



BERITA ROTARY

OUT-OF-HOME MEDIA SOLUTIONS

(By Colin Tan)

Last Wednesday's speaker began his talk with showing a slide carrying the heading 'What is Digital Signage?' and then provided the answers, namely:

Digital signage is a form of electronic display that shows information, advertising and other messages. Digital signs – such as LCD, LED, plasma displays or projected messages can be found in public and private areas like in retail stores and corporate buildings. He provided a slide showing following examples -

cameras, TVs and digital advertising will have become indispensable and Email and the Internet – having increased from 35 to 95% usage – will be the same as fixed telephone lines and telefax machines of years gone by.

Fact 2 – The future generations will benefit from a faster bandwidth resulting in technology advancements. They will spend much more time downloading and building their own social network, utilizing blogs compared to the 'static' web pages of 5 years ago. 'Netizens' will be the voice in cyberspace.

Fact 3 – We are already seeing a trend of globalization where work can be done from virtually anywhere, all because of the advancement of media and digital solution that is taking place with ever increasing speed.



Mr Tan went on to declare that digital signage is part of digital communication and that a paradigm shift is taking with the next generation of digital communication.

Fact 1 - Changes of tomorrow will result in a 'screen based generation' where Iphones; notebooks; and Mp4,

Fact 1
Changes of tomorrow... 'screen based generation'



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BERITA ROTARY

ANNOUNCEMENTS / DIARY

COMMITTEE

ANNOUNCEMENTS

MEMBERSHIP

COMMITTEE

Meeting every 2nd Wednesday of the month

CLUB ADMINISTRATION

COMMITTEE

Nest meeting will be held on 06 January 2010 at 14:00 hrs (immediately after the luncheon meeting)

SERVICE PROJECTS

COMMITTEE

Meeting every 3rd and 4th Wednesday of the month (immediately after club meeting)

CLUB

ANNOUNCEMENTS

Rtn M JAYABALAN

Pres. Rizal Sardon wishes to announce with regret that Rtn Jayabalan has tendered his resignation as President-Elect and Board Member, effective immediately.

AGM OF RCKL DIRAJA AND KLRCF

Date:

30.12.2009

Venue:

Shangri-La Hotel

Agenda:

Accounts 2009

Election of Office Bearers 2010/11

41st District Interact Conference

Date: 10-13 December

Venue: INTI University College, Nilai

Objective: Provide leadership training and motivation

DISTRICT

ANNOUNCEMENTS

DISTRICT CONFERENCE

The 75th District Conference will be held as follows:

Date:

08-10 January 2010

Venue:

Holiday Villa Hotel & Suites Subang, Selangor

Host Club:

RC Gombak

Partner Clubs:

RC Sentul, RC Titiwangsa

PROGRAMME

HIGHLIGHTS

08 Jan:

Golf Competition / Registration / Fellowship Dinner

09 Jan:

Opening Ceremony / Plenary and Workshop Sessions, Governor's Banquet

10 Jan:

Plenary Sessions / Closing Ceremony, Farewell Lunch

Register online via District website or contact Hon. Secretary Mohd Ridza Abdullah



BERITA ROTARY WEEKLY PROCEEDINGS

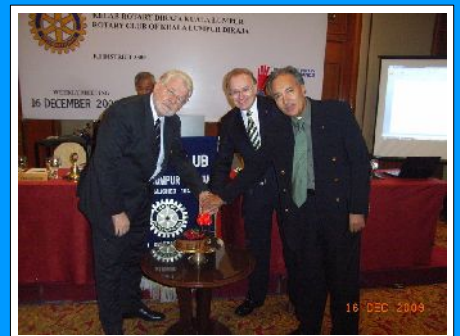
16 December 2009

ATTENDANCE / ON DUTY

- RCKL Rotarians:** 33
- RCKL Rotarian Make Ups:** None
- Convener:** Rtn Lim Che Wan
- Sergeant-At-Arms:** Hon. Treasurer Richard Barrett
- National Anthem and Loyal Toast:** Rtn Loo Kok Yuen
- Speaker:** Mr Colin Tan
- Topic:** Out-of-Home Media Solutions
- Speaker Introduction:** Hon. Treasurer Richard Barrett
- Closing Remarks:** Rtn Dr Teo Choo Kum



Acting SAA Hon. Treasurer Richard Barrett



Birthday 'boys' Rtn Friedrich Kreutzberg and PPs Stuart Pack and Mohd Hanif

VISITING ROTARIANS AND GUESTS

Rotarians
None

BIRTHDAYS/WEDDING ANNIVERSARIES

Birthdays
Rtn Lau Pak Fatt - 23.12.
Rtn David Law - 25.12.

