

Old Days and New Ways

In this issue, 4 distinguished alumni including Albert Au Sui-keung, Dr. Justin Chiu Kwok-hung, Dr. Amen Ng Man-ye, Dr. Eddie Ho Kang-wai and Vice-President (Research and Development) Prof. Rick Wong will share with us stories about old days and their experience in opening up new ways.

聚首話當年 眾議創新天

「苟日新，日日新，又日新」這句話源自儒家經典《大學》，意在警惕自己必須破舊立新、不斷求進，與今天所謂「致力創新」庶幾近乎。然而，所有的「創新」都不可能憑空而起，而是人們因應特定目的，在特定歷史及客觀條件下，通過創意方式重組、轉化或變革原有事物，從而使其得以更新發展，創造更大價值。

幾位70至80年代的校友包括區瑞強先生、趙國雄博士、伍曼儀博士、何鏡煒博士，和副校長（研究及拓展）黃偉國教授聚首一堂，娓娓道來當年求學上進的青葱歲月，高談闊論今日開創新天之要訣竅門。

Standing Up for Justice

Being the Executive Director of Cheung Kong Group and hailed as “property guru”, Dr. Justin Chiu is a leader in both commercial sector and community services. He says, “I think things happen in life by fate. When I was studying at HKBU in 1971, it was the fiery years of the Diaoyutai Movement. Undaunted of being caught in the act, we went on demonstration as planned. Later when corruption was rampant in Hong Kong, we took to the street again.”

As a consequence, Justin was arrested together with other student leaders. “We were not rich at that time but my mum decided to send me to Canada to study for fear I would do something radical again. I got admitted by a number of good universities but I finally chose Trent University as the tuition fee was only CAD\$600 a year and as it was such a small town, I could do no more than study,” shares Justin.

Studying overseas was a turning point for Justin as he needed to “survive” in a new place. “When I first arrived, I just had US\$150 in my pocket. I needed to find ways to make my ends meet. Fortunately, people in small town were nice and they gave me their left-over like chicken feet for me to make meals. During summer, I went over to Washington D.C. to work as part-time waiter, from which I managed to earn the tuition fee for the whole year.”

Believing in social justice, Justin never regrets what he has done. “If we just drift with the tide, our society will never progress and our next generation will suffer. We have to be prepared to pay the price for what we believe is right,” says he.

爭取公義 挺身而出

趙國雄博士現為長實集團執行董事，因主責地產項目市場營銷而被傳媒冠以「樓神」外號，其實趙博士不但聞名商界，亦熱心社會事務，趙博士坦言其人生際遇都是時勢使然，「想來都是緣份所致，我在1971年入讀浸會，正好遇上學界中所謂的火紅年代，作為當年學界保釣運動7人執行委員會的一員，趙博士透露那時大家在大示威前夕，已得悉政府要採取拘捕行動，卻仍以國事為重而決定如期集會。後來，香港貪污問題嚴重，我們又再策動『反貪污、捉葛柏』大遊行。」

結果一班學生領袖包括趙博士自己遭拘捕，被控非法集會。「當時家裡環境已不算好，母親認為最好把我送離香港免再生事端，於是我便決定留學加拿大，獲得多間大學取錄，最後選了特倫特大學，因為學費最便宜，1年只需600加元，況且特倫特也只是個小鎮，在那兒肯定沒亂可搗。」

赴加升學成為趙博士人生一個轉捩點，此前在港有家人照顧，留學他邦一切便得靠自己奮鬥，「赴加時口袋裡只有150美元，所以一抵步就要設法維生，幸好當地生活指數低，加上小鎮人情味濃厚，朋友鄰居有甚麼不吃的食物像雞翼、雞腳、火腿骨都送給我，最好用來煲湯。到暑假又專程到美國華盛頓，在唐人餐館當侍應，一個暑假就賺到整個學期費用。」

趙博士從沒後悔當年為社會公義而遭遇坎坷，他深信面對社會不公義必須挺身而出，「如果每個人都隨波逐流，不但社會難有進步，更殆害下一代，他領悟到，一個人要是決心追求人生理想，便得作好準備要付出代價和有所犧牲，如此才有明確目標，才能堅定不移。」





Being Practical in Research

Prof. Rick Wong had similar part-time working experience when studying in the U.S. but his wage was only US\$20 a night. To him, being able to study at university is what he calls a “coincidence”. “I chose the University with the lowest tuition fee and was lucky enough to get admitted. My friend’s dad helped me to get the visa to the U.S. I studied full-time and worked part-time to finish my undergraduate programme. Then I got admitted to graduate school where I worked as a tutor and I quitted my waiter job. But I still needed to rely on my roommate to pay the tuition fee of the last term for me. That’s how I finished my study.” smiles he.

