



# UNDERCURRENTS

Newsletter of the Bluegrass Dive Club / [www.bluegrassdiveclub.com](http://www.bluegrassdiveclub.com)

September 2011

Volume 41, Number 9

## September's Club Meeting

**Date:** Tuesday, September 13th  
**Time:** 7:30-PM (business)  
 Social at 7  
**Location:** The Racquet Club  
 3900 Crosby Rd.  
**Program:** Diving in Chuuk

## President's Message

*By Tracey Combs*



Hello fellow divers. We had a wonderful Pig Roast and BGDC Birthday Party. I want to thank Doug and Maryann Geddes for their hospitality and once again hosting the Pig Roast. If you were not able to join us, please mark your calendars for next year. It is a lot of fun, food, and fellowship.

We have some wonderful trips planned for the future and I want to thank everyone who works very hard planning these trips. If you have ideas for destinations please contact one of the committee members with the information.

We are in the printing stages of the Diver Directory for all of our members. Due to the holiday it will be printed by the October meeting. This will be available for members only and we will be using your phone number and email on file.

I hope to see you at the next meeting and please bring your friends and family who are interested in diving. 🚩

## The Editor's Notes

*By John Geddes*



This month we will have some pics from the Pig Roast. If you missed it, it was a great time and the Volleyball... More of the Pig Roast next month. 🚩



## 2011 BGDC Officer's

Tracey Combs, President	621-4066
Corrine Mulberry, Vice President	913-0892
Kris Harn, Secretary	278-4246
George Fleischmann, Treasurer	873-9539
Doug Geddes, Trip Director	224-3197
Rick Stephan, Safety Info Dir.	223-3719
Mike McCann, Webmaster	255-3937
John Geddes, Newsletter Editor	223-7926

## Vice President's Report

By Corrine Mulberry



The Program for the September meeting is brought to us by Steve and Tamara Williams and will be on diving in Truk – a BGDC destination for January 2014.

New Members: We have two new members to welcome to the Club this month – **Charla McEachin** and **Doug Miller**. Charla resides in North Carolina and is going on the fabulous 2-week Philippines trip in 2012. I can't help but wonder what the tar heels will think of the BGDC license plate on her vehicle?? We also extend a hearty welcome to Doug Miller. Doug lives in Frankfort and has both Basic Open Water and Nitrox certifications. We look forward to meeting and diving with you both. Welcome to the BGDC.



### Marketing/Advertising/Promotional Stuff:

- The BGDC Board has recently approved the purchase of BGDC caps. I hope to have these available for purchase (\$12.00) at the October meeting. The caps are light tan/khaki with "Bluegrass Dive Club" and logo on the front.
- We continue to advertising our Club meetings on LexGo (<http://www.kentucky.com/entertainment/>) and in the Lexington Herald Leader newspaper.

- BGDC business cards are available for members so that you have a handy reference to provide to people you meet.
- BGDC bumper stickers are also available for members.
- BGDC license tags are available for \$2.00 each (and free for new members).

I will not be at the September meeting as I will be on a land-based (gasp) hiking vacation with my husband. So, I'll catch you all at the October meeting. 🚩



## Bluegrass Dive Club 2011 Calendar

### September

13, Tuesday Dive Club Meeting  
27, Tuesday Board Meeting

### October

Eleuthra Dive Trip  
11, Tuesday Dive Club Meeting  
25, Tuesday Board Meeting

### November

8, Tuesday Dive Club Meeting  
(Elections)  
29, Tuesday Board Meeting

### December

10, Saturday Club Christmas Party

Oh Volleyball Goddess give me strength today



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## From the Treasurer

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By George Fleischmann



### 2011 Membership Dues

Student (High School or College ID).. \$10.00  
Single & Family (1 diver) ..... 30.00  
Family (2 or more divers)..... 40.00

**Renewal:** Please send payment to the address listed below, please make sure there is a correct indication of your mailing address, phone number and it is very important to indicate an email address.

**Contact / Mail to:** Bluegrass Dive Club  
% George Fleischmann  
9048 Clifton Road  
Versailles, KY 40383

**New Members:** Visit the website to fill out an on-line form or to access a Microsoft Word printable form. [CLICK HERE](#). 🚩



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## Safety Corner

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By Rick Stephan



**Note:** This month's article comes from *kleinscuba.com*. Even though the temperature is 90° as I am writing this, cooler weather is just around the corner. As we move from local dive season into waiting for the winter trips, we should consider making sure our dive gear is properly prepared for storage. (Actually, it makes good sense to do this after every dive trip.)

