



**The Hong Kong Polytechnic University**  
School of Hotel & Tourism Management  
Alumni Association



## **Annual Report 2011**



*“We are what we repeatedly do.  
Excellence, then, is not an act but a habit...”*

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## CHAIRMAN'S MESSAGE



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On behalf of the SHTMAA Committee, we are delighted to present the 2011 Annual Report which marks the fifth consecutive year for the creation of this important document. Our Committee and fellow alumni continue without any reservation to support SHTMAA and its development. New strategies and diversified events continue to be the core milestone direction for the Committee. We achieved an astonishing result of organizing a total 11 events in 2011. To name a few momentous events:

- Community Day
- Grand Tour to Mongolia
- Annual Dinner with participation of PolyU's President
- Happy Hour in Hotel ICON

*One of the best ways to educate our hearts is to look at our interaction with other people, because our relationships with others are fundamentally a reflection of our relationship with ourselves.*

Among all the organized activities, it is particularly worth mentioning a very meaningful event – Community Day for Hong Chi Association, Food Angel and Tung Wah Group. This year, we merged two distinctly different target groups together into one event. More details will be shared in Section 6.1. This is the second time we organize corporate social responsibility events in our Association's history. We are pleased to keep this as an ongoing tradition i.e. contributing back to the society.

Another inspiring news is our membership has reached a record number of 2,098. New initiatives have been introduced to expand Mainland China membership. Huge amount of work has been and will be done to increase the number of alumni.

SHTMAA was established in December 1993 with the objective to create an effective network to assist personal and career development of its members, while at the same time to promote the Hong Kong Polytechnic University in Hong Kong and abroad.

With all our expertise and experiences amongst our alumni, we strongly believe that the Association can assist the Hong Kong Polytechnic University in further developing its programmes by offering professional training courses in response to the demand within our industry.

In the forthcoming years, it is our entire committee members' strong aspiration to continue servicing our alma mater and all our fellow alumni members with vision, innovation and determination.

Finally, I would like to take this opportunity to thank all my fellow committee members, especially our new comers, Betty, Dilys and Livia for their wholehearted commitment and dedication. There is no doubt that our teamwork and spirits will contain to lead us to existing new things and opportunities.



Maurice Kong

Chairman

School of Hotel and Tourism Management Alumni Association

## COMMITTEE MEMBERS

	<p><b>Chairman - Maurice Kong</b></p> <p><i>Director of Food &amp; Beverage</i></p> <p><i>Hong Kong Convention and Exhibition Centre</i></p>		<p><b>Vice Chairman - Benson Tang</b></p> <p><i>Asia Regional Director</i></p> <p><i>Association of Corporate Travel Executives</i></p>
	<p><b>Vice Chairman – Margaret Kwok</b></p> <p><i>Human Resources Deputy Manager</i></p> <p><i>Hong Kong Convention and Exhibition Centre</i></p>		<p><b>Financial Secretary - Ray Luk</b></p> <p><i>Lecturer</i></p> <p><i>Department of Hotel Service and Tourism Studies</i></p> <p><i>Hong Kong Institute of Vocational Education (Chai Wan)</i></p>
	<p><b>Secretary – Jason Wong</b></p> <p><i>General Manager</i></p> <p><i>Hong Thai Travel Services Limited</i></p>		<p><b>Secretary – Betty Simpson</b></p> <p><i>General Manager</i></p> <p><i>The Helena May</i></p>
	<p><b>Secretary – Dilys Ko</b></p> <p><i>Deputy Manager &amp; Head</i></p> <p><i>Training Team Human Resources Department</i></p> <p><i>Mizuho Corporate Bank Limited</i></p>		<p><b>Secretary – Livia Chan</b></p> <p><i>Officer</i></p> <p><i>Macau Government Tourist Office</i></p>
	<p><b>SHTM Alumni Liaison Officer – Dr. Nelson Tsang</b></p> <p><i>Assistant Professor</i></p> <p><i>School of Hotel &amp; Tourism Management</i></p> <p><i>The Hong Kong Polytechnic University</i></p>		<p><b>SHTM Alumni Liaison Officer – Annabel Chan</b></p> <p><i>Programme Manager (Chinese Mainland)</i></p> <p><i>School of Hotel &amp; Tourism Management</i></p> <p><i>The Hong Kong Polytechnic University</i></p>

## YOU AND SHTMAA

The objective of SHTMAA is to create an effective network to assist personal and career development of its members, while at the same time promote the Hong Kong Polytechnic University in Hong Kong and abroad. Specifically, the following perspectives are adopted:

- A) Developing the students of SHTM
- B) Contributing back to SHTM and the society
- C) Providing platform for networking
- D) Providing learning opportunity
- E) Offering leisure gathering opportunity



## 2011 ACTIVITIES SUMMARY

All the organized activities have been based on the five perspectives illustrated in section 3.

