HONG KONG JUNIOR CHAMBER

AWARD BID BOOK

NOM	:	Hong Kong Junior Chamber
Award No.	:	II. C. 4.1
Award Title	:	NOM Publication Award
Conference	:	1997 JCI Pattaya Asia Pacific Conference

JUNIOR CHAMBER INTERNATIONAL
GROUP II ENTRY FORM
AWARDS FOR NATIONAL ORGANIZATIONS

INSTRUCTIONS:
- Refer to the Awards Manual.
- Complete this form and attach five copies to your scrapbook as instructed in the Awards Manual.
- Attachments to this form are not permitted.
- Any financial information must be accompanied by the exchange rate into United States dollars (US$) at the date of completion of this entry form.
- Scrapbooks for Group II Awards are restricted to 30 pages.
- Please include a photograph relevant to the project or activity described in the entry form.

NATIONAL ORGANIZATION: Hong Kong Junior Chamber

CERTIFICATION OF NATIONAL PRESIDENT
I hereby certify that the information in this entry form is true to the best of my knowledge.

Signature _____ Date May 20, 1997

Name (Print) Henry U

AWARD NUMBER:	AWARD TITLE:	NAME, ADDRESS AND FAX NUMBER OF SUBMITTING NATIONAL ORGANIZATION OR CHAPTER:
II.C.4.1	NOM Publication Award	Hong Kong Junior Chamber 1/F., 60 Bonham Strand East, Sheung Wan, Hong Kong. Fax: (852) 2543 6271

CURRENT DECLARED NUMBER OF MEMBERS:	CURRENT DECLARED NUMBER OF CHAPTERS:
1,250	18

BUDGET AND FINANCIAL STATEMENT: In the space provided below, fill in the applicable amounts in local and U.S. currency. The "Proposed Budget" column reflects the project's anticipated income and expenses at the planning stage. The "Actual Budget" column reflects actual income and expenses.

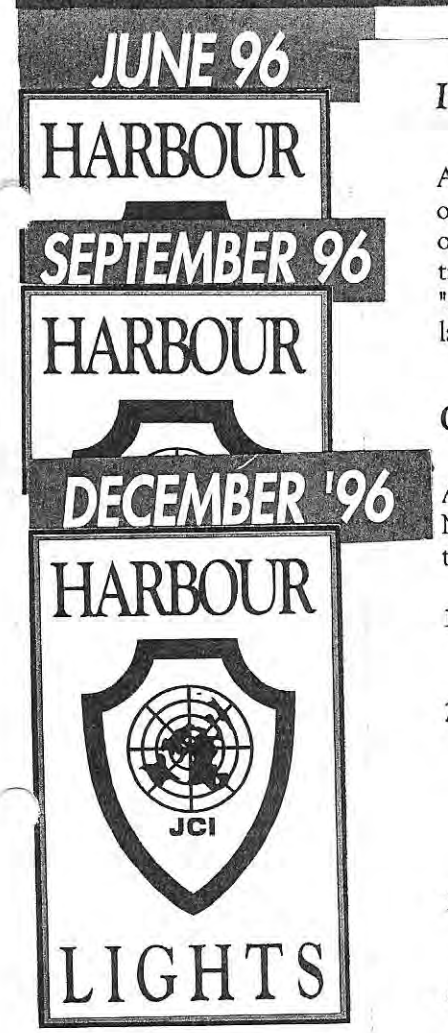
Conversion Rate 7.80 =US$1.00	PROPOSED BUDGET	ACTUAL BUDGET
Income:		
Membership Dues	88,920 US$ 11,400	88,140 US$ 11,300
Other	31,980 US$ 4,100	33,930 US$ 4,350
Total Income:	120,900 US$ 15,500	122,070 US$ 15,650
TOTAL EXPENSES	120,900 US$ 15,500	119,652 US$ 15,340
TOTAL PROFIT/DEFICIT	0 US$ 0	2,418 US$ 310

Index

	Page
1. Entry Form	**1**
2. Index	**2**
3. General Planning & Execution	
3.1 Introduction & objectives	**3**
3.2 Review on Plan of Action	**4**
3.3 Plan of Action	**5**
4. Financing	
4.1 Income & Expenditure Statement	**6**
4.2 Source of Income	**7**
4.3 Source of Income - Proposal to Sponsors	**8 (*MP1)**
5. Quality of Content	
5.1 Informational Aspect	**9**
5.2 Communication Aspect	**10-11**
5.3 Training Aspect	**12**
6. Appearance and Layout	
6.1 Various issues of "Harbour Lights" & "NOM INFO X'Press"	**13 (*MP2)**
6.2 Cover Design	**14**
6.3 Inside Pages	**15-16**
6.4 Improved Appearance and Layout	**17**
7. Circulation	
7.1 Regularity	**18**
7.2 Circulation List	**19 (*MP3)**
7.3 Circulation in figures	**20**
8. Effective Coverage	
8.1 JCI Information	**21**
8.2 NOM Information	**22**
8.3 LOMs' Information	**23**
8.4 Community Affairs	**24**
9. Improvement from Last Year	
9.1 Larger circulation in 1997	**25**
9.2 Better design in 1997 versus 1996	**26 (*MP4)**
9.3 Compliments from JCI & Interviewee	**27 (*MP5)**
10. Value to Junior Chamber	
10.1 Administration	**28**
10.2 Finance/ Public Relations	**29**
10.3 Member Development	**30**

*Note: *MP = Multiple Page No.*





Introduction

A NOM publication is a very effective means of communication between the organization and its members. Besides, it helps build a solid corporate image of the organization. Hence, the Hong Kong Jaycees have allocated tremendous resources during 1995 and 1996 to make its official publication "Harbour Lights" a treasured reading by its members and the community at large.

Objectives

After through discussion on the future direction of the NOM publication, the National Board has targeted themselves to achieve the following objectives through this official publication:

1) To efficiently disseminate important information and news of JCI, NOM and local chapters to local Jaycee members;

2) To introduce the work of Jaycees and further promote Jayceeism to community personage including the Executive and Legislative Councillors, professional organizations, voluntary organizations and government officials through prompt mass circulation of over 450 copies after issue of each and every publication.

3) To further enhance the corporate image of Hong Kong Junior Chamber through a high quality publication;

4) To echo the major emphasis theme of HKJC and JCI through feature articles and special reports;

5) To provide practical and sophisticated training to potential Jaycee members in the production of a high quality NOM publication;

6) To task as a membership recruitment strategy by stimulating young people's interest in our organization.

7) To arouse members' awareness to the community issues and

8) To enhance communication between NOM/LOMs/Local Jaycee Members.

"NOM Publication" Review Committee

- A survey was conducted among readers on contents, layout and other aspects concerning "Harbour Lights".

- Comments were given by past National Presidents for future improvements.

- Gathered publications from JCI, other NOMs and corporations for inspirations.





Recommendations After Review

Harbour Lights

- To convey a positive corporate image in the community by presenting a professional, informative publication.
- To act as NOM PR vehicle and facilitate communication between NOM and members and to disseminate JC news to the community.
- To be published quarterly.

NOM INFO X'Press (NIX)

- To enhance communication between NOM/ LOMs/Local Jaycee Members.
- Focus on NOM administration and JCI movement and training.
- 8 issues will be published in 1997.

April 97



EXECUTION

Dec 96

A new editorial board has been formed to carry out all the work in the publication area in 1997. Increased workload is added to the editorial board. More training was given to the editorial board members.

