



Live Steam

Rotary Club of Pittsburgh, District 7300

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

Volume LXXXX

464

February 29, 2012

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*

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Office Manager

Terry Dougan

President of Rotary International

Kaylan Banerjee
www.rotary.org

District 7300 Governor

Sue Kelly
www.district7300.org

LAST MEETING: 2/22/12



By John Chamberlin

Once upon a time there was a Rotary meeting.....and it was REALLY, REALLY fun. So much fun that they invited a speaker to talk about "story telling." But before we get to that, here's a little background. There was maiden Kelli Robbins who taught everyone in the village to sing the song, "Oh What a Beautiful Morning." She was accompanied by Prince Jim Hall on his piano. But before that, Master Ray Amelio provided us with an invocation.

The owner of the local chocolate factory, President Andy Dlinn, otherwise known as "Charlie" had a few comments. He reminded everyone that next week's meeting is being held at Duquesne University in conjunction with the annual Ethics Symposium. Ben Luffey, heretofore known as Hansel, passed around signup sheets for Ethics Symposium duties and mentioned that he will be distributing an email reminding everyone of their assigned duties.

Andy also thanked the following Rotarians for their assistance with the New Citizens Reception: Cheri Moshier, Richard Dixon, Ed Nazareth, Phyllis Comer, Al McIvor, Robin Zoufalik and Marc Haney.

Secretary Margaret "Gretel" DeLeeuw than welcomed guests, visiting Rotarians and then, as if we were a troupe of minstrels, we sang a happy birthday ditty to Jim Wood and Sheen Sehgal.

President Andy then welcomed former club member Teri Dunn to the podium. As a member of our club years ago, Teri was eligible for Benefactor Recognition from Rotary International. She has been gone from Pittsburgh for 12 years and never received the proper recognition. Today,

she was recognized and humbly accepted the recognition recalling her fond memories of being a member of the Pittsburgh Rotary Club.

Since it was "Story Telling Day," it was only appropriate that Larry Story, of the United Way of Allegheny County give HIS story in a "3-Minutes of Fame" story Larry talked about his background, his faith and his time as a baseball and lacrosse player.

At that point, we welcomed our speaker of the day, Tom Kubilius, President of Bright Innovation. The topic was "Storytelling is a Powerful Innovation Tool."

Tom talked about the fear of innovation in some companies. The fear of cannibalizing their current product or service offerings can sometimes stifle innovation. Tom talked about the use of storytelling within family legacy and attributed those elements to storytelling in the business sense.

Using the elements of any good story, Setting, Plot, Character, and Theme, you can tell the story of where your business has been and where you need to go to stay innovative. Tom used examples of IBM changing from adding machines, innovating to computers (cannibalizing the adding machine business), innovating to business operations (cannibalizing the computer business) in order to stay relevant. He used a similar example of Apple's iPad which has stifled sales of the iTouch and iShuffle.

Finally, he gave us an example of how his company, Bright Innovation, has taken a few products from idea phase to reality through their proprietary methods.

The meeting was over at 1:30pm....
END OF STORY!



NEXT MEETING

Date: February 29, 2012

Ethics Symposium at Student Union Building,
Duquesne University

Keynote Speakers: James Roddey and Dr. Cyril Wecht

Topic: Ethics in Politics & Public Service





It's a Great Day for Rotary!

UPCOMING EVENTS & MEETINGS

- Event:** Caring Habits
Date: March 13th
Time: 9:00 am
Location: South Hills Middle School
- Event:** Board of Directors Meeting
Date: March 14th
Time: 1:30 pm
Location: Third Floor Conference Room
- Event:** New Citizens Reception
Date: March 16th
Time: 10:30 – 11:30 am
Location: Lawrence Welk Room

FUTURE PROGRAMS

WEDNESDAY MARCH 7TH
 Jay Speyerer
 Owner, Legacy Road Communications

WEDNESDAY MARCH 14TH
 Steve Irwin
 Attorney, PA Securities Commissioner

WEDNESDAY MARCH 21ST
 Georgia Berner
 President and CEO, Berner International



"Club President Andy Dlinn presents former Pittsburgh Rotarian Terri Dunn with Benefactor Recognition from Rotary International"

NEW MEMBER APPLICATION


Alexis Wukich
 Attorney
 Harris Wukich
 4723 Hatfield Street
 Pittsburgh, PA 15201
alexis.wukich@gmail.com
 Sponsor: Ethan Nicholas

BIRTHDAYS

Jim Droney 3/1

ANNIVERSARIES

Dave Maxwell 33 years



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*Rotarian: Saul Kurtz
of Blessed Memory*

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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 or call the Rotary office at (412) 471-6210.