



**Rotary theme 2008/09**  
**Rotary International**  
 1.2 Million Members worldwide  
 32,500 Clubs in 207 Countries  
 Rotary members serve those in need  
 and our Motto is "Service above Self"



# The Rotary Club of West Pennant Hills and Cherrybrook

## Club Bulletin

Volume No. 22  
 Issue No. 33  
 Monday 23 March 2009

### Tonight Monday 23 March 2009

Job talks – Ross Ballinger, David Turnbull, John Russell

### Next meeting - Monday 30 March 2009

Job talk – Douglas Lam

#### Duty Roster

This week – Monday 23 March 2009		Next meeting – Wednesday 30 March 2009	
<b>Chairman</b>	Howard Fleming	<b>Chairman</b>	Larry Jacka
<b>Night Reporter</b>	Graham Evans	<b>Night Reporter</b>	Brian Furrer
<b>Front Desk</b>	Hany Gerges	<b>Front Desk</b>	Michael Moroney
<b>Front Desk</b>	John Russell	<b>Front Desk</b>	Bob Myers
<b>Steward</b>	Peter Cleary	<b>Steward</b>	Rod Crossweller
<b>Steward</b>	Graham Coles	<b>Steward</b>	Rob Hamer

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#### President's Pen



President Tim thought he had better put some time into his paid employment again this week. He is forgoing his usual editorial again this week but will be back in print next week.

#### At our last meeting 16 March

Brian Furrer stood in for Pres. Tim who was away (as was Pres. Elect Graham). The meeting opened promptly with a statement "I aim to get the business part of the meeting over with quickly". Brian noted visiting Rtn Graeme Yates from Drummoyne RC, our guest speaker Bruce Gow, he noted that Héloïse is away on AusTour and that Howard has returned from his travels.

Graham Cuthbertson gave a brief summary of the weekend's Conference D9680 in

#### Meetings

Monday 6.30pm for 7.00pm – Springfield House – 245 New Line Road, Dural  
<http://www.wphcrotary.org>

Rotary Club of West Pennant Hills and Cherrybrook Inc. PO Box 103W West Pennant Hills 2125 Australia  
**APOLOGIES :** If you are unable to attend or are bringing a guest (even if they are your partner) you must book them in. Phone **9439 1422 before 11am** on the day of the meeting.

Newcastle: "we did it again! The most creative prize". The 25 attendees were dressed in black as zippers holding a hand saying "HI".



(Ed: you are probably thinking: "what the!"... well the theme was "fly high", so it makes sense ☺). Khoa Do was a brilliant opening speaker talking of his experience working with several homeless people giving them an opportunity to make a short movie... except they wanted to make a full length one, and did, and "The Finished People" was a hit (they are now movie stars). Khoa later directed Footy Legends and was Young Australian of the Year 2005. The conference was packed with good speakers, Rotary information and entertainment. The dinners on Friday and Saturday were very well done.

Graham is the organiser for the 2010 conference in Port Macquarie, so start thinking about attending this one. David Turnbull complimented Graham on the accommodation he organised - well done.

Brian discussed the scatter meeting night down for next week. After clarifying that it is a week where, instead of our regular meeting, members choose to do make up meetings with other clubs in our district (a list to be circulated to ensure a good spread of members to different clubs), it was agreed it should be deferred, since we have had several meetings away and we are not adequately prepared. So note that **Monday 23 March is now a regular meeting at Springfield** (and Keith has a speaker he will invite).

Dick Bushell spoke of a fundraising event sponsored by Inner Wheel: Harmony Spectacular Concert to raise funds for the McGrath Foundation, hosted by Rob Palmer from the T.V. Show "Better Homes and Gardens".

Castle Hill RSL on Sunday 5 April 2pm (for 2:30pm). A list was circulated for interest.

Allan Paynter advised we will have an Exchange Student in 2009/2010. Her name is Fabienne Meyer from Switzerland. Please consider being a host parent.

Clive advised that planning is well under way for this years Art Competition. Rosemary and Colomba have compiled the packs which will be issued to the eleven schools which have expressed interest. Information will also be sent to the sponsors.

Graham Coles advised Monday 6<sup>th</sup> April is a Wine and Cheese Night. There will be wine samples and platters of food. Judy and Timu will provide the music, and we may even be able to get Frank to sing for us! It will be a fun night.