Below are the summary of the activities.

<b>2011</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>
	Committee Meeting	Committee Meeting	AGM Annual Dinner SHTMAA Scholarship Presentation Committee Meeting	Committee Meeting	Student Sharing Session Committee Meeting	Happy Hour Gathering Committee Meeting
	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
	Committee Meeting	Grand Tour Committee Meeting	Happy Hour Gathering Hotel ICON Grand Opening Gala Dinner Committee Meeting	Community Day Committee Meeting	17 <sup>th</sup> PolyU Congregation Committee Meeting	Chocolate Tasting Class Committee Meeting

Another fruitful year with estimation of more than 1,000 alumni, students and targeted participants have so far participated in the 11 activities organized by the SHTMAA committee.

In the following sections, highlights of all the activities are to be proudly presented.

## **SHTMAA Annual General Meeting 2011**

Venue: Hong Kong Jockey Club  
Date: 5 March 2011  
Number of Participants: over 20



On 5 March during Annual General Meeting 2011, we are delighted to welcome the newly elected executive members: Ms. Betty Simpson, Ms. Dilys Ko and Ms. Livia Chai, as well as to share the new structure of the Association. By sharing a common vision and goal to work upon for the coming years, the new team will continue serving members through organising various activities.

Apart from welcoming new executive committee members, we also proposed to invite Mr Wallace Li, to be our Honorary Chairman and Ms Florence Chan and Ms Lina Lam to be our Honorary Advisor. This proposal was supported by our alumni members and passed during the meeting.





## SHTMAA Annual Dinner 2011

Venue: Hong Kong Jockey Club  
Date: 5 March 2011  
Number of Participants: over 130

In celebrating the joyful season and the New Year of Rabbit, the SHTMAA Spring Dinner was held at Hong Kong Jockey Club on 5 March by attracting more than 130 alumni members and their families.

Guests participated in the dinner included Prof. Timothy Tong, President of the Hong Kong Polytechnic University, Prof. Kaye Chon, Dean of School, Mr. Thomas Mehrmann, Chief Executive of Ocean Park and many others who all shared the joy of the gathering.

Prof. Timothy Tong expressed his blessings and gratitude in his speech for the alumni maintaining strong tie with the School. Mr. Wallace Li, Chairman of the SHTMAA extended a hearty vote of thanks to his committee team for the support over past years.

Under the unique theme of Wild Wild West, all “cow boys and girls” were cheered for a fun-filling game section – “Red Indians” accompanied by a tasty selection of BBQ buffet menu. One of the highlights was the grand lucky draw with 44 fabulous prizes.



