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Meeting Apology

Please use the club website **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>

Joy Newling

With regret I advise the passing of Joy Newling's mother. Flowers have been sent to Joy to convey or condolence.

Helen Egan

Also with regret I advise the passing of Helen Egan's mother. Helen's mother lived in England. Flowers have been sent to Helen to convey or condolence.

Christmas Party

Christmas Party - 6.30 for 7pm
17 December at Rogers home.
14 Ganmain Rd,
PYMBLE

Tables and chairs are being organised by Geoff Hungerford and Greg Newling.

Judy Houghton is organising the food and is circulating a list of requirements.

Christmas Cards

Ross Lambert has a supply of Rotoract Christmas cards
\$10 per pack

Carols by Candlelight

Roger and others attended and distributed 4,000 bags

Christmas Cakes

Ted Price

The cakes and puddings have arrived.

Xmas cake 16.50

also a box of 4 small cakes for \$7

Last Week

AGM

This Week

Five on any subject from Roger Judy Houghton, Joy Newling, Chris Hoch, Caroline Jones, Tom Jackson, Malcolm Braid and David Forsythe

Clarke Road School

Joy Newling attended the annual prize day. Every student was presented with an award

RYLA Karina Shenzhen

Karina is studying Engineering at UTS and working with RTA in design. She went to Sweden as part of her study and learnt about different cultures. She is a leader in Guides and she shares a group of 14 Guides

She is looking forward to RYLA to understand what it is about.



District Conference

Final District Conference as District 9680

15-17 March 2013 at Shoalhaven

Have you thought of going? Why not join us for a weekend of inspiration and fun?

Please see Joy or Greg for more details.

Vocational Report Michael Midlam

Preparation for next year's Pride of Workmanship evening is well underway with four recipients from the police and the office administrator from Clarke Road School.

International Report Greg Newling

A number of projects have reached the stage whereby we are about to make financial contributions as per our budget. These include Mahboba's Promise \$1000, Rotarians against Malaria \$1000, Romac \$1000. Also the School for Uganda project is advancing and we are awaiting matching grant approval before this can proceed any further. Final approval will be sought from the Board to make these payments.

Youth Report Joy Newling

Our Involvement with Clarke Road School is continuing and we have become a valuable member of their community with the interest Joy has been showing. Greg also visited and was moved by what he observed and by the involvement of the staff. Our Rotary BBQ continues to be mentioned, we may yet be asked to restore it in a new location. Awards were presented to local schools as per our previous experience.

BHCC Peter Kipps

Peter visited Ku ring gai Council and made a contact with the development officer.

Peter has arranged for our flyer to be inserted with the Rate notices and for the Mayor to start the Family ride

AGM

Apology from Emyr Evans
Minutes accepted and confirmed moved Greg Newling and seconded Bob Ivey

Financial reports 2009 2010 have been audited
2010 2011 is close to completion
2011 2012 will follow

AGM Continued

Election of Directors for 2013 2014

John Aitken appointed Vice President
Geoff Hungerford appointed Secretary
Graham Maslen

Some positions are still vacant and we need 2 directors, President Elect and a Koongga Editor.

Roger addressing the AGM



Lou Coenen - Is Competition Beating You Because Of Knowledge Obsolescence?

The loss of competitive advantage due to plant and equipment obsolescence is well understood. Wear over time decrease their relative effectiveness with a direct impact on company efficiency and profitability. The erosion of competitive advantage due to knowledge obsolescence – the aging of corporate expertise and wisdom - is not that obvious but still very real. Knowledge obsolescence is insidious – similar to high blood pressure. You don't know you have it until it is too late.

Critical opportunities missed, expensive mistakes made, and employee dissatisfaction can all be measured but usually aren't recognised as being caused by obsolete knowledge. The main trouble signs are your competition taking away market share and the loss of competitive advantage. The research firm IDC highlights the real cost of doing "nothing". Without working to maintain its knowledge advantage, "A company will lose 10 to 30% of its capabilities per year. By Year Three, an organization has retained only 41% of its original capabilities and 24% by Year Six." There are two major reasons. Your older, experienced employees are retiring with years of critical expertise and experience while your younger staff are leaving because they aren't growing professionally. They are simply impatient for career development and advancement either within your firm – or someone else's. Can your company afford to take this risk?