Hany Gerges then provided a very interesting job talk. He started with a picture of the Great Pyramid of Giza,



not because it houses his ancient decendents, but because Hany was born in Egypt, in a small town on the Suez Canal. He was a student of Sydney University and has worked his dental practise, The Dental Touch, since 2000. There are two identical operatives, fully equipped with the latest digital technology, including digital xrays, intra oral cameras etc. Hany's practise (Ed: why do they call it a practise?) focuses on prevention and restoration, with an aim to preserve the dental structure. "The teeth are important, as they allow us to eat to be healthy". He provided some visual examples of teeth whitening (laser technology), cosmetic dentistry (porcelain crowns and

veneers), and dental implants (the length of the mounting screw was a bit scary). The audience just had to ask "how much?" to which Hany replied, "its not that easy" (he should be in politics!). Hany also does orthodontics, and focuses on no extractions. Again and again the "what does it cost" question was asked... you would think our fellow Rotarians fear the invoice more than the procedure! (Hany offered a discount for his mates, to ease that pain!). He even treats sleep apnoea and snoring problems (in some cases uses a MAD thing... now that's scary). Then Howard proceeded to tell of his experience with a bad toothache one new year..... (Ed: I'm not sure if he got to the end of that yarn).

Then Ross Ballinger introduced Bruce Gow, a "Search Engine Guy" and a "Google Adwords qualified individual".



His topic was "Making Business Grow on Google". Bruce started by explaining he owned a pest control company (Ed: that would make him good at debugging code! sic.), but he sold that. He had actually built up that business very successfully by developing web pages, and experimenting with search criteria to optimise successful hits (and sold it for a very good price). With that experience it was natural he would try his hand as a web page developer with focus on the Google certification. "What is Adwords?".... it's the service that provides the context specific adds on the RHS of a Google search, and can cost anywhere from \$.09 to \$10.00 per click. It is important to get it right, to make the hits count. Then he proceeded to discuss different aspects of SEO

(Search Engine Optimisation) and suggested the link <https://adwords.google.com/select/KeywordToolExternal> where you can see how many hits various keywords get, and the cost per click. This allows you to see how effective a keyword being considered would have been. He proceeded to explain "crawler based listings", link strategies, explained the term spider, title tags, landing pages etc etc.... Many questions were posed showing a high level of interest. Bruce did compliment our club web site, saying we had done everything right (well done Dick). In summary, a very relevant topic for those in business, but for some, a bit technical.

Rob Hamer won the ticket draw, and Clive the heads and tails.

The fines session went very well. Everyone who went to Conference (the raging zippers) as well as those who didn't (Pru did really well with that one), all those who were more concerned by costs during Hany's presentation, and apparently, someone went to sleep at the BowelScan table (maybe he finished his book?) - we all had a chance to contribute.

Brian declared that Tuesday nights Board meeting would be deferred, and closed the meeting at 8:50pm.

Bob Davison, night reporter.

### Birthdays and Anniversaries



#### Anniversaries



Mon 23 March  
Catherine and Michael Moroney

Tuesday 24 March  
Dianne and Jim Simpson



#### Birthdays



None this week

### Wine and Cheese night

#### Monday 6<sup>th</sup> April (Partners Night)

We are organising a Wine & Cheese night on Monday 6<sup>th</sup> April at Springfield where we will provide a selection of good quality wine and cheeses for tasting purposes.

In addition we will have platters of finger food to compliment the special wines. There will be ample food available so please don't be concerned about missing your meal on the night.

Entertainment will be provided and dancing with your partner and others is encouraged.

We will minimise Rotary business to give us plenty of time to enjoy the beautiful food and wines.

If possible we will have a professional wine taster available to answer your questions

All of this for the normal cost of \$28 per head

Why not bring a few friends or potential members to show them what Rotary is all about.

We will organise a raffle or two with good prizes and raise a few dollars for our nominated charities.

Any enquiries please call Graham Coles on 0400 496 394.

### Harmony Spectacular



#### Inner Wheel A53 District Committee

Would like to Invite Members and friends of The Rotary Club of West Pennant Hills and Cherrybrook to :

### **A Harmony Spectacular**

*Featuring*

Australia's Male Small Chorus Harmony  
Champions

**HILLS HARMONY**

Leading Female Harmony Chorus

#### **CIRCULAR KEYS**

Leading Central Coast Harmony Chorus

#### **SOUNDWAVES**

*Compered by popular TV DIY Presenter,  
**ROB PALMER,***

*from the top rating show, Better Homes and  
Gardens*

Net Proceeds to **McGrath Foundation** come along and enjoy a fantastic afternoon of entertainment whilst supporting this very worthwhile cause.

**Sunday 5th April 2009**  
**at Castle Hill RSL – Lyceum Auditorium**  
**Show Starts at 2.30 pm**  
**Tickets \$40.00 each**  
**drinks available at bar prices**

**Please Contact :**  
**Ros or Dick Bushell**  
**8850 4806**  
**Before 26th March 2009**

### Art competition Sponsors

The following have kindly agreed to sponsor our upcoming school art competition.