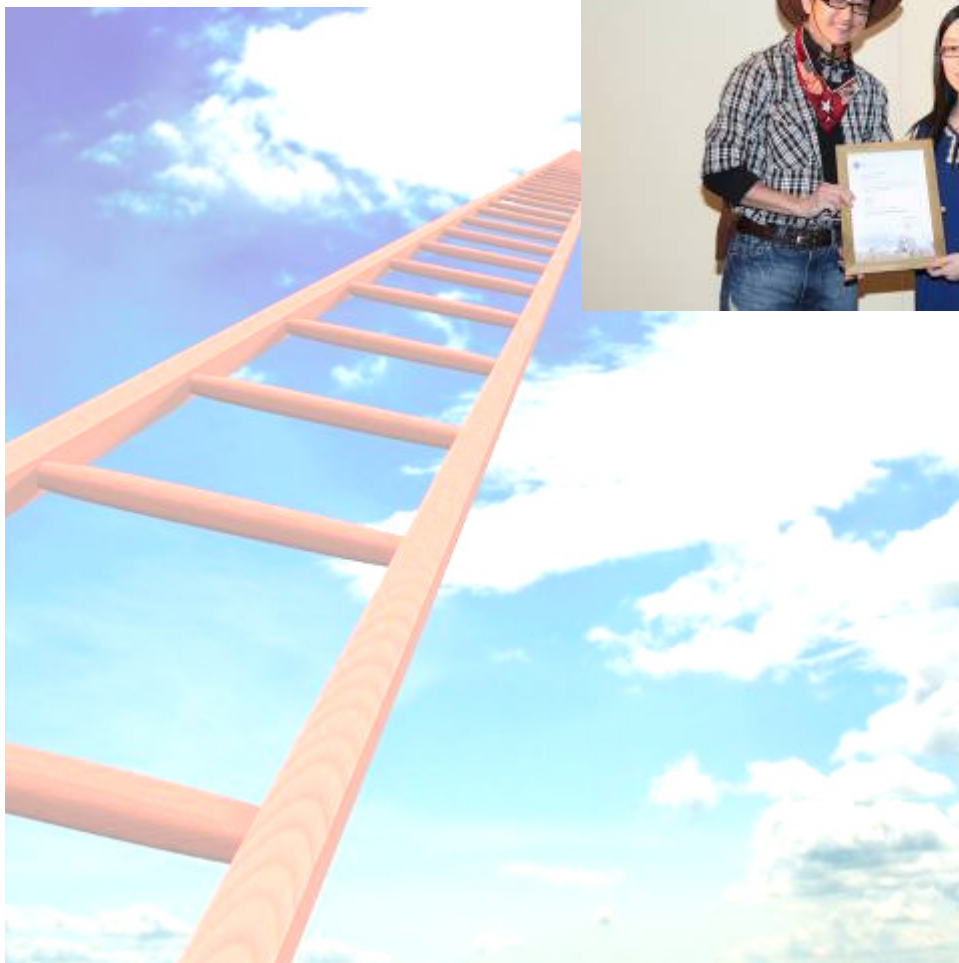
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## **SHTMAA Scholarship Presentation 2011**

Venue: Hong Kong Jockey Club  
Date: 5 March 2011  
Number of Participants: over 130

The 2011 SHTMAA scholarship was awarded to Ms. Priscilla Wong, a final year student of BSc in Hotel Management. The presentation ceremony was arranged in the Annual Dinner and she accepted the award from Mr Wallace Li, the Honorary Chairman of SHTMAA, for a HK\$5,000 scholarship. Running on a thankful of enthusiasm, Priscilla wishes to organize and run an upcoming event for the Association.

The SHTMAA scholarship is presented annually to an outstanding student who achieves academic excellence and demonstrates leadership initiatives.





## **Happy Hour Gathering at The Pacific Club**

Venue: The Pacific Club

Date: 16 June 2011

Number of Participants: Over 60

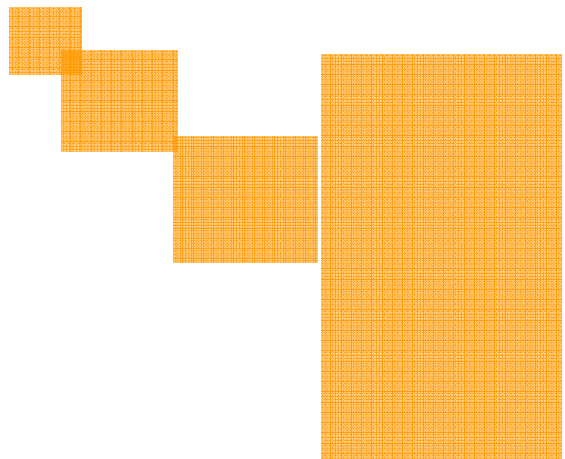
Surrounded by spectacular views of the Victoria Harbor, over 60 members and industry associates joined a Happy Hour held by SHTMAA at Pacific Club on 16 June 2011. Participants enjoyed themselves and networked with each other actively against the backdrop of the wonderful lights of Hong Kong Island, that infused the 2-hour networking session with a casual, joyful and relaxing atmosphere.



