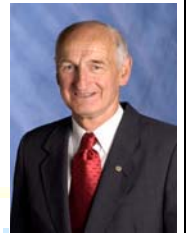


ROTARY CLUB OF SALE INC.

CHARTERED 1928



Club President
Grant Ellers
Secretary
Laurie Smyth

WEEKLY BULLETIN OF THE ROTARY CLUB OF SALE.

Vol 79 No. 38 16th April 2007

R.I. President
William (Bill) Boyd
District Governor
Dennis Heslin
Assistant Governor
Brian Norris

Chairman: Mike Smith

April 2007 — Magazine Month

PRESIDENT'S ANNOUNCEMENTS

District Assembly. The District Assembly is on 20th May at the Warragul college. It is very important for incoming Board members and Committee chairs to attend the Assembly. Please put the date in your diaries.

Dinner Auction. Col and Daniel will be handing out your donor sheets tonight. Please read your sheet carefully and get the visits and donations in early. It's really stressful to have people drop items off at the last minute **after** the catalogue has been printed. The amount of last minute work shouldn't be an imposition on just a few members because others haven't done what's needed early on. If you can't visit your potential donors or for some reason are going to be delayed, please let someone know and early!!!

Matching Grants. The President of the RC of Maffra has invited our Club to their dinner meeting on 17th May (Thursday). The drawcard is PDG Ian Pickering who will be talking about The Rotary Foundation Matching Grants program. I will pass around a flyer about the sorts of things the District Matching Grants committee is involved in. We won't be having a meeting on the Monday following the Dinner Auction so Thursday shouldn't be a problem.

Duart Maffra – 6:30 for 7.00pm - \$20 per head.

Guest Speaker: Graeme Dyer



One of 10 – 12 B-Doubles operated by Dyers

Chairman, Mike Smith, informed the members that Dyers Transport has been in Gippsland for 75 years and that tonight, Graeme is going to tell us a little of the company's history.

In 1908 Captain Charles Dyer purchased the Paddle Steamer 'P.S. Royal' and commenced transporting people and cargo along the Murray River between Renmark (S.A.) and Morgan. The second generation entered the industry when Charles' Son Walter Leo Dyer returned from armed service at Gallipoli and purchased the Paddle Steamer 'P.S. Arcadia'. He then began transporting goods, in particular firewood for the steam engine irrigation pumps, along the Murray. The paddle steamer industry faced increasing competi-

tion from the rail transport industry and the fast growing road transport industry which soon took its toll. The 'P.S. Acadia' was run up on a bank of the Murray and stripped for its timber.

In 1930 Walter Leo Dyer took the philosophy that 'if you can't beat 'em, join 'em' and went into the road transport business with his brother Dick. The business doubled each year and by 1932 the brothers were running 8 trucks. The transport industry, with ever expanding roads, was competing vigorously with the Government-owned railways and to

address the problem the South Australian Government passed a bill to restrict competition. Overnight it became illegal to compete against the railways for freight between Adelaide and Renmark. In return the brothers were paid compensation, providing they agreed not to transport contraband freight.

Dick converted his four vehicles to tipper bodies and carted gravel for the ever-improving road network. Walter Leo looked for greener pastures in Victoria, which was regulated to protect rail also, but to a lesser degree. He purchased the 'Gippsland Transport' arm of the large 'Wimmera Transport' and relocated to Sale (Vic). He soon purchased the other local carrier 'Hoy's Transport' (Maffra) and rationalised the fleet. The Victorian Government issued licences to transport particular products that did not suit the rail network, such as perishables.

The business suffered greatly during the Second World War with nearly all the vehicles being taken for the war effort, and those that weren't were struggling for sufficient fuel to continue operating. After the war Walter Leo's eldest son, Chas Dyer assisted in re-establishing Dyers as one of Gippsland's largest transport companies. Later Chas's younger brothers, Doug and Graeme, joined the organisation. Today the organisation is owned jointly by Graeme Dyer and the three sons of the fourth generation, Greg, Scott, and David. In over 90 years since the initial transport pioneer Dyers has remained a dynamic and growing company to become an expert in distribution. One factor that has contributed to this is the strong strategic relationships Dyers builds with its clients. Dyers now operates a fleet comprising of more than 250 items of road registered equipment including 60

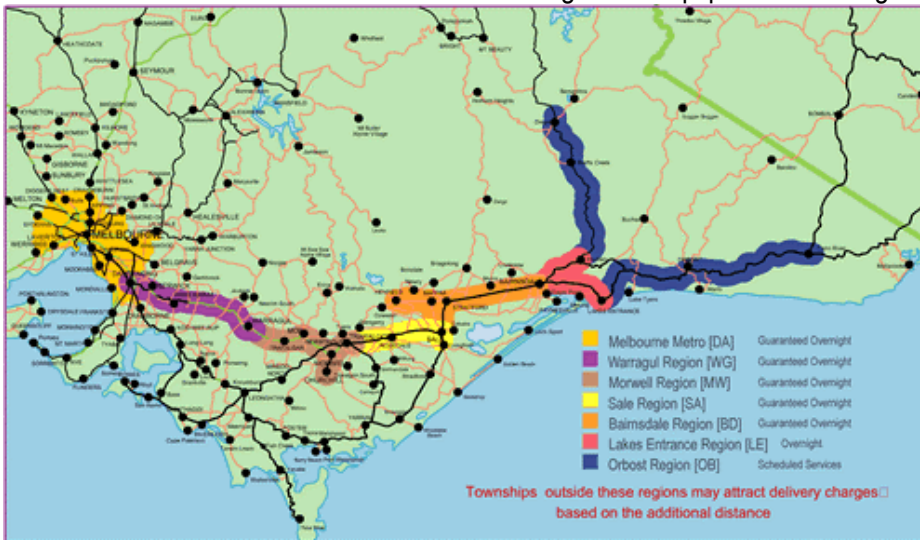
prime movers, and employs more than 60 full time employees. In peak times this full team is complimented by up to 20 casual employees and up to 10 subcontractors.