The achievements made so far include:

MONTH	ACTION
June 96	3 rd issue. Highlights on Kanazawa ASPAC conference & the excellent achievements. Care & attention to the "New Arrivals" younger generation from China.
Sept 96	4 th issue. Highlights on visit to Beijing & meeting with various important government officials. Interview with Indpendent Commission Against Corruption on anti corruption campaign between Hong Kong & China. Report the activities on JCI GALS in Paris.
Dec 96	5 th issue in 1996. Review in five areas of opportunity. Highlights on 31st National Convention and Pusan World Congress and Ten Outstanding Young Persons Selection.
Jan 97	1 st issue of NOM INFO X'Press. 1997 JCI Officers, JCI Major Emphasis Theme (1997-2001), 1997 NOM Officers and JCI New Members Orientation.
Feb 97	1 st issue of Harbour Lights in 1997. National Board of Directors and Year plan was introduced to members. Message from the '97 National President. Members were inspired by NP's presidential theme of creating impact for the new era.
Mar 97	2 nd issue of NOM INFO X'Press. 1997 Advanced Mottainai Article on 'How to keep your new year's resolutions'.
April 97	3 rd issue of NOM INFO X'Press. JCI and Lions - The five steps in any project planning process.

Income & Expenditure Statement

Income *

	US$	US$
Appropriation from NOM	11,300	
Corporate Sponsorship	3,850	
JCI Subsidy	500	15,650

Expenditure *

Harbour Lights	US$	US$
April 1996 issue	2,200	
June 1996 issue	2,200	
Sept 1996 issue	2,200	
Dec 1996 issue	2,000	
Feb 1997 issue	1,200	
NOM INFO X'Press		
Jan 1997 issue	400	
Mar 1997 issue	400	
April 1997 issue	400	
Postage and Envelopes	3,900	
Miscellaneous (photos, stationary, etc)	440	15,340

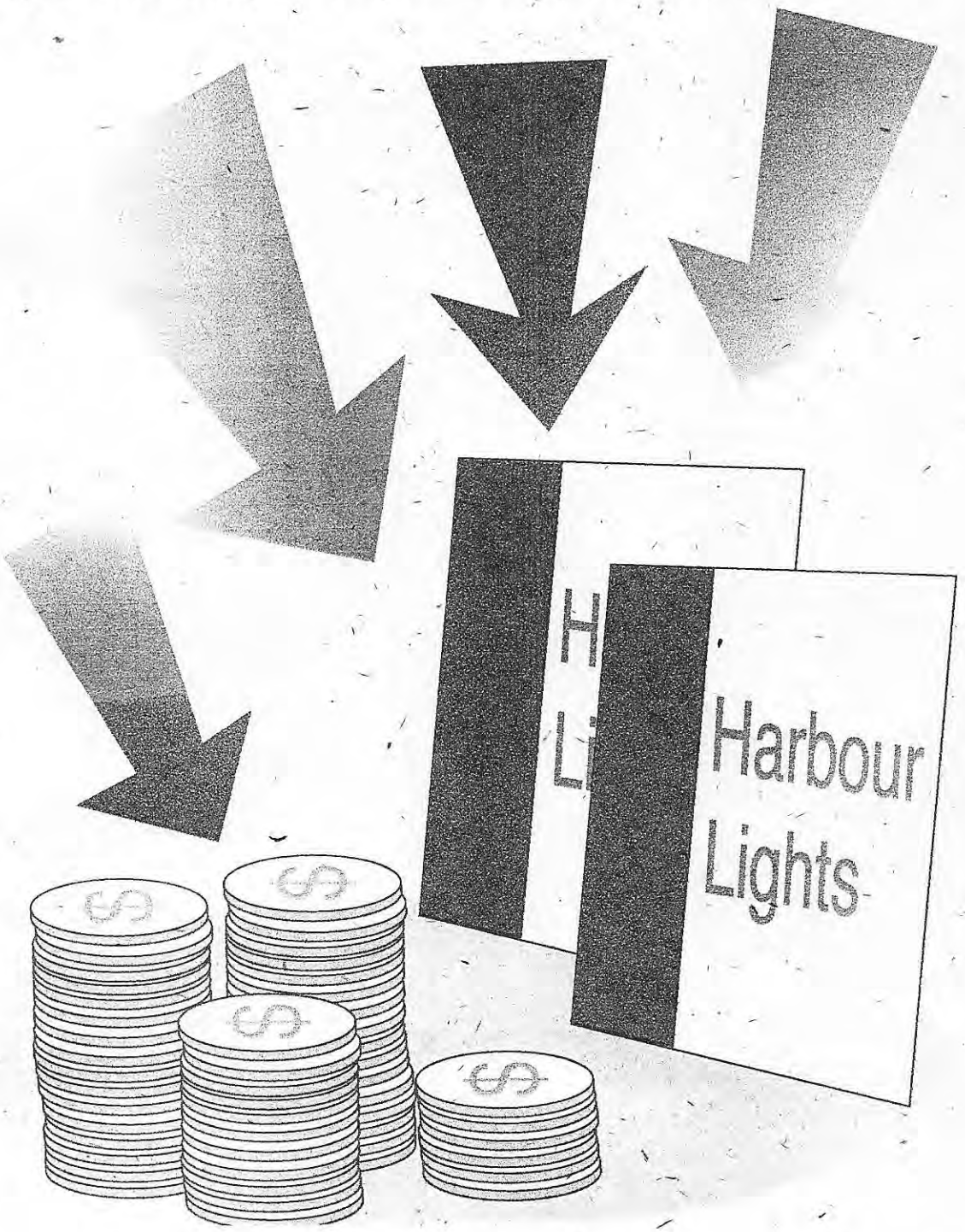
Surplus 310

Leo Leung
1996 Publication Director

Mak Sik Chung
1997 Publication Director

* up to April 97

- JCI Subsidy
- NOM Appropriation
- Corporate Sponsor
- Sponsorship from Individual members



香港青年商會 (國際青年商會成員)
HONG KONG JUNIOR CHAMBER OF COMMERCE (incorporated with limited liability)
(Affiliated with JUNIOR CHAMBER INTERNATIONAL)
1/F., 60 BONHAM STRAND EAST, SHEUNG WAN, HONG KONG. TEL: 25438913 FAX: 25436271 CABLE: "JAYCEE"
Email: hkjc@hkjc.org URL: http://www.hkjc.org
香港上環文咸東街六十號金閣大廈壹樓 電話：25438913 傳真：25436271

Jan 22, 1997

Mr. Stanley Lim
Corporate Press (HK) Ltd.
Flat A, 20/F., Sunrise Ind. Bldg.
10 Hong Man Street
Chai Wan
Hong Kong

Dear Mr. Lim

We would like to extend our heartiest thanks to you for confirming to be the corporate sponsor as per details set out in your letter dated January 9 addressed to National President Henry.

I am enclosing the following information and material for your information and action:

a) Copy of our 1996 TOYP Selection Award Presentation Souvenir Program,

b) Copy of our 1997 Inaugural Ball Souvenir Program

c) Copies of our 1996 Harbour Lights - our Official Publication

We would like to enquire if you have any advertisement leaflets that we will be glad to place at the Chamber Office.

Meanwhile, we will keep liaising with you regarding any pertaining materials per our promised benefits.

Yours sincerely,

Alice Liu
National Hon. Treasurer

Encl.

c.c NP Henry U
NGLC Spencer Suen
NSG Michelle Tang

Informational Aspect

"Harbour Lights" and "NIX" provide information on development of Jaycees and all Jaycee activities.

