

# FANATICAL VOICES

Integricity's monthly newsletter offering goodies, special offers, tips and tricks, useful articles and latest news about Integricity and its services.

## Welcome message from Kelynn Soon, Account Manager (Interactive Design), Integricity Corporation



I feel that every designer has their own touch and style much like how each renaissance artist has their own unique way of conveying their ideas. Creativity, I think, is the outward expression of one's inner ideas.

Interior architecture, Photography and Fashion has always been an inspiration to me. People, in particular have been big influences, not so much in my web design but my creative thinking. From the world of fashion, to the world of print and to the web I am inspired by a handful of people. I'm into anything that I can feel that people are passionate about. True stories or anything where you can hear that heartbeat coming from, that's what fuels me. I love to see the creativity of other people, not so that I can find new styles but rather for the joy of seeing new creative ideas spun out onto the web, reinventing and evolving the web landscape.

The Web is slowly but surely growing up. Web professionals of today are expected to understand not only how various disciplines interact with and affect each other, but also the impact of business objectives on web projects. With strong emphasis on building relationships, we at Integricity have been fortunate to work closely with clients like you, to develop solutions and deliver results which meet your goals.

The past few months have been phenomenal for us. We've been going through unprecedented growth and we'd like to take this opportunity thank the all of you for your continuous support. Most days it seems we can barely catch our breath trying to keep up with everything, and sometimes I sit at my desk and look around at the twenty or so people around me and cannot believe how far we've come in such a short period of time! No matter how fast we grow or how large we may become, our primary goal is, and will always be, about being in touch with you and providing you the best Fanatical Service possible.

It is with a joyous heart I welcome you to the July edition of Fanatical Voices.

Fanatically yours,

**Kelynn**

Kelynn Soon



## Tell A Friend

If you enjoy this newsletter and would like to share it with friends or colleagues, please forward it. Thanks!

## Print it!

[Click here](#) for a printable version of this newsletter (PDF).

## Corporate Hosting



If you've been looking at our Platinum Web Hosting plans, take advantage of our 49% off for 6 months special this Merdeka!

Just contact [finance@integricity.com](mailto:finance@integricity.com) or call us at +603 7725 2500 and ask to have the "49% for 6 special".

Valid from 16 July - 5 September 2006.  
[I'd like to find out more!](#)

## Tech Tips : Open Source Office Suite (Free to Download, Use, and Distribute)

In recent years, open source alternatives have come to a point where IT managers are beginning to consider switching from commercial software Office suites from Microsoft, IBM and Corel to a license-free alternative. The continuous improvement of open-source office applications, coupled with the fact that these applications have no licensing fees, makes such a move attractive - but not for all. Open source alternatives only make sense when you are doing really simple stuff and do not need all the functions of a complex software suite.

Openoffice.org is a multiplatform and multilingual Office suite and an open source project. Compatible with all other major Office suites, the product is free to download, use, and distribute. Unlike the original version which was slow, this free productivity suite is faster and compatible with Microsoft Office file formats. It even has a PDF converter built in!

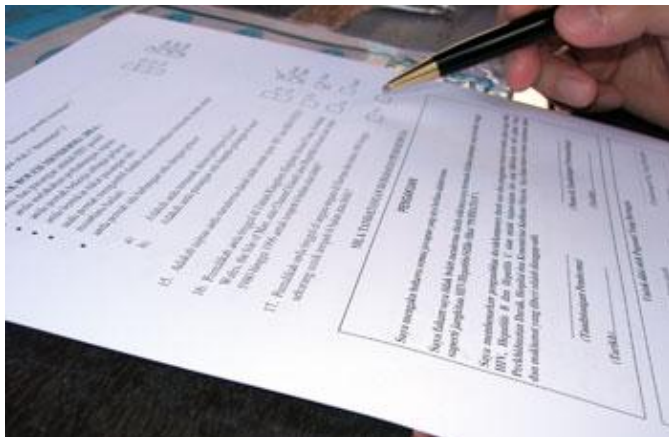
However, this program does not do everything the Microsoft Office suite does. The downside is that it does come with tech support, but the web site does host a community-based support forum which is supported by a global community of friendly volunteers, only too happy to provide assistance to newcomers and advanced users alike. Consider this free productivity suite if you are one who does not want to pay the premium price of a commercial software for rarely used features.

