



*SungeiWay* SEPTEMBER/DECEMBER 1988

**KDN PP37/6/87**

# SungeiWay

SEPTEMBER/DECEMBER 1988 KDN PP37/6/87

# THE BANDAR SUNWAY IDEAS COMPETITION

During the last few weeks before the presentation of awards for the Bandar Sunway Ideas Competition, the marketing staff were kept busy preparing for the grand occasion. On the evening of July 6 1988 at the Kristal Ballroom of PJ Hilton, the announcement of awards and the prize-giving ceremony officiated by YAB Dato' Muhammad bin Haji Muhammad Taib, Menteri Besar Negeri Selangor Darul Ehsan, was witnessed by more than 300 invited guests.

The Kristal Ballroom was beautifully decorated by the marketing staff of the Property Division the day before. On the stage, contrasted on a plain white background, the colourful wordings and the attractive new logo of Bandar Sunway were proudly displayed. The beauty of the place was enhanced by the mixed greenery specially brought from Sunway Nursery and Landscaping. Everything was put into place to reflect the vision of Bandar Sunway - **RESORT LIVING WITHIN THE CITY.**

At 3.30 p.m., most of the invited guests arrived in their best formal outfits. While the men were handsome in their blue, black and grey suits, the ladies looked chic in their latest clothes. While some of the guests were engrossed looking at the architectural entries and models displayed, others were briefed by the Sungei Way staff. Soft background music entertained the guests.

It was almost 4.30 p.m. when the announcement of the arrival of YAB Dato' Menteri Besar was made. This was followed by the rhythm beat of the kompang group especially hired for the occasion. Seconds later, walking on the red carpet was the Menteri Besar who was led by Dato' Jeffrey Cheah and PAM members. Loud applause from the audience accompanied them to the stage.

As soon as YAB Menteri Besar, Dato' Jeffrey Cheah and the rest of the panel of assessors of the competition took their seats, the ceremony began with words of welcome by the MC, Puan Hammidah of Prestige Communications. Everything in the programme went smoothly; from the opening speech by the President of PAM, to the other speeches by Dato' Jeffrey Cheah and YAB Dato' Menteri Besar. By then, everyone in the Ballroom was anxiously awaiting the results of the Ideas Competition.



The occasion reached its peak when the awards were about to be announced. The most interesting part was when YAB Dato' opened each envelope and revealed the identity of the winning participants.

Curiosity was written all over the faces in the audience. As each award was announced, there were cheers while heads turned and eyes roamed around the Ballroom searching for the person to walk up the state. Cameras flashed from every corner to record a glimpse of the lucky

*Dato' Jeffrey Cheah briefing YAB Menteri Besar of Selangor Darul Ehsan on the Bandar Sunway project*

ones. On one occasion, the audience was amused when one of the award recipients walked up the stage dressed only in shorts! After giving away the prizes, YAB Dato' was led to each winning entry to pin the WINNER and SPECIAL MENTION rosettes.

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## HOLDINGS MAKES TURNAROUND \$1.4 MILLION PROFIT FOR FIRST HALF OF 1988

## Sq Way makes turnaround

**SUNGEL** Way Holdings International in the first six current financial year with tax operating profit of \$1 compared with a group

For the six months ending

1988, the group is increased by \$5.2 million, an increase of 25% the corresponding per-

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Sungel way

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bagi 6 bulan

SUNGEI Way Holdings Bhd yang mengalami kerugian \$24 juta tahun lalu mencatatkan ke-

...tangan kendali sebelum cu-  
kai 21.4 tua dalam Lemboh

Sungei Way Holdings Bhd made a turnaround in the first half of the current financial year with a pre-tax operating profit of \$1.4M compared to a Group loss of \$1.0M for the same period last year and \$2.4M for the entire year 1987.

For the six months ended 30th June 1988, the Group's turnover increased by \$5.2M to \$25.8M, an increase of 25% over the corresponding period in 1987.

The improved results have been attributed to the upturn in the economy and the marked improvement in the performance

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## LET'S HEAR IT FROM THE WINNING ARCHITECTS...

The teams from Perunding Alam Bina of Kuala Lumpur and Akitek Akiprima of Petaling Jaya must have been the happiest people in the Kristal Ballroom on the evening of 6 July 1988. Having won \$80,000 in cash through their excellent entries for the Bandar Sunway Ideas Competition, they could be smiling in their sleep!

Dennis Teoh Ghin Lye, one of the key persons in the architect's team from Perunding Alam Bina said, 'We participated in this competition because we enjoy our work and hope to get more work after this'. Another major partner of the group is Shamsul Bahrin and they were assisted by Eng Thiam Soon, Teoh Hock Soon and Ian Ng.

Their entry portrayed the vision of a park-like environment, focussing mainly on features to attract tourist. With the concept of 'innovation and tradition' underlying their development ideas for the central area of Bandar Sunway, the team creatively re-designed the features at the site into something unique as well as being both economically and financially viable.

How do you like the idea of spending the night in a chalet at the edge of the lake, diving in the crystal-clear water and enjoying the night-life in Bandar Sunway? Sounds good? There is more... beautiful fountains, floating restaurants and discos and even cable cars running across the lake!

These are only some of the interesting ideas the team incorporated in their entry. For Sunway College, Club House, Sungei Way Headquarters and townhouses in the commercial area, the designs they chose were functional and suit our climate and lifestyles. They also strongly felt that there should be a buffer-zone around the town centre to segregate it from heavy traffic and other disturbances.

On the other hand, preservation of the natural beauty is the identity for the entry submitted by Mr Hoi Soon Peng and Encik Nor bin Ismail and their colleagues from Akitek Akiprima. They believe that 'naturalness and simplicity' should be the concept for Bandar Sunway and that there should not be any drastic changes to the existing site.

Their entry illustrates the idea of spending peaceful weekends near the lake; enjoying the beautiful scenery; listening to the sound of the waterfalls, twittering birds and the rustling wind.

'The site can be modified to include a floating area, fishing area and even water sports with food stalls around for people to enjoy good meals in invigorating surroundings', said Mr Hoi. Encik Nor Ismail further added, 'KL is too congested. Bandar Sunway can be turned into such an attractive recreational area that people will certainly want to repeat their visit'.

Well... Bandar Sunway definitely obtained lots of sound concepts from the Ideas Competition. We will have to sit and figure out something workable and suitable for our concept of 'RESORT LIVING WITHIN THE CITY' from these 2 brilliant entries and those from the rest of the participants.

*Nor Eda Haji Baharul  
Bandar Sunway Sdn Bhd*

## ORIENTATION OF NEW STAFF

The HRD has recently decided to revive a practice long used in The SungeiWay Group - that of orienting new staff to the Group. Three aims underlie the staff orientation programme, viz:

- ★ foster a better understanding among new employees of their role in the organization.
- ★ provide an overview of the nature, functions and activities of the Group's subsidiaries.
- ★ provide an opportunity for new employees to interact with their colleagues and meet with top management.

The need to re-introduce the staff orientation programme was motivated by the healthy pace of staff recruitment since the end of last year. Most of the new staff have joined SW Construction, SW Properties, Sunway College and the other subsidiaries.

Since the beginning of the Dragon Year up to end April, about 100 new staff have joined our family of companies. To accommodate this large group (representing more than 10% of the total workforce), two orientation programmes were held.



*The PCM with the new staff at the orientation*

The first, for executives, took place on Saturday, 7 May at Sunway College and was well attended by the EXCO and our PCMs. Registration of the new executives began at 8.30 a.m. while the actual programme began with the opening speech by Dato' Jeffrey Cheah followed by the introduction of the PCMs and the new staff. Before breaking up for tea, Christina Wendy Lee of HRD administered the short oath-taking ceremony.

The orientation programme covered the development of The SungeiWay Group, its corporate philosophy and organizational structure. The Personnel Policy and Procedures Manual was then briefly reviewed after which the staff had an opportunity to ask questions.