Wedding Anniversaries
Rtn Willie Nee - 24.12.
PP Attan Akmar - 25.12.
Rtn Jefferey Zain - 26.12.



Welcome back, Rtn Michael Schmermer (with his guest Ms Seneri)

Invited Guests

- Ms Minna Seneri - guest of Rtn Michael Schmermer
- Ms Sabrina Low - guest of PP GS Gill
- Mr Radzi Yusof - guest of VP Nor Halim
- Dato' Hj Abdul Aziz Rahim - guest of Rtn Loo Kok Yuen
- Mr Steven Koh)
- Mr Roger Kerk) - guests of the club



Rtn Dr Teo Choo Kum presenting the certificate of appreciation to Mr Colin Tan



BERITA ROTARY

RI NEWS

Hundreds Attend Chartering of Two Clubs in New York

(By Arnold R. Grahl - Rotary International News)



Kalyan Banerjee, RI President-nominee presents charters to the Rotary Clubs of Hicksville South and Jericho Sunrise, both on Long Island, during a ceremony at the Garden City Hotel.

More than 65 new Rotarians joined hundreds of others for a ceremony 1 December in New York City to celebrate the chartering of two new clubs.

Kalyan Banerjee, RI president-nominee joined Ravi Bhooplapur, Governor of District 7250, to present charters to the Rotary clubs of Hicksville South and Jericho Sunrise, both on Long Island, during a glittering ceremony at the Garden City Hotel. India's Consul General in New York, Prabhu Dayal, also attended and was made an honorary member of the Hicksville South club. Speaking to the assembled professionals and business owners, Banerjee called Rotary the world's greatest service organization, noting that

it is held in such high esteem that the Bill & Melinda Gates Foundation did not hesitate to give \$355 million in challenge grants to help in the effort to eradicate polio.

Kamlesh Mehta, a diamond merchant and publisher of the South Asian Times, is the President of the 37-member Hicksville South club. Vimi Sikka, an educator and social worker, serves as President of the predominantly female Jericho Sunrise club, which has 30 charter members. The members of both clubs are largely Indian American. Reflecting on the high number of women in the clubs, Banerjee invoked a saying by former British Prime Minister Margaret Thatcher: "If I want something said, I ask a man to do it. If I want anything done, I always ask a woman.

"The best clubs that I've seen are always run with feminine instincts -- with understanding, with care, with love, with compassion, with passion, with simplicity, with sincerity," he added. Bhooplapur encouraged the new club members to invite friends and co-workers, and demonstrate that Rotary is open to all. "Rotary offers so many avenues of service," he said. "There is a place for everyone. If you seek a place for Rotary in your life, you will find Rotary shall improve your life."

(Continued on page 5)



The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



BERITA ROTARY

RI NEWS / GUEST CORNER

(Continued from Page 4)

The national anthems of India and the United States were played at the beginning of the ceremony.

Mehta explained how, within weeks of the idea surfacing, a group of like-minded friends began meeting, drawn by

Rotary's diverse, nonpolitical, and nonreligious structure. Sikka noted that she drew inspiration from Bhooplapur and his wife, and thanked Mehta for extending his full support in the formation of the Jericho Sunrise club.

AMENDED RULES OF KLRCF

(Submitted by Rtn Louis Cheah)

Sect.11

...of "The Societies Act" provides that any amendment to the rules of any society must obtain the prior approval of the Registrar....and any society that amends its rule must apply to the Registrar within 60days...

The application is NOT merely a submission of a letter but must be done using Borang 10 (in triplicate), accompanied by 5 copies of the amendments and 2 sets of the minutes of the meeting(s) at which they were dealt with. And they must be signed by the relevant office bearers. Fees for the application

must be paid, too. The liability under this section is on the office bearers and the society, who can be fined if they are found to be in breach of Sect. 11.

Until the approval is given... the amendments cannot be implemented. Don't get me wrong... I just don't want to see our club being fined or the officer bearers landing in hot soup... like the CoPP amendments which apparently were not filed nor were the requisite fees paid

The Four-Way Test

Of the things we think, say or do:

- 1) *Is it the TRUTH?*
- 2) *Is it FAIR to all concerned?*
- 3) *Will it build GOODWILL and BETTER FRIENDSHIPS?*
- 4) *Will it be BENEFICIAL to all concerned?*