## Grand Tour - Mongolia

Venue: Mongolia  
Date: 4 to 7 August 2011  
Number of Participants: 10

A group of alumni and their families made the SHTMAA yearly Grand Tour from 4 to 7 August 2011, visiting Mongolia, a truly exotic destination – and found inspiration along the way. Led by the professional tour guide from Hong Thai Travel, they traveled through extraordinary scenery, immersed themselves in the timeless beauty of famous rock formations, and experienced horse riding in the wilderness. This four-day trip was a relaxing and unforgettable holiday for all of them.



## Happy Hour Gathering at Hotel ICON

Venue: Above and Beyond  
Date: 15 September 2011  
Number of Participants: Over 50 alumni

A Happy Hour gathering was organised exclusively for our members on 15th September 2011 at the Private Dining Room 1 on the 27th floor of Hotel ICON, the teaching and research hotel of our alma mater, the Hong Kong Polytechnic University. More than 50 alumni attended this wonderful event. Everyone enjoyed the spectacular 270° view of the Tsim Sha Tsui nightscape and the harbour while savouring delicious canapés and drinks. Our alumni members also had a chance to tour around the hotel to see the rooms and restaurants.





*“Vision Unlike Any Other...”*

## Hotel ICON Grand Opening Gala Dinner

Venue: Silverbox Ballroom  
Date: 21 September 2011

A gala dinner themed "Vision Unlike Any Other" on 21 September 2011 marked the climax of the celebration of the grand opening of Hotel Icon. Over 300 guests attended the event and the following members attended on behalf of the SHTMAA Committee: Maurice Kong, Margaret Kwok, Benson Tang and Florence Chan.

The special programme of entertainment included a live band performance by Professor Tong, PolyU alumni and SHTM students. Their show not only earned loud applause from the audience but also received generous support from sponsors. A fund-raising auction raised over HK\$ 2 million to support the School's future development. A bottle of Chateau Mouton Rothschild 1982 was donated by the SHTMAA Committee that has helped to raise HK\$ 43,000.





**Community Day (Jointly organized with Hong Chi Association, Food Angel and The Tung Wah Group)**

Venue: Hong Chi Pinehill Center Tai Po  
TWG Services Centre, Sham Shui Po  
Date: 22 October 2011  
Number of Participants: Over 40

Volunteers from SHTMAA had a very meaningful community service day on 22 October 2011. After a delicious lunch served by graduates of the Hong Chi Pinehill Integrated Vocation Training Centre at the Pinehill Village in Tai Po, volunteers together with students from Hong Chi baked many cupcakes, coconut tarts and fruit tarts, and took these to the Tung Wah Group Yu Mak Yuen Integrated Services Centre in Sham Shui Po where a party for about 50 seniors from the district was held. All participants enjoyed the afternoon with games, songs and gifts of cakes and a lot of laughter. We thanked **Food Angel** for assisting to organize this event.



## 17<sup>th</sup> PolyU Congregation

Venue: The Hong Kong Polytechnic University  
Date: 4 November 2011

A booth of SHTMAA was set up in the lecture theatre on 4 November 2011 in SHTM. 73 graduates joined the association on that day.



## Chocolate Tasting Class

Venue: Goossens Chocolatier Happy Valley  
Date: 9 December 2011  
Number of Participants: over 20

At the festive season of Christmas, Chocolate Tasting class has been held at "Goossens Chocolatier" from 6:30pm-8:30pm, on 9 December 2011. Founded in 1955, Goossens is a world renowned Belgium chocolate expert. In addition to trying out exquisite chocolates, members also enjoyed canapé, Civet coffee, tea and wine. After the mouth-watering tasting, all participants did enjoy the great time. We also had an unexpected learning lesson to know more about "Chocolate".

