



# The See-Way

Journal of the Rotary Club of Erie, Pennsylvania



Club 91, Organized in 1913

District 7280

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## Cathy von Birgelen

*eMarketing Learning Center  
at Ben Franklin*



Cathy von Birgelen is the Executive Director of the eMarketing Learning Center (eMLC) an initiative of the Ben Franklin Technology Partnership. The eMLC produces professional development programs and training on how-to use and apply digital media, marketing and

ecommerce technologies. Sessions are targeted to individuals, businesses and nonprofits to help them learn how to compete in the digital marketplace.

Cathy's expertise spans over 30 years of demonstrated business experience in all functions including planning, analysis, marketing and finance. Her focus in online business development and e-marketing efforts comes from over twenty-five years of hands-on marketing for both large enterprises and start-up companies. Cathy has consulted with many national and regional clients including: GE, Choice Hotels, Tide.com, Seaway Manufacturing, Howard Industries, Troyer Farms and Gannon University, Blair.com, Relish.com, reCAP Mason Jars, The Center for eBusiness (eBizITPA), Penn State University, and Knowledge Park at Penn State Erie.

## Supporting Cast:

President: *Laurie Root*

Greeter: *Dennis Lagan*

Invocation: *Bradley Keiper*

Pianist: *Bruce Gingrich*

Song Leader: *Michael Malthaner*

Sgt at Arms: *Claudine Thiem*

Speaker Intro: *Jeff Parnell*

## Program Schedule

**Breakfast Meeting  
at the MANUFACTURER &  
BUSINESS ASSOCIATION  
in the Conference Center**

**7:30am Breakfast • 8am Meeting**

### NOVEMBER 9:

**Sgt. Stanley Tuznik**  
*Erie Police Department*

### NOVEMBER 16:

**Almitra Clerkin**  
*Erie Playhouse:  
Celebrating 100 Years*

### NOVEMBER 23:

**HAPPY THANKSGIVING!**  
*No Weekly Meeting*



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LOCAL WEBSITE: [ERIEROTARY.ORG](http://ERIEROTARY.ORG)

DISTRICT SITE: [ROTARYDISTRICT7280.ORG](http://ROTARYDISTRICT7280.ORG)



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# Save the Date

## HOLIDAY PARTY AT THE MANUFACTURER & BUSINESS ASSOCIATION

*December 14th  
in the evening*

### ROTARY NEWSLETTER

**FROM THE DISTRICT GOVERNOR  
THOMAS CHELGREN • OCT 2016**

<http://www.rotarydistrict7280.org>

In an effort to be more transparent and to build stronger relationships, District Governor, Tom Chelgren, recommends sending this out to our full membership for review. Please take a few minutes to look through the newsletter - it has a lot of information! Thank You, Laurie Root

To access the October issue of the District's newsletter, please go to:

<http://www.rotarydistrict7280.org>



**HAPPY HOUR AT M CAFE ON OCTOBER 26TH!**



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## FEEDBACK NEEDED, PLEASE!



Erie Rotary Club Communications Committee is interested in hearing from the membership on ideas they have to enhance marketing and communication efforts.

1. PLEASE review the website. What else would you like to see on the website?
2. You use your log in information and
  - Review your personal information in the directory of names.
  - Update anything that needs to be changed on your listing
  - Please make sure your email address is correct.

Can't remember your log in information? Email Derek Sieber at [Derek@mccartyprinting.com](mailto:Derek@mccartyprinting.com) who will give you a temporary user name and password. Once in, you can then reset your password.

3. Please go to our Facebook page and remember to Like and Share.

**ANY IDEAS OR COMMENTS DIRECT THEM TO THE COMMITTEE CHAIR  
GERI CICCHETTI [cicchettig5@gmail.com](mailto:cicchettig5@gmail.com)**



*Photo caption: Rotary greeters (l to r) Walter Harf, Brenda Warner, Lisa Graff, Ray Sammartino, Mary Ellen Dahlkemper. Missing from photo Julie Cella*

## COMMUNITY SERVICE

Several Rotarians happily welcomed 52 new Americans at the Citizenship Ceremony on September 9 at the Federal Courthouse in Erie. Walter Harf always delivers a hearty welcome speech during the ceremony. The Erie Rotary Club provides a party following the induction for new citizens and their families. Kudos to Ray and Jackie Sammartino who befriended and mentored one of the Bhutanese families receiving citizenship Friday.

The Citizenship Ceremony is an inspiring event held monthly. Please consider volunteering at least once a year to greet the newest members of our community.

For more info, contact chair Nathan Kobel at [KobleN@natfuel.com](mailto:KobleN@natfuel.com)

**IF YOU WOULD LIKE TO SPONSOR A NEW MEMBER,  
get the application from Mary Ellen Dahlkemper,  
Membership Chair at:  
[maryellen.dahlkemper@gmail.com](mailto:maryellen.dahlkemper@gmail.com)**

**Rotary**  
Club of Erie




# 2017 ETHICS SYMPOSIUM #7 MARCH 7 • MERCYHURST UNIVERSITY

The Ethics Symposium #7 will be held on March 7th at Mercyhurst University. Volunteers are needed for registration, guides, and for facilitator – Rotarian small group discussions.

If interested in volunteering please see Stephanie Williams (wlfive74@gmail.com ) or Heather Yahn (heather@HAYprojectmanager.com ).

This year volunteers who will have direct contact with the students need to secure only the Child Abuse (SP4-164A). The on-line form can be secured at <https://epatch.state.pa.us/> . If you have had clearances within the last 60 months, you do not need to secure a new one. The clearance should be completed by February 10th (this will enable you to be approved to volunteer for the next several years). Just print and provide the document to Stephanie or Heather.



*Come Fly  
With Me*

Brenda Warner greeting Ron Norman at October 26th's Rotary program.

A great presentation for Rotary International's Student Exchange program!