Lunch followed in the College cafeteria. The majority of the new executives felt that the orientation provided was quite meaningful even if a little short.



# HAPPY BIRTHDAY KELAB SUKAN SUNWAY (KSS)!!



*It's difficult eating bananas in this position.  
It's terrible if the bananas are not peeled!*

In conjunction with KSS's 4th Anniversary, a buffet dinner was held at the Cotton Club on Saturday, 8 July 1988. The response was overwhelming. Hence the Committee had to restrict the number of people attending the function to 200.

The evening started quietly with members and guests flowing in at about 7.00 p.m. It was almost 8.00 p.m. before the club was packed with 200 people consisting of 160 members and 40 guests. By then food was ready to be served. There were all kinds of savoury fare including fried rice, lamb, popiah, salad, mee siam and other delicacies. It was a filling affair.

In between dinner, KSS President, Mr David Lee, delivered a short speech. He said that the KSS Committee will be organising a trip to Haadyai sometime this year. Everyone, especially the men, seemed very pleased to hear the news. The ex-President, Mr Chew Chee Kin, was not left out. He, too, made a short speech. This was followed by the cake cutting ritual. The KSS Committee together with the members and guests sang 'HAPPY BIRTHDAY' to KSS.

Finally it was the session for fun. Three couples were chosen from the crowd for the 'Banana Eating' contest. The greatest banana eaters were Mr Phang Koon Tuck (Sungei Way Enterprise) and Ms Susie Chong (Sungei Way Management). The next game called 'Chopsticks'



*It can't be Mok's or David's birthday by the number of candles on the cake*



*Where are the girls??*

involved another three couples. Victory went to Mr Chiam Tun Cheng (Sungei Way Properties) and Ms Bernadette Locke (Sunway College). The games were fun. Laughter and cheers filled the air at the Cotton Club.

Mr Yeow Thit Sang's daughter, Ms Yolene, was called upon to entertain the crowd. She sang a sentimental song. Thunderous applause and 'encore!' 'encore!' were heard from the crowd. She then rendered another song which sounded just as good as the first.

The Club's band then took over. Humorous songs such as 'Lai Lai Kra Thong' and 'Ayoh-yoh Samy' were rendered by them.

Later in the evening 10 lucky draw prizes were given away. That ended the evening in Cotton Club. Everyone then trotted off to the Sapphire Discotheque. Dato' and Datin Cheah also made their appearance in the disco.



*Our youthful and soulful songbird*

The Saturday night fever virus seemed to be contagious. Young and old couples could be seen 'boogieing' until way past midnight in the crowded dancing hall. Those who were not dancing kept themselves occupied by drinking at the bar and watching the video. Few night birds stayed until the wee hours of the morning.

The night was a rousing success. Thank you, KSS Committee, for a wonderful night. For those of you who missed this opportunity, do not worry as more activities are being lined up for you.

*Tung Soon Theam  
Internal Audit Division*



# SECRETARIES DAY

Many bosses depend a lot on their secretaries for a great number and variety of little tasks. As flower-giving or chocolates wrapped up as gifts may be inappropriate for bosses to show their appreciation to their so-called 'iron ladies', someone invented 'SECRETARIES DAY'.

The SungeiWay Group chose to celebrate the 'International Secretaries Week' on April 14, 1988. Six tables were reserved for this occasion at the PJ Hilton's 'Secretaries Week Luncheon'.

Upon arrival, all secretaries were given a gift pack and a rose. In fact, even lady bosses were lucky enough to receive the gift as well. The Kristal Ballroom was beautifully decorated with colourful balloons and ribbons. One could not help but observe the national flags of different countries that flanked both sides of the Ballroom. The secretaries were seated beside their respective bosses at specific tables.

Lunch was served at 12.30 p.m. Halfway through lunch, we were entertained by a group of attractive, lanky models from 'Act One'. They paraded in a number of elegant office outfits but the best attire was the evening gowns which appeared unique and sophisticated.

The star of the whole function, Sudirman, appeared from nowhere... as usual. For a guy of his build, he sure proved that the volume of his voice was just the inverse of his size. Right from the beginning of the show, he won many hearts in the audience with his amicable, charming nature as well as his colourful jokes. He took the audience for a 'flight around the world' not in eighty days but in about 2 hours. Each song he sang depicted a story or a country. He also called upon a few members of the audience (including yours truly) to participate in his show and later gave each of them a momento.

The show which would otherwise be enjoyed by the ladies was 'brought to life' by Sudirman's stage dancer, Ms Joanne (an ex-Ms Malaysia, according to him). Her swift movements and daring costumes left the bosses in the audience with their mouths agape!!

There were two lucky draws but we did not have much luck with them. By 3.30 p.m. the luncheon ended. From the number of smiling faces seen, it can safely be concluded that everyone had an enjoyable afternoon, bosses and secretaries alike. As for yours truly, it sure was a special day full of sweet memories. Thanks to you, Ms Liew!!

Joyce Wan  
Sungei Way Properties Sdn Bhd



*Pretty maids all in two rows*

## IN-HOUSE TRAINING 'THE PROFESSIONAL SECRETARY'

*To... Bosses and Secretaries... Take Note  
"IT TAKES TWO TO TANGO"*

As part of its efforts to upgrade the skills of the various categories of staff in the SungeiWay Group, the HRD embarked on the first of a series of in-house training programmes - THE PROFESSIONAL SECRETARY seminar on 2 July 1988. The course attracted 26 nominations from the various subsidiaries of the Group.

The seminar was aimed at developing the right attitudes and behaviour for secretaries and to motivate this important group of staff to perform consistently at peak levels. The seminar touched on the professional role of secretaries, boss-secretary relationship, communication and public relations skills, time management, grooming and etiquette. Participants had the opportunity to view the John Cleese film, 'The Secretary and Her Boss' - a humorous illustration on the need for the 'team of 2' to work harmoniously together.

HRD had limited the number of participants in the half day session to 15 to facilitate interaction between them and the course leaders and amongst the participants. The last half hour of the course was devoted to course evaluation. Most of the participants expressed the need for their bosses to attend the seminar as it was felt that for the 'team of 2' to work

well, both boss and secretary should understand each other's role.

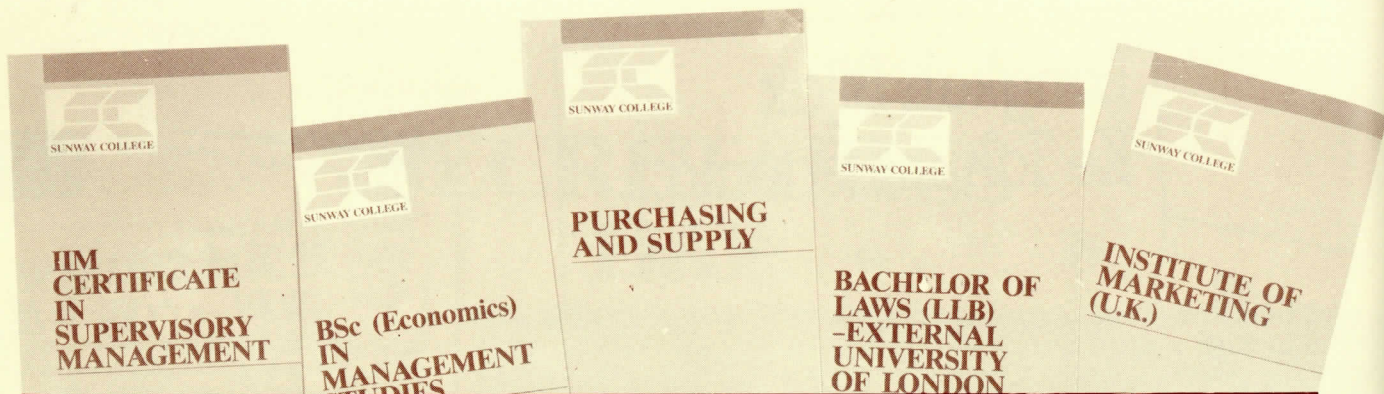
*Khoo Gaik Bee  
Human Resource Division*

