



Reach Within to Embrace Humanity

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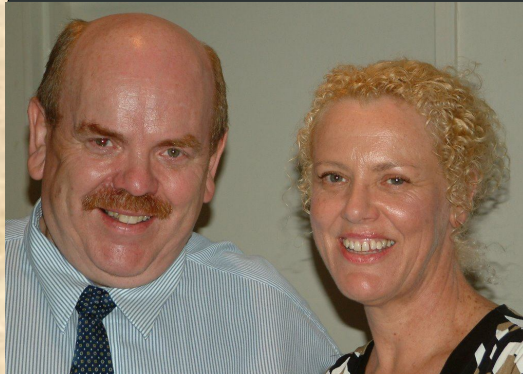
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Meeting Apology

Please use the club web-site **before 3 pm** on meeting day to apologise or add a guest, or you will be required to reimburse the club for your meal cost.

<http://www.kuringgairotary.org.au>

New Member Ross Lambert



Ross Lambert and his wife Penny

Malcolm Braid has been a long term friend and he introduced Ross to our Club.

Ross has been allocated the Classification Digital Marketing

Ross is welcome to our club and his work skills and history in school P&C will compliment the needs of our membership.

Greg Newling

Greg addressed the club and recommended two projects for consideration

Projects for funding.

The United Future Fund which is building schools in Uganda. Our club received a presentation several months ago

Greg has asked for \$3,000

Eagles RAPS needs funds for a bus

Greg has asked for \$4,000

A bus is available from The Clarke Road School for this amount

This Week

Pam Pritchard

Last Week

Guest Speaker Ian Ralph

Greg is IT manager at SCEGS and he previously taught science

He is into restoring classic motorcycles.

Report over

Peter Kipps

Peter showed our new brochure with Graeme Creed's photo included.

Adele arranged for low cost printing of the brochure

Linda arranged Graeme Creed and also for him to attend a photo shoot today at the start line of the BHCC

The photo shoot with Graeme Creed and a story will appear in the North Shore Times

Photos over

Graeme Creed photo shoot



Graeme Creed, Derryn Heilburth and Roger Desmarchelier



Tony McClelland, Derryn Heilburth, Graeme Creed, and Roger Desmarchelier

Youth Insearch

Over the weekend of 25-27 November, Youth Insearch is holding their last camp for the year and we are assisting with catering. This time it is being held at the Outdoor Education centre at Mangrove Mountain and we need 3-4 volunteers in shifts from 4pm Friday 25 until after lunch on Sunday. There is an in-house chef and we will be helping with preparation, serving and cleaning up as well as decorating the dining room for their Christmas dinner on Saturday night. Accommodation is provided. If you are able to help, please see me on Monday night or email me (joy@hamble.com.au) to let me know what time suit you best. Youth Insearch is an inspiring organisation and they really appreciate our support.

Joy Newling

Ian Ralph Guest Speaker

I.T.'s (Internet Technology) an Arms Race

The battle lines:
Search engines
Search algorithms
Social Media
Astroturfing
Your online reputation
Productive competition
The bad stuff
Viruses
Malware
Spam

There used to be a lot of competition for search.

Google really has cornered the search market but the real competition is not between search providers, it's between people who want to get their pages to the top of the google page rank.

Google uses a page rank algorithm that moves pages to the top of the search screen.

PageRank is a [link analysis](#) algorithm, named after [Larry Page](#)^[1] and used by the [Google](#) Internet [search engine](#), that assigns a numerical weighting to each element of a [hyperlinked set](#) of documents, such as the [World Wide Web](#), with the purpose of "measuring" its relative importance within the set

Google has not disclosed the precise method for determining a Toolbar PageRank value

For [search engine optimization](#) purposes, some companies offer to sell high PageRank links to webmasters.

- 1.) The search results on Google.com were becoming increasingly ineffective because they were littered with "web spam" and articles from "content farms" (sites creating faux content to turn as many ads as possible).
- 2.) Social media has been replacing traditional web search for many different kinds of information gathering and Google didn't have a legitimate play in social.
- 3) Rupert Murdoch thinks that Google is stealing his IP and is working to put it behind pay walls.

Governments want to know what you are doing on Google

divulge user information, such as their personal contact information, or what they did using Google's services they asked Google to remove pieces of content from their services

Requests have gone up 29% in the first 6 months of 2011*

Protect privacy with open source, backdoor-free encryption

The information shows things like 757 items being requested to be removed by the US Government, 646 by South Korea, 121 by China, and so on.

