



# Rotary Crossroads

An e-bulletin published by Rotary Club of Singapore  
... Proud of our past, Committed to our future

October 19, 2009  
Volume 46-16

## Vocational Service Month – Sales Before Service?

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# In Focus

## Vocational Service Month – Sales Before Service?

- By PP Raymon Huang

That sub-heading – “Sales Before Service” – was actually taken from a write-up in the Straits Times recently. It does seem to put in a nutshell what appears to be today’s order of the day, or should I say, the order of the day of life today. Does it not?

In the vast business empires of big bucks out there, a good deal of long-cherished and basic values have gone out of the window. A recent and glaring example was what transpired at the 2008 F1 Singapore Grand Prix – the so-called “Crashgate”. Intrigue, deception, and lies reigned supreme, all at the expense of truth and honesty. The whole unsavoury episode would have gone unnoticed had not the driver concerned spilled the beans. And all for what purpose? Big bucks, reputation, and the prestige of winning the race. Perhaps it was all done in the spirit of what Rousseau said “*Truth is no road to fortune!*” At the expense of basic truth and morality, with utter disregard of the dangers posed to human lives. Well, as they say, you reap what you sow. I wonder if the big boys who allegedly engineered and orchestrated the scheme were or

are Rotarians. My considered guess is they are not.

Well, for Rotary and Rotarians this October month is “VOCATIONAL SERVICE MONTH”, when the essence of truth, fairness and goodwill prevails very prominently. Vocational Service, as well we know, is the foundation stone of why we are Rotarians. It is indeed a corner-stone of Rotary. We are accepted into Rotary on the fundamental basis of our vocations. In this context, we are guided by the second statement in The Object of Rotary, by The Four-Way Test, and by The Guide to Daily Living. We know what they are. We are expected to live and conduct our Rotarian life in accordance with these precepts. Do we? Periodic self-examination and self-evaluation in this regard are always good – so long as the answers are honest and truthful.

In this Vocation Service Month, all Rotary Clubs the world over are asked to highlight the importance of the business and professional life of each member, as well as to organize special activities and programmes that promote this avenue of Rotary service. R.I.



***“Thus, in this Vocational Service Month, these issues of high ethical standards, truth, fairness, goodwill, and honesty in service are brought into special focus. In the conduct of our lives as Rotarians we are expected to make them our fundamental life-issues. We are in Rotary because we subscribe to the ideals of “Service Above Self”. We are in Rotary too because we want to be proud representatives of our vocations and professions.”***

- PP Raymon Huang

## Vocational Service Month – Sales Before Service?...

continued

President John Kenny pointed out that Vocational Service is one of the main reasons by Rotary is so successful as a service organization. He said, *“Vocational Service is sometimes the forgotten Avenue of Service in Rotary.”* It is thus so important that we place a special emphasis on this service, not just during this Vocational Service Month, but all year round – because “high ethical standards in business and professional life are still as important today as they were in 1905 when Rotary was founded. I dare say that they are even more important today, when truth, morality and honesty seem so fragile, so easily and will-nilly compromised. More than ever, truth is so often strange – stranger than fiction. The Indian philosopher R. K. Narayan observed, *“Truth is like the sun – we cannot look at it in the face without blinking”*, or squirming.

Thus, in this Vocational Service Month, these issues of high ethical standards, truth, fairness, goodwill, and honesty in service are brought into special focus. In the conduct of our lives as Rotarians we are expected to make them our fundamental life-issues. We are in Rotary because we subscribe to the ideals of “Service Above Self”. We are in Rotary too because we want to be proud representatives of our

vocations and professions. Rotarians are thus held in high esteem and trust in the community. We are often looked upon as guiding lights and beacons in our observance and practice of Rotary’s ideals of service, truth, fairness and goodwill, as well as better friendships. The Four-Way Test is like a lighthouse in the rough seas of callous commercialism, where it is naturally accepted that while some are “born good and some others make good, many others are caught with the goods!” Cannot recall who said it, but so, so true.

And, as R.I. President John Kenny so aptly puts it, *“...we must keep Vocational Service front and centre in our minds and actions. We must seek... men and women of character. We must do what is right, even when it is inconvenient. We must always, always, put Service Above Self”.*

In deed so – we must not put sales before service. **RC**



### 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.

# Last week

## Club happenings on October 14<sup>th</sup>

- Reported by Bernadette Rayney-Ng

### Opening Remarks:

President Dr. Yap Lip Kee welcomed members to the 16<sup>th</sup> meeting of the year and the 2<sup>nd</sup> meeting of Vocational Service Month. He warmly thanked Honorary Secretary Tapan Rao for chairing last week's meeting.

