



Charter Granted 7 August 1961

# SOUTH WIND

## THE ROTARY CLUB OF BANGKOK SOUTH



Meetings: Friday 12.15 pm.

The Crowne Plaza Bangkok Lumpini Park Hotel, 952 Rama IV Road, Bangkok 10500 Thailand

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**President** Mark Butters • **President Elect/Membership** Nick Pisalyaput  
**Immediate Past President** Andrew MacPherson • **Vice President** Michael Doyle  
**Vice President** Prasert Mangkornkarn • **Secretary** Dana Caron • **Rotary Foundation** Jon Plate  
**Fund Raising** Douglas Riach • **Communications** Rakesh Sodhia • **Administration** Dean Outerson  
**Treasurer** Adrian Topham • **Service Projects** David Record • **Sergeant-at-arms** Rudy van der Hoeven

### Today: Dr Mechai Viravaidhaya The Mechai Bamboo School

No 3411

23 September 2011

#### Steven Van Yoder Get Slightly Famous



Steven Van Yoder led us into his ideas about why and how to become slightly famous, and to follow up on his advice, I am quoting one of his

articles that provides a good review of what he talked about last Friday...

Embracing a cause makes good business sense. Nothing builds brand loyalty among today's hard-to-please consumers like a company's proven commitment to a worthy cause. Other things being equal, many consumers would rather do business with a company that stands for something beyond profits.

Cause-related marketing can become a cornerstone of a marketing plan. Your cause-related

marketing activities should highlight your company's reputation within your target market. They can positively differentiate you from competitors and provide an edge that delivers other tangible benefits, including: increased sales; visibility; customer loyalty; enhanced company image and positive media coverage.

By choosing a cause you are passionate about, cause-related marketing is emotionally fulfilling. It's a way to merge profit with your "passion" and build a business that mirrors your personal values, beliefs and integrity. If your cause resonates with your target market, your activities will generate goodwill with media attention its possible side effect.

Cosmetic dentist Mark McMahon made himself a media mini-celebrity with a thriving practice due in part to his high-profile pro bono work in his community, a strategy that landed him radio

and TV appearances in areas where he worked.

McMahon established partnerships with local charities, including a homeless shelter and a shelter for battered women, and offered free dental services to their members. Before each event, he contacted local media to let them know. Several crews showed up, filmed him treating patients and later aired segments on the evening news.

*"These events were surprisingly easy to arrange, and every year, they'd help us get press simply by doing these charitable promotions," he says. "Local television news stations loved the emotional element. And it was obviously rewarding to see patients after we'd treated them who'd been in pain for months talking about how glad they were to be relieved of toothaches."*

Continued on page 3

# Rotary in Pictures



◀ The lure of the cashew has more and more people socializing.



▶ The head table enjoying their desserts...



◀ CP Geoffrey and Rtn John

▶ Rtn Ian thanking our speaker Steven Van Yoder...



◀ Rtns Dana, Chip and Billy enjoying a bit of fellowship

▶ Rtn Vinai, our Cosmos Winner...



◀ Reminds me of eating in Japan... except these are the real thing and not made of plastic

▶ Rtn Rakesh with his Cosmos for Charity auction winnings and compulsory photo



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## 50<sup>th</sup> Anniversary Gala Dinner

Join our Gala Dinner to celebrate the 50<sup>th</sup> anniversary of the Rotary Club of Bangkok South.

All members, former members, members of other clubs and friends are invited to join us to mark this milestone in our club's history.

Saturday, 1 October 2011

18.30 to 22.00

Intercontinental Hotel

Baht 1,800 per person

### Continued from the cover

Another project involved the Delancey Street Foundation, a residential education center for former substance abusers and ex-convicts. "I agreed to treat some of their members' acute dental needs," McMahon says. "I quickly appreciated the media appeal of transforming the appearance of these rough-looking guys with terrible smiles."