Then, Google says how many of these requests it complied with. In some cases, like for the US, they specify how many were for copyright issues, defamation, and so on.

They also divide the requests by service, such as YouTube, Blogger, AdWords, and so on.

When it comes to obtaining user data, the numbers are even more impressive. The various United States government entities asked for information on 11,057 users or accounts. Google complied with 93% of those.

Ian Ralph Guest Speaker

The second highest number is India, with 2,439 requests. In that case, the company complied with 70%.
If the alternatives are social networking sites. Can we trust them?

Astroturfing is a form of advocacy in support of a political, organizational, or corporate agenda, designed to give the appearance of a "grassroots" movement. If you've wondered how far to trust the information that you're getting on the internet, who writes the reviews of films or books? Or makes all those comments? And how many friends or followers someone has on Facebook or Twitter?

Well, you're right to wonder. It's frighteningly easy for one person hiding behind many fake identities to manipulate the flow of ideas or the wonders of a particular toaster, or the evil of a certain politician.

With the incredible rise of social media, this kind of deception is now infecting traditional media, as journalists source much of their information from the web, or are echoing online trends; that's 'trends' in inverted commas. And as you'll hear on the program today, anyone with the right bit of software can look like a worldwide movement. This phenomenon has a name; it's called 'online astroturfing'.

Hagar Cohen: In Australia some time ago, a digital marketing agency was hiring people to operate multiple fake identities on the web. The job ad went on the Gumtree website, and it reads:

The job requires you to have very good search skills and to find conversations online. You'll then take on a supplied persona and join in on the conversation. You'll have to be very clever and adaptive and if you don't know about a subject, then you'll have to learn how to sell yourself as authentic.

How your reputation can be damaged

According to grand jury testimony recited in court, among the comments posted on the page were that the ex-boyfriend, a narcotics detective, was "high all the time", had herpes and frequented prostitutes and escort services.

Read more: <http://www.smh.com.au/technology/technology-news/fake-facebook-page-exlover-to-face-trial-for-identity-theft-20111104-1mygg.html#ixzz1cv6Ch6f0>

But not all computing is a war between providers. Kaggle is competitive, but there are some great prizes for smart people

Foldit is an [online puzzle video game](#) about [protein folding](#).

It is part of an experimental project, developed as a collaboration between the [University of Washington's](#) departments of [Computer Science and Engineering](#) and [Biochemistry](#). The objective of the game is to fold the structure of selected [proteins](#) to the best of the player's ability, using various tools provided within the game. The best solutions are analysed by researchers, who determine whether or not there is a native structural configuration (or [native state](#)) that can be applied to the relevant proteins, in the "real world". Scientists can then use such solutions to solve "real-world" problems, by targeting and eradicating diseases, and creating biological innovations.

Ian Ralph Guest Speaker

Three Factor Authentication does battle

'Something you know', such as a password or PIN
'Something you have', such as a credit card or hardware token

'Something you are', such as a fingerprint, a retinal pattern or other biometric

As of 2008, Windows Update had about 500 million clients, processed about 350 million unique scans per day, and maintained an average of 1.5 million simultaneous connections to client machines

SPAM

Faxes

E-mail

IM

Newsgroups

Web search engine

Blogs

Wikis

SMS spam

Social Networking

Bots do the dirty workA botnet operator sends out [viruses](#) or [worms](#), infecting ordinary users' computers, whose payload is a malicious application—the *bot*.

The *bot* on the infected PC logs into a particular C&C server (often an IRC server, but, in some cases a web server).

A spammer purchases the services of the botnet from the operator.

The spammer provides the spam messages to the operator, who instructs the compromised machines via the IRC server, causing them to send out spam messages.

Computers are recruited into a botnet by running malicious software. This may be achieved by a [drive-by download](#) exploiting web browser vulnerabilities, or by tricking the user into running a [Trojan horse](#) program, possibly in an email attachment.

As with any malware, there is no general rule; the software controls the computer and can do anything. It will typically install modules which allow the computer to be [commanded and controlled](#) by the botnet's owner. The Trojan may delete itself, or may remain present to update and maintain the modules.

Postini is an [e-mail](#) and [Web](#) security and archiving service owned by [Google](#) since 2007. It provides [cloud computing](#) services for filtering [e-mail spam](#) and [malware](#) (before it is delivered to a client's [mail server](#)), offers optional e-mail archiving, and protects client networks from web-borne malware.

