



Charter Granted 7 August 1961

SOUTH WIND

THE ROTARY CLUB OF BANGKOK SOUTH

The Crowne Plaza Bangkok Lumpini Park Hotel, 952 Rama IV Road, Bangkok 10500 Thailand
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Meetings:
Friday
12.15 pm.

President Michael Schulz
President Elect Michael Doyle
Immediate Past President Nick Pisalyaput
Vice President Dean Outerson • **Vice President** Dana Caron
Secretary Vitool Tantianunanont • **Fund Raising** Douglas Riach • **Treasurer** Nathan Christoff
Communications Tim Cornwall • **Administration** Stuart Lucani • **Service Projects** Chris Thatcher
Rotary Foundation Rakesh Sodhia • **Sergeant-at-Arms** Adrian Topham

Tony Tartaglia The Art of Aikido

No 2510

22 November 2013

Rob de Jonge The New Age of Retail

Rob's opening sentence set, as it should, the tone for the whole presentation.

"Imagine you're on the sky-train heading towards Siam. Suddenly your smart phone displays a message reminding you tomorrow is your wife's birthday, that you've been looking at shoes for her on the internet but did not buy.

The shoes you were looking at longest are available in Siam Paragon in her size 37 and her favorite color.

Why not buy them when you get off at Siam? That is technically possible nowadays" rejoiced Rob... "isn't that great?"

And beamed round at the room at 80 faces open-mouthed in horror. We were definitely coming from different places.

Rob's job is to present to retailers the possibilities which modern technology offers them. To the assembled baby-boomer consumers it looked as if we were having our pants pulled down in public.

He summed it up as *"just minding the store no longer is enough; the win-*

ners of new retail will be mining the data too."

The data he had assembled was impressive, on technical options, response ratios, conversion rates on different devices, marketing through mass-media referrals and advocacy. He really knows his stuff.

And he did admit that *"in all honesty, it's not uncommon for people to not appreciate this kind of personalized advertising and cross-channel tracking. This is why retailers in Europe and North*

America often take the cautious approach and only enable this when customers have explicitly opted in. In Thailand, my personal experience has been that such customer preferences are more often ignored."

Which did not surprise us too much. However most of us only felt comfort-



able when he moved around to how technology can also improve the customer experience, where he really has a point.

He showed us how our size /color being out of stock need never be an issue; how queues at the check-out are no longer necessary; how delivery can be customized to ensure somebody is there to receive and, most importantly of all; how to avoid buying a pink suit.

Questions concentrated more on privacy issues, the extent to which one can avoid "cookies" and keep the wife from finding out where we are, but I fear ; Rob may be right and there may in fact only be one way to avoid living in the 21st Century.

Article by PP John Quarmby



@rotarybkkouth



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Flashback...



Rtn Songkran Grachangnetara, our newest Rotarian with P Michael and IPP Nick



SAA Adrian and P Michael entranced by our speaker



IPP Per Dibber from RC Barbados saying a few words under the careful watch of SAA Adrian



PE Michael looking particularly happy with his Cosmos winnings



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**Rotary Club of
Bangkok South
2013-2014 Board**



President: Michael Doyle



Immediate Past President: Michael Schulz

Rotary Club of Bangkok South 2013-2014 Board Nominations

Nominations for next year's Board of Directors will be announced three times this month, with a final announcement and election scheduled for Friday, 29 November. Nominations from the floor can be made at any Friday luncheon until then.



President - Nominee: Narain Suradejvibul



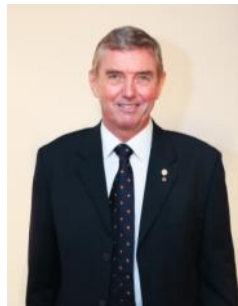
VP: Rakesh Sodhia



VP: Jon Plate



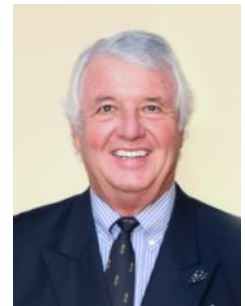
Director: Douglas Riach



Secretary: Chip Bowness



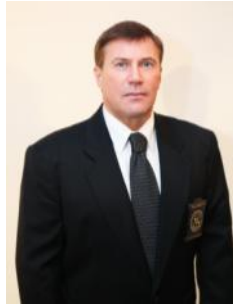
Treasurer: John Casella



Director: Stuart Lucani



Director: Ken Hoon



Director: Ron Livingston



Director: Tim Cornwall



Sergeant-at-Arms: Bill Fantozzi



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Khun Khob's Club Almanac # 2510 – 22 November 2013