### Letter from Caitlyn

Hej to all my favourite Rotarians back home!

The end of my first full month has officially come, and it's been pretty eventful so far!

Well I had my first day at school on Feb 2nd which was scary for about the first 30 seconds. Then I walked in and met my class and now I love it! Everyone is very nice and willing to speak English in order to teach me Danish (if that makes sense), and they have so far invited me to every party, coffee, lunch, dinner and everything else that has been held since I started! The classes I'm taking are English (which I'm shockingly good at), Danish (which is very good for giving me headaches), Maths (which you'd think would be easy seeing as numbers are the same in every language - but you'd be wrong), History (which is good at putting me to sleep), Sport (which is great for embarrassing me), French (just to throw another language into the mix), Chemistry (which i'm not allowed to do until I can speak the language in case I mix the wrong thing and blow the school up) and Biology (just for fun).

Each year, every class in the second grade (which I am in) at my school takes a trip to somewhere around Europe. My guidance counsellor (who is in charge of all of the exchange students at Sct Knuds) told me that chances are I was too late to attend the trip with my class, and that she would speak to the travel agent to see what they could do. So he worked his magic and guess who's going to Rome next weekend? I'm very excited as I have a sneaking suspicion that the sun might actually be a presence in Rome! The average temperature in Denmark at the moment is still hovering on a delightful 3 degrees celcius.

The biggest relief I've had since I last wrote is that I can officially say that I am no longer living out of a suitcase! I spent my first two weeks living with my counsellor, my third week on camp and my fourth week with my second family (as my first one was on holidays), so I never actually got to unpack. It is a relief to be able to say that I am now putting a wardrobe and chest of drawers to good use!

On the 8th February I left for the Rotary Introduction Camp that was held in Randers. There were 45 exchange students there from all over Denmark staying at Nørgaards Højskole, a boarding school that doubled as a camp

site. We spent a week taking intensive Danish courses (which naturally included a two hour seminar on swear words) and nightly activities such as a creative workshop, theatre sports and mega-quizzes. We visited Viborg to see the old cathedral and city there, and took a trip to Århus to visit the Aros art museum. There there was a sculpture called 'The Boy' that was created by an Australian artist. On the last night of camp there was a variety show segment, in which myself and one of the other Australian exchange students wrote and hosted the First Annual Intro Camp Awards, where we gave out spoof prizes to fellow exchange students. It was very fun and the video can be found on YouTube.

Highlights from camp were the Brazillions stripping down to their underwear when it snowed and making snow angels as well as having snowball fights and playing hide and seek. They were very excited because it was the first time most of them had ever seen snow before. Other highlights were the theatre sport competitions and the class against class danish tournaments, which were always very heated and competitive. It was a really fun week and it was so sad to leave at the end of it because everyone became such good friends! But this coming weekend is the Rock In Randers music camp so all of the students will get to see each other again! The same Australian student that I hosted the awards with and I are putting on another show for it - we just have to figure out what!

Since moving in with my new family I have already met both sets of grandparents as well as miscellaneous cousins, neighbours and friends. I've been to two school parties, 6 birthday parties, 3 just-for-the-hell-of-it parties and 2 family get togethers - the Danes definitely doesn't shy away from celebrations! I've been attending language school twice a week, 4 hours at a time for the last three weeks and i'm slowly improving. I can now tell you who I am and where I come from, have a basic conversation, call for help, say "thanks for dinner" and swear better in Danish than I can in English.

At my school there are 7 other exchange students, and at the language college there are two classes of 20 of us. All of the students see each other at least every second day if not every other so it's great

for all of us to have such a huge support network!

Minor complications I've had so far have been a rather heavy disagreement with my bike and a heated argument with an ATM. My first day of school I was home alone in the morning so had to leave enough time to ride my bike to school as no one could drive me. My councillor neglected to tell me that the bicycles in Denmark are evil. The wheels of my brand new bike were flat as well as the seat being approximately 2 metres off the ground, so the journey was an interesting one to say the least. I now walk to school and my bike has a cosy residence in the basement of my councillor's apartment building. The ATMs in Denmark don't seem to like Australian bank cards, as one of them ate mine the first time I tried to use it. It has been quite inconvenient having to budget my 750kr Rotary allowance (roughly \$180aus) to last 3 weeks whilst I was opening a new bank account, but I managed!

Upcoming events are another classmates birthday party on thursday night and then the Rotary camp this weekend, and Rome next weekend. If you thought my first two reports were long just wait until the next one!

Soak up some sun for me!

Vi ses,

Caitlyn

### The Financial Crisis

Heidi is the proprietor of a bar in Berlin . In order to increase sales, she decides to allow her loyal customers - most of whom are unemployed alcoholics - to drink now but pay later. She keeps track of the drinks consumed on a ledger (thereby granting the customers loans).