No.	Participants	Company
1.	Jennifer Kang	SW Corporation
2.	Alice Tan	SW Enterprise
3.	Roslinda Abdul Ghani	Sunway College
4.	Rosalind Seet	Internal Audit
5.	Joyce Wan	SW Properties
6.	Grace Yip	SW Computer Services
7.	Betty Lim	SW Construction
8.	Jill Howe	SW Construction
9.	Cheng Siew Ho	Corporate Affairs
10.	Julie Koh	Secretariat Department
11.	Rosalind Khee	SW Quarry Industries
12.	Catherine Chong	SW Quarry Industries
13.	Rose Ho	SW Quarry Industries
14.	Patricia Vivian	SW Quarry Industries
15.	Foo May May	SW Risk Management



*Patricia Khoo*  
*Corporate Affairs Division*





# PROFESSIONAL COURSES

The Professional Studies Division was established to provide working adults an opportunity to pursue various courses of study on a part-time mode. Each course of study leads to the award of either a degree, diploma or certificate which is conferred by established and reputable institutions in the United Kingdom.

Courses offered by the Professional Studies Division prepare students for the examinations of the following U.K. institutions:

- (a) University of London
- (b) Institute of Marketing
- (c) Institute of Purchasing and Supply

## UNIVERSITY OF LONDON

The University of London has, for many years, offered some of its degree courses externally, thereby making available a university qualification to individuals who for some reason did not have the opportunity to study full time. By this external mode of study, students can, within 3 years, earn a recognised degree qualification. Among the degree courses offered externally, statistics reveal that two degree courses, the LLB degree in Law and the BSc. Econ. degree in Management Studies, attract a large student enrolment.

## INSTITUTE OF MARKETING

Those who are engaged in marketing find the education programme of the Institute of Marketing excellent training to obtain. This course of study is a highly specialised one. It exposes students to the many aspects of marketing and marketing management, and undoubtedly enhances the job worth of the student.

Obtaining the Diploma in Marketing will require at least a two year period of study. What makes this qualification even more desirable is the fact that it is accepted by a number of U.K. universities for admission to an M.B.A. programme.

## INSTITUTE OF PURCHASING AND SUPPLY

One aspect of business activity in which formal education is now in demand is purchasing and supply management. Its importance does not need stress but individuals who recognise the need for such formal education can turn to the Institute of Purchasing and Supply Diploma course.

The IPS Diploma can be obtained after successfully completing the course requirements over a two to three year period of study. Apart from written examinations in subjects such as Purchasing Practice and Techniques, the student is

also required to undertake a job-related project. The IPS course is one which provides the full academic exposure for a formal qualification in purchasing and supply.

## ORGANISATION OF PROFESSIONAL COURSES - PART TIME MODE

Studying part-time in the Sunway College Professional Studies Division means studying with an expectation to achieve academic success. Academic success in examinations can be achieved through:

- i) Hard work
- ii) Planned study programme
- iii) Effective coaching
- iv) Research opportunities

There is no need to emphasise the importance of hard work by a student in preparing for his or her examination success. But examination success will also depend upon an effective study programme. In the Professional Studies Division, the student is given a Lesson Plan and Schedule for each subject. This Plan indicates the topics and the syllabus. The Plan also comprises tutorials or workshops for the analysis and solutions of problems related to the course syllabus. These sessions may focus upon past examination questions and problems, and also probable questions a student may face in his or her examination.

Tests at regular intervals are a feature of the Lesson Plan, because the whole course structure is examination oriented, with examination success as a prime objective.

Lecturers engaged in the Professional Studies Division are people who take teaching very seriously. As lecturers, they are concerned with the academic achievement of their students. It is not unusual to find our lecturers still coaching or explaining to their students well after formal lecture hours are over. Our lecturers care.

Formal lessons in class alone are not enough to ensure academic success. Students must also have sufficient opportunity to undertake independent research to reinforce formal classroom instruction. The excellent library facilities available at Sunway College make this possible. Law reports and journals, the journals of various professional bodies, not forgetting the wide selection of reference books make our library a repository of knowledge which should be taken advantage of by the industrious and inquisitive student.

18 April, 1988 marked the launching of the professional courses at Sunway

College. Commencing with a small number of students, the people manning this division remained undeterred. This small number was encouraging enough; for it allowed the Professional Studies Division the opportunity to strive hard 'in pursuit of excellence'. Three months later, the Division has students enrolled in courses of the University of London, Institute of Marketing and Institute of Purchasing and Supply. Currently, the Division has ongoing classes for the Intermediate and Final Part 1 of the LLB programme of the University of London. Students are also enrolled in Part 1 of the BSc. Econ. degree of the University of London, too.

The Division has also four classes of students preparing for the Institute of Marketing and Institute of Purchasing and Supply examinations. These classes are for the Certificate Level (Parts I & II) and the Diploma level (Part III), and the fourth class for students pursuing the IPS Foundation level course.

There are also a number of students pursuing 'A' level studies in the Professional Studies Division. They are studying such subjects as Accounting, English Law, Statistics and Economics. All of them aspire to meet the entry requirements of the professional institutions and universities abroad.

## FUTURE COURSES

Following a policy of horizontal growth, the Professional Studies Division will be launching, in the latter part of this year, two new courses leading to the Certificate in Supervisory Management and the Certificate in Purchasing and Supply. Proposals are also being negotiated to conduct a Post Graduate Diploma in Computer Studies. This course, when launched, will be offered in the distance education mode.

## STAFF MEMBERS OF THE SUNGEI WAY GROUP

A fair number of staff members are pursuing various courses at the Division. It is hoped that more staff members will support the Division, especially as staff members and their spouses can benefit from a 20% and 10% discount on fees respectively.

With the commitment and dedication of its administrative and academic staff, the Division will contribute more significantly to the academic reputation of Sunway College.

*Christopher Ferrao*  
Sunway College





# ANOTHER PROMINENT LANDMARK IN PETALING JAYA

Right in the heart of Petaling Jaya and within the well-known industrial neighbourhood of Section 51A, another project will be launched by The SungeiWay Group. We are proud to announce the development of **THE HIGHWAY PLAZA**, a 5-storey industrial complex which will mark yet another prominent feature of the Group along the Federal Highway.

Strategically fronting the Federal Highway, the Highway Plaza offers the best location for high visibility, and maximum advertising and publicity value for businesses. Added to these advantages are the innovative design and modern facilities which incorporate the best infrastructural features of a flatted factory and a shop-house. It is uniquely designed to maximize the use of space and land (which is triangular in shape). The Highway Plaza also offers customers the flexibility to purchase the unit most suitable to their needs.

More importantly, businessmen can take advantage of the attractive and competitive prices/rates the Highway Plaza has to offer. The in-house services provided by various subsidiaries of the Group have resulted in the very much reduced price at which the units will be sold.

