



# K O O N G G A



Bulletin of the Rotary Club Of Ku-ring-gai Inc - Chartered 6th February 1959

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Rotary monthly theme: December: Family Month

## This week's speaker

Rob Hall

### How Rotary made me eat a horse



No, Koongga has no idea what this talk is going to be about either, but it should be entertaining. Come along and get to know Rob as he expresses his thoughts that his promoter says will be 'riveting', 'outstanding' and 'spellbinding'.

## Last week's guests

President Tony welcomed our meeting two past Rotarians: our guest speaker, Paul Diener, and Joyce Cribb.

## Research sponsorship proposal

President Tony announced that he has discussed with the presidents of 3 other clubs a proposal to sponsor a PhD student to carry out medical research under the auspices of Australian Rotary Health. Rob Hall suggested that the clubs should sponsor a student for a new area of research, rather than one that already has a lot of attention. With the approval of the meeting, President Tony will pursue the proposal with the other clubs.

## Pride of Workmanship

Have you experienced excellent service from someone locally who you believe deserves recognition? If so, let Michael Midlam know. Michael has identified 3 local companies to be nominated for Pride of Workmanship awards. He's seeking nominations of several individuals as well.



## Benefic awards

Joy Newling announced that the New Generations committee is arranging to present the club's annual 'Benefic Awards' at local high schools and Clarke Road School. Bob Ivey volunteered to make the presentation at Ku-ring-gai Creative Arts High School.

## Rotary International Convention

**6 days to register for the Rotary International Convention and get the Early Bird Rate of US\$310.**



Miss it and you'll regret it forever. 'nuff said.

## Annual General Meeting

President Tony presided over the annual general meeting. In summary:

- The audited accounts for the last 4 years were finally approved. Special thanks to David Forsythe for his sterling work in getting them up to date.
- The following were elected to the board for 2014-15:

Vice President: John Aitken

Secretary: Geoff Hungerford

Treasurer: Graham Maslen

President Elect (2015-16): Jack McCartney

Directors: Michael Midlam, Greg Newling, Graeme Timms

- David Forsythe was reappointed as auditor.

## Christmas cakes and puddings

Get your orders for Christmas cakes (\$16.50) and

## In this issue

- This week: Rob Hall - How Rotary made me eat a horse
- Last week's guests; Research sponsorship proposal; Pride of Workmanship; Benefic awards; Rotary International Convention; Annual general meeting; Christmas cakes and puddings;
- Last week: Paul Diener - The digital word and print: now and in the future
- Carols in the park
- Calendar of events; Club officers; Club committees; Last meeting's guests; News about members

ENGAGE  
ROTARY



CHANGE  
LIVES

The club meets every Monday 6.30pm at West Pymble Bicentennial Club, 2 Prince of Wales Drive, West Pymble. Visitors welcome. [www.kuringgairotary.org.au](http://www.kuringgairotary.org.au)

Rotary International  
Theme 2013-2014

puddings (\$16.50 steamed; \$7 baked) in to Ted Price quickly. Each \$16.50 item sold results in \$2.20 for our club's project account and \$2.00 for the Rotary Foundation. Baked puddings sold result in \$1.10 for our project account and \$1.00 for the Rotary Foundation.

## Last week's speaker



Paul Diener

### The digital word and print: now and in the future

Paul Diener is the principal of PRD Print, which specialises in management of the printing requirements of small and large businesses. Previously he owned a Minuteman Press printing business.

Paul took us on a journey through the history of printing, demonstrating the ever-increasing speed of change. He started with Gutenberg's invention of moveable type printing and oil-based ink in 1439, which enabled the printing of 240 books/hour. The basic technology did not change for 300 years.

The next major advance was invention of the Heidelberg rotary press in the mid-nineteenth century, followed by the introduction of colour printing and offset lithography.

In 1906 the Haloid Photographic Company started producing photographic papers. This was the company that became Xerox and, in 1959, marketed the first plain paper photocopier. Within 6 years the company was

earning \$500 million per annum from its invention.

10 years later, Xerox invented laser printing - but withheld it from the market because it did not want to damage its photocopier earnings. The laser printer eventually became available in 1976.

Unlike previous forms of printing, digital printing depends on pixels, controlled by software. Postscript and Adobe became the de facto standards in the industry.

Digital printing has led to a significant and increasing decline in the printing industry. Much book printing has been transferred overseas, due to lower costs. The magazine trade had suffered, due to increased use of the internet for dissemination of information. The same applies to newspapers, directories and advertising.

Printing has also declined because, for the first time, digital printing has made it economic to produce very small quantities (short runs). The whole nature of the print industry is changing to one that is service-based.

