

FANATICAL VOICES

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

Welcome message from Joo Seng, Chui Technical Specialist, Integrity Corporation



While Thanksgiving is celebrated largely in America in November, we at Integrity have a reason to celebrate this occasion. No doubt there will be various definitions of Thanksgiving but we like to keep it simple at Integrity. It's all about appreciating people and people

appreciating us.

The recent AYA Dream Malaysia Awards saw Integrity emerge as the first runner-up for the Youth Friendly Company of the Year award. There is no better time than this Thanksgiving to say our Thank Yous to the Asian Youth Ambassadors (AYA) and you, for your continuous belief and support in us!

We're continuously looking at ways to deliver Fanatical Service to make positive changes which we have set for ourselves, and how we can benefit society at large. And we must say that we are extremely delighted to be acknowledged and recognized in this aspect.

Finally, Belated Deepavali and Hari Raya Aidilfitri greetings to those who celebrated.

Have a great month ahead!

Fanatically yours,



Joo Seng, Chui
 Technical Specialist

The Youth Friendly Company of the Year award seeks to acknowledge companies that have believed, invested and made the difference in the positive development of youth in Malaysia.

To learn more about how Integrity is fanatically giving back and contributing to the community, click [here](#).

Tech Tips : Managing Spam Email



Tired of getting your Inbox flooded with spam email? For greater productivity, you can use your email client to filter spam mail to your junk folder. Follow these tutorials to learn how to manage your junk mail effectively.



Tell A Friend

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

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.MY DOMAINS
 Usually RM100 per year
 NOW RM60 per year!



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 Usually RM55 per year
 NOW RM35 per year!

Sign up now to enjoy this discount!

Promotion period :
 30 November 2006 - 23 January 2007

Enter promotional code
 "DomainSale1106" when ordering to
 enjoy this discount.

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 learn more >

Thank you!

Dust off your glad rags and put up your holiday decorations because it's time to celebrate and wrap up for year 2006!

Once again, we'd like to thank you for



[Junk control with Thunderbird](#)

[Managing Spam Using Microsoft Outlook 2003](#)

[Managing Spam Using Outlook Express](#)

We suggest you inspect all emails regularly, including the emails in your junk email folder and those tagged as *****SPAM*****. This is to ensure that certain legitimate emails with hazy content does not get misclassified as spam. Please speak to us if you have questions.

taking the time to read Fanatical Voices. We hope this month's issue was informative and helpful! In the meantime, please let us know if you have any ideas for articles or features by emailing us at fanaticalvoices@integricity.com.

Happy belated Deepavali and Hari Raya Aidilfitri greetings!

Fanatically yours,
Fanatical Voices Editorial Team

Friends of Integricity: Kenneth Chin (Asian Youth Ambassadors)



Asian Youth Ambassadors (AYA) is a non-profit organisation founded in Malaysia for the primary purpose of "inviting, inspiring, instructing and involving young people to dare to dream and be responsible in fulfilling those dreams for the good of all". It was started over 11 years ago by Kenneth and Sandra Chin. We managed to talk to Kenneth Chin (despite his busy schedule) about his involvement in AYA and his "Dream Malaysia".

Hi Kenneth. Let's start from the beginning. You read law at the University of London. What made you decide to commit to youth revival and community development instead of joining the corporate world?

I did join the corporate world for almost 3 years and it was the compelling vision and calling to pursue what I am pursuing now that pushed me to make the decision.

Besides that, it was also my personal experience that contributed to my decision. I came from a broken family and my dad divorced twice. I saw my sister, Lynette commit suicide, and she was not just my sister but my closest friend, since my dad was busy with work. That was a painful experience for me and I began to see that a lot of young people like my sister need help. They need someone to listen to them and to talk to them. They need guidance to be able to dream for themselves and see hope even though circumstances could be hard. I would not want to see another young person waste his / her life before my eyes again and I want to do all that I can to help the young people not to shortchange their lives.

And young people have such great potentials. I believe Malaysian young people have great potentials that are yet to be discovered. Thus I would like to do my part to help unearth that gem which lies beneath each young life.

It must have been a difficult choice to radically change careers for you and Sandra, to serve the community. What were the challenges you overcame?

Yes, there were some challenges as we were both professionals, thus the immediate challenge will be people's perception and reactions (from our family, friends and the Christian community) towards our decision. Some found our decision too radical and advised us not to 'rock the boat'; some

told us not to touch their young people, etc. In general, it was lack of understanding and support.

Another challenge was in terms of finances as it was a faith start for a faith ministry.

However, it was also not that hard or challenging for us because it was not an overnight decision and transition. We were already actively involved in the youth ministry for 6-7 years, so it was natural for us to do it in a full-time capacity.

A natural progression, indeed. Is that how did AYA came about?

AYA came through vision, prayer and waiting for at least one year to have clarity. AYA is passionate to see Asian young people rise up for their destiny. We have always heard from the Western world but not enough from the Asian context about revival. The Western world has 'bigger' stories because of role models. We hope AYA can be a role model setting examples for the generations to come.

Please explain to us about what you do at AYA.

AYA is a Christian based non-profit youth development organization founded in Malaysia since the year 1995 for the primary purpose of "inviting, inspiring, instructing and involving young people to dare to dream and be responsible in fulfilling those dreams for the good of all".