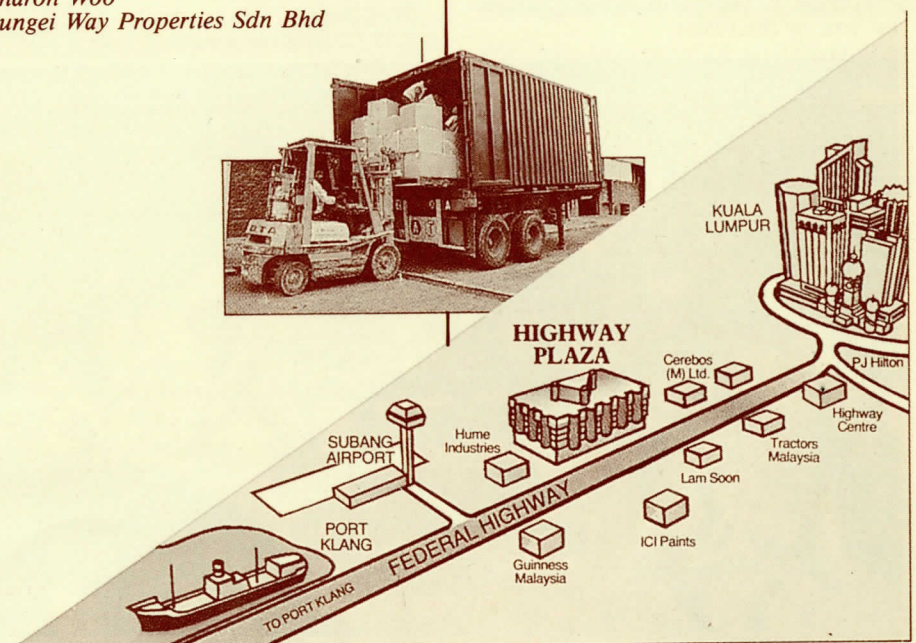
Specifically, the Highway Plaza should be of interest to:

- ★ medium-size industrialists whose businesses need the exposure, advertising value or publicity for their corporate or product image.
- ★ small-to-medium sized industrialists who require a better location.
- ★ industrialists wishing to expand their operations or who require more space.

- ★ industrialists now operating in rented premises and who wish to purchase their own premises.
- ★ companies looking for warehouse as a transit point to store their goods, and
- ★ local as well as foreign investors.

The Highway Plaza will be specially built to suit the above target groups in terms of size, design, usage and pricing. The Highway Plaza will be an ideal choice for ambitious industrialists who are looking for efficiently-designed factory space, business opportunities and an excellent investment.

*Sharon Woo*  
*Sungei Way Properties Sdn Bhd*





# PULAU TENGGOL RETREAT



As part of their annual activities, the Kelab Sukan Sunway organised a trip to Pulau Tenggol from the 28th May to 1st June 1988. Members of the Club including spouses, friends and staff from the Sime Darby Club joined us in a retreat to one of the most exotic islands in Malaysia.

The bus departed from Sunway College at 11.30 a.m. on 28 May 1988 and headed for the Karak Highway to our destination in Dungun. While travelling along the highway, the passengers either chatted, drank, beer, relaxed, slept or listened to music. A small group, however, went to the extent of opening a mini casino at the back of the bus. On the way, we had a small mishap when one of the tyres of the bus punctured. We were lucky that no one was hurt in the incident. It was a frightening experience as we were in the middle of nowhere and the place was in total darkness. It took the bus driver and co-drivers about an hour to change the tyre. We continued our journey soon after and the activities in the bus resumed. We reached Dungun in the midst of dawn and for those who needed to go to the toilet, it was a long awaited stop. After we had breakfast, we continued the journey with the organisers by boat to the island.

On reaching the island, the groups were accommodated in their respective tents along the scenic beach.

Apart from the planned activities of snorkelling and scuba diving, many still had the time to enjoy sunset strolls along the beach and the early morning and evening swims. Gambling and dancing sessions were on practically every night. The whole scene was one of total relaxation. Most of us lazed around, drank beer and enjoyed the scenery.

Laughter, music, humour, and singing sessions filled the air throughout our stay in Pulau Tenggol. Fresh fish which were speared for our nightly supper were barbecued, steamed or fried. Food and drinks were readily available and there were no complaints about the food served. Neither the mosquitoes, sandflies, the mini-toilet nor the rain (which soaked us one night) could deter our high spirits. Overall, I think most of us enjoyed the trip although the feeling of exhaustion crept in on our trip back. We look forward to more of our members of the Club joining us in the forthcoming trips.

Teoh Seang Hin  
KSS Committee Member



*KSS members brimming with good health and vitality. Look at Mok's muscular stomach!*



*KSS's off-shore operations - gambling*



*Enjoying the sunshine but whose foot is that?*



*"Holding hands" contest judged by Mok*

*Deep concentration - on eating*





## IDEAS COMPETITION

The following are the full results of the Bandar Sunway Ideas Competition (2 winners of M\$80,000 each and 4 Special Mentions of M\$4,000 each):

### WINNERS:

#### 1. Entry no. 19

Hoi Soon Peng, Nor Ismail, Hashimah, Noor Hana from Akitek Akiprima Sdn Bhd.

#### 2. Entry no. 17

Dennis Teoh Ghin Lye and Shamsul Bahrin (assisted by Eng Thiam Soon, Teoh Hock Soon and Ian Ng) from Perunding Alam Bina, Kuala Lumpur.

### SPECIAL WINNERS:

#### 1. Entry no. 2

Ahmad Fairuz Mohd Ali and Rozita Ariani Yusoff from Perbadanan Pembangunan Bandar, Kuala Lumpur.

#### 2. Entry no. 9

Laurence Loh Kwong Yu and Goon Li Chin from Laurence Loh Akitek, Penang

#### 3. Entry no. 11

Kumpulan Design from Kuching, Sarawak.

#### 4. Entry no. 15

John Koh Seng Siew from Akitek Majubina Chartered Architect, Petaling Jaya.

Drinks and tit-bits were then served. The guests were left on their own while Sungei Way staff stood by to brief anyone interested in the Bandar Sunway project. Many continued to take a closer look at the winning entries and the rest of the display. Others enjoyed the delicious dishes from the kitchen of PJ Hilton while some carried on with their conversation and others joined the Menteri Besar as he toured the Ballroom inspecting all the entries and models.

After months of preparation for the awards presentation, the Group and particularly the Bandar Sunway marketing staff are proud that the evening turned out



*Distinguished guests and our staff listening intently and seriously*

to be a great success! Every guest was presented with a colourful Bandar Sunway T-shirt as a token of appreciation for his/her presence and support.

Speaking about the Bandar Sunway T-shirt, perhaps it was just my day when I ran into YAB Dato' Menteri Besar in Shah Alam a few days after the award presentation. I approached him and said, "Hello Dato', you were the Patron the other day... remember?" while showing off the T-shirt I was wearing. 'Oh yes... certainly', he smiled. Gosh... he is so nice and undeniably handsome!

*Nor Eda Haji Baharul  
Bandar Sunway Sdn Bhd*



*Triumphant and relieved smiles on the grand day - from Property Division Staff*



*YAB Dato' Muhammad bin Haji Muhammad Taib, Menteri Besar Negeri Selangor Darul Ehsan delivering his address*

## BIRTHS

Name		Date	Company
1 Najiran Najmuddin	Baby Boy	09.05.1988	Sunway College
2 Angela Tan	Baby Boy	22.05.1988	Sun-Mix Concrete
3 Ng Kok Peng	Baby Girl	17.07.1988	Sun-Mix Concrete
4 Fong Weng Cheong	Baby Girl	16.07.1988	Sun-Mix Concrete
5 Lee Choon Heng	Baby Girl	08.08.1988	SW Construction
6 Ng Kit Heng	Baby Girl	11.07.1988	SW Construction
7 Wong Fook Chai	Baby Boy	23.06.1988	SW Marketing
8 Suppiah A/L S.V. Periasamy	Baby Boy	21.06.1988	SW Enterprise
9 Kalin Yap	Baby Boy	31.7.1988	SW Quarry Industries
10 Farm Yoke Wen	Baby Boy	18.06.1988	SW Quarry Industries
11 Au Yong Wah Yip	Baby Boy	18.05.1988	SW Corporation
12 Lee Chiew Hoe	Baby Boy	08.08.1988	Sun-Mix Concrete

## MILESTONE MARRIED

Name	Date	Company
1 Zafisah b Hanafi	27.07.1988	Sunway College
2 Lim Eng Chuan	10.06.1988	SW Corporation



# SWCS AT THE IBM SOLUTION FAIR '88



SWCS Staff at the IBM Solution Fair

IBM launched its most advanced mid-range family of computers, the Application System/400 on June 21, 1988. The simultaneous world-wide launch was the largest product announcement in the company's history.

