



# Live Steam

## Rotary Club of Pittsburgh, District 7300

Chartered in 1911 as the 20th Club. Today, one of 33,135 worldwide.

Volume LXXXX

# 468

April 4, 2012

### ROTARY BUSINESS CENTER & CLUB OFFICE

555 Grant Street, Suite 328  
Pittsburgh, PA 15219  
(412) 471-6210  
fax (412) 471-6211

office@pittsburghrotary.org  
www.pittsburghrotary.org

#### Hours:

Monday-Friday | 8:30am-5:00pm

*Rotary is a leader in  
making Pittsburgh  
a place where every  
young person has  
an opportunity  
to succeed.*

### ROTARY LEADERSHIP

#### 2011-2012 Officers

Andy Dlinn, *President*  
Ray Amelio, *President Elect*  
Greg Boulos, *1st VP*  
Kirk Chambers, *Secretary*  
Mark Uebele, *Treasurer*  
Krista Foster, *Sergeant-at Arms*  
Linda Fischer, *Past President*

#### Directors

Mary Jo Corsetti  
Stacy Riscoe  
Lynne Scanga  
Phyllis Comer  
Dennis Gilfoyle  
David Gilpatrick

#### Office Manager

Terry Dougan

#### President of Rotary International

Kaylan Banerjee  
www.rotary.org

#### District 7300 Governor

Sue Kelly  
www.district7300.org

### LAST MEETING: 3/28/12

By: John Chamberlin



I think I've come up with a new way to write the Live Steam. Basically, have the speaker, Rotarian or not, write the Live Steam!!! This one seems so easy. But first thanks to Jim Hall, awesome piano player; and James Gourlay for leading us in the song "What a Wonderful World". Then Robin Zoufalik who took invocation time

to show us a couple of minute video, that visually related, truly, what a wonderful world we live in.

President Andy Dlinn then gave his Presidential comments. President Andy announced that the next Pittsburgh Rotary Club outreach endeavor will be a Marcellus Shale business presentation. This will be held on June 7, 2012 and should be a hugely attended event where we can promote the power of the Pittsburgh Rotary Club.

Margaret DeLeeuw, Secretary, then took to the podium, sadly, for the very last time. Margaret has been accepted to at least 3 Masters Degree programs and will be taking time off to prepare herself for next fall, wherever she attends school. Margaret was presented a bouquet of flowers from Jim Ludwig's Blumengarten by President Andy.

We then added to our roster, Ethan Nicholas presented Alexis Wukich, Partner at Harris Wukich as a new member. She is an attorney dealing in the area of election finance compliance law. She took some time to discuss her background in service and how she looked forward to being a part of the club.

At this point, Richard Dixon introduced the speaker for the day, John Chamberlin, Principal at Rock, Paper, Scissors, Chute Outreach and Marketing firm. (*This is where I now*

*cut and paste my Power Point notes to finish the Live Steam report in less than 9.241 minutes!)*

The presentation was a little deeper orientation into social media. Here are some of my notes from the presentation:

- Opening: Make a joke about Richard Dixon.
- Some may not know, social media includes, Podcasts, Outreach Events, 1 Step Removed Events, Relationship Building, Two-way Conversations, Immediate Interactions.
- Showed examples of the differences between Twitter, Facebook, LinkedIn and Pinterest which are the more commonly used social media platforms.
- Make a joke about Richard Dixon in case anyone is sleeping.
- 1 in 4 people in the U.S. have a Smartphone so you have to create your internet information to display well on these devices.
- Make a joke about Richard Dixon in case anyone is looking confused.
- Tablets and smart phones have cannibalized PC sales.
- Statistics on Millennials (1980-1990 babies)
  - 44% prefer USC for electronics purchases
  - 39% prefer USC for travel and hotel
  - 30% prefer USC for insurance purchases
- Don't get into social media without a plan. You wouldn't send a sales team or technical team out to your customer without a plan.
- You need similar planning, and editorial calendar, a defined persona, and a message that will not be hard selling for your social media presence.
- Close with a joke about Richard Dixon.

Those are my notes. Have a great Rotary week remembering, ANYTIME is a good time to invite a potential new member to see our club!!!

### NEXT MEETING

Date: April 4, 2012  
Speaker: Petra Mitchell  
Title: President & CEO  
Organization: Catalyst Connection  
Topic: "State of Manufacturing in SW PA"





# It's a Great Day for Rotary!

## UPCOMING EVENTS & MEETINGS

- Event: Caring Habits  
 Date: April 10th  
 Time: 9:00 am  
 Location: South Hills Middle School
- Event: Board of Directors Meeting  
 Date: April 19th  
 Time: 5:30 pm  
 Location: Third Floor Conference Room
- Event: New Citizens Reception  
 Date: April 20th  
 Time: 10:30 – 11:30 am  
 Location: Lawrence Welk Room

## FUTURE PROGRAMS

- WEDNESDAY APRIL 11TH**  
 Dr. Bridget Chufo  
 President; Healthy Performance
- WEDNESDAY APRIL 18TH**  
 Steve Wirth  
 President and CEO; SynergIT
- WEDNESDAY APRIL 25TH**  
 Brian Goin  
 CEO; PGA Constellation Senior Players Championship



### WELCOME NEW MEMBER *Alexis Wukich*

**Job Title and Company:**  
 Partner at Harris Wukich

**Brief description of work responsibilities:**  
 Political Law and Boutique Business

**Hobbies and Interests:**  
 Golf, running and my American Bull Dog

**Something about yourself that Rotarians don't know:**  
 I was born in Germany while my dad was serving in the Army



*Club President Andy Dlinn thanks Margaret DeLeeuw for her service and wishes her well in her future endeavors.*


## BIRTHDAYS

Vince Kasievich . . . . April 5th  
 Cherie Moshier . . . . April 8th

## ANNIVERSARIES

Dolores Nypaver . . . . 4 years  
 Robert Brandfass . . . . 1 year

*For more information about the Rotary Club of Pittsburgh or if you're interested in joining, visit our website at [www.pittsburghrotary.org](http://www.pittsburghrotary.org) or call the Rotary office at (412) 471-6210.*



**Document Efficiency  
At Work.®**

**YOUR  
AD CAN  
GO HERE**



IMPORTERS OF DIAMONDS SINCE 1912  
 THE DIAMOND CENTER<sup>SM</sup>



**2ND FLOOR • CLARK  
BUILDING • (412) 281-1789**

*Rotarian: Saul Kurtz  
of Blessed Memory*

**Tucker Arensberg, P.C.**  
*Providing Trusted Advice  
in the Pittsburgh Community  
for Over 100 Years.*

---

**Ralph F. Manning, Esq.**  
 412-594-5540  
 rmanning@tuckerlaw.com  
 www.tuckerlaw.com  
 1300 One PPG Place  
 Pittsburgh, PA 15222