If you know the name of OpenOffice.org, you'll know where to download it from. Otherwise, [click here](#).

## The Fanatics Donate Blood

The closest thing to do in the month of the World Blood Donor Day (14 June) is to become a voluntary blood donor. And that's what exactly what our Fanatics did. On 23 June 2006, 7 of our Fanatics headed to Sekolah Menengah Damansara Utama in Selangor to do their bit of volunteerism.

It was a good day for all despite the inevitable heat. Here are a few snapshots of the big day:



Filling up the blood donor information form.

Terms & conditions apply.

## GigsGigs Value Hosting



Applicable to all new and existing GigsGigs OnePlan this Merdeka season. Just include promotional code "RM49 off the GigsGigs OnePlan" in the promotional code box when ordering to enjoy this discount. Valid from 16 July - 5 September 2006. [Take me to the sign-up page now!](#)

Terms & conditions apply.

## Thank you!

Thank you for taking the time to read Fanatical Voices. We hope this month's issue was informative and helpful! There'll be another issue next month. In the meantime, please let us know if you have any ideas for articles or features by emailing us at [fanaticalvoices@integricity.com](mailto:fanaticalvoices@integricity.com).

We enjoy reading your comments and suggestions.

Fanatically yours,  
Fanatical Voices Editorial Team



*The Fanatics submit their form.*



*Meet the Fanatics. Back row, from L to R:  
Alex, Melvin, Josh, Eric, Chui, Jek*

*Standing in front, wearing a Brazilian football jersey :  
Wu Han*

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**Friends of Integricity : Mona Hanim Sheikh Mahmud (Head of Capacity Development Division, Malaysian AIDS Council) and Lilei Chow (Public Relations & Marketing Officer, SPCA Selangor).**



As well as meeting people behind Integricity, we thought you might also like to get to know some of our friends. The first few friends we're going to introduce to you are Mona Hanim Sheikh Mahmud, who is Head of Capacity Development Division at Malaysian AIDS Council and Lilei Chow, who is the Public Relations & Marketing Officer at SPCA Selangor. We had a chat about their involvement in a non-profit organization, challenges they face and their relaxation methods.

**Hi Mona and Lilei, let's start at the start. Tell us a bit about yourself.**

Mona : I am an ordinary person, working for and with extraordinary people.

Lilei : You do not want to start at the start, believe me.

**Good thinking. Now, tell us a bit about the organization you work for.**

Mona : The Malaysian AIDS Council (MAC) is a national organization committed to creating an environment free from the negative impacts of HIV/AIDS for Malaysia and her people. MAC also coordinates HIV/AIDS related work with 40 partner NGOs.

Lilei : Society for the Prevention of Cruelty to Animals (SPCA) is an international organization whose mission is to reduce and alleviate cruelty towards animals and to improve the welfare of animals around the world. SPCA Selangor was founded in 1958 and remains at the forefront of the animal welfare movement in Malaysia.

**And what made you decide to join this organization?**

Mona : My passion for working with the community and belief in possibilities of change. HIV/AIDS is a multi-faceted issue which challenges human principles and attitudes. I was hooked right from the beginning and have not been able to stay away.

Lilei : My passion for animals, naturally. I became very involved with the animal rights and vegan movement in the US - as an activist, I learned how to organize and lobby effectively, and how to reach out to people, and how to inspire change at the grassroots level. I was also exposed to various issues within the animal rights movement, issues that still rage on and spark controversy such as euthanasia, stray control population and the exploitation of farm animals. Anyway, it was a natural progression to dedicate my time and efforts towards animal welfare in Malaysia.

**Can you please explain what you do at your organization?**

Mona : I head the Capacity Development Division with consists of five units : Training and Education, Project Management, Partner Organization, Resource Centre and Community Care and Support.

Lilei : Like most NGOs, resources are tight, so I tend to do a bit of everything. I run the PR department and act as the main liaison with the media. I am also in charge of the SPCA corporate sponsorship program which is a great avenue for businesses to give back to their community. On the education front, I speak at colleges and schools, and get involved with outreach activities outside of SPCA to spread awareness and to educate the public.

**How big is the team at SPCA?**

Lilei : We have about 16 full time staff.

**And Mona, how big is the team at MAC?**

Mona : We have 28 staff, not including staff of the Malaysian AIDS Foundation.

