

ROTARY CLUB OF SALE INC.

CHARTERED 1928



WEEKLY BULLETIN OF THE ROTARY CLUB OF SALE.

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November 2006 — Rotary Foundation Month

Club President

Grant Ellers

Secretary

Laurie Smyth

R.I. President

William (Bill) Boyd

District Governor

Dennis Heslin

Assistant Governor

Brian Norris

Chairman: Noel Langley

President's Announcements

- Acting President Col welcomed all present including the guest speaker and Club guest Steve Gordijn who Col will be inducting later.
- Col informed members that Lyndon will be absent for some weeks as he is having a hip replacement.
- He praised the Rotarians who turned up for the working bee to prepare for the placement of the Heritage Trail signs.
- Col also indicated that the meeting at Woolenook Farm was a very enjoyable event and he encouraged all Rotarians to participate in them by helping each other to get there.
- He reminded everyone that it is a 6pm start at Marlay's Restaurant next Tuesday.
- Col then proceeded with the induction of Steven Gordijn who is 32 years old and was born and bred in Sale. Steve is a fully qualified accountant and has been working with the McMillan's Group for 3½ years. He married Annette earlier this year and is an exceptional guitarist. At the conclusion of the ceremony all present made Steve welcome.

Guest Speaker: Mal Howarth

Chairman Noel introduced the guest speaker, Mal Howarth, who quickly got to the heart of his talk, Data Dot Technology. Mal explained that single inscribed "microdots" were originally developed by the United States military in the 1940s to covertly "tag" or identify items. It also became obvious the tiny plastic discs would be useful for espionage – for the grain-size message carriers were very easy to conceal and transport.

It was then not until the early 1990s, with the advent of laser etching, that microdots became a commercially feasible product. A U.S. engineer was the first to develop a low-cost process to inscribe information on to thousands of microdots in a short period of time.

The first application of these new microdots was in the casino industry. Thousands of fake casino chips are manufactured and gambled through casinos worldwide, but in 1995 authentic chips were permanently marked with microdots, making it obvious which chips were the fakes.

The U.S. manufacturer of microdots was bought by Australian interests to form DataDot Technology Ltd (DDT) with Mal taking up one of six franchises available in Australia. The company has since grown, and has grown to become a global leader in identification technologies. Today, DDT is protecting personal and commercial assets in 21 countries, across a variety of industries and products.

DDT has also developed a new revolutionary spray process, which means thousands of DataDotDNA can be applied to larger assets in a matter of seconds. For example, up to 10,000 DataDotDNA can be applied to a car on the assembly line in less than 60 seconds. In New Zealand this has resulted in a 99% reduction in car theft.

To add to the success of DataDotDNA, there are now three new identification technologies – DataThreadDNA, DataLabelDNA and DataTraceDNA.

DataDotDNA consists of tiny discs, about the size of a grain of sand, each laser-etched with multiple lines of code. The code is unique for each asset. The code is stored on our worldwide verification database DataBaseDNA. In some instances the DataDotDNA simply carries the 'primary identifier' issued by the manufacturer of the asset – for example DataDotDNA can carry the full Vehicle Identification Number (VIN) as issued by the car manufacturer.

DataDotDNA can simply be brushed on to assets, and stay there for the life of the asset. For larger assets, such as motor vehicles, the DataDotDNA can be sprayed on. DataDot Technology Ltd has patented its own innovative spray process, which can now spray a complete car in less than 60 seconds. A car can be fitted with 1,000 to 10,000 DataDotDNA per vehicle, most often applied at the place of assembly, importation facility, or in the aftermarket through dealers.

The DataDotDNA can be detected with a UV light, and their laser-etched code read with a simple magnifying device – no complicated forensic investigation is needed.

DataDotDNA are most widely used to protect motor vehicles, motor cycles, trailers, marine craft, business and personal assets. They are also called "microdots", a microdot system or simply "DataDots", and in Europe they are distributed under the name "Eurodot".

DataLabelDNA® - by DataDot Technology

Incorporates DataThreadDNA into a self-adhesive label, and is used for the prevention of counterfeit products.

DataLabelDNA provides a means by which manufacturers can record information on their product, prove authenticity of a product and act as an effective counterfeit deterrent.

DataTraceDNA® - by DataDot Technology

DataTraceDNA will become a core industrial technology, but will also provide a simple, cheap and reliable means of brand identification and anti-counterfeiting protection for premium products and luxury goods.

DataBaseDNA® - by DataDot Technology

DataBaseDNA is the latest initiative from DataDot Technology Ltd. DataBaseDNA is a global database for law enforcement agencies and insurance investigators that brings together all registered assets information from our various regional databases onto the one central database.