Word gets around and as a result increasing numbers of customers flood into Heidi's bar.

Taking advantage of her customers' freedom from immediate payment constraints, Heidi increases her prices for wine and beer, the most-consumed

beverages. Her sales volume increases massively.

A young and dynamic customer service consultant at the local bank recognizes these customer debts as valuable future assets and increases Heidi's borrowing limit.

He sees no reason for undue concern since he has the debts of the alcoholics as collateral.

At the bank's corporate headquarters, expert bankers transform these customer assets into DRINKBONDS, ALKBONDS and PUKEBONDS. These securities are then traded on markets worldwide. No one really understands what these abbreviations mean and how the securities are guaranteed. Nevertheless, as their prices continuously climb, the securities become top-selling items.

One day, although the prices are still climbing, a risk manager of the bank, (subsequently of course fired due his negativity), decides that slowly the time has come to demand payment of the debts incurred by the drinkers at Heidi's bar.

However they cannot pay back the debts.

Heidi cannot fulfil her loan obligations and claims bankruptcy.

DRINKBOND and ALKBOND drop in price by 95 %. PUKEBOND performs better, stabilizing in price after dropping by 80 %.

The suppliers of Heidi's bar, having granted her generous payment due dates and having invested in the securities are faced with a new situation. Her wine supplier claims bankruptcy, her beer supplier is taken over by a competitor.

The bank is saved by the Government following dramatic round-the-clock consultations by leaders from the governing political parties.

The funds required for this purpose are obtained by a tax levied on the non-drinkers.

Finally an explanation I understand.. Ed

**Thoughts for the week**

I have kleptomania, but when it gets bad, I take something for it.

My short-term memory is not as sharp as it used to be.  
Also, my short-term memory's not as sharp as it used to be.

A bartender is just a pharmacist with a limited inventory

The statement below is true.  
The statement above is false.

Contributed by Barry Freeman

<b>Club Programme 2008/2009</b>			V49 updated CMcG 18.3.09	
<b>Mar-09</b>		<b>March Activity - Literary Month</b>	<b>Partners</b>	<b>Organiser/Contact</b>
<b>Sat</b>	<b>7 to 21</b>	<b>Bowel Scan 2009 - Sat 7 March thru to Mon 21 March</b>		<b>Barry Lambert</b>
<b>Mon</b>	<b>23</b>	<b>Normal Meeting- Scatter Meeting abandoned</b>		<b>Tim Bowland</b>
Mon	30th	Job Talk Doug Lam		
<b>Apr-09</b>		<b>April Activity- Magazine</b>	<b>Partners</b>	<b>Organiser/Contact</b>
Mon	6	Wine and Cheese Night (Treasurer inspired) +Job Talk - John Russell	<b>Yes</b>	Graham Coles
Mon	13	No Meeting- Easter Monday		
Sat	18	DIK Working Bee		Bob Davison
Mon	20	Meeting		
Tue	21	Club Board Meeting		Tim Bowland
Sat	25	Anzac Day		
Mon	27	Anzac Remembrance Dinner Castle Hill RSL Lyceum Auditorium -Presentation on "The Missing Diggers of Fromelles"-coordinated by WPH Lions (6.30 for 7pm)	<b>Yes</b>	
<b>May-09</b>		<b>May Activity</b>	<b>Partners</b>	<b>Organiser/Contact</b>
Mon	4	Foundation Dinner		
Mon	11	Meeting		
Sat	16	Bush Walk- date to be confirmed by PG	<b>Yes</b>	Peter Garnett
Mon	18	Dr Peter Tuchin	<b>Yes</b>	
Tue	19	Club Board Meeting- Incoming and Outgoing Board		Tim Bowland
Mon	25	Meeting		
27 May- June 1		Vanuatu Project Team 1		Bob Davison
Sat	30	Muna- James Ruse Agric School + 2nd round of Friendship Dinners		
Sun	31	Muna- James Ruse		
<b>Jun-09</b>		<b>June Activity- Rotary Fellowship</b>	<b>Partners</b>	<b>Organiser/Contact</b>
Mon	1	Meeting		
4 June -14 June		Vanuatu Project Team 2		Bob Davison
Mon	8	Pub Hol - Queens Birthday		
Sat	13	DIK Working Bee		Bob Davison
Mon	15	Heloise Hansen final presentation		
	21-24	International Convention, Birmingham England		
Mon	22	<b>Art Competition Presentation</b>		Clive Denmark
Mon	29	Club Changeover TBA		Tim Bowland

Details of the full Club program for the remainder of the 2008-2009 year can be found in the Club website  
[www.wphcrotary.org](http://www.wphcrotary.org)