Location: Pullman Shanghai South, 3rd Floor Ballroom

Dress Code: Formal, shiny and color accessories or formal, non-black clothing

Fee: RMB 880 (NTD 4050) / person

3rd Anniversary Charter Ceremony Party

Rotary Club of Qingdao

Saturday 20 April, 2019

Crown Plaza Qingdao Hotel

No 78 Xianggang Middle road

Time: 6PM to 9PM

RMB499 / Person

Elegant attire Encouraged

RSVP: Elisabeth 186-6193-6853

Scan to Register

Upcoming Events




INTERACT CHINA CONFERENCE

中国扶少团年会 2018-2019

TIME?
2019年4月27日 10:00-14:30
2019, April 27th 10:00-14:30

WHERE?
浦东新区青桐路169号, 邮编201203
The SMIC Private School.
169 Qingtong Rd, Pudong New Area, Shanghai, China

40 RMB for lunch. 午餐40元/人



微信支付


PosterMyWall.com THE SMIC PRIVATE SCHOOL

RUN IN BLUE 2019

A 5km run in a blue T-shirt to support leukemic children's education


SUPPORT A GOOD CAUSE

Children treated for leukemia and other related cancers cannot attend normal school during their treatment. New Sunshine Charity Foundation fills this gap by providing volunteer-taught classes and enrichment activities to hospitalized children with leukemia.



RUN IN BLUE 2019


Place: Century Park, Shanghai
Date: May 18th, 2019
Time: 9:30 - 13:00
Ticket price: from 80 - 250 RMB



SPONSORSHIP PACKAGES

	Partner ¥100,000	Diamond ¥50,000	Platinum ¥20,000	Gold ¥10,000	Silver ¥5,000	
Corporate Logo	Runner T-shirts	FRONT BIG	FRONT MEDIUM	BACK MEDIUM	BACK SMALL	NO
	Promo Material	GIGANTIC	HUGE	LARGE	NORMAL	SMALL
	Event Photo Backdrop	YES LARGE	YES NORMAL	YES SMALL	NO	NO
Press Release	YES	YES	NO	NO	NO	
Free Volunteers	15	8	2	1	0	
Free Runners	20	12	6	4	2	
Invoice (Fapiao)	YES	YES	YES	YES	YES	

CONTACT EVENT ORGANIZER



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Gitasha Nath
Rotaract Club of Shanghai President
Run in Blue Project Director 2017
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北京新阳光慈善基金会 New Sunshine Charity Foundation | 上海跑马 Shanghai Ultra Marathon | Rotaract Rotary Club Partner | Club of Shanghai



The Officers and Members of the Rotary Club of Manila, led by President Jesus "Susing" M. Pineda, Jr. invite you to

100th Anniversary of the Rotary Club of Manila and the Rotary Movement in the Philippines and in Asia

JUNE 20, 21, 22, 2019

REGISTRATION FEE:


Early Bird Rate: (Until March 15, 2019) (PESO) – PHP 5,000 (USD) - \$150	Regular Rate: (March 16, 2019 onwards) (PESO) – PHP 5,250 (USD) - \$175
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RSVP
rcmcentennial@gmail.com

Upcoming Events



* Club important appointments



Happy Birthday

April

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01 Audrey Wang	02 Robert Field-Marsham	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17 Christoph Wenner	18	19	20	21 Michel De Vriendt
22 Markus Berger	23	24	25	26 Tracy Hua	27 Savas Tuemis	28
29	30 Handover/ Fellowship	01	02	03	04	05

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 an 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

Inclusion Factory

Project

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

Careers in Care

Project

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

"Gift of Life" – Heart Surgery

Project

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.

Preventing Kashin-Beck disease

Project

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.

The Library Project

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@rotaryshanghai.org
- Terri Lau – President Elect**
- Motohiro Yamane – IPP**
- Rita Malvone
- Samuel Tung
- Adam McWirther
- Christian Kober
- Frank Mulligan

Committees & Directors

- Club Administration Committee:** Terri Lau
clubadministrator@rotaryshanghai.org
- Membership Committee:** Sophia Slingerland
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- Service Projects:** Rita Malvone
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- Youth Service Committee:** Albert Khaoutiev
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- PR Committee:** Tracy Hua
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- Rotary Foundation:** Michel De Vriendt
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- Gift of Life (GOL):** Terri Lau
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- Pagoda:** Tiziana Richiardi
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- RCS Centennial Anniversary:** Terri Lau
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- KBD Project:** Michel De Vriendt
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- Inclusion Factory:** Thilo Koeppel
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- RSVP:** Vivian Huang
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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.