McMahon captured the event with before and after photos. "These guys had missing teeth and terrible smiles," he says. "So I had a professional photographer capture before pictures of these guys in street clothes with their snarling faces. After I fixed their teeth, we took more pictures, but this time dressed the guys in suits and ties, now looking like lawyers and accountants, with me sitting right in the middle. The media loved it, and it was great seeing these men looking like new."

McMahon's TV appearances created name recognition. "After I did the story on a local television show, I was recognized in my gym by a masseuse who had seen the show," McMahon recalls. "She said, 'I was thinking about you this morning while I was flossing my teeth.' She became a great source of referrals."

Cause-related marketing yields mutual benefit. Look for partners with a similar agenda whose goals can be better achieved by partnering with your business. Take inventory of the assets that make you an appealing partner in a cause-related venture.

There are many types of mutually beneficial relationships you can form with your cause-related partner, including special events, sales promotions and collection plans. An easy way to embrace a cause is to team up with a charity.

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# Khun Prakai's Club Almanac

No 3411  
23 September 2011



### Happy Birthdays

PP Chainarong Indharameesup (25 September)  
Junior Shaw (25 September)

### Wedding Anniversary Greetings

Peter Upperton (26 September)

### Attendance for 16 September 2011: 68%

Present 50, Make-up 4, Absent 24, Leave 2, Exemption 26,  
Total 106

### Visiting on 16 September 2011

#### From Abroad

Hans Mannheim (Amsterdam Minerva, Holland)

#### Invited guests

Areewan Pattanapongsathit  
Graham Brain  
Rob Murray  
Morgan Perkins

#### Introduced by

Junior Shaw  
Mike Schulz  
Mike Schulz  
James Cummiskey

#### Recent Make-up

Copenhagen 3/8/11, 10/8/11, 7/9/11: Poul Weber

#### Make-up Credit

**Membership Committee, 7/9/11:** PE Nick Pisalyaput, P Mark Butters, PDG Praphan Hutasingh, PP Philip Baechtold, PP Vichai Tantrativud, PP Ole Madsen, Rui Belo, IPP Andrew MacPherson

**Service Projects Committee, 12/9/11:** David Record, Chip Bowness, Chris Thatcher, Gary White, Gary Worthington, PP John Quarumby, Marcel Dubbelman, Marco Casanova, Vince Shueh

**Program Committee, 13/9/11:** IPP Andrew MacPherson, Renato Porzio, PP Wanit Mekdhanasarn, Colin Hastings, DGN Alex Mavro, James Cummiskey, Michael Schulz, PP Nart Liuchareon, Prasert Mangkornkarn, P Mark Butters, PP Don Lavoie, PP Ashraf Fancy, Marco Casanova

**ComCom Committee 14/9/11:** Rakesh Sodhia, Ian Morris Dean Outerson, Gary White

**Coins on Silom Committee, 16/9/11:** Douglas Riach, P Mark Butters, Adrian Topham, Chip Bowness, Dana Caron, Geoff Carter, Ian Morris

## Club Calendar

**Saturday, 1 October**  
**50<sup>th</sup> Anniversary Gala Dinner**  
**18.30 to 22.00**  
**Intercontinental Hotel**

Friday, 7 October (Luncheon)  
HE Michael Mann  
Ambassador of the Sovereign Military Order of Malta to the Kingdom of Thailand  
Insight to the Knights of Malta

**Friday, 4 November**  
**06.00 to 14.00**  
**Coins on Silom**

For more Bangkok South Events check the club calendar at

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

*If all good things come to an end, then don't worry, all bad things end too.*  
Anon

*The eyes never lie.*  
Mikhail Gorbachev

*Make someone happy today. Mind your own business.*  
Joey Adams

*I never see what has been done; I only see what remains to be done.*  
Buddha

*In life, as in football, you won't go far unless you know where the goalposts are.*  
Arnold Glasgow

*Santa Claus has the right idea: visit people once a year.*  
Victor Borge



[www.modenacondos.com](http://www.modenacondos.com)

For more information, please contact  
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