We spend a lot of money on our gear, and making it is in operational shape for our next dive is the best way to be safe. Your gear may have special care instructions: make sure you consult your particular manufacturer's recommendation before treating any of your equipment. You will have safe, good performing gear for your next dive, and save money in repairs or replacement at the dive shop.



Of course, you know you are responsible for making sure your own stuff works properly before each trip. Get it out a few weeks in advance and try it in a controlled environment like the pool before you haul it to the other side of the world and bet your life on it. Then, you'll know how it's working, and have time to get it fixed before leaving.

## Safety Corner Cont.

### Winterizing your Dive Gear

#### Proper Storage of Equipment

**MASKS:** Gently scrub the lenses with your finger tips and an approved mask cleaner. This will remove the water spots, and anything else that is on the lens. Then clean the entire mask with a mild soap solution, water, and rinse. Towel dry, and then store in a dry padded, light blocking container. Check the mask strap for cuts and replace as needed. Check the buckles for proper operation.

**SNORKELS:** Wash in mild soap and water, rinse, and dry. Store in a dry, dark area. Check mouthpiece for tears and replace as needed. Check snorkel keeper for cracks.



**FINS:** Same care as snorkels, plus install foot pocket formers. If your fins are made of all rubber you should treat them with a coating of silicone spray. Check straps for rotting and splitting, replace as needed. Inspect buckles; make sure they are in good working order.

**WEIGHT BELTS:** Wash with a scrub brush in mild soap and water and let dry. Inspect buckle for proper operation.

**REGULATORS AND GAUGES:** Have your regulator yearly inspection and tune-up completed. This way your warranty will remain intact. By doing this you will be starting out each year with the equivalent of a new regulator. Make sure that your dust cap has been properly installed, and then rinse the entire unit with fresh water. Towel dry and then store in a padded bag in a cool dry place.

**WETSUITS:** Wash all of your wetsuit pieces with only wetsuit shampoo, or Sink the Stink and water! Then hang up each piece individually and dry it inside out. After the inside is dry, turn it right side out and dry the outside. Always use a wide hanger for the jacket and pants. Try to avoid any creases in any of your wetsuit pieces. Your wetsuit hood, boots, and gloves can be dried and stored on an accessory hanger.



**BCD'S:** Begin by cleaning the inner bladder surface with a BC cleaner and surfactant. With the remaining mixture you can clean the outside of the BCD. Store it 1/2 inflated in a cool, dry place. This would also be a good time to have the valves cleaned and lubricated to maintain their warranty.

**DIVE BAGS:** These can also be washed with mild detergent, water and scrub brush. Remove any padding before washing. Padding can be washed but not inside of bag. Dry thoroughly. Check straps and buckles for cracking and fraying.



**TANKS:** Drain to a pressure of 100 - 300 psi. If your tank were in need of a visual inspection or hydro test before your next season starts, this idle time would be the best time to do it. If the valve is a little stiff, it should also be rebuilt. If you are going to have your tanks

## Safety Corner Cont.

converted over to NITROX, this is the best time to do that also. Store your tanks lying down in a cool dry place off the concrete floor.

**LIGHTS:** Rinse the exterior of the light with fresh water before storage. Lightly lubricate O-rings and sealing surfaces with silicone grease. Loosen up the bezel and anything else that is compressing O-rings. Prior to use you can tighten them back up. This will help prevent your O-rings from taking a set. Store in cool place WITHOUT batteries installed. 🚩



*Remember, safe diving is fun!*

## Forty Years and Going Down



## The Webmaster's Tip

By Mike McCann



### 2D codes

#### QR code, Datamatrix code, Microsoft Tag, Bee Tag, JagTag, and resources

Have you been noticing those funny little “ink-blot” looking blobs appearing more and more often in advertising literature or on products you pick up at the supermarket? Have you ever wondered what they are – and what do they mean – if anything? Well, they are 2D Codes that can be read or “scanned” and contain data that can “link” you to more information – usually a web site or email address but can simply be a coded message or other information about the item or product in question. They come in a number of varieties and are proliferating rapidly. The following is a brief tutorial on 2D Codes. With the advent of “Smart Phones” you may have the ability to read these codes right in your pocket if you have an Android, iPhone, etc. Just download and install the appropriate “APP” to get started. Many are free. All of the 2D Codes have the ability to deliver additional information, but some are “smarter” than others. “Microsoft Tag,” for example, is a “registered” symbol when created and, when scanned or used, captures additional information for the owner or originator of the Tag, such as frequency of use, location, date/time and possibly, personal information. This is all designed to give marketers information to better target their audience. Read on for more information and, if you wish, there are many references to additional information.