### Welcome of Guests:

Welcome of guests of members and Visiting Rotarians was performed by Rtn. Sirish Kumar:

### Guests:

Ms. Elsa Asevatham, Mr. Xavier Sanjiman, Rotaractor Kelly Lim

### Visiting Rotarians:

Al Mendoza – Escondido, USA  
Dr. Theodor Strohal – Ras Al Khaimah, UAE

### Toast:

Rtn. Paul Kayoboke called upon visiting Rtn. Dr. Theodor Strohal to say a few words about his club in Ras Al Khaimah. We learnt that there were three Rotary Clubs in the United Arab Emirates, two of which were in Dubai. Rtn. Theodor added that his club was interested in undertaking youth exchange programmes.

### Heartiest Congratulations:

President Lip Kee extended the Club's heartiest congratulations to Rtn. Dinesh Sharma who won the category two Singapore Indian Chamber of Commerce & Industry (SICCI) – DBS Bank "Singapore Indian Entrepreneur Awards 2009" for outstanding Indian Entrepreneurs. He added that the award was presented to Rtn. Dinesh at SICCI's 85<sup>th</sup> anniversary held on October 10<sup>th</sup> 2009.

### Rotaract Club of Temasek's Installation:

Rotaractor Kelly Lim who is the Immediate Past President of our Rotaract Club of Temasek informed members of their coming installation night, which would be held on October 31<sup>st</sup> at the National Library Courtyard, 5<sup>th</sup> level. He invited members to attend their celebrations and to support the club through sponsorships of its commemorative souvenir book.

### Community Dragon Boat Row:

President Lip Kee informed members that the Epilepsy Care Group (ECG), one of the Club's Major Project beneficiaries for Rotary year 2007/08, had invited members to their "Community Dragon Boat Row" on 1<sup>st</sup> November 2009 at the Kallang Riverside Park. He called on members who were interested in forming a team for this event to contact the Secretariat.

### Community Dragon Boat Row:

President Lip Kee announced that there would be a "Get To Know You" fellowship with new members on October 15<sup>th</sup> at the Restaurant Sapore Italiano at Raffles City Shopping Centre. He invited members to attend this fellowship.

### Aid to the Manila Flood and Padang Earthquake Victims:

President Lip Kee advised that about \$23,000 was collected for the Manila flood victims, which would be channeled to our sister clubs in the Philippines. He called on members to donate for the Padang earthquake victims and added that all donations would be sent to our District to assist in their efforts. **RC**



Sirish Kumar



Paul Kayoboke



Dinesh Sharma



Rotaract IPP Kelly Lim

# Guest corner...

## *“Technopreneur Whizkid”*

**Speaker: Mr. Nicholas Aaron Khoo**

Reported by Bernadette Rayney-Ng

### **Speaker's Introduction:**

*Rtn. Gerald Abeyawardena noted that the Guest Speaker Mr. Nicholas Aaron Khoo is a technopreneur and digital media enthusiast who has worked with more than 20 different organisations in various capacities ranging from founder, principal, investor, volunteer, advisor and mentor. Rtn. Gerald added that Mr. Khoo's background was in web development and entrepreneurship. He has presented about “Citizen Journalism in Singapore” at the World Professional Blogger-Journalists Association Convention and has made presentations on digital and social media at various conferences.*

### **Speaker:**

In his presentation, Mr. Khoo highlighted the various online communities sharing information amongst themselves and with other communities. He spoke of connecting with the “Y-ired Generation” and shared some of the characteristics of the “Generation Y” (whom he defined as those born from 1977 to 1997).

Mr. Khoo advised how the impact of blogging, social networks, micro-blogging has changed the way we live and how businesses were carried out today.

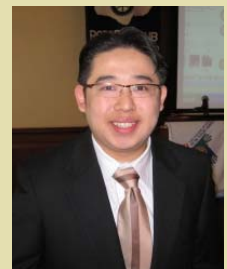
Realising that it was Vocational Service Month, Mr. Khoo shared his experiences about his work and business. He gave examples of his

experiences as a media advisor for the local professional basketball team Singapore Slings and how through the use of social media, they were able to promote the team. He also gave data on internet users and examples of internal social networking and blogging, which helped various organisations in their promotions and cost savings.

At the end of his presentation, Mr. Khoo kindly answered some queries posed to him by members.