Year Planner 1997

Area \ Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Administration	Chamber Office Administration, System Enhancment, Staff Development, Membership Supplies											
General Legal Counsel	Policy Manual & NOM Directory	Corporate Indentity Standardization & Change of Name										
International			Joint IA Project to		JCI ASPAC ...ttaya)			Visit ACYF	International Business Summit		JCI World Congress (Hawaii)	ACYF visit HK (TBA)
Leadership												

LOM **LOM Bulletin**

NOM **Upcoming Events**

Mottainai Picture Diary Contest
Award presentation & exhibition

Hong Kong Jayceettes

...17 (Sat)

Visit to
All China Youth Federation (ACYF)

Date : August 22-26 (Thu - Mon)

Venue : Beijing & Chengde

Coming Attraction

Mar 8	PMO-II	Hong Kong Convention & Exhibition Centre
Mar 15	Bid Book Seminar	Chamber Officer
Mar 17	NOM Board Meeting	Chamber Officer
Mar 24	Public Speaking Seminar	...Convention & Exhibition Centre
Mar 23 - Apr 5	On-To-Kota Kinabal...	...rogra...
Apr 7		

Coming Events / Meetings

Jan 6	NOM Excom Meeting - Chamber Office
Jan 11	Inaugural Ball - HK Int'l Trade & Exhibition Centre
Jan 13	PMO-1 - Luk Kwok Hotel
Jan 19	EGM & Joint Board Meeting - HK Girl Guides Association
Feb 1	Executive Development Program - (to be confirmed)
Feb 3	NOM Excom Meeting - Chamber Office
Feb 17	NOM Board Meeting - Chamber Office

Coming Attraction

April 12	Public Speaking Contest
April 19	Joint Board Meeting (2)
May 4	May Fourth Youth Seminar
May 12	Prospective Members Orientation (3)
May 15	Training Courses (EQ)
May 22-25	On-To-Pattaya ASPAC
June 1	Executive Development Program (2)
June 1	TOYP 1st Press Conference
June 14	Training Courses (NLP)
July 5	Prospective Members Orientation (4)
July 19	Joint Board Meeting (3)
July 26-27	President Academy

Quality of Content

Communication Aspect

"Harbour Lights" and "NIX" act as an effective communication channel between NOM and LOMs.

LOM **Chapter Activities**

NOM **Visit to Beijing 北京之旅**

訪問團來到北京，自

NOM **National Functions 總會活動**

活動第二天，各代表探訪

並有克羅地亞，毛里裘斯

Deputy Director-General

合國文教部正致力推行

學、教育及文化等各計劃

禮的國家重新建立並保

邀請國際青商及其屬下

法國

領袖高峰會

國際青年商會

已建立聯繫。今

週年誌慶，及加

日在聯合國文教

香港青年商會派出

會議，而分會方面

Membership Fees

At the EGM of HKJCC on January 19, 1997. It resolved that from Ja 19 the annual subscr fees of **Ordinary Me** and **Prospec Members** for NOM be adjusted to **$7 $500** respectively.

1+1 Campaign

High recognition to "1+1 Campaign" (efforts to recruit new members) !!

Awards will be presented to JC members with the highest numbers of New Prospective Members recruited on each quarter. Also, there will be awards for the highest number of successfully inducte members for the whole year.

More details will come soon

NAME CHANGED

At the EGM of HKJC held on March 26, 1997. It was resolved that the name of the Association be changed from "Hong Kong Junior Chamber of Commerce (香港青年商會)" to "HONG KONG JUNIOR CHAMBER (香港青年商會)".

Training Courses

jointly organized by

HKJC & PEMI

Emotional Intelligence (EQ) & Neurolinguistic Programming (NLP)

Course 1 : EQ
May 15, 1997 (Thursday)

Course 2 : NLP
June 14, 1997 (Saturday)

Time : 9:00 am - 6:00 pm

Venue : Hong Kong Convention & Exhibition Centre

Speaker : Mr. Valent Lee

Fee : HK$500 for members (per course)
HK$700 for non-members (per course)

Communication Aspect

"Harbour Lights" serves as a very effective communication means between our National President and all Jaycee members.

Message from the '97 National President



Dear Fellow Members,

The coolness of Hong Kong's mild winter is fading away and many of us are ready to welcome the season of the spring. To take one step ahead, the National Board of the HKJC has made plans well before spring and lots of action are already underway during the season.

would get to know their predecessors. Better atmosphere would thus be stimulated and more members would be able to benefit in the long run from the experienced. Our Vice President Stephen Kam and Immediate Past President Justin Lui have put on their thinking caps to drafting up terms of reference to facilitate the future installation of the Club.

NP From the '96 National President

Dear Fellow Members,



While you are working hard for the projects of 1997. We have prepared a key programs and

necessary to allow further growth and development of the organization. Through careful consideration and vigorous discussion, we made two consensus there. First, we wished to be acclaimed as an international elite youth organization by 2000. Second, we need the business and

NP From the National President 會長的話

各親愛會友：

我們在八月初的《方向探索交流會》中曾提及環境分析和強弱機危分析的結果及探索香港青商未來略向，現透過本文與會友分享有關資料，期望得到會友的回響，以收拋磚引玉之效報告已呈交長遠計劃委員會，供其深入研究，以便為香港青商之長遠發展作建議。

表（一）：環境分析

社會	• 工作日益繁重；

環境分析

NP From the National President

Dear Fellow Members,

I choose to write this message in late June because we are now in the middle of the current Junior Chamber year. It is the right time to review our progress in the past six months and align to reach new heights in the remaining months of the year. I shall highlight some of the key findings of our mid-year evaluation in the next issue of the Harbour Lights. Meanwhile, I would like to share with you some of my thoughts .



President Lui was busy receiving awards at the Kanazawa Conference.

Grasp your opportunities

With the election season of our organization only two months away, both the National and the Chapters are in the process of identifying and confirming candidates for the executive positions. We need leaders who take a great view of our organization and who take their

Training Aspect

Articles on "Harbour Lights" and "NIX" provide much educational information for Jaycees members. JC training material are emphasized in 1997.

HOW TO KEEP YOUR NEW YEAR'S RESOLUTIONS

Adapted from an article by Dr. Martin Groder published in Bottom Line Personal

Every January we start out with good intentions, vowing to change negative behavior and habits and to work harder to improve ourselves. But within a matter of days or weeks we wind up right back where we started.

Make this a different year.
Set your goals and make your resolutions stick.
Here is how to do it:

WHY WE BREAK RESOLUTIONS that are too ambitious. Telling most judgmental? How do you feel yourself, such as:
"What have I achieved?
How have I improved as a result?
What have I not yet accomplished?
Am I still interested in accomplishing those things?

It is important to put your progress and setbacks in writing. For each resolution, note why you are not achieving it now, what difficulties you encountered; how you intend to deal with them; and from whom you will seek support.

If you break a resolution, don't regard it as a disaster. See it as an opportunity for self-understanding. Was the resolution a bad idea or can you reformulate it? Is it something you don't want to do? What have you learned about your resistance to change? If you have set minigoals, you may be able to resume your course without much effort or guilt.

It is important when breaking a minigoal or resolution to treat yourself kindly. New Year's resolutions are not worth making in the first place if your inability to keep them causes you to think badly of yourself.

THE PROJECT PLANNING PROCESS

THE FIVE STEPS IN ANY PROJECT PLANNING PROCESS

The image and effectiveness of the entire chapter-as well as of its individual members-are reflected

STEP I : SURVEY

1. What is the purpose of the project?
2. What is the specific goal to be accomplished?
3. Would the project meet a real and worthwhile need?
4. Is there another way to meet the need?
5. Have the people who are to benefit from the project been asked what they think?
6. Are all the facts known or is the project based on assumptions?

STEP III : PLANNING

The Plan of Action

The Project Chairman is now responsible for the selection of the committee members. He/she should look for a balanced group combining enthusiasm, specialized skills and experience. The committee should be small enough to enable all committee members to participate as much as possible. Each member should have a specific responsibility.

The first meeting of the committee concerns the pre-project planning. The Chairman should guide the committee to think the project through step by step. He should strive to make the committee enthusiastic about the task, and help them visualize the job ahead, and anticipate the problems they will encounter.

STEP IV: ACTION

All the investigation, analysis and planning which has preceded this step is to prepare you for action.