Excelled in teaching, research and administration, Prof. Wong thinks that innovation starts with simplicity, just like the products of Apple. “I believe innovation is about rearranging things in a new and a better order, rather than drilling on things. In research, we need to be practical and set realistic goals. We need to work hard and work smart and go back to the basics when encountering difficulties. This way, we can rebuild our confidence and move on from there.”



學術研究 實事求是

浸大副校長（研究及拓展）黃偉國教授早年留學美國也要在餐館兼職維持生計，但每晚工資卻只有20元美金。今天的黃教授不但學業有成，更擁有豐富及出色的教學、研究及行政經驗。他說：「從事科研的朋友往往都喜歡把問題複雜化，然而，『創新』不是要你鑽牛角尖，因為最有效益的總是最簡單自然的事物，譬如蘋果的產品。我相信『創新』就是用更好的想法去重新組合現有事物，從而發揮更佳作用。」

但原來當初他能升讀大學卻是事出偶然，中學畢業後他偶然隨同學報讀美國大學卻又獲得取錄，為了省錢，選大學都以學費相宜為上，為了取得留學簽證，還要靠同學父親用公司擔保。黃教授以「全職學生加半職捧餐」的身份讀完大學，之後又幸運地獲研究院取錄，並得以兼任助教而告別「捧餐」生涯，順利地專心求學，「其實我在大學最後一個學期便連學費也無力繳付，校方雖然讓我應考畢業試，但之後問他們拿成績單時，仍得清繳所欠學費，幸獲學室友為我墊支，才取得文憑。」黃教授笑說。

黃教授在學術研究方面，亦主張「實事求是」，勿為標奇立異而將目標定得太高，「不但要work hard更要work smart，畢竟，不是每個人都是天才，我讀研究院時便曾因為研究工作屢遇挫折而想過放棄，每遇挫折，我都會從最基本工作從頭來過，以重新建立自信，由此可見，做研究不但戒慎操諸過急，也要勇於嘗試。」

Grasping Opportunities

Recalling his days at HKBU, the retired HKBU Student Affairs Director Dr. Eddie Ho tells that his achievements came with grasping opportunities. He shares, “In our days, the majority of people were not rich. The poor had few opportunities. That’s why when an opportunity came by, we grasped it. I remember that when I was studying at HKBU, I walked to campus from Kowloon City every day and I was robbed a couple of times. We had limited resources back then and we knew we had to treasure and create opportunities for ourselves. I worked hard to save money to further my study at University of Georgia after graduating from HKBU. Then I returned to Hong Kong for work and saved money again for my PhD study.” Eddie says it is important to understand our own interests and strengths before setting goals. “Some people are lucky to have assistance from others. But those who have fewer opportunities are adept at overcoming hurdles.”

打「逆境波」抓緊機會

曾協助廣大校友成長及發展的何鏡煒博士現已榮休，但提到當年在浸會學院求學上進的經歷，他仍是充滿感情，「我們那一代人普遍家境窮困，不會有很多機會，機會來臨就必須抓緊。以我個人為例，每一步往往都需要努力爭取；記得以前家住九龍城，為省交通費，我每天步行回九龍塘浸會上課，曾屢次遇劫。那時候大家資源有限，故更懂得珍惜以至積極創造機會。像我從浸會畢業後，為增值自己，遂一邊工作一邊儲錢，供自己到美國喬治亞大學進修碩士課程，完成碩士之後又要回港工作，重新儲錢，然後才有機會完成博士學位。」他續說：「初時未必有一個明確目標，到逐漸明白自己的興趣、喜好和專長後，再加以把握，才能確定自己的方向並逐步去實現。有些人走兩步就有人推他兩步，我們則是打慣『逆境波』。」



Embracing a Life of Music

Being the “Prince of folk songs”, “famous DJ” and “founder of Music Farm”, alumnus Albert Au shares that his secondary school was notorious for fighting but it was where he found his lifetime love – folk songs. After graduating from secondary six, he told his family that he would take a 3-year holiday from study and devote himself to music. He promised he would pick up study again one day. “Being born in a business family, I did not have many burdens and was free to enjoy my life in music. I taught people playing guitar after getting the professional qualification in Japan. I rented a flat with 4 other friends and played music with them at night. That’s just wonderful.” Albert recalls.

When his holiday came to an end, he lived up to his promise and decided to study Communication. “I found it so interesting as Communication students could have practical training in TV stations or other media. The teachers wondered why I, as a popular DJ and singer, still wanted to study. I simply told them that I had the heart for it. That’s how I got admitted to HKBU and started my busy and sleepless nights.” Albert smiles.