### **Vote of Thanks:**

**Rtn. Jeff Rajeck** warmly thanked Mr. Khoo for his presentation on the new world of media and presented to him the Club's mementos. **RC**



**Mr. Nicholas Aaron Khoo**



**Gerald Abeyawardena**



**Jeff Rajeck**

# Club Activities

## 19<sup>th</sup> R.I. District 3310 Conference



**Date:** November 13<sup>th</sup> to 15<sup>th</sup> 2009

**Venue:** Pulai Springs Resort, Johor Bahru, Malaysia

District Conference Registration forms are available from the Secretariat.

**Speakers & Topics at the Reducing Child Mortality Seminars:**

<u>TOPICS</u>	<u>SPEAKERS</u>
UNICEF Representative	Mr. Yousoof Oomar
Water & its Impact	PDG Charlie Clemmons (USA)
Rotary International Efforts in Eradicating Polio	PDG Ritje Rihatinah (Indonesia)
Children's Emergency	Dr. Ng Kee Chong (Singapore)
Prevention of Maternal Disease during Pregnancy	Dr. Chee Jing Jye (Singapore)
Literacy & Its Impact in Reducing Child Mortality	The Honorable Mayor Zainuddin Nordin (Singapore)
Prevention of Dengue	PDG Dr. Ruben Henson (Philippines)
Malaysian Initiative in Reducing Child Mortality	Dr. Hajjah Safurah (Malaysia)
5 Points Programme to Save Children	PDG Rekha Shetty (India)

### The Guide to Daily Living

Before doing the things we want to do, consider first, the precept of the guide. Ask ourselves these 4 questions and act upon them:

First : Have I spent some time in self-examination?

Second: Have I spent quality time with my family?

Third : Have I given my best to my work?

Fourth : Have I given some time to someone near and far?

The Guide, in fact, encompasses the 4 parts of the Object of Rotary.

## Board of Directors Year 2009-2010

### **President**

Dr. Yap Lip Kee

### **Imm. Past President**

Paliath Mohandas

### **President Elect**

P. Balachandran

### **Vice Presidents**

Dr. Shahul Hameed

### **Hon. Secretary**

Tapan Rao

### **Hon. Treasurer**

Nirmal Singh

### **Directors**

Colin Miles

Tan Kwang Kai

### **Director: Community Service**

Goh Bock Seng

### **Director: Vocational Service**

Inderjit Tulsi

### **Director: International Service**

Claudia Huegel

### **Director: Service to New Generation**

Ashwani Sarwal

## Bulletin Committee

Uttam Kripalani

Colin Miles

Dr. Albert Wee

# Mark your Diary!



- compiled by Bernadette Rayney-Ng

## Birthday Celebrants

RC wishes *Happy Birthday* to celebrants this week:

**October 20** – Brian Jones

**October 21** – Jimmy Ooi

## This week

October 21<sup>st</sup> 2009

Meeting at Meritus Mandarin,  
Orchard Road

**Reception Desk duty:** PP Murli Chanrai, Kavita Butalia  
**Sunshine Box duty:** Tapan Rao, Robert Kees

**District Governor Datuk Haji Md Latip Sarrugi's Official Visit to the Club.**

## Service Committee Meetings

Service to New Generations

**No Meeting in view of Club Assembly on October 20<sup>th</sup>.**

## Anniversary Celebrants

RC wishes *Happy Wedding Anniversary* to all celebrants:

**October 20** – N "Subbu" & Sunitha Subramanian

## Next week

October 28<sup>th</sup> 2009

**Reception Desk duty:** Chiang Shih Fang, Joseph Chia  
**Sunshine Box duty:** Dr. Thomas Perkmann, Bharat Mandloi

**Speaker:** Mrs. Ruby Chen  
**Topic:** "Outplacement under present economic climate"

## Service Committee Meetings

Community Service

**Date:** Thursday, November 5th

**Time:** 5.45 pm

**Venue:** Holiday Inn Park View Singapore, 11 Cavenagh Road, (229616)

**Host:** Uttam Kripalani

## October

### Vocational Month

### October 20<sup>th</sup>

2<sup>nd</sup> Club Assembly

at the Tanglin Club

### October 21<sup>st</sup>

District Governor's Official Visit  
at Meritus Mandarin

## November

### Rotary Foundation Month

### November 13<sup>th</sup> – 15<sup>th</sup>

19<sup>th</sup> R.I. District 3310 Conference  
at Pulau Springs Resort  
Johor Bahru

## December

### Rotary Family Month

### The Four-way Test

Of the Things we think, say or do:

- ❖ Is it the truth?
- ❖ Is it fair to all concerned?
- ❖ Will it build goodwill and better friendship?
- ❖ Will it be beneficial to all concerned?

## Quotation

(contributed by Rtn. Uttam Kripalani)

*"Whatever we feel we most need is what we most need to give."*

- Author Unknown

# Humour!



Signs of the social networking times.