Newsletter No.3

Monthly Accomplishments (December 2002)

Fundraising
1. **Attrition Rate and Usage Measurement Project Proposal**
   Created the HKLNA-Project's first formal project proposal.
   http://homepage.mac.com/moogoonghwa/earth/current/hklna/ff/projects
      /projects.html
   a. Submitted the proposal to the EPSON Foundation.
      http://www.epson.com.hk/foundation.jsp
   b. Submitted the proposal to the Caritas Foundation - Hong Kong
      http://www.caritas.org.hk/
2. **Government Relations**
   Secured a letter of support from Michael Tien, Chairman, SCOLAR
   (02/12/07)
      http://homepage.mac.com/moogoonghwa/earth/current/hklna/ff/fund/
         correspondence.html
3. **Promotional Material**
   Today's Investment Is Tomorrow's Prosperity - An email in HTML format
   with online graphs introducing the HKLNA-Project
   http://homepage.mac.com/moogoonghwa/earth/current/hklna/ff/fund/pro
   motion/021126.html
4. **Promotion Activities**
   a. Attended the Information Technology Services Networking Conference
      on 19 December 2002 in Kowloon Tong and made the acquaintance of
      various members of the Hong Kong information technology industry.
      Collected a large number of business cards and followed up with
      promotional email.
   b. Sent a large number of promotional email to various Hong Kong Business
      Associations and followed up with numerous telephone calls. These
      calls led to the EPSON and Caritas Foundations.
   c. Created an organization chart for the HKLNA-Project Fund and provided
      a detailed outline of the Project's intended activities. For those
      of you who are still unclear as to what the HKLNA-Project and
      HKLNA-Project Fund are all about please see
      http://homepage.mac.com/moogoonghwa/earth/current/hklna/ff/fund
      /organization.html

Website Development
1. **Quality Assessment** - Completed the introduction to this section of the
   website.
         http://homepage.mac.com/moogoonghwa/earth/current/hklna/ff/qual
         ity/introduction.html
2. **Statistical Modeling** - Completed the MANOVA section and added a new section
   for Factor Analysis. If you know little about Factor Analysis, and are
   interested in statistical methodology it is a great introduction.
         http://homepage.mac.com/moogoonghwa/earth/current/hklna/ff/st
            atistics/factor.html
3. **Babelfish Translation Page** - Machine translation is now available on the
   EARTH website. Just type in the URL and see what comes out in your language
   of choice. No guarantees.
   http://homepage.mac.com/moogoonghwa/earth/babelfish.html

Strategy Update

With a firm project proposal now in hand, in addition to a clearly outlined organizational concept, and electronic promotional material that targets the Hong Kong community to the quick, obtaining funds for the HKNLA-Project is just a matter of time, continued investigation, and application.

Acknowledgments

Special thanks to Michael Tien for his "SCOLAR" endorsement of the HKLNA-Project and to Ayesha Osman for making that endorsement possible. Maybe now EARTH can obtain permission to use the HK Brand logo on its website and other promotional materials. Further appreciation is extended to Takagi Kimiaki (family name first) in Tokyo and Dr. Siu Hin Ho (family name first) for their continued financial support this past month. Finally thanks to all of EARTH's friends and others of the Hong Kong and East Asian communities who have helped, each in his own way, to bring EARTH and the HKLNA-Project just a little closer to fruition.

Best Wishes for the New Year!

Sincerely,

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