



VOICE

樟之聲
宜聲



OF CHANGI MONTHLY BULLETIN
FOR MEMBERS ONLY

November 2009

REF11/2009

THE ROTARY FOUNDATION

November is Rotary Foundation Month. The Rotary Foundation of Rotary International is a not-for-profit corporation that promotes world understanding through international humanitarian service programs and educational and cultural exchanges. It is supported solely by voluntary contributions from Rotarians and others who share its vision of a better world. Since 1947, the Foundation has awarded more than US\$1.1 billion in humanitarian and educational grants, which are initiated and administered by local Rotary clubs and districts.

The Foundation was created in 1917 by Rotary International's sixth president, Arch C. Klumph, as an endowment fund for Rotary "to do good in the world." It has grown from an initial contribution of US\$26.50 to more than US\$73 million contributed in 2000-01. Its event-filled history is a story of Rotarians learning the value of service to humanity.

The Foundation's Humanitarian Programs fund international Rotary club and district projects to improve the quality of life, providing health care, clean water, food, education, and other essential needs primarily in the developing world. One of the major Humanitarian Programs is PolioPlus, which seeks to eradicate the polio virus worldwide. Through its Educational Programs, the Foundation provides funding for some 1,200 students to study abroad each year. Grants are also awarded to university teachers to teach in developing countries and for exchanges of business and professional people. Former participants in the Foundation's programs have the opportunity to continue their affiliation with Rotary as Foundation Alumni.

You can find out more about the Rotary Foundation by visiting the [Foundation section](#) of the [Rotary International web site](#).

DGE K A Abraham will also be giving us a talk on this subject on 18th November '09.

Information on this article came from the following pages at the [Rotary International web site](#):

- [About Rotary](#)
- [The Rotary Foundation](#)
- [Programs of the Rotary Foundation](#)

CONSERVATION OF HISTORIC SHOPHOUSES

Rtn Rev Dr John Barrett

"A city that loses its ancient buildings knows not who we are or where we have come from." The shop house is an icon of Singapore. Shop houses go back to the first phase of urbanization of Singapore, when it was deemed necessary for a merchant to live over his business. There was a period when shophouses were neglected in favour of modern high rise blocks. But more recently there has been a renewed appreciation of their architectural merit. Shop houses in Chinatown, in Geylang, in Kampong Glam and in Katong are now being restored to their former glory, and the result is very desirable properties used for restaurants, shops, offices and small businesses.

At our meeting on Wednesday 7 October 2009, Simon Monteiro, a historian and Director of Historical Land Pte Ltd, gave us a very interesting talk on the conservation of historic shophouses and opportunities and investments in them. He was accompanied by his business partner, Cedric Pinto.



Simon the speaker with his partner Cedric (seated)

Simon has taken a great deal of interest in historical buildings both here and in Malaysia. He has a fine collection of photographs of buildings, in different states of repair. He has also an interesting collection of old Deeds.



The Exhibits on display during the evening's presentation

Simon explained the investment potential of shop houses, and gave impressive examples of the way in which they had appreciated in value over the last 5 – 6 years. His pictures demonstrated how fine they can look when sensitively restored. It would certainly be a great tragedy if this wonderful part of Singapore's heritage which is so evocative of the Straits Settlement period, should be allowed to disappear.

Beyond Economic Growth: M&A, JVs and Strategic Alliances

A snapshot of strategy development and opportunity/deal sourcing by Ms Chan Wai Yee and Mr Paul Patterson

Rtn Rev Dr John Barrett

Following a rousing rendition of the Club song, the meeting on 14 October '09 was treated to a quick fire presentation by two very experienced practitioners in mergers and acquisitions.



Paul Patterson works for a Japanese American company specializing in helping companies look for M & A opportunities. He revealed that the largest companies have teams at work looking out for new ideas, keeping their ear to the ground for new developments and identifying the "Next Best Thing".

Chan Wai Yee spoke about appropriate strategy when contemplating a joint venture, pointing out that there was a very high failure rate in mergers and alliances, because companies have not got the strategy or the chemistry right. In fact most mergers, she said, turn out to be acquisitions. A merger of equal partners is very difficult to bring off. So she took us through a check list including a review of market forces, factors relating to growth, and the analysis of the external and internal environment of the companies involved. Paul gave us a quick overview of recent developments and indicated the enormous growth in M & A recently.