Almost any mobile device with a camera can “read” 2D code and be directed to:  
- a web site  
- a phone call, video, SMS, etc.

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## The Webmaster's Tip Cont.

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### How 2D codes can be useful for marketing?

2D codes can be placed on any printed materials, buildings, soda cans, etc. and provide additional information about offers, coupons, or any company promotions. Most mobile devices with a camera can take a picture of the code and quickly access the info.

### Some 2D codes are completely free to use.

2D codes benefit both a consumer and a marketer: consumers can reach the information quickly and marketers can measure success of their campaigns.

### History of 2D codes

The most popular code – QR code – was invented in Japan; during 90's all Japanese mobile carriers agreed to include QR reading software into their phones. QR codes can be created by anyone license free and most readers can be downloaded to any camera enabled smart phone for free

<http://www.cognition.net/qr/>

QR codes are widely used in Japan and are starting to appear in western countries, including the US. There is a range of proprietary systems, which have similar function but require payment.

### A few types of 2D codes (US)

#### QR Code



**Scan this Tag to see where it takes you.**

#### How to generate:

<http://2d-code.co.uk/qr-code-generators>

#### How to download a reader:

<http://percentmobile.com/getqr>

(or search for QR reader on your mobile device)

QR code is completely free for use. Success of the promotions can be measured by the traffic generated to the URL, which is easy to do through Web Analytics software. QR code is an open format becoming more popular.

[More information on QR code from Bee Tag.](#)

#### Datamatrix Code

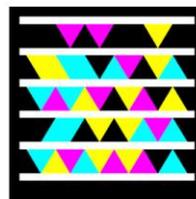


**Scan this Tag to see where it takes you.**

Please note, this Datamatrix code was generated with [Bee Tag software](#) 😊 However, there are other options. Similar to QR code, Datamatrix can be tracked through the traffic it generates to the encoded URL, by using Web Analytics software.

[More information on Datamatrix code from Bee Tag.](#)

#### Microsoft Tag



**Scan this Tag to see where it takes you.**

#### How to generate a tag:

<http://www.microsoft.com/tag/>

#### How to download a reader:

<http://gettag.mobi/>

Microsoft Tag is a proprietary tag which just celebrated its first anniversary and is currently free to use. Microsoft might decide to charge for the use of the tag in the future, however, everybody who started a free trial will be able to use existing tags free for next two years.

Microsoft tag can be published in a colorful format, black/white, and also in a custom format allowing more creativity for the designers. Microsoft Tag provides an interface for management of all generated tags and tracking consumer activity.

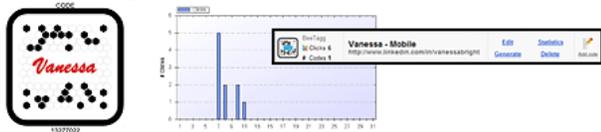
## The Webmaster's Tip Cont.

I think Microsoft Tag is pretty (personal opinion 😊) and it also works surprisingly fast. Microsoft Tag works well in small size. If you are interested, this is a [concise technical comparison of Microsoft Tag and QR code](#).

More information:

<http://www.microsoft.com/tag/>

### Bee Tag



How to generate:

<http://generator.beetagg.com/>

How to download a reader:

<http://www.beetagg.com/downloadreader/>

Bee Tag is another proprietary system allowing businesses to embed their logo into the code. Bee tag has a free version of the software which might show ads before redirecting consumers to the destination of the tag. Bee Tag also has built-in metrics and tag management interface, similar to Microsoft Tag. Bee Tag allows creating and managing Bee Tags, QR code, and Datamatrix in one interface.

More information:

<http://www.beetagg.com/BeeTaggSystem/BeeTagg.aspx>

### ScanLife



Scan this Tag to see where it takes you...

How to generate:

<http://www.scanlife.com/us/services.html>

How to download a reader:

<http://www.scanlife.com/us/appdownload.html>

ScanLife offers free service for personal use (limit 1000 codes – quite enough), and paid business solution.

ScanLife site has a great [library of examples](#) – very useful for campaign ideas. All examples have a code that can be scanned from the computer screen; some of the campaigns and mobile destination sites are still active.

You can find different industries and applications – a wonderful resource to review. More information: <http://www.scanlife.com/us/>

### JagTag



For a quick demo of a recent program, take and send a picture of this JAGTAG. Verizon and AT&T customers, text this picture to 524824. All others, text or email picture to [swimsuit@jagtag.com](mailto:swimsuit@jagtag.com).