Remainder of 2011-2012 Calendar

Mondays	Speaker	AG	Board meeting (5.30pm)	Weekends
Monday 14 November	Pam Pritchard			
Monday 21 November	Over to you; Ross Lambert	10-on-me		
Monday 28 November	Eating for Life			25-27/11 Insearch
Monday 5 December	AGM; Elevator statement	BOB	Board meeting	
Monday 12 December	Christmas party			
Monday 19 December	Christmas break			
Monday 26 December	Christmas break			
Monday 2 January	Christmas break			
Monday 9 January	Banjo Paterson		Board meeting	
Monday 16 January	Bowls night	BOB		
Monday 23 January	Travel Quiz: Adele			
Monday 30 January	Movie night			
Monday 6 February	Ted Waters: community involvement in fund raising			Board meeting
Monday 13 February	Pride of workmanship			
Monday 20 February	ROMAC: Philip Smith			
Monday 27 February	Maxine Brodie			
Monday 5 March	Saving our Heritage		Board meeting	
Monday 12 March	Tales from a Dilly Bag	Diana Hanks		16-18/3: Conference
Monday 19 March				25/3: Bike Classic
Monday 26 March				
Monday 2 April			Board meeting	
Monday 9 April	Easter Monday			
Monday 16 April	New members' night			Trivia night
Monday 23 April		BOB		
Monday 30 April				
Monday 7 May			Board meeting	Dinners for eight
Monday 14 May				
Monday 21 May	Hat day			
Monday 28 May				Red Shield collection
Monday 4 June			Board meeting	
Monday 11 June	Queen's birthday			
Monday 18 June	MUNA			
Monday 25 June	Changeover			

Guest Speakers and events

14 November	Pam Pritchard
21 November	Members Forum
28 November	Eating for Life
5 December	AGM; Elevator statement Board meeting
12 December	Christmas party
19 & 26 Dec & 2 Jan	Christmas break

9-Jan	Banjo Paterson	Board meeting
16-Jan	Bowls night	BOB
23-Jan		
30-Jan	Movie night	
6-Feb		Board meeting
13-Feb	Pride of workmanship	
20-Feb		24/2 Growers' market
27-Feb		
5-Mar		Board meeting
12-Mar	Dilly Bag	16-18/3: Conference
19-Mar	Who do you know?	25/3: Bike Classic

Members welfare

John Hessel will stay at the Roden Cutler home, he is not allowed to drive but will come to Rotary if someone can drive him

Guests

Penny Lambert, Ross Lambert, Margaret Braid, Joyce Cribb, Laurel Jackson, Ian Ralph guest speaker

Apologies & Guests

Members are booked in to attend every regular meeting of the Club, if you cannot attend a meeting or wish to book in a guest / partner please access the WEB at <http://www.kuringgairotary.org.au> before **3.00 pm** on the day of the meeting. An apology for future meetings may also be entered. If you do not apologise for non-attendance the Club must pay for your meal and you will be asked to reimburse the Club.

Rotary Acronyms

Market roster

MARKET ROSTER	11 December
BANNERS	White, Frank
SIGNS	Timms, Graham Hungerford, Geoff
MORNING SET UP	White, Frank Thompson, John
PR	Lam-Rohlf, Linda
1ST SHIFT 8.00 to 10.30	Forbes, Wally Kennedy, Irene
2ND SHIFT 10.30 to 1.00	Hoch, Chris Krishnan, Bala
3RD SHIFT 1.00 to 3.30	Houghton, Judy Tang, Peter

MARKET DUTIES: You must initiate changes & advise Geoff Hungerford. Third Shift returns signs & bins to St George Bank

Door team

Duty	November
Greeter	Michael Tyler
Team	Irene Kennedy
Team	Tom Jackson

NOTE: The door team is responsible for welcoming visitors and guests, recording payments and issuing copies of the rec-

Happy days November 2011

Birthdays	
Bala Krishnan	10-Nov
Peter Tang	18-Nov
Chris Hoch	22-Nov
Wally Forbes	27-Nov

Anniversaries	
Michael and Kerry Midlam	1-Nov
David and Patricia Forsythe	30-Nov

Bank Details

From 1 July 2011 we have a new bank account at Westpac Turramurra.

Rotary Club of Ku ring gai **Project** account
 BSB 032089
 Account 253333

Rotary Club of Ku ring gai **General** account
 BSB 032089
 Account 253341

Claims must be presented with a completed remittance advice which you can download from the WEB.

All payments to you will be made electronically (I do not have a cheque book) so please include your BSB and account when you make a claim.

When you make a payment please ensure you include your name in the details