

ONLINE MARKETING BY ANDREW CHONG

Last week, Andrew Chong told us all about Facebook, Twitter, LinkedIn and many other internet tools that we could use to advertise. It was both interesting and enlightening.

We have to submit our form for the Presidential Citation and I am happy to tell you all that we meet the criteria set for us. I will submit the form in a day or two.

Our Rotaractors are attending the Rotaract conference in large numbers and as agreed in the last board meeting, we will subsidise the cost with RM1,000.

The Interact Club of Kelana Jaya will be having their International Night on the 23rd of April 2011. They have cordially invited us to attend this function and would like us to sponsor or partially sponsor this event.

HAVE YOU REGISTERED FOR THE DISTRICT ASSEMBLY IN PENANG YET?

Have a good week ahead.

**Shanti Yanasakaran
President**



TODAY'S PROGRAMME

NUMERCHORLOGY
YICK TAN

CLUB DIARY

- 24 March International & TRF
Committee Meetings
- 31 March Weekly Meeting
Fellowship Night
- Deadline for submitting
Presidential Citation application
- 1 April Deadline for submitting
Pro-rated Report
- 6 April Board of Directors' Meeting
Host - Alex
Venue - To be announced
- 7 April Weekly Meeting
Refugees in Malaysia
Yante Ismail
- Club Admininstration, Membership
& PR Committee Meetings
- 8 April PETS, SETS & TETS, Penang
- 8 - 10 April 77th District Assembly, Penang

BIRTHDAYS & ANNIVERSARIES

Birthdays

None

Anniversaries

29 March Indra & Thillai

MEETING ON 17 MARCH 2011

A BRIEF INSIGHT INTO
ONLINE MARKETING
ANDREW CHONG

The worldwide trend is towards the greater use of online marketing, our speaker, Andrew Chong, informed us at our meeting last week. Online advertising cost runs into the billions of dollars, and in the United States, more is spent on it than on traditional television advertising.

Andrew, who is Mike's younger brother, runs his own web site, Buzztreats. His talk explained to us the many ways in which people can advertise online. In Google, there is AdSense and AdWords, for example. Facebook is more about social media marketing and is an important site as there are more than 600 million Facebook members. Nearer to home, there is Nuffnang, which is Asia's first advertising community, founded in 2007.

A significant part of Andrew's talk was about group discount web sites. The most well-known is called Groupon. It works on the collective buying power of people. A restaurant, say, may offer a discounted deal on condition a certain number of people sign on for it. If the required number do, then the "deal is on". In Malaysia, there is Groupon Malaysia and Dealmates, among others. Andrew's own web site operates along similar lines although he offers free downloads instead of charging for coupons.

BOARD OF DIRECTORS 2010-11

President
Shanti Yanasakaran

Vice-President
Khoo Swee Keng

Immediate Past President
-

President Elect
Tina Yeung

Honorary Secretary
Peggy Lee

Honorary Treasurer
Chow Chee Ping

Club Administration Director
Leslie Yeap

Vocational Service Director
Alex Tan

Community Service Director
C S Ong

International Service Director
David Goh

Service to New Generations Director
-

After this talk, we have a better idea of online marketing. For those interested to learn more about Facebook, we will have another speaker in May who will be telling us exactly how we can go about it.

Announcements

Tina suggested club members go in force to the Bangkok Convention in 2012, and consequently, we will forgo visiting our sister club, the Rotary Club of Bang Rak during its installation this June.

Leslie asked and got agreement from the club to cancel the meeting on 14 April as it coincides with the changed date for the TRF Nite.

David encouraged members to attend the Rotary Club of Taipei Bak Hai's installation on 3 May. Those interested can let him know as he will be making travel arrangements.

David also informed us that Klaus is now with Air Asia. Klaus, if you are reading this, do come back to our meetings soon. We miss you!

He also informed the club Focus Point, a co-sponsor of the recent Medical Outreach, will be donating spectacles for the children who need them, as tested during the Outreach.

Rotary Information

Peggy told us about the new Pilot Programmes introduced by Rotary International. These include allowing Associate Members, Corporate Members and Satellite Clubs. Only a small number of clubs around the world would be chosen for these programmes, and the closing date is 31 March 2011.

