



# Live Steam

## Rotary Club of Pittsburgh, District 7300

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

Volume LXXXX # 508 February 20, 2013

### 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 2012–2013 Officers

Ray Amelio, *President*  
P.K. Weston, *President Elect*  
Jim Ludwig, *1st VP*  
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#### President of Rotary International

Sakuji Tanaka  
www.rotary.org

#### District 7300 Governor

Tom Fallon  
www.district7300.org

### LAST MEETING: 2/13/13



By: Kelli Robbins

Love is in the air, and spring is sure to follow! Our meeting this week was filled with love for our Rotary organization; love and respect for each other; and love for Mother Earth.

Patty DeMarco, Chatham University Senior Scholar and noted author, began with a touching prayer that she composed as a tribute to “One Billion Rising”, celebrating rallies around the world on Valentine’s Day hoping to end to violence against women.

Dick Hodgdon, President of Franklin Electric, then led us in our pledge and a rousing version of “Let Me Call You Sweetheart”, accompanied by our own Jim Hall tickling the ivories alongside. Smiles and love were evident all around the room!

President Ray Amelio of Fragasso Financial Advisors, began by thanking our Caring Habits volunteers for their recent work at South Hills Middle School this week: Kirk Chambers, Linda Fischer (assisted by Marsha Tongel of Point Park University), Mike Madden, Karl Ohrman, Al & Mimi Wells and Robin Zoufalik. Great work, guys!

Our annual Pittsburgh Business Ethics Award Luncheon, with keynote speaker David Diggs, VP and General Manager of Honeywell Electronic Materials will be held Wednesday, February 20th. This is an opportunity to recognize Pittsburgh Business Leaders who hold the highest standards of ethics and Integrity in our community. If you have not already registered, please be sure to do so today!

In addition, a reminder that our March 6th meeting will be held in conjunction with Rotary District 7300 for our annual Ethics Symposium for high school students. Held at Duquesne University at the Student Union Building, Reservations are required by February 22nd, and we are looking for volunteers to help administer the event. Please sign up this week. This event is not to be missed!

Yours truly, Kelli Robbins, President/Owner of Contact One Communications; then formally introduced new member Rob Perez, Account Manager for WORD FM. Welcome to the Club Rob!

Now to our main event: The eloquent author, and lover of Life and Earth, Patty DeMarco of Chatham University, introduced our speaker, Dr. Richard Piacentini, Executive Director of Phipps

Conservatory. Sustainable architecture and landscape design are taking giant steps forward at Phipps with the new Center for Sustainable Landscapes: an innovative model of sustainability for architects, scientists, planners and anyone interested in greener living. In generating all of its own energy, and treating and reusing all of water captured on site, this dynamic education, research and administration facility is expected to operate as efficiently as a flower. And, designed and built by Pennsylvanians to meet or exceed the world’s three highest green standards—the Living Building Challenge, LEED® Platinum and Sustainable Sites Initiative SITES™ certification for landscapes—this addition is now part of our guest experience.

Just a few highlights of Dr. Piacentini’s presentation:

- The CSL has been designed to mimic nature and function as efficiently and elegantly as a flower, highlighting the interconnectedness of the many natural systems at work all around us.
- It generates its own energy with photovoltaic solar panels and a vertical axis wind turbine, and is passively heated and cooled with the aid of 14 geothermal wells buried underground.
- The CSL treats and reuses all water captured on site and features a green roof, a lagoon, rain gardens, permeable paved surfaces, constructed wetlands, and a water distillation system.
- It has an evolving restorative, sustainable landscape with nine different native plant communities that will provide habitat for wildlife and be irrigated with water collected on site.

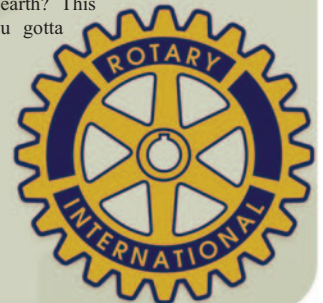
Notably, President and Mrs. Obama hosted the “Reception to the World” at Phipps during the Pittsburgh G-20 Summit in 2009, as world leaders and dignitaries from across the globe marveled at the Center for Sustainable Living plans as a tribute to green ingenuity. And now the Center has come to fruition, evolving like a flower, as Dr. Piacentini pointed out. Visitors from all over the world are now flocking to Pittsburgh to view a structure that is truly one of a kind on “Mother Earth”.

The Center for Sustainable Living is a modern marvel, right here in Pittsburgh. It continues to evolve, and I encourage all of members to take the time not just to stop and smell the flowers at Phipps, but to visit once again and see exactly what Dr. Piacentini and his team have accomplished.

Isn’t it simply amazing that our once smoke-filled city is now paving the way to a greener earth? This Valentine’s Day 2013, you gotta love it!

### NEXT MEETING

**Date:** February 20, 2013  
**Pittsburgh Business Ethics Awards**  
**Keynote Speaker:** David Digg  
**Title:** VP and General Manager  
**Organization:** Honeywell Electronic Materials  
**Registration begins at 11:30 am**  
**Meeting runs from 12:00 to 1:30 pm**





# It's a Great Day for Rotary!



## UPCOMING EVENTS & MEETINGS

Event: Caring Habits  
 Date: March 19th  
 Time: 9:00 am  
 Location: South Hills Middle School

## FUTURE PROGRAMS

(subject to change)

**WEDNESDAY FEBRUARY 27TH**  
 Pat Cavanaugh  
 CRONS Brand Creator

**WEDNESDAY MARCH 6TH**  
 Ethics Symposium  
 Student Union Building  
 Duquesne University

**WEDNESDAY MARCH 13TH**  
 Glenn Cannon  
 Pittsburgh St. Patrick's Day  
 Parade Marshal

**ROTARY ETHICS SYMPOSIUM 2013**  
*Ethics in the Age of Information and Social Media*

A Symposium for High School Students  
 Wednesday, Mar. 6th  
 8:00am - 2:00pm  
**The Student Union at Duquesne University**

Welcome New Member  
**Rob Perez**

**Job Title and Company:** Account Manager for WORD FM

**Brief description of work responsibilities:** Sales, marketing and business development

**Hobbies and Interests:** Musician

**Rotary Committees signed up for:** Social & Networking, New Service Project and 50/50 & Auctions

**Something about yourself that Rotarians don't know:** I own a Recording Studio in Heidelberg

### BIRTHDAYS

Al Wells .....February 22nd  
 Jim Wood.....February 23rd  
 Sheen Sehgal.....February 23rd

### CLUB ANNIVERSARIES

Andy Dlinn .....13 years

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*Rotarian: Saul Kurtz of Blessed Memory*

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

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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.