



# Live Steam

## Rotary Club of Pittsburgh, District 7300

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

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# 425

May 25, 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

#### 2010-2011 Officers

Linda Fischer, *President*  
Andy Dlinn, *President Elect*  
Ray Amelio, *1st VP*  
Jim Ludwig, *Secretary*  
Peter Smerd, *Treasurer*  
Ben Luffey, *Sergeant-at-Arms*  
Wally Jenkins, *Past President*

#### Directors

Dolores Nypaver  
Jeff Martin  
Greg Boulos  
Mary Jo Corsetti  
Stacey Riscoe  
Lynne Scanga

#### Executive Director

Terry Dougan

#### President of Rotary International

Ray Klinginsmith  
www.rotary.org

#### District 7300 Governor

Cindy Sakala  
www.district7300.org



### LAST MEETING: 5/18/11

By: *John Chamberlin*

If you were absent, the photo next to this will make you wonder, “What in the world went on at Rotary this week?” A few folks dressed up in some “decade gear” to bring attention to the upcoming Centennial events – including the Friday evening event that will feature various attire, food and photos of 10 decades.

We started off with the club’s “hit song,” Let there Be Peace on Earth led by **Bill Sutherland** and **Jim Hall**. **Patty DeMarco** provided the invocation.

President **Linda Fischer**, in her headdress, reminded us of the Centennial events, including the June 1st meeting featuring Rotary International President Ray Klinginsmith. Don’t miss it! President Linda also acknowledged the Ethics Symposium crew – a GREAT job on all aspects.

It was a busy meeting with MANY dollars going to the “Good News” jar. Secretary **Jim Ludwig** then had **Cherie Moshier** review some of the information that she has found in her historical research.

Cherie found that, in 1920, Pittsburgh Rotarians were traveling back to Pittsburgh via train where they had attended that year’s District Conference. Traveling through Linesville, PA, the train struck a car and killed a local physician, Dr. Carpenter. His son Meade survived the crash. The end result was that the Rotarians initiated the “Carpenter Fund” which was to pay for the education of all nine of Dr. Carpenter’s children. Once all of the kids were educated, some college, some medical school – the fund was turned over to Purdue University. Cherie noted that, these kind of actions make everyone proud to be a Rotarian. Secretary Ludwig then quickly went through the anniversaries, birthdays and service providers. Then we met a Student of Distinction, Junior

### MEETING:

ROTC Cadet Killian Redman from Oliver High School. Cadet Redman was presented by Lt. Colonel Michael Cassetori.

**Robin Zoufalik** then introduced our speaker of the week, Jack Ouellette, CEO of American Textile Company. ATC is an 86-year old, Pittsburgh-based company.

As the leading supplier of quality mattress protectors, pillow protectors, bed pillows, and mattress pads to large and small retailers in the United States and Canada, American Textile Company has an international manufacturing and distribution network capable of supporting a broad spectrum of retail needs. The domestic operations are based out of Duquesne, PA, Salt Lake City, UT, Dallas, TX, and Tifton, GA. Internationally they have resources in Central America and Asia.

Mr. Ouellette discussed some of the general strategy of the company in how it has found continued success. They have averaged 14.5% growth over the last 20 years. Some of the philosophies include these 8 ideas that changed ATC:

- Eliminate the “shotgun” approach to product development and have a more focused, “rifle” like approach
- Manufacture what the customer wants vs. what you are good at manufacturing
- Manufacture in markets where you can be competitive
- The company CAN learn
- Be sure to make time to plan
- Hire the best vs hiring frugally
- Take thoughtful risk
- Work on the business, not in the business

In closing, Mr. Ouellette discussed the fact that pet bedding is the largest growing product segment at WalMart (one of their customers).

Have a good Rotary Week! Get your tickets for the round table breakfast and the gala!

### NEXT MEETING

Date: May 25, 2011  
Speaker: Andy Masich  
Title: President & CEO  
Organization: Senator John Heinz History Center  
Topic: “Business Growth”





# It's a Great Day for Rotary!

## UPCOMING EVENTS & MEETINGS

Event: Rotary Business Breakfast Round Table  
 Date: June 2nd  
 Time: 8:30 am – 10:30 am  
 Location: Duquesne Club  
 RSVP to Rotary Office

Event: Centennial Party  
 Date: June 3rd  
 Time: 6:00 pm – 10:00 pm  
 Location: Heinz History Center  
 RSVP to Rotary Office

## FUTURE PROGRAMS

**WEDNESDAY JUNE 1ST**  
 Ray Klingensmith  
 Rotary International President  
 RSVP Required

**WEDNESDAY JUNE 8TH**  
 T.J. Willets  
 Director of Marketing  
 Burns & Scalo



*Rotary ladies getting excited about celebrating the decades at the upcoming Centennial Gala*



*Club President Linda Fischer and Lt. Col. Cassetori recognize Cadet Killian Redman as a Student of Distinction*

## CLUB ANNIVERSARIES

**Dick Kann**  
**44 years**

*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.*



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*Rotarian: Saul Kurtz  
 of Blessed Memory*

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