**What are the current challenges which your organization faces?**

Mona : Aside from insufficient funding to run programs, there are policies which impede effective implementation of targeted prevention programs. Another challenge would be religious and cultural barriers; from religious leaders and individuals who have not had access to full information, thus the lack understanding of issues relating to HIV/AIDS.

Lilei : SPCA is currently spearheading Stray Free Malaysia, a broad-based movement which aims to drastically reduce and eventually eliminate homeless and abandoned animals in the country. This requires not only the creation of infrastructure that is needed to achieve a humane society, but galvanization of diverse groups within the animal control, abuse prevention, and pet communities. Stray Free Malaysia also requires, in my opinion, commitment and continuous political will to change the way animals are treated in this country through effective legislation and the incorporation of humane stray control solutions.

**What are the ways the public can contribute to the cause?**

Mona : Educate one's self on issues relating to HIV/AIDS as everybody is potentially at risk to infection. Stop stigmatizing and discriminating people living with HIV/AIDS, they deserve the same quality of life like everyone else and they need your support. Be generous with your time and set a day or two a month for community service - there's so much you can do! Love yourself... protect yourself from risk - not only from HIV, but from many other things which may be harmful to you. Finally, always protect your loved ones.

Lilei : SPCA is heavily reliant on the public to help fund its work, and we certainly welcome any donations in cash or in kind. We always encourage the public to get involved as volunteers and to help spread our community messages.

**In your opinion, have Malaysians been adequately educated and exposed to the needs of your organisation?**

Mona : MAC has developed a high profile for itself but I cannot say with complete conviction that many understand the role of MAC and how MAC can support them. In my opinion, it's not so much about wanting people to know what we need, but for us to understand their needs so that we can serve them better.

Lilei : I think that we have come far in highlighting the fact that animal abuse exists in this country, especially in recent years, but we have a long way to go. I have seen first hand that the basic concept of responsible pet ownership has yet to become a part of mainstream Malaysian moral landscape. One of the misconceptions that the public has about SPCA is that we are here to solve their pet woes. Our Animal Home receives thousands of animals every year, many of which are the result of owners who do not spay/neuter their pets. They do not realize that while we try to re-home as many animals as we can, the sad reality is that we simply do not have the space and resources to accommodate the constant stream of animals that are brought in each day. Euthanasia has been forced upon us by irresponsible pet owners; it is not a solution to pet overpopulation.

**Moving on, would you say that the lack of civic-mindedness is also partially why your organization is constantly facing an uphill battle, or do you think being civic-minded and being educated on specific causes are unrelated?**

Mona : I'd say the latter. Being civic-minded alone is not enough to champion or have compassion for specific causes. There are many civic-minded people out there who are caring and charitable. However, HIV/AIDS is not a popular cause due to the stigma and discrimination attached to it. It is associated with behavior and there are real fears of being linked to the issue.

People often asked me why I work on HIV/AIDS. Some even asked if I am infected. I am passionate about the work I do because I love the communities that I work with. There is enough stigma and discrimination in this world. Why punish someone further for their health status? I won't get HIV from touching, sharing food or having a cuddle with someone who lives with HIV/AIDS. How can I not pick up an infected child, kiss and hold him or her tight? They face so many challenges in life as it is. Let's not make it worse by fearing them!

Lilei : I think that education plays an important role in instilling civic-mindedness. You cannot make informed choices as a consumer, as a parent, as a teacher, if you don't educate yourself about the issues. I am not saying that educating yourself will automatically mean that you care enough to do something, but it is certainly harder to turn your face away if you know the truth.

**From your desk, what would you do to get the attention of the public in order to make things better?**

Lilei : The media has been a wonderful friend of SPCA through the years. I would like to work on highlighting animal abuse more in the papers. I want people to see the painful reality that we are facing in this country, I want people to see the sad, heart wrenching photos, and I want people to realize that animal abuse ultimately leads to violence against humanity.

**And Mona, the same question.**

Mona : I'd feature the Prime Minister carrying, hugging and kissing a HIV positive child on the news or public service announcements and billboards, etc. To have our leader dispel myths and fears will really make a whole lot of difference to how Malaysians perceive people living with HIV/AIDS!

**Where do you think your organization will be in 5 years time?**

Lilei : I think that SPCA is poised for growth and through hard work and smart partnerships, we can expect to see a larger role for our education unit and work on prevention of cruelty towards animals.