The success of the project will depend largely upon the ability of the Chairman to get the best out of his/her committee members and they, in turn, the best out of the members in the chapter. A knowledge of the basic principles of organization will help the Chairman mold his/

THE PURPOSE OF JUNIOR CHAMBER

The Establishment of a Permanent World Peace

The dream and purpose of Junior Chamber are most clearly expressed in the words of founder Henry "Hy" Giessenbier who said:

"From within the walls of the soul of this organization, wherein the foundation of character and citizenship are laid, I hope a message will come forth in the sometime of tomorrow that will stir the people toward the establishment of a permanent and everlasting world peace."

Giessenbier had the foresight to believe that character and citizenship could

Life is much more than just doing a job. Life is caring, sharing, loving, understanding and communicating. Junior Chamber strives to complete any lack in the development of its individual members.

A PEOPLE ORGANIZATION

Junior Chamber is a people organization. People resort to violence when communication, understanding, patience, tolerance, reason and love cease to exist. Junior Chamber's plan is to offer opportunities to the members that will

JUNIOR CHAMBER, CONCEPT AND HISTORY

The origin of Junior Chamber can be traced as far back as 1910 to the city of St. Louis, Missouri, in the United States of America. A young man named Henry Giessenbier and his friends formed the Herculaneum Dance Club with the main objective being the preservation of conservative dance styles.

Five years later, in 1915, Colonel H.N. Morgan, a prominent St. Louis citizen, inspired the members of the dance club to become more involved in civic issues. Giessenbier and 32 other young men formed the Young Men's Progressive Civic Association (YMPCA) on October 13, 1915. This organization grew to a membership of 750 in less than five months.

THE BIRTH OF JUNIOR CHAMBER

The very next year, 1916, saw another change of name as the YMPCA became Junior Citizens, commonly called JCs, which later became Jaycees.

The realization of Junior Chamber International had begun. In 1944 the first international conference was held in Mexico City. Raul Garcia Vidal of Mexico was elected the first President.

Trainers Circle Gathering

On April 4, about 30 of our Certified Local Trainers (CLTs) gathered at a session in which Peter Sim, the celebrated coach of the JCI, and Teresa Alberto – APDC Chairman shared with us their views on the role of the coaches as a leader and vice versa.

We would like to share with our readers some tips which Peter gave during the session for a good coach:

REF Formula

"Don't say anything when you are not ***Ready***, not in ***Emotion*** and not knowing the ***Fact***.

10X Formula

X amine yourself (examine your own strengths and weaknesses)
X cited, get (get excited about your training)
X pand horizon (expand your thinking horizons)
X change news (keep yourself abreast of happenings)
X plore potentials (test your potentials)
X ult in risk taking (ready to take challenge)
X cellence pursuit (give yourself nothing but the best)
X amples to follow (find yourself a mentor)
X ercise (your body and mind)
X pect success (have confidence in what your are doing)



"REF Formula" & "10X Formula" were well-received by the CLTs.

Appearance and Layout

13

Various issues of "Harbour Lights" & "NOM INFO X'Press"

*(*MP2)*

HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce

Corporate Sponsor:

S & S CONTRACTING CO.

DECEMBER '96

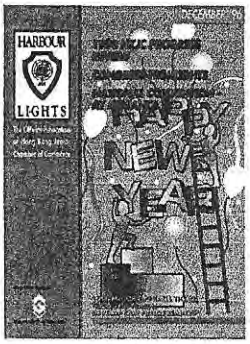
1996 HKJC PROGRESS REVIEW

CONGRESS HIGHLIGHTS

NATIONAL CONVENTION - AT A GLANCE

HAPPY NEW YEAR

1996 MAJOR EMPHASIS THEME "CARE FOR YOUTH, DEVELOP OUR FUTURE LEADERS"

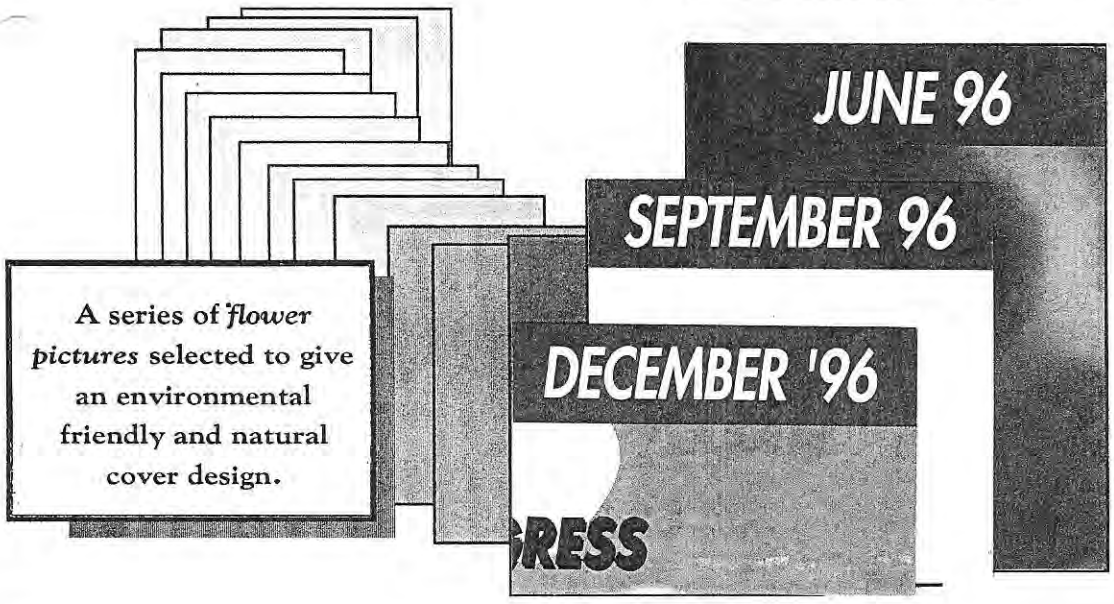


Cover design for **1996**



Cover design for **1997**

A series of *flower pictures* selected to give an environmental friendly and natural cover design.





Regular layout for easy and pleasant reading.

HONG KONG JUNIOR CHAMBER
NOM INFO XPRESS
1/F., 60 Bonham Strand East, Sheung Wan, Hong Kong. Tel: 2543 8913 Fax: 2543 6271 Email: hkjc@hkjc.org

The Jaycee Creed

We believe that faith in G gives meaning purpose to hu life; that the brotherhood man transcend sovereignty nations; that econom justice can bes won by free n through fre nterprise; that governm should be of l hu that service humanity is best work of

Character

An interview with the ICAC 與廉政公署有個約會

陳國民

廉署使命：

「廉政公署致力維護本港公平正義，安定繁榮，務必與全體市民齊心協力，堅定不移，以執法、教育、預防三管齊下，肅貪倡廉。」



社區關係處助理處長朱樂生先生

在六七十年代的時候，香港經濟發展急劇，行賄受賄罪行的機會亦大增，大家似是見慣不怪，不論在私營機構又或是政府部門都可能存在著各樣的貪污機會。

直至七三年『葛柏警司貪污案』發生後，激發大家正視嚴重的貪污問題。同年，一個由一名高等法院法官領導的調查委員會成立，負責教師，加強彼此的配合；自此，廉署在校內推廣廉潔，誠信的工作從未間斷。

到了九十年代，廉署更將預科及大專生納入對象範圍，配合大專課程，設計訓練教材予校內導師，教導學生當面對問題而須作出決定時，如何達到道德層面的規範。



除了校內的工作，廉署亦引導更多青年工作者和志願團體一起合作，每年以不同主題推出各項活動，如漫畫創作標語

在追求物質享受的年代

Different sections in each issue of 1996 & 1997 "Harbour Lights" are denoted by consistent design for easy references.