Potential sustainable advantage lies within your staff – until they leave

Just to maintain your relative competitive advantage, both the company and its employees have to keep updating and adding to their knowledge base. With new competitors entering your markets, investment in knowledge is no longer an option but a necessity. This holds true for the company – and the individual employee.

Younger employees especially see continuing development as crucial to their career growth and judge their employers by what training will be provided. According to the American Society for Training and Development, "41% of employees at companies with inadequate training programs plan to leave within a year versus 12% of employees at companies which provide excellent training and professional development programs." Can your company survive this kind of turnover?

But we can't afford the costs of training!

Many companies and individuals believe they don't have the time or the financial resources for on-going development programs. Even when formal training was available through external schools or in-house courses, critical development might not be available in time. It might really be needed "right now" rather than at some time in the future either to address a particular problem that has surfaced or to take advantage of a tight "window of opportunity". Now there are readily available and free solutions.

Cost-efficient ways to enhance corporate knowledge

Over the last three years many new "open" sources of quality formal and informal training have become readily available at little or no cost from world famous universities, corporations, and individuals. Organizations and staff can continue to learn and be updated at little or no cost in virtually every discipline and role.

This diversity of content is crucial because organizations and staff from the CEO on down have unique development needs and interests - engineering, manufacturing, marketing, sales, finance, and leadership to name a few. These resources are available wherever and whenever the individual has the time – and an internet connection. Low cost or **The choices are increasing**

Life-long learning is a fundamental requirement in the current globally competitive business environment. Open source, on-demand materials provide a wide variety of multi-format information as needed. **Wikipedia, Google, and Google Scholar** represent the "first look" for literally millions of topics. Social media is similarly having a major impact on research by bringing together people who share a common interest and can learn from each other. **LinkedIn**, the business social media site, has hundreds of "Groups" which allow discussions amongst subject matter specialists and like-minded people to broaden their knowledge and expertise.

Most recently, we've seen the rise of Massive Open Online Courses (MOOCs) which are mainstream courses presented by leading universities and cover a broad spectrum of topics. They are generally free and available from various university consortia—which include **edX, Coursera, and Udacity**. At this time, these courses don't generally provide the students with course "credits", however, some offer "Certificates of Completion" for those who pass optional, fee-paid course exams. Lecture notes and teaching materials are made available either directly from an increasing number of universities or from Apple's **iTunesU** which act as public repository.

Interviews with and presentations by world class business leaders are also freely available through websites as **MIT Video, Google Tech Talks, TED Talks, and YouTube**. It is easy to be briefed by notables as: Michael Porter (Harvard) on Strategy, Philip Kotler (Northwestern University) on Marketing as well as Sir Richard Branson (Virgin) on entrepreneurship, consumer goods, and services, Lou Gerstner (IBM) on the changes in business technology plus literally thousands more outstanding academics and executives.

There are also many organizations that provide shorter, one-hour webinars (web-based seminars) that focus on specific topics providing overviews and "how-to" information. These are typically hosted by universities, industry trade associations and commercial meeting / publishing organizations such as **O'Reilly Webcasts and Citrix GoToMeetings**. Their guest presenters provide insights and knowledge on an incredible range of knowledge topics – business and technical - that in the past was simply not available. The level of detail can be from basic introductions to advanced post-graduate concepts. These resources are freely available – and can enable and encourage anyone who wants to progress in their companies and in their lives.

By Lou Coenen Is Competition Beating You Because Of Knowledge Obsolescence?

Current information provides immediate benefits

The latest business information, plus trends and ideas, are also available from topical business periodicals including **Bloomberg BusinessWeek**, **Reuters**, **The Financial Times**, **The Economist**, **Fortune Magazine**, and **Forbes** to name just a few. They not only provide the latest business related news, but also detailed market and situational analyses, case studies, and their own perspectives and insights which are kept updated as a matter of course. Because there is no "lag time" in the distribution of these materials, they have the immediacy required in the global business world.

E-book versions of leading textbooks from the large educational publishers, as well as "open-source" textbooks and training materials are coming into the market from organizations such as **FlatWorld Knowledge** and **BookBoon**. In addition to lower prices for the users, the environmental savings of this "soft-copy" approach are significant.