The IBM Solution Fair '88 was held at the KL Hilton from June 23 to June 25 1988 from 10.00 am to 7.00 p.m. The fair was held to highlight the vast range of software solutions available on IBM's small and medium-sized computers.

SWCS, as an IBM Systems Remarketer, had two exhibition booths to display their solutions in the following areas:-

- Manufacturing (MAPICS II)
- Leasing/Hire Purchase
- Direct Selling
- Distribution
- Construction
- Education
- Payroll and Personnel
- Share Registration System
- Computerised Weighbridge System
- Property Management System

★ MAPICS II is the acronym for Manufacturing, Accounting and Production Information Control System version 2 and is the IBM strategic product for Computer-Integrated-Manufacturing (CIM). It is a highly successful Management Resource Planning (MRP II) software with 12,000 customers worldwide, totalling 60,000 licences.

SWCS is the Systems Remarketer for MAPICS II in Malaysia and is currently providing MAPICS II Technical and Educational Support for the South East Asia region.

SWCS staff from the various departments were present at the exhibition to demonstrate our wide range of products and services to prospects and customers. The exhibition was the biggest of its kind ever held here by IBM and was very well attended on all of the three days. Some very promising leads were generated for our marketing representatives.

The IBM Solution Fair '88 has give SWCS excellent visibility and future busi-

ness opportunities. Our exhibition went on without a hitch. Special thanks and appreciation are due to Lorraine Lim, the Programme Coordinator and all SWCS staff who have collectively made this exhibition a highly successful affair.

Goh Hooi Yin  
Sungei Way Computer Services

**Mr Mork's wife decided to make an unexpected visit to her husband's office in order to take a look at his new secretary.**

**'You liar!' hissed Mrs Mork to her husband. 'You told me that your new secretary was very efficient and capable and that she looked like a horrible old hag. But I've just seen her and she's about eighteen years old, extremely pretty and...'**

**'But she's not my secretary', interrupted Mr Mork, who had been thinking very rapidly. 'My secretary is ill today and so she sent her grand-daughter to help out instead'.**

David Lee

## LATENESS

Lateness has become an epidemic in a country where punctuality is considered a virtue. In some cultures, lateness is not only accepted, but encouraged. But in the Western world, lateness has always been an indication of poor character.

Therefore, do not be fooled into thinking that being late will have no consequences. Nobody likes to be kept waiting. Being prompt has class. It shows respect for others and is just plain good business.

## HOW TO BE ON TIME

1. Assume and prepare for the worst. Murphy's Law of Lateness, ie., if it takes 10 minutes to get somewhere, allow more time than that.

2. Define your terms.

Giving an approximate time of arrival is usually acceptable when the other party is at home or in his office, because there is always something to do until you arrive. If you mean 'around three' make it clear that you mean 'approximately three'.

3. If you are going to be late, call.

4. Avoid, at all costs, meeting someone in front of some place. If one of you is late, the other will be obliged to stand there waiting. It is difficult, if not impossible, to make use of that time lapse.

5. If you think that your schedule is too tight, change it in advance. Give yourself some room.

6. Do not make promises that you cannot

keep. Be realistic. And if you see that you have over committed yourself, let the parties involved know the situation.

## THE UNDERLYING PSYCHOLOGICAL REASONS FOR CHRONIC LATENESS:

1. Fear of being early and having nothing to do
2. Poor judgement of time
3. Disorganization
4. Lack of respect for the other party
5. Little value placed on promptness

WAN ABDUL RAHMAN  
Sunway College



Academia 88 – an international exhibition on academic institutions and educational tools fair was held on April 8 to 11 at Changkat Pavilion.

Hosted by HIMS Exhibition and Conferences (M) Sdn Bhd, the objective of the fair was to provide to students and parents accurate and up-to-date information on the availability of higher educational facilities and opportunities both locally and abroad.

Sunway College representatives were present at the exhibition to provide first-hand information on the twinning concept and on the courses offered by our affiliated universities.

The response from the public was good. It was clear that the visitors were made up of various groups of people. They were mainly students but most of them were accompanied by parents. The students were generally those who had just received their SPM/STPM results and were undecided about their future plans.

The large crowd who visited our booth were impressed with both the courses and the facilities available at Sunway College. They were just as impressed with our booth, which I thought was the neatest and most well-decorated in the exhibition hall. I shall not mention that it was Pat Khoo and yours truly who fixed the place up.

On the whole, it was useful and worthwhile for Sunway College to have taken part in this educational fair.

Although many of the visitors had heard of Sunway College, most were unsure of the range of courses that are available. We also had the opportunity to promote our professional courses which were launched shortly after the educational fair.

*Christina Wendy Lee*  
Human Resource Division



*Our booth at the Educational Fair*



*Ong See Yan explaining the twinning concept to an enquirer*

## TO THOSE WHO READ GOOD BOOKS

It is not always easy to choose a good book to read. Very often a reader is bound to end up with a book that is not altogether satisfactory; it may not be to his taste. Choosing a good book, therefore, is tedious and time-consuming yet rewarding.

The search for a good book explains the desire of the reader for self-expression and his interest in people and their doings. It also shows his interest in the world of reality and imagination. His impulses lead him on to good books that permit him to see individual experiences as personal experiences besides providing him with a fresh insight into the familiar. Such books extend his imagination into wider dimensions of life by depicting man's experience

with man and his daily dealings with the external world of nature. The element of human interest is, therefore, supreme in a good book.

'A good book' says John Milton, 'is the precious life-blood of a master spirit'. It refines and civilizes the reader, making him see into the life of things. In other words, it refines his sensibilities by sharpening his impressions of the world around him. A good book opens up the world to the reader by elevating him to a higher plane of intellectual reasoning and commitment.

Books of this kind reveal thoughts and ideas of great minds; they charge and re-charge the intellectual generator ulti-

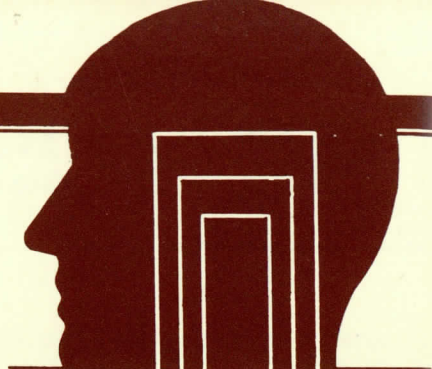
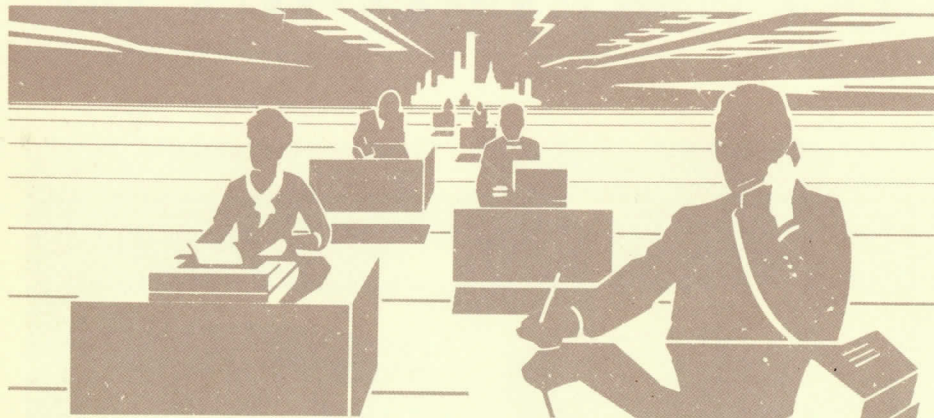
mately enabling the reader to enlarge and liberalize his visions. Good books make available the large, close and fresh relations of life; they make available the world in all its intensity and sharpness.

