

Rotary

Club of Forsyth County (Cumming)



Speakers

June 27, 2024:
Transition Meeting

July 4, 2024:
No Meeting!

July 11, 2024: OPEN

July 18, 2024:
Emergency
Response Dive
Team, courtesy of
Mike Smith

July 25, 2024:
Offsite Meeting:
Tour of the
Bagwell Boys &
Girls Club, 2150
Antioch Rd,
Cumming, GA
30040, courtesy of
Deana Jordan

The following dates are currently open for programs. If your name is beside the date, you are responsible for finding a speaker for that date. Please let Stephanie Woody know as soon as you have someone confirmed:

July 11: OPEN
Aug. 1: OPEN

If you are not able to come up with a program, or need help, please let Stephanie Woody know ASAP. Once you have your program set, please also let Stephanie Woody know at swoody@forsythnews.com. Your help is greatly appreciated!

Club Leaders

Club Meeting

Forsyth County (Cumming)
Meets at FoCAL Center
1150 Dahlonega Hwy.
Cumming, GA 30040
Time: Thursday at 12:00 PM

Officially reported Polio cases (as of June 20, 2024)

** there is a week lag in reporting*

Wild poliovirus (WPV)

Total global WPV1 cases in 2023: 12

Total global WPV1 cases in 2024: 11 (compared with 6 for the same period in 2023)

Circulating vaccine-derived poliovirus (cVDPV) cases

Total global cVDPV cases in 2023: 526

Total global cVDPV cases in 2024: 71 (compared with 118 for the same period in 2023)

Upcoming Events:

Aug. 26: 28th Annual Challenge Scholarship Golf Tournament at Crsytal Falls Golf Club.

*** If you have any upcoming events that you would like to see in the bulletin, please reach out to Stephanie Woody at swoody@forsythnews.com.**

Rotary International Monthly Themes:

MONTH	THEME
June	Rotary Fellowships

This week in history

1974

Pack of chewing gum becomes first-ever item scanned with UPC barcode

On the morning of June 26, 1974, at a supermarket in Troy, Ohio, a pack of Wrigley's Juicy Fruit chewing gum becomes the first grocery item scanned with a Universal Product Code, or UPC.

The result of years of scientific experimentation and industry cooperation, the UPC barcode would go on to be used well beyond the grocery checkout counter, becoming a ubiquitous feature of modern commerce, with billions of barcodes scanned daily.



Cynthia D. Watson
President



Michael F. Smith
President-Elect



Dennis Gravitt
Secretary
President Nominee



Donna S. Wade
Treasurer



Denise Leeson
iPast President
GRSP Chair
Membership Chair



Julie A. Brennan
Public Image Chair



Robert L. Hall Sr.
Training Officer



Mark Poulsen
Rotary Foundation
Chair



Zack A. Rice Jr.
Club Socials Chair
Family of Rotary



Daisy Weeks-Marisko
Laws of Life Contest
Chair



Stephanie Woody
Bulletin Editor
Club Programs Chair



Denton B. Ashway
Sergeant-at-Arms



Taylor H. Rice
Charities Chair



J.B. Bader
Past President
Club Socials Co-Chair



Burton Blackmar
Youth Services Chair



Paula A. MalmFeldt
RYLA Coordinator
Interact Club Sponsor

The first version of a barcode was drafted by inventor Joe Woodland in the sand on Miami Beach in 1949.

He designed a pattern of thick and thin lines arranged in concentric circles, readable by a scanner from any angle.

Woodland took the inspiration for his design from Morse Code, but instead of communicating through dots and dashes, the barcode relayed information through thick and thin lines. He applied for a patent for his invention in 1949 and received it in 1952.

It took two decades to translate Woodland's idea into a functional barcode scanning system.

In 1949, there was no practical way to "read" a barcode's image.

The invention of the laser in 1960 created new possibilities for scanning technology.

At the same time, computers became smaller and more affordable. Barcode scanners took advantage of both these advances.

The new scanners used the ultra-bright light of a laser to sweep across the black-and-white image of a barcode, communicating information about the product and the price to a computerized cash register.

Grocery industry executives recognized the potential of these new technologies to improve efficiency and keep costs down in their stores. They also realized that they needed a standardized system to effectively introduce barcodes industry-wide.

The "Ad Hoc Committee of the Grocery Industry" convened in 1970 to develop a plan for implementing barcodes and scanners at the nation's grocery checkouts.

Kroger, independently, became the first store to install a pilot program of barcode scanners in their stores in 1972. Kroger and RCA collaborated on an automated supermarket checkstand, which used Woodland's "bull's-eye" barcode design.

The round design proved somewhat unreliable, however, because it tended to get smudged coming out of the printer.

The Ad Hoc Committee selected a different design, based on a last-minute submission by IBM engineer George Laurer.

He redesigned the barcode as a rectangle, rather than a bull's-eye, which made the image easier to print accurately.

Laurer's winning design, named the Universal Product Code (UPC), combined vertical stripes with a row of 12 digits. Clyde Dawson, head of research and development for Marsh Supermarkets, ceremonially scanned the first grocery item with a UPC on June 26, 1974, at 8:01 a.m.

It was a pack of Wrigley's chewing gum, proving that barcodes could work on even the smallest items.

The new barcodes and scanners in grocery stores garnered mixed reactions from shoppers, however.

Some thought the lines and numbers represented the "mark of the beast" from the biblical Book of Revelation. More widespread was the belief that barcodes would provide stores with a new way to rip off customers.

The Consumer Federation of America launched a campaign against barcodes nationwide, and protesters picketed stores with barcode scanners.



The U.S. Senate even held a "symposium on the Universal Product Coding System."
Due to the pushback from customers, grocery stores were slow to embrace barcode scanners, with only 1 percent adopting the new devices by the end of the 1970s.

A decade later, however, the consumer backlash had ebbed, and more than half of U.S. grocery stores relied on UPC scanners.

Since then, it has become arguably the most pervasive technology of the retail shopping experience.

Click [here](#) for more information.

Rotary Club of Forsyth County

<http://www.rotarydistrict6910.org>
PO BOX 57
Cumming, GA 30028
rotaryofforsyth@yahoo.com

Social Media Links

For more information about our club click on one of the links below:

- [Website](#)
- [Twitter](#)
- [Facebook](#)
- [Instagram](#)

If you have a question about the bulletin/programs, or have a program of interest to the club, please contact Stephanie Woody at swoody@forsythnews.com or mobile 678-878-0516.