In summary - measurable benefits at low cost

The benefits of increased corporate "knowledge" are well-documented: better corporate and individual performance, higher staff retention and motivation, enhanced customer satisfaction, and repeat business. The overall net results are strengthened competitive advantage externally and better profitability internally. Individuals and organizations can continue their professional and personal learning and development in areas of business, need, and interest. It is "on-call" wherever and whenever time is available. Cost need no longer be an issue.

The net result is a stronger, more effective company capable of growing in a more competitive world.

About the Author:

Lou Coenen has spent most of his career in international business marketing, sales and technology services organizations at IBM, Telstra, GE, Matra Groupe in the Banking and Finance, Engineering, Manufacturing, Telco, and Retail sectors throughout the US, UK, Europe, and Asia. He has presented at a number of conferences on the subjects of technology selection and implementation, successful outsourcing, and turn-around leadership. He is currently teaching International Business and Marketing topics at a leading Australian university. He has an M Sc (Mgt) and is a member of the Australian Institute of Corporate Directors.

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Meeting Schedule

| <u>2012/13</u> | Calendar | |
|----------------|----------|-----------------------------------|
| | 10 | Forum |
| | 17 | Christmas Party |
| | 24 | Christmas Break |
| | 31 | Christmas Break |
| January | 7 | Christmas Break |
| | 14 | BM. Bowling Night |
| | 21 | Club Forum Night |
| | 28 | Theatre Night |
| February | 4 | BM |
| | 11 | Pride of Workmanship (vocational) |
| | 18 | |
| | 25 | |
| March | 4 | BM |
| | 11 | Rotary Awareness Night |
| | 18 | |
| | 25 | |
| April | 1 | Easter |
| | 8 | BM |
| | 15 | |
| | 22 | Club Forum Night |
| | 29 | |
| May | 6 | BM |
| | 13 | |
| | 20 | Rotary Awareness Night |
| | 27 | |
| June | 3 | BM (Trivia Night 1 June) |
| | 10 | Queens Birthday public holiday |
| | 17 | |
| | 24 | Changeover Night |

Members welfare

Guests

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.

NOTE: The door team is responsible for welcoming visitors and guests, recording payments and issuing copies of the record to the President, Secretary and Bulletin Editor. Please arrange your own replacement

Door Team 2012 2013

| | |
|----------|------------------|
| 2012 | |
| December | Peter Kipps |
| | Ross Egan |
| 2013 | |
| January | Chris Hoch |
| | Ross Lambert |
| February | Peter Tang |
| | Michael Tyler |
| March | Irene Kennedy |
| | Joy Newling |
| April | John Aitken |
| | David Forsythe |
| May | Bala Krishnan |
| | Geoff Hungerford |
| June | Bob Ivey |
| | Linda Lam Rohlfs |

Market Roster

| | 9-Dec | 13-Jan | 10-Feb |
|--------------------------------|-------------------|-------------------|-------------------|
| BANNERS | White, Frank | White, Frank | White, Frank |
| SIGNS | Timms, Graham | Timms, Graham | Timms, Graham |
| MORNING SET UP | Hungerford, Geoff | Hungerford, Geoff | Hungerford, Geoff |
| | White, Frank | White, Frank | White, Frank |
| 1ST SHIFT 8.00 to 10.30 | Ivey, Bob | Jackson, Tom | Forbes, Wally |
| 2ND SHIFT | Newling, Greg | Hoch, Chris | Coenen, Lou |
| 10.30 to 1.00 | Newling, Joy | Tyler, Michael | Lam-Rohlf, Linda |
| 3RD SHIFT | Kipps, Peter | Egan, Ross | Braid, Malcolm |
| 1.00 to 3.30 | Midlam, Michael | Houghton, Judy | Tang, Peter |

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

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Happy Days Dec 2012

| Birthdays | |
|-----------------|--------|
| Linda Lam-Rohlf | 6-Dec |
| Suzanna Dunn | 20-Dec |
| Lou Coenen | 26-Dec |

| Anniversaries | |
|-------------------|-------|
| Ross & Helen Egan | 4-Dec |

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