



# Live Steam

## Rotary Club of Pittsburgh, District 7300

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

Volume LXXXX

# 453

December 7, 2011

### ROTARY BUSINESS CENTER & CLUB OFFICE

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#### 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*  
Margaret DeLeeuw, *Secretary*  
Mark Uebele, *Treasurer*  
Krista Foster, *Sergeant-at Arms*  
Linda Fischer, *Past President*

#### Directors

Mary Jo Corsetti  
Stacey 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: 11/30/11

By John Chamberlin

There was no meeting like THIS meeting where we all understood the idea of being a “pillar in the community.” Our meeting was held in one of the 17th floor rooms full of pillars! But

like true Rotarians, we made the best of it and had a great meeting.

Mary Joe Corsetti provided the invocation and Bill Sutherland led us in song with help, of course, from THE Jim Hall on the piano.

In President Andy’s comments, he thanked Linda Clautti and the Urban Pathways Charter Schools for hosting last week’s meager meal. Everyone had a great time and had a chance to see the great work and facilities of the school. Andy also recognized members who recently participated in the New Citizens Reception and the Chuck Tanner Event.

During “Good News,” Ray Amelio asked everyone to remember Entrepreneurship Youth’s “Holiday Business Expo” Wednesday, December 7th from 11am-2pm at Oxford Centre. The kids would appreciate you stopping by. Mike Smith then noted that, while all details are not finalized, it appears that the Tanner Event would bring in net revenue of approximately \$30,000.

Secretary Margaret DeLeeuw gave the secretary report and welcomed all of the guests and visiting Rotarians.

Ethan Nicholas introduced our newest member to the club, Sheen Sehgal. Welcome Sheen!

Robin Zoufalik then introduced our guest speaker for the meeting Dave Nelson, President of Dialog Consulting Group. His topic was enhancing business with social media tools.

Dave has numerous ways to review social media tools and how they can help you grow your business. He highlighted a few on his 25 minute presentation.

One of the highlights was, as David was showing the power of the social media tool Twitter, he reviewed a Twitter discussion about the raid on Osama bin Laden. A tech person living the locale of the raid, Tweeted that he had heard a helicopter in the area flying low. He also mentioned explosions in the area. This online conversation grew significantly and eventually Twitter followers were able to put the story together that there had been a military action. A few hours later President Obama went on TV to tell US Citizens about the raid.

Dave’s point is that, if you’re not enabling social media for your business, you are missing great ways to connect with customers and maintain or gain sales.

There were lots of questions for Dave as we closed the session. Have a great Rotary Week!



### NEXT MEETING

Date: December 7, 2011  
Speaker: Dr. Gerard Myers  
Title: Director  
Organization: Pain Control Center of Pittsburgh, Inc.  
Topic: Pain Management





# It's a Great Day for Rotary!

## **UPCOMING EVENTS & MEETINGS**

Event: Caring Habits  
 Date: December 13th  
 Time: 9:00 am  
 Location: South Hills Middle School

## **FUTURE PROGRAMS**

**MONDAY DECEMBER 12TH**  
 Holiday Party at the LeMont Restaurant  
 No meeting December 14th  
 at the Omni William Penn

**WEDNESDAY DECEMBER 21ST**  
 Club Assembly


**WEDNESDAY DECEMBER 28TH**  
 No Meeting  
 Happy Holidays!

**HOLIDAY PARTY**  
 December 12, 2011  
 Le Mont Restaurant  
 Featuring a performance by  
 River City Brass Band  
 Tickets: \$70 per person,  
 \$120 per couple

RSVP to Rotary Office by  
 December 7th



**WELCOME NEW MEMBER**  
**Sheen Sehgal**



**Family:** I am the proud daughter of Dr. Vitasta Bazaz M.D. and Dr. Kuldeep Sehgal who emigrated from India. Extended family that all live in Pittsburgh are aunt Dr. Madhu Wangu, uncle Mr. Manoj Wangu and cousin Heemal Bazaz.


**Hobbies and Interests:** Reading, bowling, spectator sports

**Rotary Committees signed up for:** Caring Habits

**Something about yourself that Rotarians don't know:** I knit and I write poems.

**BIRTHDAYS**  
**ROBERT BRANDFASS**  
 December 3rd

**CLUB ANNIVERSARIES**  
**CHERIE MOSHIER**  
 16 years



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*Rotarian: Saul Kurtz of Blessed Memory*

**Tucker Arensberg, P.C.**  
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*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.*