年少自立 擁抱音樂

校友區瑞強是「民歌王子」、「著名DJ」、「音樂農莊主人」。1977年，區瑞強入讀浸會傳理系時已走紅香港流行民歌界，「上中學時我最初入讀的是程度欠佳的寄宿學校，之後轉讀以打架聞名的『飛仔』學校，但正因為有這些反面教材，才令我特別用功，並十分活躍於課外活動，結果獲學校選為民歌組成員，從而發現了自己的至愛。」中六畢業後，他為了發展個人歌唱事業，遂向寄望他升讀大學的家人請了3年「假期」，並承諾之後必定重拾學業。家人見他整天抱著結他也可以自立，便由他了。

區瑞強說，由於爸爸是生意人，家族事業又有兄長及弟弟去繼承，他慶幸可以全情開創自己的理想。3年間，區瑞強盡量去享受其音樂生涯，期間又去日本考取了教授結他的專業資格，於是全香港教授結他的地方都有他的足跡。「當時我跟4位同樣是玩音樂的朋友，在窩打老道合租了一個房子，大家日常以教琴為業，晚上鑽研音樂，那正是我夢寐以求的理想生活。」

「假期」將盡，區瑞強惦記著對家人許下的諾言。他發現傳理系學生居然可以在電視台及其他媒體上課實習，覺得非常好玩，便決定報讀浸會傳理系，「老師見我既是DJ也是歌星，問我為何會有意從頭學習，我告訴他們自己誠意向學，終於獲得取錄。」幾年的學習生涯令他忙得不可開交，每天都沒有充足睡眠。

Making Bold Decisions

Dr. Amen Ng, currently the Head of Corporate Communications and Standards Unit of RTHK, was Albert's classmate when they both studied at HKBU in 1977. She recalls that Communication was a dream study programme for many students back then. "At that time, I had already been admitted to study Chinese at the Chinese University of Hong Kong and I was just on the waiting list at HKBU. Ultimately, I got admitted to the Faculty of Communication. I had 4 part-time jobs including copywriting and selling hot dogs at canteen Panorama. I only got HK\$30 for writing 10 pages!" Amen says she has no regret for studying at HKBU. "Had I chosen to study Chinese and ended up teaching, I am sure my life would not have been so colourful," adds Amen.

勇於選擇 開創精彩人生

現職香港電台機構傳訊及節目標準組總監的伍曼儀博士，是區瑞強就讀傳理系時的同班同學。伍博士記得，他們於1977年入讀傳理系時，剛好遇上佳視倒閉，香港的電視台風雲正盛，許多年青學子都搶著報讀傳理系。

「當時我其實已經獲得中文大學中文系取錄，反而報讀浸會傳理系卻在候補名單，面試時更要轉一個圈給教授看，我心想又不是考藝員明星，為何要考核外表？本來打定輸數要入中大了，結果卻獲得浸會取錄，心想既然不是美女也有機會，便決意一試。」伍博士家境算是小康，不過也要自己賺學費，區瑞強打4份工，她要打7份工，當時兼職有4份是補習，1份是夜校行政，1份是商業電台寫稿，還有1份在浸會校園中央的Panorama賣熱狗。我在商業電台寫稿，寫足10頁紙也只能賺30元。」伍博士覺得讀傳理系改變了她一生，「要是上中大讀中文系，可能便會去教書了，那麼人生便不及現在般精彩。」



Innovation Starts with Simplicity

When Albert worked in RTHK, he was assigned to host a new programme in the morning. To edge over his counterpart in Commercial Radio—Winnie Yu who was already extremely popular, he came up with daring ideas including using his name as the programme name, choosing soft music and repeating his slogan "Here is FM stereo" once every two songs. Albert was also the pioneer in running Music Farm which has so many followers today. "New ways always come from the most basic things in life. Making new ways means transforming simple things into new concepts and even new business," shares Albert.

創新源於簡單平凡

區瑞強以當年他在香港電台主持晨早節目「Albert Au區瑞強」而闖出名堂的事例，表明興趣與熱誠是他在事業上開創新天的最大動力。「那時候，香港電台便引入FM立體聲播放的新二台，選派我主持一個新節目，豈料一看節目時間表，便心感不妙，原來打對台的就是由商業電台鼎鼎大名的俞瑋主持的『早晨老友記』。」

不過，他仍然挖空心思，以相反戰術迎擊對手，「我大膽將節目命名為『Albert Au區瑞強』，播放如鄧麗君、許冠傑等主唱的抒情歌曲，每隔兩首歌，我必定播出自創的口號『呢度係FM stereo，香港電台第二台』，專播抒情歌曲吸引聽眾，令節目收聽率大升。」除了在廣播界開創新天外，區瑞強還有一項創舉就是開創「音樂農莊」，「『音樂農莊』至今已有25年歷史，我從來沒有向政府或者任何機構申請過一分錢資助，特別當時大家對於環保仍非常陌生，根本沒人會幹這些事。一路發展下來，越來越多朋友加入，至今全香港起碼有超過100個類似莊園。今天，『音樂農莊』已經註冊成為慈善機構，順理成章取得更多資源發展。」

