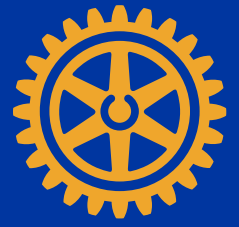


The See-Way

Journal of the Rotary Club of Erie, Pennsylvania



Club 91, Organized in 1913

District 7280

April 26, 2017

Vol. 2017

No.17

AcousticSheep LLC

Wei-Shin Lai, MD & Jason Wolfe



AcousticSheep LLC is an award-winning company based in Erie, PA. The founders, Wei-Shin Lai, MD, and Jason Wolfe (wife and husband) started the company in 2007 from their kitchen table while working full time. Tens of millions in sales later, on all 7 continents, and growing tremendously, AcousticSheep was named Small Business of the Year 2015 by the Consumer Technology Association and Wei-Shin was named Small Business Person of the Year in PA 2016 by the Small Business Administration.

The story started when Dr. Wei-Shin Lai was having trouble falling asleep after receiving patient phone calls in the middle of the night. She needed to listen to some meditative music to help her relax. But headphones were bulky, and ear buds were uncomfortable. Since there were no headphones specifically designed for sleeping on the market, she invented her own. Working collaboratively with her husband Jason, a video game developer, they set out to solve the problem of not having comfortable headphones for sleeping!

They worked so well for her that she decided she had to offer them to all of her patients taking sleeping pills. Her husband soldered and she sewed the first 500 pieces themselves on their kitchen table. Initial feedback was phenomenal. One lady was able to come off of sleeping pills after taking them for 10 years. Another saved her marriage because she could finally sleep in the same bed as her snoring husband. Dr. Lai and her husband decided to patent their invention and start a real business. They completely sold out in their first year.

At year 6, they decided to focus on the business full-time, hiring their first full-time employee, quitting their jobs at Penn State, and moving their business and toddler to Erie, PA close to where Jason grew up. AcousticSheep manufactures, distributes, and sells direct two brands: SleepPhones and RunPhones.

SleepPhones help people fall asleep faster and stay asleep longer by enabling them to comfortably listen to music at bedtime. RunPhones headphones were developed by popular request as customer's were looking for a moisture-wicking option for exercising. Customers range from Amazon, Meijer, Sam's Club, Cleveland Clinic, Restoration Hardware, Boots (UK), to JD (China).

AcousticSheep's goal is to be the go-to brand as a natural sleep aid, alongside melatonin, Nyquil, Ambien, or white noise machines. The affordability, quality, and effectiveness of SleepPhones as a natural sleep aid makes it a perfect fit in the rapidly growing wellness electronics category.

Supporting Cast:

President: *Laurie Root*

Greeter: *Heather Yahn*

Invocation: *Penny Mechley-Porter*

Pianist: *Bruce Gingrich*

Song Leader: *Michael Malthaner*

Sgt at Arms: *Brenda Bennett*

Speaker Intro: *Heather Yahn*

Program Schedule

12:00 pm

Sheraton Erie Bayfront Hotel, 2nd Fl
Parking is free in the Parking Garage!

MAY 3:

President H. Fred Walker
Edinboro University of PA

MAY 10:

Kimberly Burns & Jessica Barr
Prescription Drug Take Back Program & the Opioid Epidemic
***Breakfast Meeting at MBA*

MAY 17:

Timothy NeCastro, CEO
Erie Insurance Group



@rotarycluboferie

LOCAL WEBSITE: ERIEROTARY.ORG

DISTRICT SITE: ROTARYDISTRICT7280.ORG



@rotary

YOU'RE INVITED TO JOIN THE ERIE ROTARY CLUB AT PRESQUE ISLE'S 61ST SPRING CLEAN-UP

Join hundreds of volunteers, the S.O.N.S. of Lake Erie, P.I. Partnership, The Great Pennsylvania Clean-up, and DCNR staff for its 61st Annual Spring Clean-up. Meet at the Rotary Pavilion between the hours of 8am and 10am to sign in, receive bags, gloves, and location of clean-up. Lunch will be served for all participants from 10am until 12pm. Dress for the weather. Service hours available. Help keep Presque Isle healthy! **No fee.**

RSVP to:

Julie Cella at juliecella@live.com

Date:

Saturday, April 29 at 8:00am to 12:00pm

Place:

Presque Isle State Park

Come and demonstrate our service above self.

Guess Who?!

A blast from the past!
Can you guess who and when?

LAST WEEK'S PHOTO:

Erie Zoo Director Scott Mitchell has been a speaker over the years at our Erie Rotary meetings. He brought a friend to this one when Tony Snow was our president. Circa 2000-01.





Featured Rotarian

Past President 2016-2017

Melanie Titzel

Dr. Melanie R. Titzel is a past President and Board Member of Erie Rotary. Some of her favorite Rotary projects include the Group Study exchange and the Ethics Symposium

Melanie serves as Director of Operations for the LECOM Senior Living Centers including LECOM HEALTH Nursing and Rehabilitation, LECOM Senior Living Center/ Millcreek Manor, LECOM HEALTH Parkside at North East, LECOM HEALTH Parkside at Westminster, LECOM HEALTH The Regency at South Shore, LECOM HEALTH Visiting Nurse Association, and LECOM HEALTH Lifeworks.

She holds a B.A. in Business Administration for Mercyhurst University where she currently serves as President of The Alumni Association and a member of the Board of Trustees. She earned an M.S. in Recreational Therapy from The Pennsylvania State University, and a Ph.D. in Organizational Learning and Leadership from Gannon University.