To be confined to good books is a privilege; to be drowned in them is a blessing that will never go to waste. He who reads a good book is a man with a superior taste. The ability to understand life in a larger context is a testimony of a reader's familiarity with good books which should be 'chewed and digested'. Never settle for anything less than a GOOD BOOK.

*PURUSOTHAMAN*  
Sunway College



## HRD IN PERSPECTIVE



*From the desk  
of HRD*

# THE MATSUSHITA EXCELLENCE 'WE MAKE PEOPLE BEFORE WE MAKE PRODUCTS'

This was the main theme at the seminar on 25th and 26th May, 1988. 126 senior management staff from public and private enterprises crammed the ballroom of the Hotel Equatorial eager to find out the secret of the success of Konosuke Matsushita and his industrial empire.

Matsushita's performance as an industrial giant is impressive. It is a tightly knit sub-society with a comfortable fit to Japanese culture and values. Matsushita has become an organisational system that meets the needs of Japanese society, its customers and its employees.

### What is Matsushita's SECRET?

The founder of the giant corporation is Konosuke Matsushita (KM). He is now 92 years old. A commoner, he started as an apprentice in a bicycle shop. KM is singularly responsible for building up a small family business into one of the 50 largest corporations in the world today.

His reliance on people as the most important asset in an organization is the reason for his phenomenal success. KM believes that the pursuit of business competitiveness demands a high level of return on all of an organisation's resources. The most significant benefits will be gained from the return on the investment in human resources and the energies and intelligence of its people. After all, it is people who make the organisation. Hence, Matsushita's apt slogan 'We Make People Before We Make Products'.

KM makes sure that his management team spells out clearly the company's objectives and directs the strengths, aspirations and energies of his people to achieve these objectives. Matsushita's excellence also lies in selecting the right people for particular key tasks and defining job duties and performance requirements. This is to ensure that all employees know the 'what, when, who, how and why' of their jobs.

In all the Matsushita companies, accountability for results in key job areas throughout the organisation is clearly established. There is also evidence of regular evaluation of the performance of every department, job and person in the



*Konosuke Matsushita  
President, PHP Institute*

company in terms of contribution to the company's goals.

In managing his company, KM always considers it important to listen to as many people as possible before making decisions. Communication is encouraged in the Matsushita environment. Information is sought and shared through Managers' meetings, Executive/M.D. dialogues, Union/Management dialogues, supervisors' meetings, the daily morning assembly and the monthly general morning assembly. People always feel happy when they are given an opportunity to express their opinions and they feel even more proud when it is a manager or supervisor who is asking for their opinions. This is the essence of the open management style.

Throughout KM's management, his aim to develop the person is central to his company's success and to his personal growth. The responsibility of developing a climate of motivation and productivity lies squarely with the manager. He would try to delegate as much responsibility as possible to his managers. He then would make a constant effort to motivate those who have been given these responsibilities to deliver their best.

Senior managers have been told that they cannot allow themselves to fail in business because their employees depend on them.

In short, KM has shown the ability and the vision to bring together different parts of an organisation. Through his leadership style, he has ensured that there is opportunity for employees in Matsushita to be flexible, creative and productive.

He has through his companies worldwide left a legacy of managerial tools for other organisations to utilise and adopt to suit a company's corporate culture.

*Khoo Gaik Bee  
Human Resource Division*

松下幸之助



# THE CARE AND FEEDING OF RESIDENT DIRECTORS



Having completed a year as Sunway's first Resident Director for WMU, I wish to offer the following advice for those who will have responsibility for the care and feeding of future directors.

**1. Feng Shui.** When he/she decides to move all the furniture in the room into the most disadvantageous feng shui pattern, do not be alarmed. American feng shui has it that everything must be aligned along a north-south axis. Americans do not believe in dragons and any reference to them will only bring stares of amazement. This will lead them to believe that you are as primitive as they always thought you were in spite of the 4000 years of experience which tells you differently. Just remember that American culture really started just a few hundred years ago and they have yet to really understand the underlying forces which control their lives.

**2. Names.** Most Americans cannot pronounce simple names like Ng. Do not ever expect them to get it right. Hard names, o.k., but the easy ones will always elude them. Also remember that if your name is Ng Pao Ching, they will call you Mr. Ching (hopefully, they won't call you that if you are female. If they do, send them back to the U.S. and ask for a replacement).

**3. Food.** Do not expect Americans to like the really good food. They will not eat the best parts of a prawn, but will leave it on their plate, for instance. Do not be alarmed by this behavior; it is normal American practice not to eat the best parts of things. After all, anyone who would export Kentucky Fried Chicken and MacDonald's hamburgers cannot know much about gourmet eating. Americans do not understand that rice is the main part of a meal. They will often ignore the rice and eat everything else. This is because really good rice does not grow well in the U.S.

Americans always eat with a spoon, fork, and knife. They always use their silverware in the most difficult way possible. This is supposed to be an exhi-

bition of good manners. For an American, good table manners means doing things the most difficult way. They are not used to using a spoon as a spoon should be used and will often eat with a fork things that should be eaten with a spoon. Do not be alarmed by this - just remember that good manners means the most ridiculous way possible.

**4. Neckties.** Americans do not like to wear neckties. This may be because so many of them had ancestors who were hanged, but the data are not conclusive.

**5. Sleeping.** Americans like to sleep on steel springs, covered up to the neck with an enormous pile of sheets and blankets. The steel springs may account for their poor posture. Why they can only sleep covered up to the nose by heavy bedclothes is unknown.

**6. Washing up.** All Americans expect hot water to be instantly available everywhere. When washing up, they will run gallons of hot water over everything, sometimes scalding themselves in the process. If hot water is not supplied, they tend to look around in a confused manner and whimper. Just remember that they are the victims of a conspiracy started by hot water tank salesmen. Never give them water to drink that has not been boiled. Doing so will only cause them to turn green.

**7. Shopping.** Americans love to shop, but they do not understand the joys of bargaining for the best deal. When you see them paying the price first asked, remember that many of the real joys of life

are not understood by them.

**8. Kissing.** Americans kiss everyone. They also like to hug people. They will kiss you when they first meet you and kiss you again when they take their leave. Sometimes they will kiss you at other times. They obviously do not understand the germ theory very well nor do they understand that most people do not like to pass on their diseases to everyone in sight. It is suggested that you take an adequate supply of antibiotics when visiting Americans.

**9. Honesty.** Americans believe in absolute truth at all times, no matter how much hurt or confusion it might cause. They do not understand that when a person is told what they want to hear, the teller is just doing so to prevent unpleasantness. There is nothing that can be done about this except to talk to them as little as possible. They also do not understand that nothing is final until it is written down and properly chopped. In other words, they believe in a verbal deal being binding. Be cautious of saying anything to them you do not want to be held accountable for.

I hope that these few rules of conduct will both enlighten and inform. If you have any further questions, please direct your queries to me in Kalamazoo.

Larry Israel

*(Editor's note: Prof. Larry Israel was the first Resident Director for Western Michigan University. He has, since 1 July, been succeeded by Prof. Larry Tyler).*

## SUNWAY COLLEGE SLOGAN COMPETITION

The search for the most suitable and catchy slogan for Sunway College began on 9th May 1988.

A month after the launching of the competition, HRD received a total of 177 entries from 34 participants. Although most of the participants were from the Head Office, we did receive quite a number of entries from staff members working at SWQI, SWMkt and Sunway College.

The slogan competition was judged by a panel comprising of:

Datuk Haji Lokman bin Haji Musa  
Dato' Jeffrey Cheah  
Mr Noel Derby of McCann-Erickson  
Mr Felix Abisheganaden of  
Prestige Communications  
Mr Sen Gupta  
Dr L J Fredericks

on 4th July 1988 at Wisma Sungei Way.