DataBaseDNA allows, for instance, an auto theft investigator in Poland to check the identity of a vehicle that was stolen in Germany - without having to know the origin of the vehicle in order to access the correct database.

In using DataBaseDNA the investigator will simply enter the vehicle's VIN or its PIN (as displayed on the DataBaseDNA on that vehicle) and the corresponding "primary identifiers" will be displayed.

DataBaseDNA will become a significant contributor to the thwarting of international theft involving motor vehicles, motor cycles, marine, heavy equipment and other high-value assets.

Mal concluded his talk by saying that Rotary has been used as a facilitator to sell the kits and are able to earn some money in the process.

<u>NEXT MEETING Tuesday 28th Nov</u>	<u>Meeting Monday 4th Dec</u>	<u>ON THE RADAR</u>
Guest Speaker: Al Gore – An Inconvenient Truth	Guest Speaker: David & Col – Cape York - RAWCS in action	Mon 11 th Dec - Bishop John McIntyre
Chair: Col Counsell	Chair: Don Ripper	Partner's night for the annual Christmas message. Mark this date in your diary.
Sergeant: No fines	Sergeant: Leo	Mon 18 th Dec – Breakfast with the Langleys
Attendance: Noel Langley	Attendance: Noel Langley	Mon 8 th Jan – Working bee Ashleigh House
Venue: Marlay's Restaurant	Set up: David Crouch	Mon 15 th Jan – Social night of Lawn Bowls
Cost: \$28 each including cinema entry	Venue: Relish	Mon 29 th Jan – Sale Turf Club, partners night.

Relish Contact Details	NOTICES
Hosts: Tania Jones & Robert Wood	Attendance: 16 Rotarians
Phone/Fax: (03) 5144 5044	Visiting Rotarians: None
Rotarians, if you are going to be absent you must notify	Guests: Steve Gordijn
Relish by phone no later than 12:00 midday on the	Make-Ups: None reported
Monday of the meeting or let Noel know the week before.	Raffle: The wine was won by.
If you are away from home you will find friends at all Rotary	Maffra: Thursday 6:00pm Duart Receptions

Clubs. You can make up for missed meetings of the Sale Club with any of the following local Clubs:	Mitchell River:	Monday 5:45pm Italian Club
Bairnsdale: Tuesday 6:00pm Bairnsdale Club	Sale Central:	Tuesday 6:00pm Princeton
Bairnsdale Sunrise: Friday 6:45am Main Hotel	Traralgon:	Tuesday 6:00pm Traralgon Golf Club
Heyfield: Monday 6:30 Railway Hotel	Traralgon Central:	Monday 6:00pm Latrobe Convention Centre
Lakes Entrance: Wednesday 6:00pm Bellevue Motel	Yarram:	Wednesday 6:00pm Yarram Club

For information about Rotary check the following websites

Rotary Club of Sale: <http://home.vicnet.net.au/~rcsale/> Rotary District 9820: www.district9820.org Rotary International: <http://www.rotary.org>

Sergeant at Arms: Leo O'Brien

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| <ul style="list-style-type: none"> The sergeant took it easy tonight and delegated Keith to raise the money from fines in relation to events at the show. Keith started with Harry who was late but did provide a replacement. Keith was struggling a bit so he fined several people for doing a superb job: Emu knew the script, Noel was organised as always, Alan came prepared to do two shifts, Leo was at the right gate at the right time, Don and Bob | <ul style="list-style-type: none"> were absent, Mile took an extended toilet break, Brian was enjoyable to work with, Carmel took over Keith's job, Graeme turned up jet-lagged. After Keith had finished, Mike also took a turn and among others fined Lyndon because he'll expect to be waited on hand and foot by Carmel after his operation and Daniel because he took a bottle of port to stay the night at Woolenook. |
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Just for Fun

Couples who have lived together a long time have their own way of communicating. A woman overheard her aunt and uncle one day, "What are you looking for in that closet?" she asked. "Nothing," he answered. "Well, it's not in there. Look under the bed."

BRAIN TWISTER

See if you can figure out what these words have in common Assess Banana Dresser Grammar Potato Revive Uneven Voodoo.
See the answer below.

**An Evening of the King of Sports
Hosted by Sale Turf Club
Monday, January 29, '07**

On the eve of Sale Quality race meeting at the "Greenwattle", relish the ambience of the member's dining room overlooking the finest race track in provincial Victoria. Hear of club advances from president Thelma Coster and tales of of the turf from a leading trainer and a female jockey then "place your bet" in a phantom Sale Quality race call.

*** Time and travel: Arrive "Greenwattle" at 6:15pm.**



Remember: You MUST notify Rob at Relish if you will not be attending the meeting.

In all of the words listed, if you take the first letter, place it at the end of the word, and then read the word backwards, it will be the same word.