Recent growth in revenue and fleet has been attributable to the expansion of our contract distribution relationships with customers, and the expansion of our customer relationships to include other geographical areas within Victoria. Our diverse and important customer base allows us to provide synergies not available to companies who operate their own distribution fleet. Another important part of our diversification is that no single customer represents more than 10% of our Total Sales Revenue.

At the conclusion of his talk, Graeme answered a number of questions. He told Keith that Dyers has the contract to distribute Coca Cola in Gippsland. In response to Lyndon's question, Graeme indicated that the company's fuel bill is \$400 - \$500K per month. Leo asked how long a trip to Melbourne took in 1932, and was told that with a speed limit of 30mph an 8 - 16 ton truck took from 5 - 7 hours.

Graeme also answered questions from Sue, Daniel, Neil and Mike before President Grant thanked him for his presentation.

Many of the points made by Graeme are on the Dyers website from which the above has been extracted.



Sergeant-at-Arms: Mike Smith

- | | |
|--|---|
| <ul style="list-style-type: none"> • Sergeant Mike took to the floor and started his collection with Adrian for not wearing his name badge. • Graeme chipped in for batching. • Col has re-learnt the joys of fatherhood through his grandchild. • Rossy paid up because he needs tips on becoming a grandfather. • Alan and Keith were both fined for stalking. • Rod copped a fine for being back at school. • Bob's youthful looks attracted the Sergeant's attention and earned him a fine. | <ul style="list-style-type: none"> • David T contributed to the collection box for his demur character. • Sue did the unforgivable by driving past Mike at the side of the road near Bright and paid the penalty. • The fine on Carmel was to encourage her to spread herself around. • Grant copped a fine for his choice of words in advertising Matching Grants. • In fines from the floor Leo fined the Essendon supporters for losing the match after leading by 48 points. |
|--|---|

Just for Fun

Oscar drove his brand new Mercedes to his favourite sporting goods store. He parked it outside and went in to do a little perusing with Jan, his regular sales woman.

Jan was a pretty blonde, and as Oscar walked into the store, she happily greeted him. But he requested to look around alone today before he needed her help. She obliged and let him do his thing.

Five minutes later, Jan came running up to him yelling, "Oscar! Oscar! I just saw someone driving off with your new Mercedes!"

"Dear God! Did you try to stop him?"

"No," she said, "I did better than that! I got the license plate number!"

NEXT MEETING Monday 23rd Apr

Guest Speaker: Sue Boulter –
Work for the Dole Program.

Chair: Bob Davis

Sergeant: Rod Exton

Attendance: Noel Langley

Set up: Keith Miller

Venue: Relish

Meeting Monday 30th Apr

Guest Speaker: Wing Com Keith
Joiner - RAAF Developments

Chair: Keith Miller

Sergeant: Leo O'Brien

Attendance: Noel Langley

Set up: Neil Ross

Venue: Relish

ON THE RADAR

Mon 7th May – Daniel Smolenaars – Dinner
Auction final details

Fri 11th May – Dinner Auction – Sporting
Legends

Mon 21st May – Beyond Blue – combined
meeting with Sale Central

Relish Contact Details

Hosts: Tania Jones & Robert Wood

Phone/Fax: (03) 5144 5044

Rotarians, if you are going to be absent you **must** notify

Relish by phone no later than 12:00 midday on the

Monday of the meeting or let Noel know the week before.

NOTICES

Attendance: 19 Rotarians.

Visiting Rotarians: None

Guests: None

Make-Ups: None reported

Raffle: Some confusion about who won but it was
settled without a fuss.

If you are away from home you will find friends at all Rotary
Clubs. You can make up for missed meetings of the Sale
Club with any of the following local Clubs:

Bairnsdale: Tuesday 6:00pm Bairnsdale Club

Bairnsdale Sunrise: Friday 6:45am Main Hotel

Heyfield: Monday 6:30 Railway Hotel

Lakes Entrance: Wednesday 6:00pm Bellevue Motel

Maffra: Thursday 6:00pm Duart Receptions

Mitchell River: Monday 5:45pm Italian Club

Sale Central: Tuesday 6:00pm Princeton

Traralgon: Tuesday 6:00pm Traralgon Golf Club

Traralgon Central: Monday 6:00pm Latrobe Convention
Centre

Yarram: Wednesday 6:00pm Yarram Club

For more 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>

Alan's Report on the Heritage Trail

- Alan informed the meeting that 4 seats have been erected along the Heritage Trail.
- Signs are ready to be erected for the weekend.
- Alan ran through the instructions for the proceedings on the day of the official opening.
- Rotarians are required for set-up at 8am and until clean-up at 2pm.

Alan indicated a big crowd is expected and he has had 1500 forms printed.