After considerable discussion, the Panel of Judges decided that the most apt

tag line for Sunway College is as follows:

"Overseas Education Begins Here"

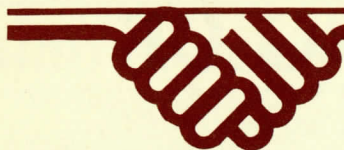
The above slogan was based on the entries submitted by Roslinda Abdul Ghani (Sunway College) and Rose Ho Nee Juan (SWQI). Although their entries were not exactly similar to the slogan selected, the Panel of Judges decided that their basic ideas were reflected in it.

As such, the Panel of Judges agreed that Roslinda and Rose Ho will share the winning prize of \$300. They will receive their prizes during the anniversary celebrations of Sunway College to be held in late August 1988.

To Rose and Roslinda, congratulations. To the rest, thank you for participating and making the competition a success.

Christina Wendy Lee  
Human Resource Division





# WELCOME ABOARD

Name	Designation	Date Joined
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## SW CONSTRUCTION

1 Chee Loong Koong	Purchasing Assistant	15.04.1988
2 Yong Pun Wah	Site Agent	15.04.1988
3 Peter Chia Peng Hai	Asst Site Agent	02.05.1988
4 Tey Soon Dee	Asst Quantity Surveyor	18.04.1988
5 Yew Mei Chun	Secretary	25.04.1988
6 Ng Kee Eng	Assistant Accountant	20.06.1988
7 Yap Chye Beng	Site Agent	15.06.1988
8 Farm Mew Fah	Asst Site Agent	06.06.1988
9 Ho Weng Onn	Apprentice	15.03.1988
10 Zainuddin Othman	Site Clerk	21.05.1988
11 Phang Kok Leong	Site Supervisor	16.05.1988
12 Alan Yu Wen Chiao	Site Supervisor	06.06.1988
13 Teoh Koon Chow	Site Clerk	02.06.1988
14 Jessica Thum Mee Ling	Stenographer	04.07.1988
15 Azlan Zubir Yahaya	Office Boy	01.07.1988
16 Ng Seh Theng	Site Agent	20.06.1988
17 Toh Siew Hwa	Site Supervisor	01.07.1988
18 Maheswaran Kandasamy	Site Supervisor	01.07.1988
19 Siew Yook Wah	Site Supervisor	01.07.1988
20 Kok Eng Wah	Site Supervisor	04.07.1988
21 Ong Eng Thiam	Site Supervisor	11.07.1988
22 Loh See Chin	Site Supervisor	11.07.1988
23 P B Somakumar	Site Supervisor	11.07.1988
24 Tan Heng Tiong	Site Clerk	20.06.1988
25 Lee Kwang Heng	Surveyor	18.07.1988
26 Tan Ching Peng	Asst Quantity Surveyor	01.07.1988
27 Jimmy Chua Sze Mei	Asst Quantity Surveyor	11.07.1988
28 Azmi Saad	Machine Operator	11.07.1988
29 Hum Peng Too	Site Agent	01.08.1988
30 Rajendhran Murugaru	Machine Operator	11.07.1988
31 Mokhtar Mudakir	Driver	22.07.1988
32 Ganesan Varuthan	Driver	20.07.1988

## SW CORPORATION

1 Jennifer Kang Guat Chin	Secretary	25.04.1988
2 Lim Eng Chuan	Asst Quantity Surveyor	09.05.1988
3 Suppiah Murugiah	Security Guard	01.05.1988

## SW ENTERPRISE

1 Michael Ng Soon Fong	Site Supervisor	01.04.1988
2 Janet Goh Hooi Ee	Receptionist	18.04.1988

## SUNWAY COLLEGE

1 Josephine Chai Lai Choo	Accounts Clerk	15.04.1988
2 P K Sadanandan	Lecturer	02.05.1988
3 Jean Lim Yen Ming	Receptionist	25.04.1988
4 Loo Ai Choo	Lecturer	25.04.1988
5 Christopher Ferrao	Supervisor - Professional Evening Courses	06.04.1988
6 Katherine Choo Siew Li	Clerk/Typist	03.05.1988
7 Andrina Yeo Chor Peng	Marketing/PR Executive	01.07.1988
8 Ngo Siew Ling	Lecturer	01.07.1988

## SUN-MIX CONCRETE

1 Lee Geok Hwa	Clerk/Typist	01.04.1988
2 Loke Yee Sun	Truck Driver	01.04.1988
3 Donald Dai Sze Min	Sales Executive	01.05.1988
4 Shanmugam Sannasee	Workshop Apprentice	15.04.1988

## JUARASAMA

1 Chua Chong Mann	Accounts Clerk	18.04.1988
2 Kong Yock Moi	General Clerk	11.04.1988
3 Anthony Ng Swee Lin	Laboratory Technician	04.01.1988

## SW MOTIVAC QUARRY

1 Ooi Beng Teong	Accounts Clerk	08.08.1988
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Name	Designation	Date Joined
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## SW PROPERTIES

1 Ng Voon Fuan	Accounts Clerk	18.04.1988
2 Edward Chong	Marketing Assistant	01.05.1988
3 Lim Kai Kong	Property Maintenance Executive	08.08.1988
4 Julie Wong Lai Kheng	Clerk/Typist	02.06.1988

## SUNGEI WAY QUARRY INDUSTRIES

1 Chong Kee Boon	Credit Control Supervisor	16.05.1988
2 Chin Hoi Thong	Counter Sales Clerk	03.05.1988
3 Lam Vin Vin	Data Processing Clerk	02.06.1988
4 Poon Joo Meng	Accountant	16.06.1988
5 Tan Kian Teong	Store Clerk	06.06.1988
6 Mow Keat Woe	Counter Sales Clerk	02.06.1988
7 Teh Thing Cheong	Counter Sales Clerk	20.06.1988
8 Yap Soon Ngan	Marketing Executive	15.07.1988
9 Sim Hoon Seng @ Sim Hoon Thong	Site Supervisor	16.08.1988

## SW MACHINERY

1 Mitch Leau Kee Tui	Marketing Engineer	01.05.1988
2 Idrus Saidi Abdullah	Laboratory Assistant	28.05.1988
3 Tay Wee Chin	Site Supervisor	17.06.1988
4 Yeoh Guan Lee	Accounts Clerk	01.07.1988
5 Liang Thian Choy	Office Supervisor	27.06.1988
6 Amir Muhammad	Wireman	01.06.1988
7 Sd Ahmad Baharom B Sd Ibrahim	Weighbridge Clerk	01.07.1988

## INTERNAL AUDIT

1 Tung Soon Theam	Management Trainee	23.05.1988
2 Rosalind Seet Beng Neo	Stenographer	01.07.1988

## SUNWAY NURSERY & LANDSCAPING

1 Md Jamil Md Tahir	Landscape Clerk	27.04.1988
2 Arsiah Abd Hamil	Landscape Architect	19.05.1988

## TREASURY

1 Khoo Mei Chin	Clerk/Typist	01.06.1988
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## SUNGEI WAY RISK MANAGEMENT

1 Jill Yeong Mee Leng	Marketing Executive	11.07.1988
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## MAXIMIN CORPORATION

1 Siah Chong Yeng	Marketing Officer	04.07.1988
2 Eng Fook Heum	Marketing Officer	11.07.1988
3 Choo Wye Khun	Clerk/Typist	05.08.1988

## BANDAR SUNWAY

1 Elena Loi Wei Ling	General Clerk/Typist	05.06.1988
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## GOLDENEX

1 Charlie Choh Kim Seng	Site Supervisor	16.06.1988
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## SW COMPUTER SERVICES

1 Indrani Suppiah	Clerk/Typist	01.08.1988
2 Yuen Chee Cheng	Analyst/Programmer	08.08.1988

## PERUSAHAAN RAMLI KASSIM

1 Toh Hoong Huat	Trainee Supervisor	01.08.1988
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# 'TARGET: UNIVERSITY' IN SARAWAK



*Promoting Sunway College in Kuching*

The Sarawak Student's Union, University of Malaya (SSUUM) embarked on the 'Target: University' project early last month.

