



Rotary Club of Pearl River, P.O. Box 824, Pearl River, NY 10965
District 7210 - Region 8 - Zone 32 - Club #4982 - Charter Date December 12, 1935
www.rotaryclubofpearlriver.org
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The Four Way Test

Is it the truth?

*Is it fair to all
concerned?*

*Will it build good will
and better friendship?*

*Will it be beneficial to
all concerned?*

PEARL RIVER ROTARY CLUB MEETING

August 27, 2015

AQUA TERRA, PEARL RIVER

PLEDGE: Frank Neeson

INVOCATION: Ray Pucci

VISITING ROTARIANS -0-

GUESTS: Juan Santana, Nick Vero, Gil Griffith,
Justin LaRocque



BIRTHDAYS: Ed Reynolds, Brian Quinn

ANNIVERSARIES: -0-

ANNOUNCEMENTS: Bouton Golf Outing, Sept 17th, Sandy collecting school supplies for "Back to School With Dignity" by People to People, West Coast of Africa trip to fight polio – President Dorothy has more info for those who are interested, thank you notes from rotary



scholarship winners were passed around to be read, rotary dues are due, Sept. 2nd golf meeting at Louie's at 6:30 and September Fellowship Event New City Rotary Foundation's Wine & Food Festival 9/12 from 4 – 7pm.



QUEEN of HEARTS (Ed Fisher): Mike S. had the ticket but the Queen of Hearts was not picked by Ed R. The purse is now up to \$1140 ! Yikes!

HAPPY BUCKS: (Frank Perri), Happy to be here, happy birthday to the birthday boys, happy about the boat ride on Sunday, Jonathan's happy to be still employed, Rotarians are happy he still has a job.



PROGRAM: Our own Sandy Cokeley gave us an overview of Public Relations 101.



Sandy discussed public relation myths and the difference between marketing and public relations. Branding was also explained and it was pointed out to be more than a logo and product. A visceral effect is what a successful branding achieves.

The overview was very interesting and also covered areas such as target audiences,

key communicators, key messages and crisis communicators. Thank you Sandy, for enlightening the members.

FOUR WAY TEST: Bob Simon

RESPECTFULLY SUBMITTED: Barbara Kohlhausen