JCI

Junior Chamber International News 國際青商速遞

NOM

National Convention

特意拜訪
他們在這

LOM

Chapter Activities

NIX/HKJC 3/

青年教育

在廉署成立初期，大家已察覺到教育年青一代抗拒貪污的重要性。因而銳意在年青人踏入社會工作以前，向他們灌輸廉潔意識。

近年，廉署把就業青年作為另一重點，鼓勵更多青年機構與廉署合辦不同活動予該等機構之會員，藉此獲得更多市民對此問題的認同。

Typeface

Layout and typeface are designed for easy and pleasant reading in 1997 issues.

Consistent colour scheme for continuity.

NOM **Visit to Beijing 北京之旅**

成邁安

北京之旅

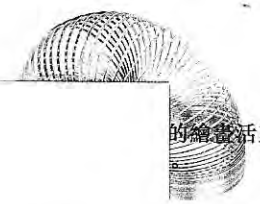


現在就是力量

跡。

七月六日，外頭的太陽毒辣的照著，氣溫高達攝氏三十二度，不過，這並未影響一眾來賓對年的重頭戲之一「現在就是力量」講座的熱切期待。大約二百個觀眾角逐步入城市大學演講廳，在一輪等拍強勁

攜手共創彩虹橋



首先，

的繪畫活動，

童在休息時間
觀令會員大開
的能力有更深
繪畫，更能玩

舉辦的「攜手共
畫日的序幕。

JCI News

MOTTAINAI ESSAY CONTEST

"1997 GLOBAL MOTTAINAI MOVEMENT"

1. R

The C
autho
conse
progr
"Glol
(1995
an
wo
Re
hav
ser
MC

h)

National Functions & Upcoming Events

INAUGURAL BALL - THE SWORN-IN CONGREGATION

UPCOMING EVENTS (NOM)

ASIA PACIFIC CONFERENCE (ASPAC)

A Special Invitation to all Local Chapter Presidents of JCI to Attend the 51st JCI World Congress in Pusan, Korea

HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce

DECEMBER '96

Protecting the World's Children:

Junior Chambers Against Youth Smoking

In the past couple of years, many Junior Chamber national organizations and chapters aimed at protecting the world's children. The new programs start with the same premise: that kids shouldn't smoke.

A recent study in the U.S. showed that one in five eighth graders and one in three high school seniors smoke. Because most adult smokers began at a very early age, many as young as 12 or 13, experts on combatting underage smoking recommend educating young people on the dangers of smoking, and limiting access of the underaged to cigarettes. Also recommended are educating parents and retailers, monitoring vending machines, and any steps to reduce the chances of underaged smokers taking those first puffs.

AT A GLANCE



Ms. Caroline Yu of Land Power International Property Consultants (China) Ltd. enlighten us her perspective of property development in China.

HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce

FIRST ISSUE OF '97

JAYCEES, YOUR WAY TO EXCEL - PMO I

The first Prospective Member Orientation was hosted by Hong Kong Jayceettes on January 13, 1997 (Monday) at the basement of Luk Kwok Hotel. We are honored to have PNP George Lung and IG Caroline Keung as our guest speakers on that day.

IN 1997

ICI MOTTAINAI ESSAY CONTEST

April 97

4 pages

May 97

Coming Soon

12 pages

Mar 97

4 pages

February 97

8 pages

Jan 97

4 pages

December 96

14 pages

September 96

16 pages

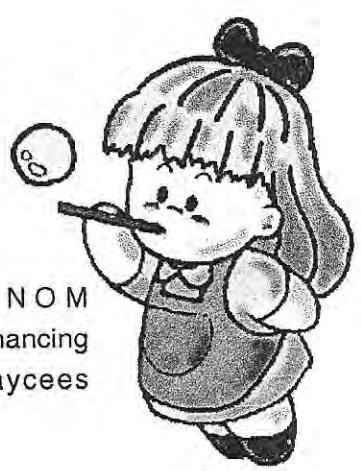
June 96

16 pages

HARBOUR LIGHTS

NOM INFO X'PRESS

Regular NOM publication enhancing spread of Jaycees News.



CIRCULATION LIST

Circulation List

The **Harbour Lights** was mailed to:

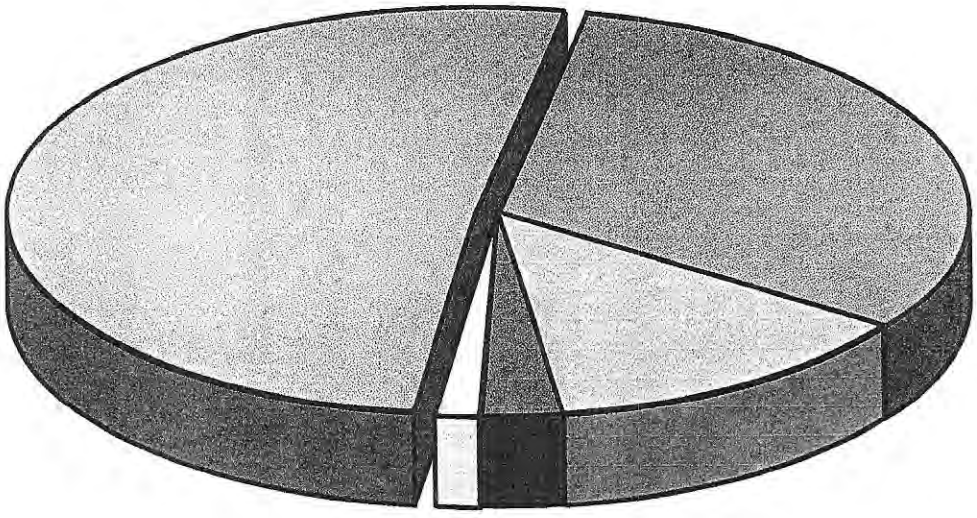
- all full members
- all prospective members
- JC Senators

and .....

- all Executive Council Members of Hong Kong
- all Legislative Council Members of Hong Kong
- all top government officials
- near 400 youth organizations and big corporations of Hong Kong
- Universities and polytechnics of Hong Kong

The **NOM INFO X'Press** was mailed to:

- all full members
- all prospective members
- JC Senators



DISTRIBUTION CHART

For Harbour Lights

HKJCC MEMBERS	55%
SENATORS	3.4%
PROSPECTIVE MEMBERS	30%
JCI + OTHER NOMs	0.5%
CORPORATE SPONSORS + GOVERNMENT BODIES + COMMERCIAL FIRMS +	11.1%

NIX is an in-house publication for internal circulation of about 1800 local Jaycees members.

JCI Information

JCI news and messages are selected and included in each issue.

JCI Junior Chamber International News

Asia Pacific Business Association (APBA)

On the threshold of 21st century, there has been increasing high demands on establishing a freer and less strict business organization to boost economic edge of Asia Pacific nations over other regions.

"What is the APBA ?"



APBA is a new business program of Area B initiated by Korea Junior Chamber, Inc., in which past and current JC members who run or own big businesses join in their national

Recognizing the call of times, Area B NOMs, leading organization, have set up the plan to develop a new networking service

JCI Junior Chamber International News 國際青商速遞

1996 JCI GALS IN PARIS

SUMMARY OF THE GROUP RECOMMENDATIONS

The following are the major recommendations of the three groups: Science and Culture, Business, and Education.