You may not know that she is certified as a dance instructor through Dance Masters of America in the areas of Classical Ballet, Tap, and Modern Jazz. She has served on the faculty of Marguerite's Academy of Dance for over 20 years and as an Adjunct Dance Faculty member at McDowell High School for 13 years. She is a Certified Geriatric Care Manager, a Licensed Nursing Home Administrator, a Certified Personal Care Home Administrator, and a Certified Therapeutic Recreation Specialist.

She enjoys many hobbies including ballroom dancing, kayaking, and biking. She also enjoys her Siberian Husky twins Kuno and Kenia.



**THIS IS AN OPPORTUNITY THAT
WILL CHANGE YOUR LIFE!**



BECOME A HOST FAMILY for a foreign exchange student for all or part of the 2017-2018 school year. The commitment can be 3, 6 or 9 months. Rotary Clubs find it better to have the student live with 2-3 families during the school year. The student has an interview process by rotarians in their own country, so they are a good role model for their country. The rotary club provides a Youth Exchange Officer, a Counselor, a monthly allowance, and many events during the school year. This is a great opportunity to learn of another country first hand, and to teach a youth about America. You will establish a bond that will last for years to come. Some of our past host families have been Ray Sammartino, Donald Sieber, Michelle Robertson. Their stories are amazing.

REQUIREMENTS: A LOVING, REPUTABLE, ETHICAL FAMILY...ROTARIANS, NON ROTARIANS, AND COUPLES WITHOUT CHILDREN

IF YOU ARE INTERESTED OR KNOW SOMEONE THAT MAY BE INTERESTED CONTACT:

Jim McEldowney, at jmceldowney@ymcaerie.org -or- (814) 882-8425.



Hoops for Haiti

3 on 3 Basketball Tournament

Fundraiser



Students from Villa will be traveling to Haiti to provide assistance to the children at the EBAC Orphanage. All proceeds from the basketball tournament, including 50/50 and basket raffles sales, will benefit the needs of the orphanage.

Where: Prep Villa
Events Center
When: Saturday,
April 29, 2017
Time: Starts at 9am
Cost: \$8 per person
(3 players per team with
1 alternate)
Separate boys and girls
brackets

Register in the Prep and Villa main offices
or by contacting Petra Shearer at
Petra.Shearer@prep-villa.com

Happy Hour!

Wednesday, April 26th, 2017

Brews Brothers • 5:30 - 7:30pm

Located upstairs at Presque Isle Downs Casino
8199 Perry Hwy, Erie PA 16509



Rotarians can sign up at 7:30 for Live Band Karaoke with T. Wood and Friends, who are playing from 8PM to 10PM. Brews Brothers is a smoke free restaurant known for featuring specialty, local, regional craft beer.

HAPPY BIRTHDAY to you!

We want to send birthday wishes to
Christopher Coughlin (April 24), Jim Hynes (April 29)
-and- Robert Allshouse (April 30)

We hope you enjoy your day!





Welcome NEW MEMBERS!



BONITA ELIAS

A warm Rotary welcome to Bonita Elias, the Media Sales Manager for Spectrum Reach, the company replacing Time Warner. Because she travels so much with her job, she is opting for our new Trial Membership. We hope she joins at the end of the two months!!!

For over 20 years, Bonita has loved her work in the business of media. She is intrigued by the ability to reach people with a message that elicits a reaction and produces measurable sales results. She describes herself as a "revenue-builder who combines common sense and old fashion logic with a little bit of fun" to help her clients achieve their objectives. She designs successful media campaigns that provide profits for their businesses and income for their families. She likes that she can be instrumental in helping her clients to build their lives.

Bonita is a graduate of the National Association of Broadcasters' Leadership program which qualifies her to purchase and own her own radio and television station or any media property. She is also a graduate of the Leadership South East Texas program, and a former member of the Rotary in Beaumont Texas. She has served on numerous community boards and art councils in a variety of states where she has lived and worked.

Bonita has two decades of experience creating photographic portraits of individuals, families, weddings and other important occasions. She enjoys traveling across the USA and overseas. Her upbeat attitude is reflected in her mantra: "When God gives you lemons, make lemon drop martinis!!!"

Originally from Cleveland, Ohio (Home of the Cavaliers & Cleveland Browns!!!), she has a son and two teenage grand children who live in the suburbs of Cleveland.



BRIAN SLAWIN

Brian Slawin is a recovering entrepreneur who has lived the startup life for most of his adult life. From the late nights to the last minute deadlines, from running out of money, to running out of ideas to capturing it all again, Brian says it's the best thing he's ever done and he's glad he doesn't have to ever do it again!

Why? Because, after moving to Northwest Pennsylvania to become the portfolio manager at the Ben Franklin Technology Partners, he now knows what he wants to do with the rest of his life. Each day, people with a vision for their future, share that with Brian who then nurtures, supports and ultimately invests in them, in order to grow their idea into a full-fledged company with the goal being to employ a few or a few thousand people.

In short, Brian supports the vision entrepreneurs have and believes in the power that comes with passion and commitment. Plus, as he tells everyone, he's fortunate to have found an entire community of people to work with and invest in who are looking at their future and thinking "I'd like to give that a try".

Welcome to the Erie Rotary Club, Brian!



SAVE THE DATE

Join us this year for the annual

Rotary Picnic

with Family and Friends

Wednesday, June 7, 2017

Rotary Pavilion at Presque Isle State Park

5:00pm — 8:00pm

Please bring a covered dish to share



Food, Raffle, Chinese Auction, Kids Games, and FUN!!

Support the Chinese auction by bringing a basket to raffle or a new item,
gift card, or sports/event tickets.

**RSVP
TODAY!**

SIGN UP AT ROTARY MEETING

Or e-mail Nicole Reitzell at NReitzell@eriezoo.org
or Jaimee Black at blackjl@upmc.edu.

Please provide number attending and dish you will bring.