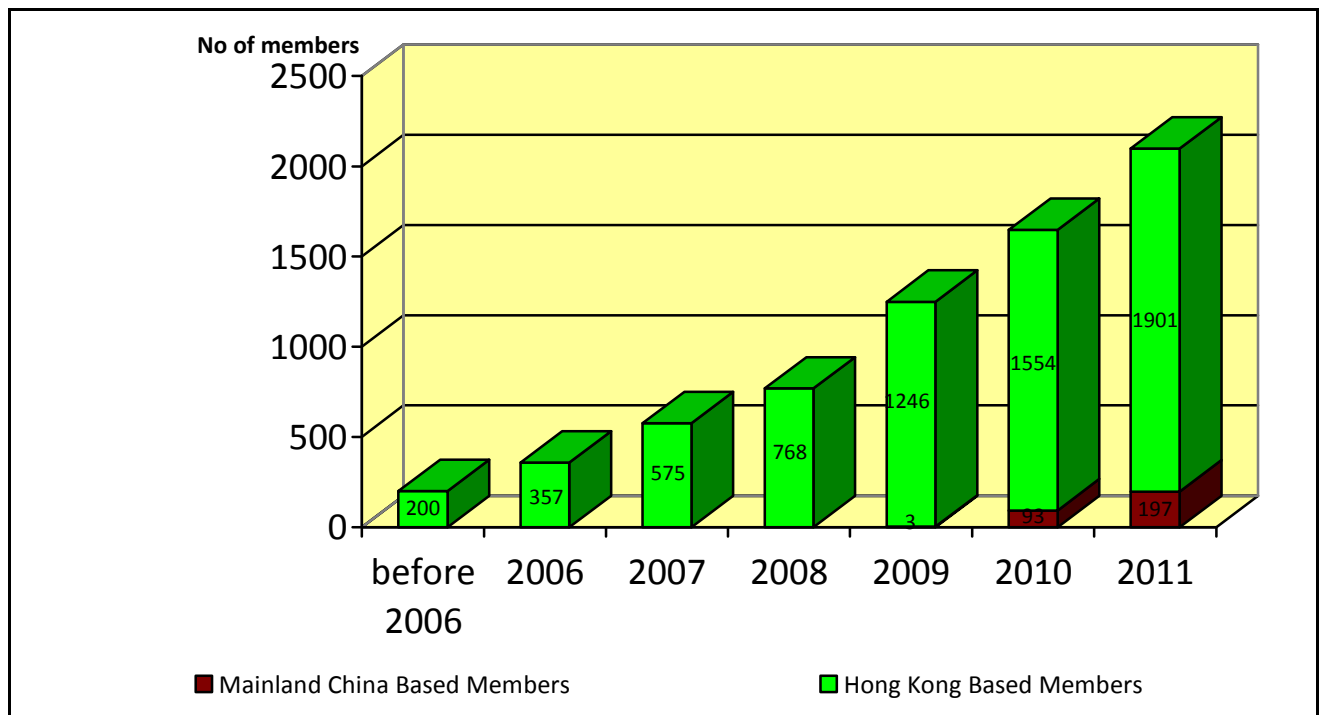


## MEMBERSHIP UPDATE AND RECRUITMENT

### Membership Update

Below graph is the summary of the number of membership since the commencement of the SHTMAA. By end of 2011, the membership number has jumped to historic high of 2,098 which is a significant increase of 27% in just one year.

To go hand-in-hand with SHTM's strategy of expansion in China, in 2011 our committee continues to focus on the expansion of accepting Mainland China graduates as SHTMAA members. This year marks a new record of an encouraging result of attracting more than 104 new Mainland China graduates to join SHTMAA in Hong Kong. In other words, out of the total 451 new members joined in 2011, 23% of the newly joined member falls into the category of Mainland based members.



It is the committee's pledge to continuing membership expansion in Mainland China. A professionally designed promotional leaflet targeting Mainland graduates were continuously distributed. This is to further enhance Mainland China membership number to increase.

Besides the membership of the SHTM graduates, the number of Associate Member has also increased to a total of 38 members in 2011.

### Member Gets Member Programme

In the 2009 autumn, our association launched a new strategy of inviting our member to recommend their friends that graduated in SHTM to join SHTMAA. The programme is called “Member gets member programme”. Every year, there is a special prize for the member that gets the most number of new members. The programme was a great success. In 2011 the award goes to a member whom referred 10 more new members to join our association.



### Membership Benefits

Continuously adding further benefits to our fellow alumni has always been our committee’s commitment. In 2011, many more attractive benefits have been included in our benefit lists. Besides rewarding our existing members, this new initiatives also serve as a powerful tool to attract new membership. Below five new benefits summarized the latest addition of extra new benefits negotiated in 2011:

1. Enjoy special discount at the **Hotel ICON** at the following outlets (Valid until 30 June 2012 except 1 October, 24-26 December, 31 December, 1 January and 24 January):
  - o 15% discount at the Green, the Market and the Above & Beyond
  - o 10% discount for the Banquet
2. Dining at the **Bistro 1979** without paying for the annual submission fee to the SHTM Dining Society.
3. Enjoy free membership of **Red Wine Village**, 10% discount for purchase of 12 bottles and under; 15% discount for purchase of more than 12 bottles; receive their e-newsletter and join their promotions and regular wine tastings.
4. Exclusive privilege to enjoy up to \$300 discount of the driving packages for beginners and ONE free lesson per 10 advanced driving courses at **ADrive Driving School**.
5. Privilege discount at hotel room booking and F&B outlets of Hotels Managed by **Rhombus International**.