Many excellent project ideas origi
meetings and JC

Pusan JCI World Congress

COMMEMORA NOM
50TH ANNIVER
WITH SUCCESS

The Pusan JCI World Congress in Land of Morning Calm"

once called the "Land of the Morning Calm"
great natural beauty a rural peace - hosted
996 JCI World Co in Pusan from
mber 10 - 15, 1996 ant theme,
zation Throu the
ed ov

Bulgaria, Malta, and Costa Rica as p
members; and Belarus and Cyprus as full

Building Beautiful Bridges

In his report to the Pusan World C
President Thomas Clear described his
"As the leader of a most dynamic tea
builders, I am extremely proud of the
we have achieved this year! ...
"To date, this Rainbow Bridge Bu
vided me the unparalleled oppo
territories and states rep
graphic areas of
tiveness of
l leve

JCI Major Emphasis Theme
(1997-2001)

"JCI : Bridge to the New Millennium"

Sub-themes:

"Youth and Childrer
focus on providing protec
education and opportiu

"Peace"
focus on en
cooperati
cultu
hun
con

"Sustain

JCI'S World Wide Web

JCI has close to 1,000 pages on the Web with 40 NOMs and nearly 600 chapters linked.

Join the LEADERS

LEADER - a full colour JCI magazine is published twice a year, in English (10,000 copies), French (3,000 copies), and Spanish (3,000 copies). The purposes of this publication are to promote the ideas of JCI; communica with chapter presidents on the organiz and activities; and inform through m

mber of visitors to the
enable users to contact
s for services, sales, and
Home Page address is

1997 JCI OFFICERS

At the 1996 Pusan World Congress, General Assembly elected our 1997 JCI leaders, including the President, 4 EVPs and 17 VPs. The President also appointed Gary Tompkins (United States) as General Legal Counsel and Yong Suk Choi (Korea) as Treasurer.

JCI President	:	**Crispin C. Dy**	Junior Chamber of the Philippines
EVP (Assigned to Area B)	:	**Teresa Alberto**	Junior Chamber Malaysia
VP(Assigned to Hong Kong)	:	**Kelly J. Wills**	United States Junior Chamber of Commerce

NOM Information

The NOM section acts as a channel of communication through which members are well informed of NOM structure and activities.

National Functions

THE NEW YEAR SIGN-IN CEREMONY



NOM Review In Five Areas of Opportunities

At the beginning of 1997, it is an excellent opportunity for us to evaluate what we have achieved in the last 12 months. Perhaps it

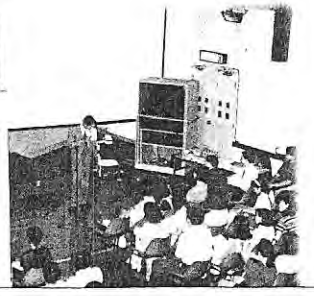
NOM National Functions 總會



會長學堂

EXECUTIVE DEVELOPMENT PROGRAM (EDP-II)





New Appointment

National Membership Area Advisor	Shelina Chung
National Membership Officer	Cindy Yeung Mo Siu Wai Andy Ong
National Publication Officer	Kenny Chu
Chief Editor of Harbour Lights	Stephen Wong
Development Officer	Katy Or
	Kim Ho
Affairs Officer	Shelina Leung
7" Project Chairman	Rosa Chan
u" Project Chairman	Wesley Chow
AC Conference"	K. Y. Leung

Business Network Club Activities Calendar

April	-	Trip to China - 1st Quarter Membership Update
May	-	Visit (local busir institutes)
June	-	Networking Fur local business o
July	-	Visit Japan's Cla Group Summer - 2nd Quarter M
August	-	Visit (considerii factories in neig
October	-	3rd Quarter M
November	-	Networking Fu selected organi Report

Mailing Service

ng months:

1 April 14 & 28

NOM Administration

(A) Mailing Service :

Any LOM requiring mailing their request form and items t the Chamber Office by 12:00 mailing day with acknowledge Office Secretary Glory Chan.

** Mailing Days of January & (Jan 6 & 20 Feb 3 & 17)

(B) JC Supplies :

(i) MET Umbrella @$5(

(ii) TOYP Phone Cards $200 (Member's price with free gift:

(iii) HKJCC Memo Pad @$6.

Appreciation

The National Board would like to thanks the following organizations/LOMs/members for their generous support to HKJC.

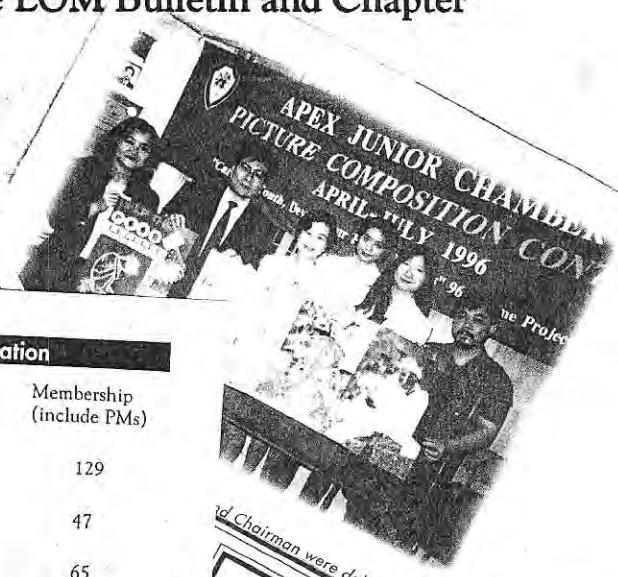
1. trade.net.hk limited (Thomas Kan, CJC)	Updated the HKJC homepage.
2. S & S Contracting Co. (President Patrick Poon, NDJC)	Renovation of National President Office.
3. Apex Junior Chamber (Kenny Chu, NPO)	Donation of fax machine to Chamber Office.

LOMs' Information

Bridging the distance among all 18 LOMs by announcing the coming activities and past projects. Each LOM sent in information and photographs to be included in the LOM Bulletin and Chapter Activities columns.

"ISO 9000 品質生命，自信之源"
Fund Raising Seminar





LOM Information

LOMs Presidents	Membership (include PMs)
Victoria Junior Chamber Frank Pak	129
Kowloon Jaycees Susanna Chan	47
Island Jaycees Wilfred Chiu	65
Peninsula Junior Chamber Tony Kam	183
Hong Kong Jayceettes Shirley Chan	192
Lion Rock Junior Chamber Mercedes Suen	66
Harbour Jaycees Hanson So	115
Yuen Long Jaycees Mike Cheung	87
Tai Ping Shan Junior Chamber Michael Ngai	88
Bauhinia Junior Chamber Roberta Law	68
Dragon Junior Chamber Arthur Lui	79
East Kowloon Jaycees Christina Ng	68
City Junior Chamber Bowen Wong	122
Queensway Jaycees Alexander Wong	44
North District Jaycees [illegible] Poon	70
[illegible]aycees [illegible] Woo	12[illegible]
[illegible]ees	
[illegible]amber	

d Chairman were delighted by

2nd Jaycee's Academy

Topic : "Communicate f
Date : August 10 (

Visit to
All China Youth Federation (ACYF)

: August 22-26 (Thu - Mon)

Mottainai Picture Diary Contes
Award presentation & exhibitior

Hong Kong Jayceettes

『筆槍、舌劍擂台大比併』

Bauhinia Junior Chamber

: August 18 (Sun)

2nd Jaycee's Academy

Topic : "Communicate for results"
Date : August 10 (Sat)
Venue : Chamber Office
[illegible]me :

"Recycling Picture Composition Contest"

To echo the theme of "Year of Combatting Poverty" of the United Nations, Apex Junior Chamber has organised the "Recycling Picture Composition Contest" aiming at arousing the students' awareness on "Caring The Poor, Treasuring The Resources". A heated participation from students all over the territory was received. The entries demonstrated our youths' wonderful techniques in presenting their ideas of recycling. Due to the high quality of the entries, the judges, including Mr. Edward Lam of Environmental Protection Department, Mr. [illegible] Chow (a renowned painter) and President of A[illegible] spend a very long time to determine the wi[illegible]

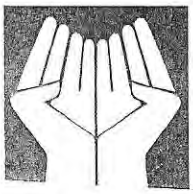
Exhibitions of the outstanding en[illegible] Japan and Hong Kong. The[illegible] be arranged by AJC Chamber. A similar[illegible] Hong Kong on [illegible] Kong Prod[illegible] the cer[illegible]

Community Affairs

"Harbour Lights" covered various community development projects organized by the NOM & LOMs.