Kwai Wah passing a token of appreciation to Paul

As PP Wong Kwai Wah said in his vote of thanks, our questions didn't do justice to such heady material. But there is no doubt that the 21 club members and guests present were interested and enjoyed the clear and concise presentation.



Paul Patterson speaking in the SGCC Event Hall



Dinner at the Garden Grille after the talks

Our new member, Rtn Kelly-Anne Frendo gave a Classification Talk on Web Design & Development on 29 Oct 09.

Rtn Ho Lik Khui

It is a fact that the Internet has revolutionized the way we conduct our business, the way we meet people, the way we want to project our ideas, etc. More and more business people are making use of the internet to do their business. So it is crucial to have a good website to entice one to your website.



Kelly enlightened us on this aspect of the web. First, she defined what is a web and then went on to pose the question whether we really need a website. So before one embarks on this, one ought to know whether there is a need to create your company's presence, to sell products this way, to generate leads, to extend your trading hours, to solicit

feedback and to expand your target market. She gave an example of a restaurant/café and one which is in a retail business/trade. For both cases there could be the benefits of attracting outsiders, to extend their reach, etc.



Kelly-Anne Frendo giving her classification talk

Before we start it is good to ask where we are at this point of time. Information like contact details, a clear description of the goods to be sold, what the company provides, your focus areas and what are the differences between your company and your competitors are required before we embark on it. Then we need to be aware of the costs. There will be costs relating to use of domain name (annual), use of hosting services and further development /enhancement of the website.

She also spoke on how to improve the website. Tips given include search engine visibility, browser compatibility, accessibility (e.g. for people who are physically impaired), ease of maintenance and means to encourage repeat visitors (such as adding a blog and interactive features). As to how to enhance the website, she gave us suggestions such as having photo gallery, newsletter, forum, integration with Skype, twitter feeds, live help, RSS news feed, Facebook, surveys and polls. To assess the strength of the website one needs to have data such as statistics e.g. how many visitors and what pages people have looked at.

Our member Kelly has provided a useful insight of her vocation. She heads the firm called Glide Technologies Ltd which provides such services. Through the many questions fielded to her and with her professional replies, she has indeed opened our eyes to the changes going around us in the virtual world – changes that business people cannot chose to ignore. Her presentation is very timely given Oct is vocational service month.



PP Dr Gong presented Kelly with a token of appreciation after her interesting talk

Events to Catch

November

- 04th
(Wed) **Film Production and Animation Programming**
by Mr Khoon Chuan, winner of 'Best Animation Award' at 'Taiwan Golden TV Awards'
- 11th
(Wed) **Fellowship Evening**
Details to be announced
- 18th
(Wed) **Rotary Foundation**
by our DGE Dr K A Abraham
- 14th
(Sat) **BOD Meeting & Dinner Fellowship**
Hosted by PP Wong Kwai Wah (More details later)
- 25th
(Wed) **Club Assembly**

November Birthdays

- 07th Chin Cheong
- 22nd Ho Lik Khui

November Wedding Anniversaries

- 01st Stephen Tan & Sharon
- 18th Conrad Chew & Fong Mei
- 29th Ho Lik Khui & Christine

WE SHALL SOON BE BIDDING FAREWELL TO ANOTHER MEMBER

James Tow

We regret to note that we will soon be bidding farewell to our Club member Rev Dr John Barrett and his spouse Sally.



Time flies quickly and our distinguished academic member from England has been with us for almost five whole years! John, the founding Principal of Anglo Chinese International School in Singapore, will be finishing his 5-years term as the school's Principal by end of November 2009. He has done a great job, building the school from scratch. It started with an enrolment of 120 pupils and this number has expanded to 800. Besides this local development, John has acted as consultant in the starting of an ACS International School in Indonesia. Work is being done to establish schools in Vietnam and Beijing and very likely soon in Johor too.

John assures us that even after his move back to England on 12 December 2009, he will still be visiting Singapore (and inevitably us) quite often as he will be a Board member of ACS International Schools and also their Consultant for expansion in Asia.

We thank John for assisting our Club in the PR Committee and in Bulletin matters despite his very busy work and Church-related schedules. We wish him all the best and look forward to his future visits.