區瑞強表示創新亦往往來自生活最基本的東西，「就是將一些很簡單的事物變成一個新意念，以至一盤生意。」

Words of Wisdom: More, Quicker, Better, Cheaper

Justin agrees to Albert's view about paving new ways. "Innovation always comes from simplicity. The crux is, you have to know a thing inside out. In marketing, the best strategy is that the product can speak for itself and you don't need to do any promotion. The point is, how to make your product compelling," says Justin. "More, Quicker, Better and Cheaper" is his motto. "It means we need to achieve good results, high efficiency, excellent quality with less resources when doing things."

Echoing Justin, Eddie shares that the same wisdom can apply to student counselling service. "We have to add value to student counseling service from time to time. In the 50's, student counseling was called "student affairs" and was just about looking after students for their parents. Then it evolved to "student development" in the 70's. The nature of the service has transformed significantly and the strategies adopted are so different," says Eddie.

Changing and Repackaging

Amen's ability and agility to make new ways has been reflected in her leadership in Putonghua Channel of RTHK. In 1997, she led her team to start a Putonghua channel. "We faced a lot of challenges, for example, which accent of Putonghua to adopt. In the end, we decided not to focus on accent but on the programme content based on things happened in Hong Kong. As the channel developed, the programmes became more international with more content varieties. I think innovation is about changing and repackaging." Amen adds that Hong Kong is indeed a place for making new ways because people here are flexible and creative.

不斷變化 重新包裝

伍曼儀博士曾是香港電台普通話台台長，她表示香港電台普通話台於1997年創辦是時勢使然，但能成功發展則要經歷不斷創新和變革。「香港回歸祖國後，是需要一個普通話電台的，但最難定斷是香港的普通話口音應當如何，結果決定不放眼在口音問題，內容才是著眼點，我們決定以香港人事作為節目的主菜。隨著時代發展，現在市場上已有4至5個普通話台，而我們的內容亦一直有所變化，由當初的港式地道，變為今天有更多國內及國際材料，既有香港的音樂亦備國內的流行榜等。創新其實也是在不斷變化，一個重新包裝的創作過程。」

伍博士認為，香港人就是這樣充滿創新精神，因時而變，反應敏捷，所以香港也是一個創新天地。

Old Days Open Up New Ways

From the discussion of our alumni, we may say that time, fate and opportunity are the elements of crafting one's old days and new ways. Yet, every individual is unique. Justin's rejection of drifting with the tide, Prof. Rick Wong's practicality in doing research, Eddie's ability in overcoming adversity, as well as Albert's and Amen's boldness in making choices contribute to their success in paving new ways for themselves. But all would agree without the experiences gained from the old days, new ways would not have come by.

智慧之言：多、快、好、省

趙國雄博士也認同創新是在平凡中覓得新意。「皆因越平凡的事物便越容易創新，關鍵是你必須認識通透。市場營銷的最高境界就是你的產品或服務本身已經可以吸引客人，不再需要刻意經營推銷，問題是如何令平凡的事物可以展現本身的吸引力。我經常掛在口中有四個字『多、快、好、省』，多即是做事要達至最大成果，快代表要有效率，好就是追求最佳品質追求卓越，省則是以最少資源去完成任務。」

何鏡煒博士的專業是做學生諮詢服務，然而，他對創新的見解與趙博士的商場創新實戰論也有異曲同工之妙。他說：「將現行工作做得更好，有所創造與增值，跟『多、快、好、省』可說是殊途同歸。我的專業是提供學生個人發展的諮詢服務，以往稱作學生事務，代表家長去管束他們的子女，這是50年代的理念。到70年代已變為協助學生發展了，有關諮詢服務的性質不斷演變，採取的手段亦大有不同。」



有當年才有新天

「時勢」、「緣份」、「機遇」，多位成長於60至70年代的校友細說當年時都提到這些關鍵字，驟看起來似乎他們日後在各自領域開創新天都是時勢使然、機緣巧合所致。但正如趙博士拒絕隨波逐流、黃教授的實事求是，以及何博士的逆流而上，不都是代表了那一代青年學生迎向時代挑戰、開創新天的奮發精神嗎？相比之下，80年代畢業的「浸會人」如區瑞強和伍博士適值香港社會經濟發展欣欣向榮，他們所能掌握的人生際遇與必須面對的時代變遷，又是另一片新天了。