AYA is and has been creatively involved in a variety of things and ways that support its purpose. These include among others:

1. **Producing youth development resources**
e.g. D2Y2.com, where we are working to upload positive messages, music & other resources for youth and youth workers; Leadership diary @ www.chinspirations.com.my; MTG (stands for Message-To-Go), audio & video resources.
2. **Organising motivational talks, concerts and conferences**
e.g. AYA Festival 2006– a national youth revival conference held at Stadium Putra, Bukit Jalil, featuring a well known band "Delirious?" from UK)
3. **Promoting charity and unity events and other community building projects**
e.g. AYA Dream Malaysia Awards 2006

We also have a student service centre called "The Ground Floor", located right below our offices where the students pay only a 'cover charge' of RM1 and they get to enjoy all the food and drinks that are available on that day, as well as use the place like their homes.

We really like The Ground Floor idea! Now, perhaps you can tell us a bit more about AYA's current efforts?

We are trying to establish a value-based after-school programme called "ABC" (Attitude Breakthrough Challenge) with the vision of: -

- "Changing the nation one school at a time"
- "Changing the school one student at a time"
- "Changing the student one attitude at a time"

We also hope to serve the community of Subang better through "I Survived Subang" project, which will be an information hub for the residents of Subang Jaya.

And the future plans for AYA?

We are working on building a one-stop youth and community development centre called "Dream Village".

Besides that, we are also working on establishing strong partnerships with both individuals and institutions to strengthen churches and serve the communities at large – a post AYA Festival effort.

Wonderful! Moving on...What is the AYA Dream Malaysia Awards about?

We want to make Malaysia a better place and we find that the way we can contribute best is to send the message out that the spirit of Malaysia is equally or more important than the skill of Malaysia. Malaysia could be rich in abundance but poor in attitude and that still makes Malaysia poor.

We want to see a Malaysia that is rich in spirit, attitude and in heart. Therefore we would like to recognize and reward the ordinary young people who overcome their life struggles and obstacles with their extraordinary spirit through the Most Outstanding Youth of the Year Award, and to recognize the companies that have believed, invested and made a difference in the positive development of youth in Malaysia through Youth Friendly Company of the Year Award.

AYA Dream Malaysia Awards is all about our future, which lies in the hands of our young people and those who are far-sighted enough to invest in it.

Do tell us about the Awards Night that took place recently.

The AYA Dream Malaysia Awards Night was held on 5th November at AYA Conference Centre, Summit Hotel Subang USJ. We had over 350 guests witnessing the awards ceremony after watching the video interviews of all the nominees, where Ms Sia Ling Ling received the award for Most Outstanding Youth of the Year 2006 and IDP Education received the award for Youth Friendly Company of the Year 2006, with Ms. Cheryl Mohan and Integricity Corporation Sdn Bhd as the 1st Runner-up respectively.



That's us! Our MD, Alex Lam is on the far left.

We also displayed the photo pieces by nominee Ms Suzanne Lee where one of her pieces was auctioned off to support the youth development of Malaysia. Other nominees also performed on stage: Mr Ravi Shanker who performed a classical Indian dance to Mariah Carey's "Hero" and Ms Yasmeen Zainal who sang and rapped while the models cat-walked her fashion label "OSIXNINE". Ms Suki, winner of One in a Million 2006, also performed 2 songs at the awards night.

Everyone has a dream, what would realising that dream mean to you?

Realising a dream means that the dream was right, it means we worked hard, it also means that we have a team of people who believed in us.

Realising a dream is a step closer to our destiny, which is bigger than just a dream. Destiny is the final destination that has the greatest influence and is made up of many dreams.

And what is your Dream Malaysia?

My Dream Malaysia is the vision of a transformed nation that will promote peace, prosperity, partnership and power to the people of Malaysia. In a nutshell, it's about our future. And it all begins with the power of responsible choice.

Finally, in what way can the general public contribute to this cause that you have begun?

They can start by believing because once they believe, it means they have it in their hearts and we only help to stir it up. Then they will have to act on what they believe and partner with us in the aspects of their time, talents (expertise, contacts, etc.) and treasures (money, premises, etc.), and to volunteer their services.

Thanks for your time, Kenneth. We wish you and everyone at AYA further success in future endeavors.

If you'd like to help out or find out more, visit AYA's website at www.aya.org.my.

News and Updates

13 November 2006

YWCA Malaysia launches its brand new [website](#), designed pro bono by Integricity as part of its philosophy of fanatically giving back and contributing towards the community.

9 November 2006

Integricity starts work on website redesign and redevelopment for Meriden Animal Health Limited, a British company specialising in the production and distribution of animal health products.

8 November 2006

Isthmus KL, a new upmarket restaurant and bar featuring contemporary asian cuisine (and a celebrity chef!) appoints Integricity to design and develop its website.

11 October 2006

Amber Chia chooses Integricity to give her official website a much-needed redesign and rebranding exercise.

9 October 2006

Integricity launches Auto Bavaria's newly-revamped website, in line with BMW's global brand and corporate identity. Also launched is its new Approved Selections BMW site, developed specifically to Auto Bavaria's requirements to feature its range of pre-owned BMW cars online.

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, stating the problem you encountered. Alternatively, you can view this issue [here](#).

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