Happy Birthdays

Peter William November 28

Wedding Anniversary Greetings

Stuart Lucani November 22
PP Ole Madsen November 24
P Michael Schulz November 28

Attendance for 15 November 2013: 67%

Present 42, Make-up 11, Absent 26, Exemption 26, Total 105

Visiting 15 November 2013

From Abroad

IPP Per Dibber RC Barbados, Barbados

Invited Guests

Asgar Lnzuer
Dylan Jenkins
Finbarr O'Connor
Gregers Moller
HL Oei
Songkran Grachangnetara

Introduced by

Poul Weber
Ron Livingston
AG Andrew MacPherson
Jim Fowler
Rudy van der Hoeven
IPP Nick Pisalyaput

Recent Makeups:

Rotary E-Club of Bangkok Cyber Chartering ceremony, 7/11/13: PDG Alex Mavro
Bangkok-Bangna Birthday, 7/11/13: PDG Alex Mavro

Make-up Credits

Service Projects, 11/11/13: Adrian Topham, Chris Thatcher, Dougie Riach, Mark Shaw, IPP Nick Pisalyaput, Sievert Larsson, Stuart Baker, Stuart Lucani

Program, 12/11/13:

AG Andrew MacPherson, Colin Hastings, Dana Caron, PP Don Lavoie, Jon Plate, PP Mark Butters, P. Michael Schulz, PE Mike Doyle, PP Narinder Sachdev, PP Niti Meyer, Paul Russell, Prasert Mangkornkarn, PP Renato Porzio, Rick Smith, PP Wanit Mekdhanasarn

TRF, 13/11/13:

AG Andrew MacPherson, PP Don Lavoie, Krin Charnmayteesakul, PP Mark Butters, PP Krit Wongsangarunsri, Manu Mekdhanasarn, Narain Suradejvibul, IPP Nick Pisalyaput, Rakesh Sodhia, Rod Vergara, Rui Belo, PP Vichai Tantrativud, Yongyuth Tirachaimongkol, Yod Tantianunanont



Club Calendar

Friday, 29 November 2013

Prinn Panitchpakdi
If a ballet dancer can make US\$ 2M investing in markets - can you!?

Friday, 6 December 2013

Classification interviews

Friday, 13 December 2013

Edwin Wiek
The ones that get away with it + Sister Louise visits the club

Friday, 20 December 2013

No lunch but Christmas dinner

Friday, 27 December 2013

No lunch

Friday, 3 January 2014

New Year Predictions

For Bangkok South Events

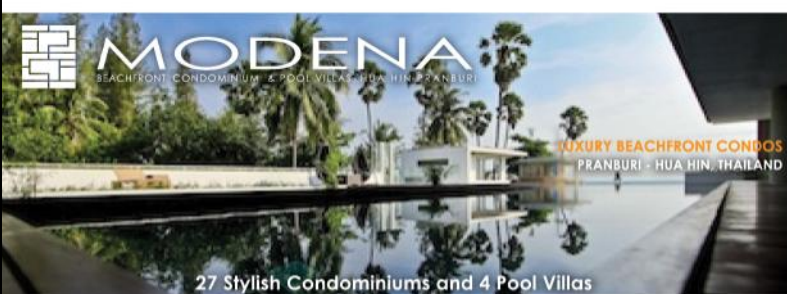
[rotarybangkoksouth.org/
calendar-of-events](http://rotarybangkoksouth.org/calendar-of-events)

Special Dates to Remember

**Thursday, 20 February 2014
25th Annual Golf Tournament**

**Saturday, 28 June 2014
Installation Ball
Dusit Thani Hotel**

**MG 78608 Inauguration Trip to Saraburi,
14/11/13:** AG Andrew MacPherson, PP John Quarmby, Krin Charnmaytesakul, Rui Belo, PP Krit Wongsangarunsri, P Michael Schulz



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