



# PAGODA



Service Above Self

One Profits Most Who Serves Best

Issue No. 584- 23 May 2023

Published Weekly

## 23 May - Fellowship Dinner

## See You Soon Jingfu!

**ROTARY INTERNATIONAL**

**TUESDAY MEETING**

**Boom. The Crisis Hit.**  
— Managing a company's stakeholders in tough times

PRESENTED BY:  
**Claudia Kossler**  
FES Global  
Managing Director, Head of Shanghai

YOU WILL LEARN ABOUT:

- Reputation ruined!? Why communications matter when a corporate crisis hits
- Era of dynamic geopolitics – era of every-day crisis?
- Crisis home-made!? How cultural insensitivities can turn into a storm

TUESDAY, May 23, 2023  
18:30 - 19:00 Reception  
19:00 - 20:30 Dinner Meeting  
Café of Grand Millennium Shanghai HQ  
@ 2588 Yan An Xi Road  
RMB 230 w/a wine  
RMB 250 with wine  
CONTACT: Vivian Huang  
vivian.huang@messer.com.cn

SCAN THE QR CODE & SAVE YOUR SEAT!

Rotary Club of Shanghai

TAKE ACTION: www.rotaryshanghai.org



### Coming Events

### May Birthdays

- 23.05 — Speaker Meeting @GrandMillennium 6:30 - 8:30 pm
- 30.05 — Speaker Meeting @tbd 6:30 - 8:30 pm
- 06.06 — Speaker Meeting @tbd 6:30 - 8:30 pm
- 13.06 — Speaker Meeting @tbd 6:30 - 8:30 pm
- 20.06 — Speaker Meeting @tbd 6:30 - 8:30 pm

- 02 — Holger Schober
- 06 — Motohiro Yamane
- 19 — Nikola Urosevic

### The Four-Way Test 四大考驗

Of the things we think, say, or do:  
对于我们所想、所说、所做的事情，  
我们应该事先扪心自问：

- 1. Is it the truth?**  
是否一切属于真实?
- 2. Is it fair to all concerned**  
是否各方得到公平?
- 3. Will it build goodwill and better friendships?**  
能否促进亲善友谊?
- 4. Will it be beneficial to all concerned?**  
能否兼顾彼此利益?

### Officers & Directors

- David Smith – President
- Tarik Gartner – Secretary
- Rainer Kern – Treasurer
- Tiziana Richiardi – President Elect
- Rita Malvone – Immediate Past President
- Carlotta Godio
- Jeff Hasenfratz
- Markus Berger
- Terri Lau
- Tilman Rieger

### Committees & Chairs

- Club Administration Chair:** Tiziana Richiardi
- Membership Committee:** Thilman Rieger
- Fellowship Committee:** Rita Malvone
- Service Projects Committee:** Alexander Hartmann
- Service Projects Cochair:** Anne Tan
- Youth Service Committee:** David Richardson
- Rotary Foundation:** Markus Berger
- Gift of Life (GOL):** Terri Lau
- Sister Clubs:** Motohiro Yamane
- Pagoda:** Carlotta Godio
- Speaker Program:** managed by committee
- Circle of Centennial Rotary Club:** Terri Lau
- Assitant Governor:** Tracy Hua
- Club Admin:** Vivian Huang

Tuesday, May 16th, 2023

Highlights from the last fellowship



Speaker Program



**Claudia Kosser**  
FGS Global Partner  
Head of Shanghai

**Reputation Ruined Reputation Restored. Lessons Learned.**

Claudia Kosser is FGS Global' Head of Shanghai and advises clients from various sectors in corporate communications, leadership positioning and mission critical situations, including in crisis situations.

Among other mandates, she helped her clients in ad-hoc situations like product issues and recalls, cyber hacks and geopolitically loaded social media storms. But she is also involved before things go viral and turn into crisis: she advises clients in crisis preparedness, conducts trainings and creates crisis handbooks, including risk assessment and mapping.

She recently developed the 'Mind the Gap' training for her clients which focusses on preventing reputation damage triggered by cultural insensitivities of MNCs in the China market.

Claudia has more than a decade of experience and launched the FGS Global Shanghai office in 2019 after working for the firm in Frankfurt and Hong Kong. In her role, she acts a bridge-head between China and other parts of the world.



PETS & District Conference in Beijing

In Rotary, all PEs must attend Presidents-Elect Training Seminar (PETS) before becoming Presidents on July 1st.

PETS are organized by Rotary Districts every year before July 1st. Our RI District 52 (Rotary China) held PETS on May 13th in Beijing. Both our PE Tiziana and PE of Rotaract Club of Shanghai Lareesa attended to get the eligibility to serve as the Presidents.

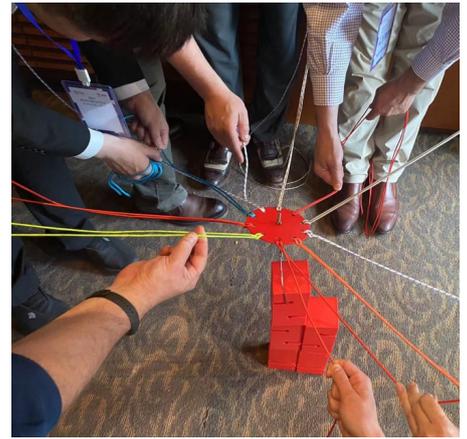
Although the venue was in Beijing, a group of Shanghai Rotarians volunteered for agenda arrangement, hotel & restaurants logistics and lecturing to support our SR Andrew from our club.



Rotary is a group for fellowship and service. So even in the training day, we did not forget the spirit of service. Rita invited Tenzin Dolma, the representative of Snowland Art School and their two students to introduce their projects.

Rotary's nature is FUN. In addition to standard happy hours, our President Rita applied her vocational service to PETS to build a new team by collaboration of building a brick tower with multiple number of ropes.

# ROTARY CLUB OF SHANGHAI



While PETS was 100% face to face meeting to ensure communication to the heart, the District Conference on the next day was held in combination with Zoom meeting.

20+ people attended at the hotel in Beijing and about 100 Rotarians participated online. SR Andrew announced that the District Conference 2024 will be held in a city to be chosen by the candidates proposed by Rotary clubs in China. Looking forward to seeing fellow Rotarians from various cities face to face again.