The prime objective of this project was to create awareness amongst Sarawakian students of the opportunities of higher learning in our country. With this objective in mind, two representatives from Sunway College were invited to accompany the SSUUM on a 10 day tour to provide firsthand information about the courses and the facilities available at our college.

The project was held at various centres in Sarawak including Kuching, Sibul, Miri and Bintangor. It was officiated on 6th June 1988 by Encik Abang Abu Bakar. In his opening speech, he stressed

that the Ministry of Education in Sarawak was very pleased with the project as it would be beneficial and informative to the students in Sarawak. He also hoped that through counselling, students would be exposed to the courses they may wish to pursue at various universities.

The overall response from the centres was very encouraging. At each centre about 750 students participated in the project. The large crowd of students who visited our booth showed great interest in the courses offered by our affiliated universities. We were able to provide a better understanding of the twinning concept and give information about the courses and the facilities available in the college. Because of the limited flyers that we were able to bring



*Lee Siok Ping and Janette Chan receiving a pennant from the President of the Sarawak Students Union*

along, some students were requested to fill in postcards so that a follow-up could be made on our return to PJ.

Since coming back from Sarawak, plans have been made to keep in close contact with the 39 schools and the individual students who participated in this project. We hope that the project will be beneficial to the college and will attract a larger student enrolment in the next academic year.

*Lee Siok Ping  
Sunway College*

## 30 THOUGHTS TO SHAPE YOUR LIFE

1. Never feel too great to do anything little. Never feel too little to do anything great.
2. Money does not grow on trees. Even if it did, you would still have to pluck it.
3. If you don't believe in yourself, you'll never achieve the unbelievable.
4. A proud man has no friends. He has only rivals and enemies.
5. Don't envy the pompous and proud. They always manage to make themselves look ridiculous.
6. Never look up to anyone who looks down on anyone.
7. You can't always be the best, but you can always be at your best.
8. Common sense is better than a college education.
9. Any friend who can be bought isn't worth the price.
10. Time is not money. Money cannot buy time.
11. I am more concerned about what will become of me than what might have been.
12. Exaggerated expectations lead to dismal disappointments.
13. A proud man has no sense of humour.
14. If nice guys finish last, I don't want to be first.
15. Happiness is when all things satisfy; misery is when nothing does.
16. Happiness owes no obligation to anyone except to the man who deserves it.
17. Those who think of getting rich at any cost will find that it will cost them their happiness.
18. Excuses never satisfy anyone, least of all the person who made the excuses.
19. Never praise a proud man or he will be intolerable.
20. You may earn more by cheating but you will enjoy it less.
21. People want to get rid of their vices without losing the pleasure of vices and acquire virtue without the pain of acquiring virtue. As if vices had no pains and virtues have no pleasures!
22. Happiness makes a man feel he owns the whole world and thus he feels no envy towards the wealthy.
23. Those who think mere material objects can satisfy have a very low opinion of the dignity and nobility of mankind.
24. If you're happy with what you have, you will never worry about what you don't have.
25. Never say die. Die saying 'NEVER'.
26. A wise man can expose a thousand fools with a timely word but a thousand fools can never figure out a wise man.
27. Fools flatter each other into thinking that they are wise. But a wise man is never flattered.
28. There are plenty of fools around who try to convince you that they are the best... a wise man never needs to convince anyone.
29. Teach a fool all the wisdom you know and somehow he will turn it to his disadvantage.
30. A fool never learns from others and rarely learn from himself.





## SUNGEI WAY QUARRY INDUSTRIES SDN BHD

### ORIGINS

Sungei Way Quarry Industries Sdn Bhd (SWQI) had its beginnings in 1973 as a quarry located at Jenderam, Selangor. In April 1976, the Group transferred its quarry operations from Jenderam to its current location at Sungei Way. In May 1982, SWQI diversified downstream into asphalt manufacturing.

SWQI's strategic location in the centre of the Klang Valley has proven to be ideal as a result of the high rate of growth in the region. Today, SWQI operates one of the largest limestone quarries in Malaysia with a monthly production capacity of 150,000 tonnes of rock aggregate.

### DEVELOPMENT AND EXPANSION

SWQI has just begun to recover from the ill-effects of the nation's economic downturn and has set out to harness to opportunities arising from the nation's current economic recovery. The nation's economic recovery is being spearheaded by intensified development plans of both Government and local authorities.

SWQI is well poised to take full advantage of this economic recovery due to the farsightedness of its management which has systematically acquired strategically located quarries throughout the country.

In 1985, after having prospected for a suitable granite quarry in the Klang Valley for a long time, Goldenex Sdn Bhd began its operations at Taman Orkid Desa, Cheras.

In early 1987, Sungei Way Motivac Quarry installed another asphalt plant in Ajil, Kuala Brang.

In October 1987, the Group moved south and acquired another quarry, Juasama Sdn Bhd. Located at Kulai, Johor, it is strategically located to cater for the north-south expressway, southern Johor region and also has good prospects for exporting to our neighbours in Singapore. A Tanaka batch asphalt plant was installed there.

In April 1988, the Group continued on its expansion and leased a quarry located on the Segamat-Kuantan highway at Bandar Muadzam Shah, Pahang. This quarry is known as Sungei Way Machinery Sdn Bhd. An asphalt plant has since been installed and the main rationale behind this acquisition was to cater to a large road-works contract lasting two years.

In June 1988, SWQI purchased a new 250 tonne/hr PPP mobile drum mixer asphalt plant. This was necessary to cater to several new projects recently awarded to the Group or still pending negotiation.

All of our quarries are well equipped with complete laboratories, adequate sets of paving machinery and very experienced engineers who are well versed with the marshall mix design and who place a great deal of emphasis on quality control

### PROSPECTS FOR THE QUARRY DIVISION

At present, the prospects for the quarry division are very bright in view of the following projects being undertaken.

#### *Projects in hand*

Selangor road re-surfacing for 1988  
Selangor road up-grading  
Rehabilitation of Segamat-Kuantan highway  
Bandar Sunway project  
North Port, Port Klang interchange

### NEW CONSTRUCTION DIVISION

In late 1987, SWQI established a construction division headed by Mr Tan Chee Wah. The purpose of this development was to fill in the void for the small value contracts not undertaken by the Group's construction company. This new development enables us to tender for projects/contracts which do not exceed \$500,000. To date, this division has completed \$0.5M worth of projects and is currently having another \$0.5M worth of projects in hand.

### OTHER DEVELOPMENTS

Annual contracts to supply quarry products have been secured from Government agencies, eg., MPPJ and MPK.

SWQI is a member of Selangor Quarry Operators Association which was recently reactivated after having been dormant for the last 18 months. This gives us the opportunity to keep abreast of market developments as far as our competitors' quarries are concerned.

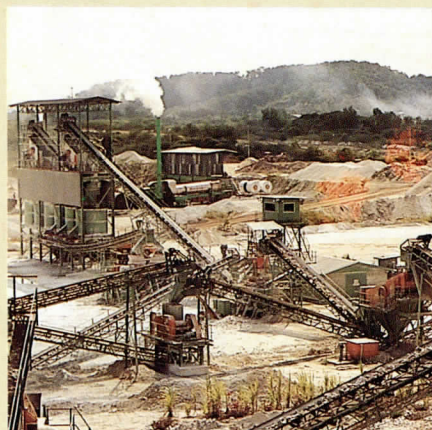
### AUTOMATION

Our quarry is not only involved in the construction industry but is also a supplier to steel manufacturers. Limestone is also used as a raw material in the manufacture of quick lime, slaked lime and lime plaster. We are continuing to look for other possible uses for our limestone.

Danny Ng  
Sungei Way Quarry Industries Sdn Bhd



Transporting quarry rocks from the rock surface



The crushers at work



The newly installed Premix Plant



Drilling work before blasting