Fine Master

Mike did the honours this week, and everyone was fined for no reason whatsoever! Of course, everyone paid up!

Raffle

Josephine is becoming our regular raffle ticket seller (who dares to say no to an ex-police officer?) and the winner this week is Yuriko, Leslie's Ann, who was also the only club guest for the meeting. Unfortunately for Leslie, she opened the box of chocolates for everyone to share instead of taking it home for him. Grrrr!



Club Administration

Leslie Yeap
CB Tan
Emily Chin
Michael Chong
Mutsuko Itohara
V Thillainathan
Zuby Esser

Membership

Tina Yeung
Josephine Pang

Public Relations
Tina Yeung
Edward Pon

Vocational Service

Alex Tan
CB Tan
Hari Yanasakaran
Lynn Abdullah

Community Service

CS Ong
David Goh
Emily Chin
Josephine Pang
Klaus Beurkner
Peggy Lee

V Thillainathan

KW Wong
Zuby Esser
Sharm Morthi
Sanjeev Balasingam

Free Outpatient Clinic

V Thillainathan
Chow Chee Phing
Hari Yanasakaran
Khoo Swee Keng
Peggy Lee
KB Lai

TRIPLE DISASTER IN JAPAN

YOUTH EXCHANGE STUDENTS MALAYSIA AND JAPAN

Dear all members of RC Kelana Jaya,

I know I have been absent from the club activities but I just wish to drop a short note to thank all those who shown concern about the disaster in Japan. Some of the members asked about my family. My family are thankfully all alright in Tokyo.



Japan now faces a triple disaster - the aftermath of the earthquake, aftermath of tsunami and lastly the nuclear plant damages. Especially the last problem is still on-going carrying a risk of exposing half of the country to radiation. I asked my family to evacuate to Malaysia temporarily but I bet they will not leave their jobs until the government confirms danger in Tokyo.

But I thank you all for your concern and thank all overseas government including the Malaysian government for sending rescue teams to Japan. I also thank the Rotary Club of Kelana Jaya for planning to contribute to the Disaster Relief Fund. In times like this, support from overseas gives strength to the victims. I am praying things will go back to normal soon.

Thank you.

Best regards,

Ito

Dear Rotarians,

D3300 currently has an ongoing International Youth Exchange with D2580 Japan. Jeanette Bong (sponsored by RC Temerloh D3300) is being hosted by RC Tokyo Ikebukoro D2580 Japan from August 2010 to August 2011. Machika Nakajima (sponsored by RC Tokyo Riverside D2580) is being hosted by RC Temerloh D3300 Malaysia from August 2010 to August 2011.

I would like to inform the Rotarians in D3300 that, even before this announcement from RI, in view of the recent earthquake in Japan, and the fear of more aftershocks and radiation exposure, the IYE Chairs of D3300 and D2580 had agreed to temporarily evacuate Jeanette back to Malaysia till the situation in Japan stabilizes. This decision was reached at the request of Jeanette and her parents who were extremely worried about her safety. Jeanette's Rotarian Counselor in Japan had also concurred with this request and the decision re temporary evacuation. District Governor Lim Kok Beng of D3300 had been informed of this decision and had given his agreement to the temporary evacuation of Jeanette.

Jeanette returned to Malaysia on 16 March 2011 and, once the situations returns to normal, she will, hopefully, return to Japan to continue with her Youth Exchange program. Machika's family is safe in Japan and her Youth Exchange will continue as originally planned.

Thank you,

Yours in Rotary Service
PP Dr.Krishna
D3300 IYE Chair

International Service
David Goh
Edward Pon
James Shiono
Klaus Beurkner
Mutsuko Itoharu

Rotary Foundation
Khoo Swee Keng
Chow Chee Ping
Zuby Esser

Service to New Generations
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Leslie Yeap
KW Wong
(Interact)
KB Lai (Interact)
Lynn Abdullah
(Rotaract)
James Shiono
(Rotaract)

Nominations
KW Wong
Khoo Swee Keng
Edward Pon
Leslie Yeap
Peggy Lee
Lynn Abdullah
Josephine Pang
V Thillainathan
David Goh

THE 4-WAY TEST
Of the things we think, say or do

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?