(The demo is copied from

<http://www.jagtag.com/jagtag-demo>)

How to generate: <http://www.jagtag.com/> (no free service for generation of functioning code is available)

**No reader is needed**

**JagTag** is the only 2D code which does not require the reader. However, the process of using the code is not as streamlined as applying a reader already present on the mobile device. The consumer needs to take a picture of the 2D code, and then text it or e-mail it to a provided number or an e-mail address. It is rather cumbersome comparing to QR readers (and other 2D code readers), but – true – no initial download is needed.

If we are lucky to see cooperation of mobile companies similar to the cooperation that happened in Japan's history, all mobile devices will have a standard reader... eventually. Now, JagTag claims to be the only 2D code suitable for US, because no reader is needed.

JagTag site has a good collection of [Market Applications](#) with examples of its 2D code. This collection can be used as an inspiration for marketing ideas suitable for QR, Microsoft Tag, Bee Tag, ScanLife and other codes.

**What 2D codes can do** ([more](#))

- Display text
- Open a web site on the mobile phone
- Initiate e-mail, SMS, phone call
- Start video/audio stream 🚩

## Trip Director's Report

By Doug Geddes



ELEUTHERA 2011

Well it is about one month away before we head over to the Bahamas for this great dive trip. The resort/townhomes we will be staying in will be the best place we have ever stayed. It is a shame we only are taking 12 persons with us on this trip, but hey, this will be a fun trip with the people that we have going. You will be missing out on one of our best trips ever. We will be facebooking back pictures to make you jealous. Maybe next time you will be able to join us.



PHILIPPINES 2012

We have lost a few but gained a few to this awesome trip. I sent out an email addressing the issues with trying to fill this trip up even more. I have had a few good responses and we shouldn't have a problem reaching our goal of 20 divers. I am planning on sending out emails to our guest list to see if we can add a few more. I don't want to lose some and then be short of the 20. We get our best discounts with 20 divers. If you are still on the "fence" it is time to get off and sign up. Check out the web to see what a great diving location the Philippines are. You will "never" get this price for this amount of diving and food again...It is all inclusive...eat, eat, dive, dive, eat, eat...



COZUMEL 2012

We have locked in the Scuba Club in Cozumel for June 2012. Our website should have this trip posted on it by the time you get this email. This is an all inclusive dive resort. With the price for this trip being good and with cheap airfare to the region (not included), this should make this a very popular trip for next spring. Please sign up as soon as you can to lock in your spot.



### FUTURE TRIPS TO THINK ABOUT

I didn't want to write an article on each of the trips we have for coming up in the future, but just wanted to give you a heads up to mark your calendar so you don't miss out on these. March 2013, Grand Cayman-East side, Truk Lagoon, January of 2014. Others to be announced... 🚩

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## From The Secretary

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By Kris Harn



August 9, 2011  
Regular Meeting

Tracey opened meeting at 7:33. 22 people in attendance. George gave Treasurer's report. Corrine reviewed Dale Hollow trip and talked about license plates. Doug went over upcoming trips. Corrine talked about upcoming Gilboa and Pig Roast. Rick went over safety article on diver safety during lighting. Meeting ended with video supplied by Steve and Tamara Williams.



August 30, 2011  
Board Meeting

Tracey, Doug, Rick, Kris, John, Corrine, and Mike in attendance. Tracey opened Meeting at 7:28. Tracey presented Treasurer's report. Doug went over upcoming Trips. John needs newsletter articles by Thursday. Mike went over I.T tips for webpage. Tracey will be printing the club directory after Labor Day. Doug went over new trips being considered. Corrine announced 2 new members, revised new member form, and Dive club hats for sell. Tracey talked about election committee and letter to Bonaire. Meeting ended at 9:04. 🚩



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## Officers Election

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Annual Election of Board Officers: The annual election of officers for the Club is coming up in November. The Nominating Committee will develop a slate of proposed officers over the next couple of months. If you would consider serving the Club in one of our Board positions or if you have questions about what the Board does, please don't hesitate to contact Corrine at 859-913-0892 or at [scubagirl07@insightbb.com](mailto:scubagirl07@insightbb.com).



The Club's By-Laws are listed on our website and include position descriptions. Elected positions include President; Vice-President; Secretary; Treasurer; Trip Director; Safety Information Director; Newsletter Editor and Webmaster. 🚩