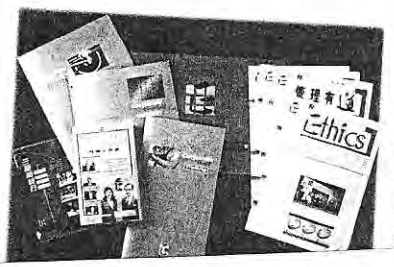
NOM Ten Outstanding Young Persons Selection

During the 1995 National Convention, by that time I was the Secretary General and the Convention's supervising officer. At the end of Convention Banquet, I





Character An interview with the ICAC 與廉政公署有個約會



商業道德

在一九九五年中，「香港道德發展中心」在廉署的倡導及主要商會的支持下成立，希望長期

此外，還有一個獨立的廉政公署事宜投訴委員會，專門監察及檢討任何對廉署的工作程序或其人員所作的投訴，並由一名非官方人士出任主席。

而傳媒機構除了協助宣傳及推廣工作以外，，當然亦會持不偏袒、不懼恤的態度對廉署的有關工作作出報道及監察。

LOM Chapter Activities

"Sports Day for the Senior Citizens"

To extend our gratitude to the elderly for their years of contribution to the society, Harbour Jaycees co-organised with Helping Hand to hold the "Sports Day for the Senior Citizens", on 21 October 1996 at Sham Shui Po Sportsground.



NOM National Functions 總會活動

「基本法，知多D !!」

問 答 遊 戲

一九九七年七月一日開始，中國將恢復對香港行使主權。自此，香港即成為中華人民共和國的一個特別行政區。而早於一九九零年中國全國人民代表大會亦已通過及頒佈《中華人民共和國香港特別行政區基本法》將在明年七月一日實施。

11. 香港特別行政區的行政，立法和司法等機關，除中文外，英文是否也是正式語文？

12. 香港特別行政區[illegible]

Improvement from Last Year

Larger circulation in 1997

Improved efficiency

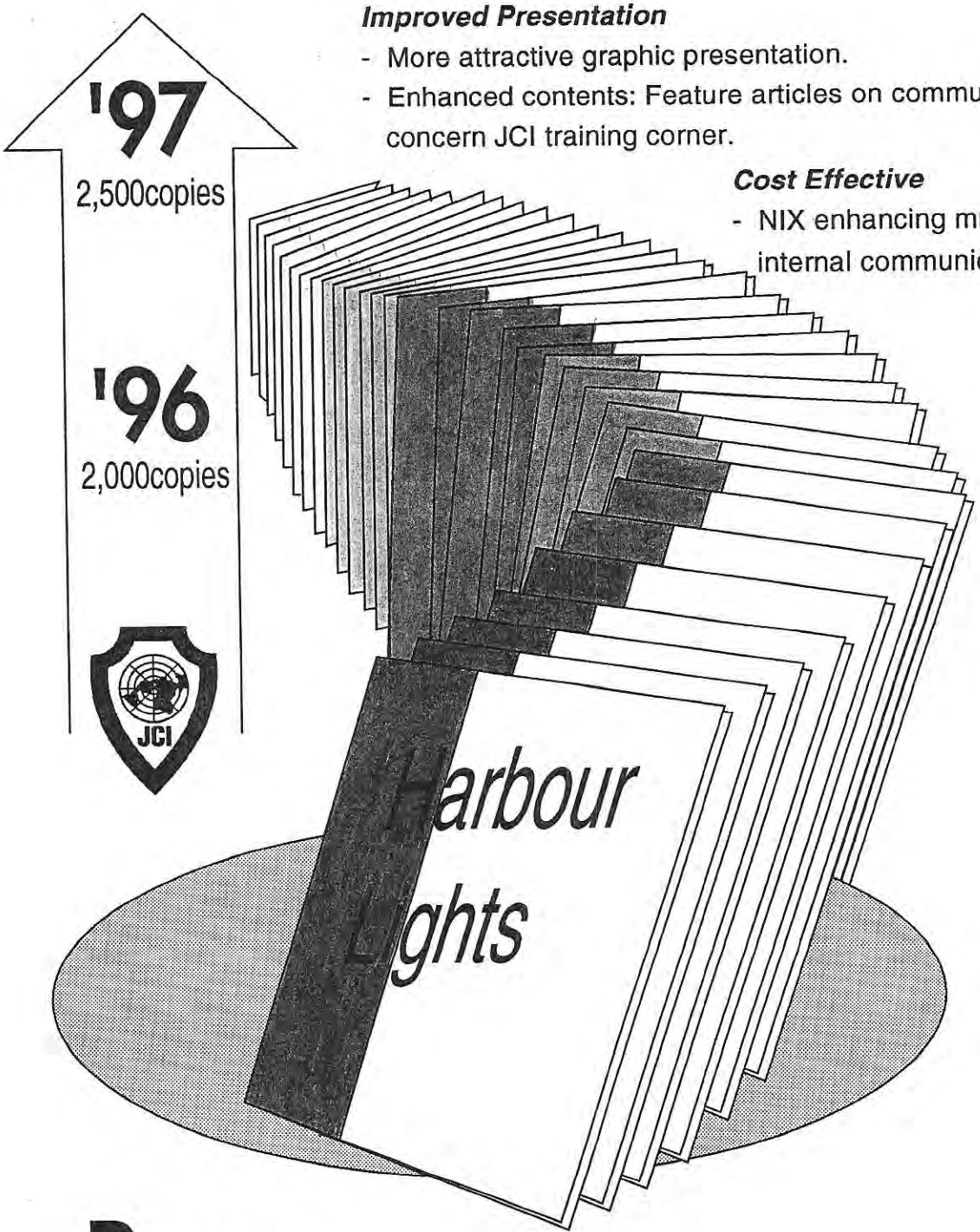
All articles are required to be submitted on floppy disc for capturing into the printer's software and save redundant proof-reading.

Improved Presentation

- More attractive graphic presentation.
- Enhanced contents: Feature articles on community concern JCI training corner.

Cost Effective

- NIX enhancing much internal communication.