Mona : Hopefully winding down because the tide of HIV infection in Malaysia has been reversed! Wishful thinking perhaps. But I think MAC will continue to grow as there is still so much to be done! We need to upscale targeted interventions in a big way and of course ensure there is continuum of care for those who have been infected. We will have a generation of young adults living with HIV/AIDS by then. They will go to colleges, universities and eventually join the workforce. If we don't eradicate stigma and discrimination, these future adults will never experience the same quality of life as you and I.

**And just a few random questions to finish off. Being involved with "work" 24-7 can cause a lot of stress, frustration and personal emotional conflict. How do you relax when you're not working at SPCA?**

Lilei : I also teach ballet and music, which doesn't leave me a lot of free time, but working with children is such a joy. I love cooking and spending time with my loved ones. Oh and when I'm really stressed, I scrub bathtubs.

Mona : I love pottering around the house - there is always something to do! I also play the piano or the violin. I have fun with the kids, read novels, light candles and incense sticks and I listen to Imee Ooi all the time.

**Good on you. What's your dream holiday?**

Mona : Gosh. This is a hard one. I have not had the opportunity to travel

much and it is my dream to travel the world. I would want to take my time though. If I were to take a trip next week, it would be to Dharamsala to visit His Holiness the Dalai Lama.

**Very nice. Lilei, what's your dream holiday?**

Lilei : I am a beach person. Give me sand and sea and I'm a happy camper.

**Fantastic. Do you have any pets?**

Mona : I have 3 parrot fish (one named BJ, we haven't named the two little ones), 2 tortoises (Crush and Squirt) and dozens of guppies in the water feature (I'm unable to name them!).

Lilei : I have two shih tzus, May and Yoda. May was a puppy farm product, and as a result is petrified of humans in general, but she is completely devoted to her family. Yoda is the sweetest little nugget and has learned to purr like a cat. I am not ashamed to admit that I am an overindulgent parent.

**Do you bring May and Yoda to SPCA to allow them to socialize with the other animals?**

Lilei : I don't bring them to the SPCA as I tend to mother them too much and I'd never get any work done.

**That's true. Finally, who's your favorite Beatle and your favorite Beatles song?**

Lilei : I don't think I have a favorite, to be honest, but "Imagine", for obvious reasons. I'm a sappy idealist.

Mona : I'm not from the Beatles era!

**Of course! Thanks for your time, Mona and Lilei.**

If you'd like to help out or find out more, visit MAC's website at [www.mac.org.my](http://www.mac.org.my) or email Mona at [mona@mac.org.my](mailto:mona@mac.org.my), visit SPCA's website at [www.spca.org.my](http://www.spca.org.my) or email Lilei at [lilei.spca@gmail.com](mailto:lilei.spca@gmail.com).

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**Testimonial : Women's Aid Organisation**

WAO has been a customer of Integricity since 2002, and in the entire period, have received nothing but commendable support and service from them. True to their promise of 'Fanatical Service', any problems communicated were consistently addressed and solved within 24 hours, 2 days at the most. Integricity has also gone above and beyond the call of duty, and provided additional services and assistance to our organisational's web needs. This included financial discounts on the basis of our non-profit stature, extra hosting space and technical advice to help us expand our internet communications needs and strategy. Without question, Integricity is one of the best digital solutions company on the market; operating not just on profits, but also on a commendable commitment towards ethical social impact.

Warmest, and much thanks,  
Jaclyn Kee  
Program Officer for Communications



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**News and Updates**

**3 July 2006**

Jek Hui & Alice's [wedding website](#) goes live, designed with love by Integricity.

**30 June 2006**

Mackenzie Marston, a UK-based global product solutions company, appoints Integricity to design its corporate identity and website.

**20 June 2006**

Integricity launches initial website for the Concept Golf Company ([www.conceptgolfcompany.com](http://www.conceptgolfcompany.com)).

## FANATICAL VOICES - THE INTEGRICITY NEWSLETTER

**MAIL ISSUES**

If you experience any difficulty reading our Fanatical Voices newsletter, please send an email to [fanaticalvoices@integricity.com](mailto:fanaticalvoices@integricity.com), stating the problem you encountered. Alternatively, you can view this issue [here](#).

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