



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

info@rotarybangkoksouth.org 02 632 9160 rotarybangkoksouth.org

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

Rotary Peace Fellows Peace & Conflict Studies

No 3450

2 March 2012

Tania Ellis CSR - so what's the bottom line?

On Friday last, Tania Ellis led us into the world of Corporate Social Responsibility and Sustainability in a carefully crafted three-part presentation that proved to be both highly entertaining and informative.



solutions, she highlighted the fact their sustainability initiative was launched, *“not because it’s trendy or moral, but because it will accelerate our growth and make us more competitive.”*

Having clearly defined social responsibility and provided some heart-warming examples that fit into her three compliance objectives, she quickly reviewed the benefits firms enjoy once they have decided on and implemented a business strategic CSR strategy and not just a greenwashing project here and there.

Beginning with an analysis as to why companies, both large and small, decide to take on a socially responsible position or role, Tania offered three core reasons - compliance, business opportunity or conviction.

Enriching her talk with both well known and many new names, at least for many of us, in the CSR-world she illustrated her three ideas. Beginning with Nike and its detractors of a few years ago, she explained about how they had been forced by consumers and the media to take on a more responsible role in terms of their manufacturing.

Turning to multinational industrial giant General Electric and their eco-magination-strategy, which focuses on developing green technological

Moving into her third theme, she talked about Patagonia, an outdoor clothing manufacturer, who in quoting the company president provides an excellent example of CSR by conviction, *‘I’m not in the business to make clothes. I’m not in the business to make more money for myself.... the reason why I’m in business [is] to try to clean up our own act, and try to influence other companies to do the right thing.’*

Adding to this example, was perhaps the one I liked best, Greystone Bakery known for hiring those normally not considered employable, addicts and convicts, reflected in their motto... *“We don’t hire people to bake brownies. We bake brownies to hire people.”*

She dealt with these various benefits and discussed ideas ranging from differentiation from others to enhancing one’s reputation; from adding to employer branding to encouraging operational efficiency; from becoming a preferred supplier for other social responsible firms to finding new customers and markets; and finally from motivating innovation to being able to encourage both economic and social growth.

A thoroughly enjoyable talk, I noted a number of people near me looked positively ecstatic that they now had a genuinely will-informed idea about what CSR and sustainability mean along with examples they could share with others.



Honor our own CoS Sponsors...



And one Paul Harris



The True Taste of Real Coffee



CADEAUX

JEWELRY

The First Swiss Jeweler in Bangkok

Peninsula Plaza
Ratchadamri Road, Bangkok
www.cadeauxjewelry.com

contact PP. Philip 08 7708 6770





Upcoming Club Events



Kids Day Out

Join in the fun and fellowship as the club takes three groups of delightful kids and their helpers from three of the city's best group homes.

Thursday, 29 March
Contact: PP John Quarmby
john.quarmby@yahoo.com

Volker's Central Thailand Fun Water Trip

Friday, 30 March to
Sunday, 1 April

For a weekend of water related mayhem, join Rtn Volker on his latest excursion into rural Thailand...

For more details...
Contact: Rtn Volker
v.betsch@siematic.asia

From the waters to Water

Wolfgang (Wasser Kaiser) is organizing a number of inaugurations during an invigorating ten-day jaunt through the wilds of northern Thailand. **Provided haze and health hazards have disappeared!**

For more information about the Thursday, 5 April to Saturday, 14 April Songkran Northern Adventure, contact Rtn Wolfgang...

wolfgangminderjahn@gmail.com



DeMACO – Unique Showroom
Retail sales of high quality furniture, with in-house factories to serve all types of projects
104 Sukhumvit Soi 33, Klongton-nua, Wattana, Bangkok 10110
Tel.0-2204-2042; Fax.0-2204-2041
www.demacobbkk.com





Khun Khob's Club Almanac

No 3450

24 February 2012

Happy Birthdays

Heinz Knoke	(2 March)
Lalit Kumar	(4 March)
Poul Webber	(5 March)
Jean-Marie-Cattand	(8 March)

Wedding Anniversary Greeting

PDG Xanxai Visitkul (7 March)

Attendance for 24 February 2012: 61% Present 44, Make-up 7, Absent 32, Exemption 26, Total 109

Visiting on 10 February 2012

From Abroad

PP Geoffrey Little	(RC North Sydney S/R, Australia)
John Chirgwin	(RC Martha's Vineyard, USA)
Manfred Kohler	(RC Kassel-Hofgeismar, Germany)

Invited Guests

Punyawee Leerattanawong
Ratikorn Suekumnerd
Juergen Bernhold
Mark Shaw
Stuart Lucani

Introduced by

Mark Butters
Mark Butters
Andrew MacPherson
Chris Thatcher
Doug Riach

Recent Make-up

Bangkok, 23/02/12: PP Koichiro Ishihira, Chip Bowness, Douglas Riach

Make-up Credit

Golf, 17/02/12: Douglas Riach, Chip Bowness, Junior Shaw, Chris Thatcher, Tim Cornwall, Mike Schultz; Ron Livingstone Morgan Perkins, Tyrone Jenkins, Nathan Christoff, Arie Bloed, Mike Ellis

Joint Board, 20/02/12: P Mark Butters, Dana Caron, Prasert Mangkornkarn, Michael Doyle, PE Nick Pisalyaput, Adrian Topham, Rakesh Sodhia, Douglas Riach, Jon Plate, Dean Outerson, Krin Charnmayteesakul, Vince Shueh, Tyrone Jenkins, Narain Suradejvibul, Chip Bowness, Peter Williams

Communication, 21/02/12: Ian Morris, Gary White
Golf - Course Visit, 21/02/12: Douglas Riach, Gary White

Communication, Yearbook Planning, 24/02/12: Morgan Perkins, Gary White

Accounts Briefing re 2012/13, 24/02/12: Gary White, PE Nick Pisalyaput, Rakesh Sodhia, Vince Shueh

RC Jomtien-Pattaya 25th Anniversary Dinner, 25/02/12: P Mark Butters, PDG Xanxai Visitkul, PP Niti Meyer, Douglas Riach, Narain Suradejvibul, CP Geoffrey Carter



Club Calendar

Friday, 9 March Luncheon

Alan Adcock

Top 10 IP Mistakes SMEs Make and How You Can Avoid Them

Friday, 16 March Luncheon

Ladies Day at Rang Mahal

HE Anil Wadhwa

Ambassador of India to Kingdom of Thailand

Friday, 23 March Luncheon

HE Lázaro Herrera Martínez

Ambassador of Cuba to Kingdom of Thailand
Cuba in the 21st Century

Thursday, 29 March

Kids Day Out

Contact: PP John Quarmby
john.quarmby@yahoo.com

Friday, 30 March Luncheon

Steven Leather

E-books

Friday, 30 March to Sunday, 1 April

Water Trip

Central Thailand Fun

Contact: Rtn Volker

v.betsch@siematic.asia

5 to 14 April

Water Trip

Northern Thailand Adventure

Contact: Rtn Wolfgang

wolfgangminderjahn@gmail.com

Monday, 23 April

Rotary Peace Center at Chulalongkorn University,
Visit to observe/lunch with Rotary Peace Fellows

Dr Sukree Langputeh Yala Islamic University

Friday, 27 April Luncheon

Dr Sethaput Suthiwart-narueput

What the Eurozone crisis means for Thailand

For Bangkok South Events

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



www.modenacondos.com

For more information, please contact

email: info@modenacondos.com - Tel: +66(0) 88.495.6455



[bangkok snow removal.com](http://bangkoksnowremoval.com)