## WE SERVE

### Corporate Social Responsibility



*Growing with the community*

“Contributing back to SHTM and the society” forms one of the five pillars of the purposes of SHTMAA. Hence, contribution to corporate social responsibility became our committee’s tradition and a core theme in 2011 and will continue to be the core theme in the years ahead.

It is worth mentioning a great achievement in our association’s history – a community teamwork day in Hong Chi Association, Food Angel and Tung Wah Group - renowned non-profit organizations that provide many supports to the under-privilege citizens.



This year, we have combined 2 very distinct ideas into one community fun day. First our alumni and students of Hong Chi Association made cupcakes together in their integrated vocational center in Tai Po. Then we brought the freshly made cakes to the senior citizens in another center operated by Tung Wah Group in Sham Shui Po. By providing a caring day for our fellow senior citizens and Hong Chi students, they can be cheered up and have a fun with us via Karaoke and exciting games. This multi-cooperation and multi-discipline CSR model is a very new trial and was a big success.



*“Full of joy and laughter.....”*

## Quarterly E-Newsletter

Keeping our fellow alumni being informed on the latest news and forthcoming events are of vast importance to the members. Since 27<sup>th</sup> September 2008 which marked a major milestone, as the inaugural version of the quarterly e-newsletter was created and distributed on that day, 12 quarterly editions have already been distributed so far. This initiative provides a regular communication medium for all the members on a quarterly basis. A new look and feel has been designed in mid 2011 for the e-newsletter. Our committee will continue to commit to this communication initiatives. Below is the sample of the latest winter 2011 autumn edition:



**eNews Autumn 2011** **SHTM**

**Upcoming Activities**

**Chocolate Tasting Class**

season of Christmas, join us to enjoy a Chocolate Tasting class to be later" from 6:30pm-8:30pm, on 9th December 2011. Founded in 1955, wined Belgium chocolate expert. In addition to trying out exquisite also enjoy canapé, coffee, tea or wine. After the mouth-watering ni can purchase the legendary chocolate at a special discount. Click

**ON**

was organised exclusively for our members on 15th September 2011 at l on the 27th floor of Hotel ICON, the teaching and research hotel of Kong Polytechnic University. More than 50 alumni attended this enjoyed the spectacular 270° view of the Tsim Sha Tsui nightscape during delicious canapés and drinks. Our alumni members also had a hotel to see the rooms and restaurants. Check out the photos from

**17th CONGREGATION**  
**The Hong Kong Polytechnic University**  
**Seventeenth Congregation (School of Hotel and Tourism Management)**  
**香港理工大學第十七屆畢業典禮**  
**及旅遊業管理學院**

**SKAL LADIES DAY 2011**  
**Women and the Arts in Hong Kong**  
**& THE 2<sup>nd</sup> ANNUAL "WOMEN IN BUSINESS" AWARDS**  
**SKAL**



**OUR FUTURE**

The current committee is pledged to fully commit to serve the SHTMAA. More activities and strategic vision for membership recruitment will be further implemented. The new official business plan for 2012 will be released subject to the confirmation by all the committee members. The proposed business plan is attached per below for preview.

To further enhance the activities and membership recruitment in 2012, below business plan outlines the strategic vision of the committee for the forthcoming year.

**2012 Business Plan Proposal**

<b>2012</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>
			AGM & Annual Dinner (3 <sup>rd</sup> March)  Interview Skills Workshop	1-day Macau Tour	SHTMAA Scholarship Recipient's proposed student activity	
<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	
Grand Tour ShanXi Grace Vineyard		Happy Hour Gathering	Community Day	Local Tour Organic Farm  18 <sup>th</sup> Congregation	Cake Making Class	

This Annual report produced by  
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