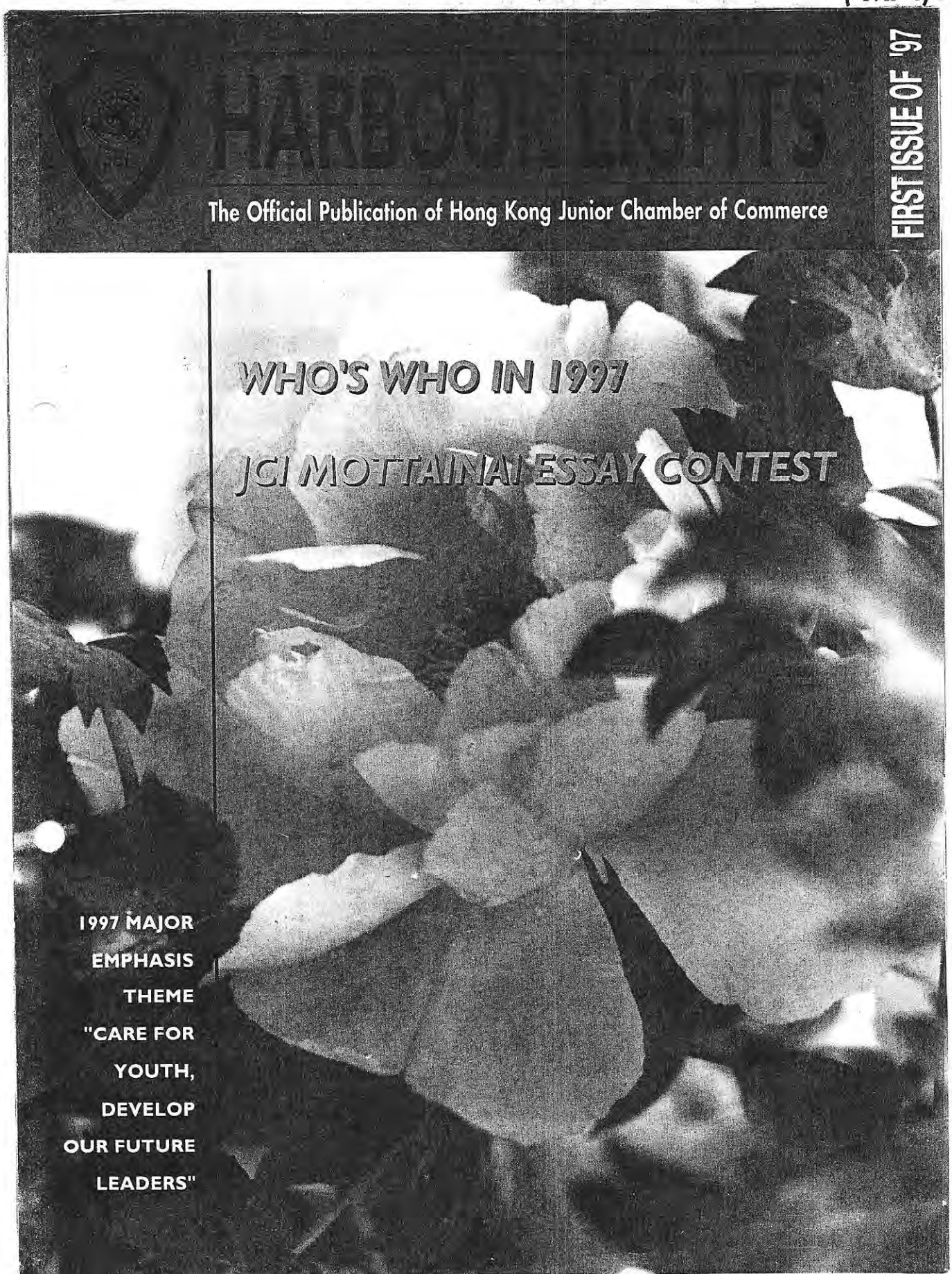
*** PLUS the circulation of 1800 copies of NOM INFO X'Press.**

Improvement from Last Year

Better design in 1997 versus 1996

26

(*MP4)



Junior Chamber International

August 15, 1996

Justin Lui, President
Hong Kong Junior Chamber of Commerce
1/F,60 Bonham Strand East
Sheung Wan
HONG KONG

Dear Justin:

Warmest thanks for our ten copies of your June edition of *Harbour Lights*.

Congratulations on your beautiful cover promoting the Kanazawa JCI Conference as per our request. We also very much appreciate your detailed inside coverage of the conference, article on "Junior Chambers Against Youth Smoking," and use of our sponsorship phrase.

We will be eagerly looking forward to your next edition.

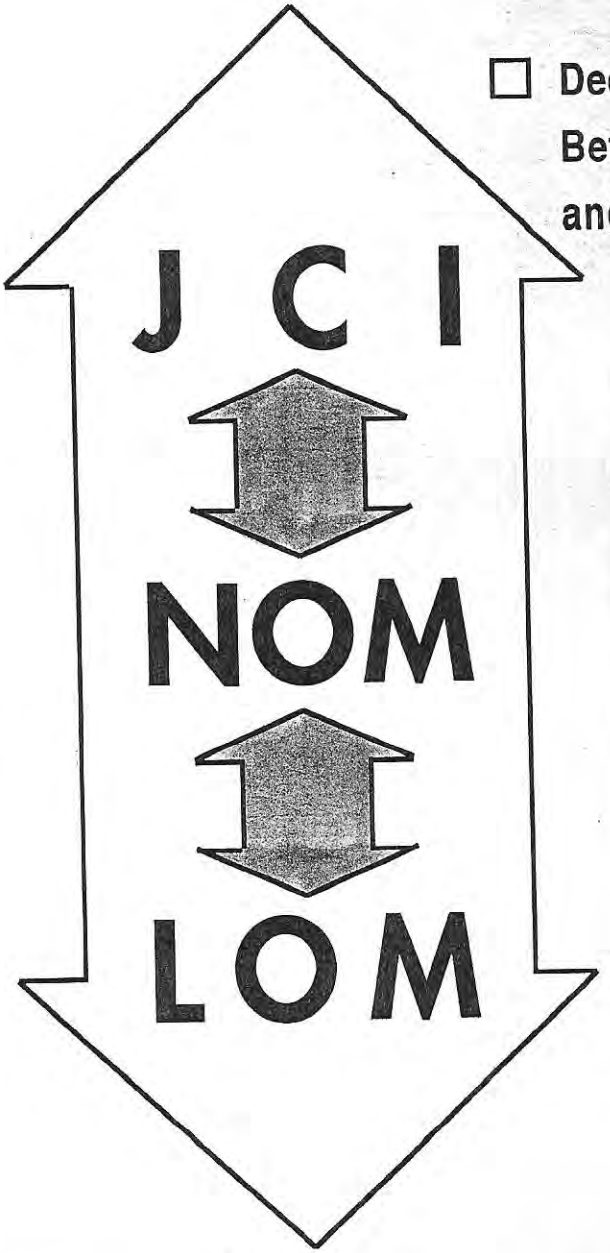
Cordially,

Peggy Fisher
Executive Director of Communications

PF:ls

cc: Kim

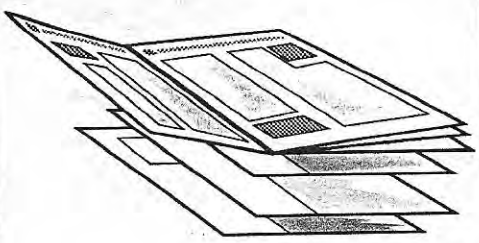
400 University Drive, P. O. Box 140577, Coral Gables, FL 33114-0577, U.S.A.
TEL: (1) (305) 446-7608 • FAX: (1) (305) 442-0041



☐ **Deepen Communication Between JCI, NOM and LOMs**

Good Permanent Record

Important events and messages were incorporated in the **"Harbour Lights"** which made good permanent record for the organization.



Membership Recruitment

A substantial number of prospective members first learnt of HKJCC through "Harbour Lights" which projected a positive image of the organization as a high calibre leadership training organization.

Close Communication

Monthly NOM publication (Harbour Lights / NOM INFO X'Press) enhanced communication among JCI, NOM , LOMs and fellow members.

Sponsorship Attraction

Hong Kong Junior Chamber of Commerce has received substantial community and corporate support.

To certain extent, "Harbour Lights" has played an important role in helping to promote the image of the organization.

Copies of "Harbour Lights" were enclosed with project proposals to potential sponsors to give them a better understanding on the structure and activities of HKJC.



1997 Editorial Board members become very good friends after past several months cooperation and team work. Fellowship gatherings were held from time to time. The involvement in the NOM publication enhances the *Sense of Belongings* of the individual members to the HKJC.



Team work - the secret of our success.



Happy gathering with good dishes after one day's hardwork.



1996 Editorial Board members acted as *the Editorial Team of 51st JCI World Congress*. The involvement in the Congress News enhanced members' sense of belonging to JCI. Members are willing to contribute to JCI andhave learnt much publication work in World Congress.