



Live Steam

Rotary Club of Pittsburgh, District 7300

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

Volume LXXXX # 491 September 26, 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

2012-2013 Officers

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District 7300 Governor

Tom Fallon
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LAST MEETING: 9/19/12

By: *John Chamberlin*



Welcome to Live Steam. If you are reading this, please email john.chamberlin@rockpaper scissorschute.com and let me know that you are reading it. I'm just curious. Just put "Read It" in the subject line.

As far as the meeting, it was great to see **Jim Hall** back. He played the piano while **Linda Fischer** led us in song and after **Ron Garrett** gave the invocation.

President Ray announced that the club is going to start with visiting member businesses on a monthly basis. The first visit will be to **Carole Horowitz'** Plantscape offices. The date is October 22nd at 5:30pm. Carol will have their holiday display available for all to see before the various elements are distributed around the City. Details will be forthcoming regarding the address and any other details.

Al Wells then presented information on Caring Habits. Now that school is back in session, this program will be restarted. We have been doing Caring Habits for more than 10 years now. Al asked for as many volunteers as possible. The time element involved is 30-minutes at the school and then transportation to and from. Please see Al for details if interested.

Kirk Chambers then gave his Secretary report. He also gave one of his tech updates. He noted that there has been a serious security breach of Windows Explorer. There is a patch to resolve the issue. Terry will distribute the link to all if they would like to utilize it.

Additionally, Kurt suggested that, until you have the patch, use some other internet browser like Chrome or Firefox.

The meeting took an emotional turn when, thanks to **Phyllis Comer**, slain City of Pittsburgh Police officer, Paul Sciuлло, became a Paul Harris Fellow. Officer Sciuлло's mother and father, Sue and Max, along with Police Chief Nate Harper, accepted the recognition. Thanks again to Phyllis Comer. What a wonderful act of kindness.

Linda Fischer then introduced our guest speaker, Beth Caldwell, publicity expert and author. Her 3 books are entitled, "I Wish I Would Have Known That," "Get Paid What You're Worth," and "Inspired Entrepreneurs."

Ms. Caldwell talked about the use and reasoning behind a good public relations plan. She pointed out a number of instances that had occurred during the meeting that would be good examples of PR notable activities for various companies.

With a detailed handout, Beth walked us all through the process of creating a PR list, creating a PR message and then the distribution of a PR message. She also discussed the differences between what people generalize as "marketing" and the activities associated with public relations. Finally, she talked briefly on how to talk to the media when the instance arises.

It was a good meeting. Lots of guests, i.e, potential new members were present.

Have a good Rotary Week!



NEXT MEETING

Date: September 26, 2012

Speaker: Kevin Sweeney

Title: Employee Benefits Specialist

Organization:Northwestern Mutual

Topic: "Implementing Health Care Reform - an Overview of PPACA for Employers"





It's a Great Day for Rotary!

UPCOMING EVENTS & MEETINGS

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

FUTURE PROGRAMS

(subject to change)

WEDNESDAY OCTOBER 3RD

Tom Fallon
 Rotary District 7300 Governor

WEDNESDAY OCTOBER 10TH

J.R. Justus
 General Manager
 Shell Oil Co.

WEDNESDAY OCTOBER 17TH

Craig Davis
 President & CEO
 VisitPittsburgh



Club President Ray Amelio (l) and Club Secretary Kirk Chambers (r) exchange banners with Ada Cheng from the Rotary Club of Wanchi, Hong Kong



Posthumous Paul Harris Fellow Recognition for the fallen Officer Paul Sciullo. (left to right) Phyllis Comer, Ray Amelio, Max Sciullo, Sue Sciullo, Police Chief Nate Harper

BIRTHDAYS

Greg BoulosSeptember 25th

ANNIVERSARIES

Russ Stitt34 years
 Jeff Lioon28 years
 Betty Berkely20 years

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*Rotarian: Saul Kurtz
 of Blessed Memory*

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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.