Previously there were several clearly defined, skilled steps in the printing process:

- Graphic design, based on large design studios.
- Pre-press: highly skilled preparation of film and plates.
- Printing: another highly skilled process.

The first 2 processes have been replaced by single graphic designers, using powerful software, often self-taught (and therefore not fully conversant with the demands of printing). There is a significant division between PC and Apple design software, which are not fully compatible and lead to problems for printers.

For very simple services, it is now possible for a customer to go online and create its own printed products using templates. However, the printed result may not look the same as it appeared on the computer.

The pre-press process has disappeared, replaced by digital images and digital printers using colours made up from Cyan Magenta Yellow Black ('CMYK'), which does not always match the design on a computer monitor, which is made up from Red Green Blue ('RGB').

Offset printers remain economical for high volume printing. However, they require 4 plates for the different colours and skilled operators. The highest quality printing uses the Pantone system of spot colours, which are exact colours instead of mixes of CMYK. Some modern offset printers have as many as 10 stations for different parts of the printing process, including reverse side printing. Such machines can cost \$5 -10M.

The final part of the printing process is 'enhancement services'. In this area digital printing can do things that offset printing cannot, such as personalised printing - each separate item configured for a specific individual. Banks in Japan print statements that advertise different services according to each customer's spending patterns.

Paul demonstrated the use of 'QR codes' (to take people directly to relevant product pages online) and the use of colour in catalogues to attract attention to what marketers want customers to focus on.

Future trends in printing include:

- Cloud-based business in which customers will arrange their printing entirely online, without consulting a graphic designer or printer.

- The growth of print management services - giving customers access to the latest in print technology.
- Further decline of traditional printers.
- Some resurgence in newspapers, demanded by generations X and Y, but seeking different content that is not available online.
- More interaction between magazines and online services.
- Higher quality DL flyers.
- Scented inks, such as perfumes, coffee and leather.
- Limited production of business stationery (used mostly in the professions).



### Calendar of events

December	16	Christmas Party chez Tyler (last meeting in 2013)
January	13	Bowls night at West Pymble Bicentennial Club
	20	Joy Aimée - How to write a best-seller
February	23	(Sunday) Inaugural District 9685 Conference - venue: the Concourse, Chatswood
June	1 - 4	Rotary International Convention - venue: Olympic Park, Homebush
	3	Rotary International Convention Home Hospitality Night

### Club officers and committee chairmen 2013-14

#### Board of directors

<b>President</b>	Tony McClelland
<b>Vice President</b>	John Aitken
<b>President Elect</b>	Tony McClelland
<b>Secretary</b>	Geoff Hungerford
<b>Treasurer</b>	Graham Maslen
<b>Director - Membership</b>	Roger Desmarchelier
<b>Director - Public Relations</b>	Michael Midlam
<b>Director - Club Administration</b>	(Vacant)
<b>Director - Service Projects</b>	John Aitken
<b>Director - Rotary Foundation</b>	Graham Timms

#### Service committee chairmen

<b>Club Service</b>	(Vacant)
<b>Vocational Service</b>	Michael Midlam
<b>Community Service</b>	Ross Lambert
<b>International Service</b>	Greg Newling
<b>Youth Service</b>	Joy Newling
<b>Bobbin Head Cycle Classic</b>	Peter Kipps
<b>Sergeant-at-Arms</b>	Greg Newling

### Club committees 2013-14

**Bobbin Head Cycle Classic:** John Aitken, Ross Egan, Peter Kipps, Tony McClelland, Michael Midlam, Adele Mitchell, Graham Timms

**Club History:** Malcolm Braid, Tom Jackson

**Club Service/Club Administration:** Geoff Hungerford, Graham Maslen, Michael Tyler (Koongga Editor)

**Community Service:** Lou Coenen, Gary Dawson, Roger Desmarchelier, Ross Egan (Daffodil Day), Bob Elsworth, Rob Hall, Chris Hoch (Red Shield Appeal), Geoff Hungerford (Markets) Caroline Jones, Nick Kenyon, Ross Lambert, Loïc Lacombe, Jack McCartney, Michael Midlam (Bowel Scan), Frank White (Markets)

**International Service:** David Forsythe, Graham Maslen, Adele Mitchell, Greg Newling, Peter Tang

**Membership:** Roger Desmarchelier, Dilys Geddes, Linda Lam-Rohlf

**Public Relations:** Michael Midlam

**Program:** Rob Hall, Ross Egan

**Rotary Foundation:** Graham Timms

**Vocational Service:** Michael Midlam

**Youth Service:** Malcolm Braid, Emyr Evans, Greg Goodman, Bob Ivey, Tom Jackson, Linda Lam-Rohlf, Joy Newling, Ted Price