



PITTSBURGH SOCIETY FOR COATINGS TECHNOLOGY

JANUARY 14, 2013

TOPIC: Building a Personal Brand and Networking in a Digital World

SPEAKER: Rachel Gogos., Founder and CEO, BrandiD

PLACE: Spaghetti Warehouse / 412-261-6511
2601 Smallman St., Strip District (Free Parking in Lot at 26th St.)

TIME:

Board Meeting	4:00 pm
Social Hour	5:00 pm
Presentation / Speaker	6:00 pm
Dinner / Meeting	7:00 pm
Adjourn	8:00 pm

COST: Members: \$30 w/reservation / \$35 at door / Retired \$10

RESERVATIONS: Please contact Christina Marlier by Thursday –January 10, 2013
at Christina.marlier@emdmillipore.com or 215-510-8397

A MESSAGE FROM THE PRESIDENT

DEAR PSCT MEMBERS:

I hope all of you had a wonderful Holiday season. Sorry to say the Steelers will not be in the play offs. I guess all of us will have longer fingernails, since we will not be biting them during the play offs!

Getting down to business, I would like to thank Bayer Material Science for sponsoring the December meeting at Freddie's and Nexeo Solutions for providing the libations for the meeting. All of the revenue raised from the December meeting will be going to the Scholarship fund.

I would also like to thank Dr. David Fasano of the Dow Coating Materials business of The Dow Chemical Company for his excellent talk on Titanium Dioxide pigment extenders by using polymeric hiding technologies to optimize the use of Titanium Dioxide.

Our speaker for this month is Rachel Gogos who is the founder of both **brandiD** and **identityShoppe**. Rachel is the person we are working with for the new website design for the PSCT. Please think about how to improve our current website paintsociety.org and jot down a few questions to ask Rachel during her presentation. I would like to have a lot of interaction with her and our members.

GARY BALINT / PSCT President 2012-2013

<http://paintsociety.org/>



pitt.coatings.tech@verizon.net



**RACHEL GOGOS,
FOUNDER & CEO,
brandiD**

SPEAKER'S BIO

"Identity is inseparable from business, all types of business. They're intertwined. I love the transformative power that understanding one's personal brand can have on a person. Leading them to live their best life."

Rachel Gogos is a serial-entrepreneur with a passion for people, the web and creating strong personal brands. From her career start at United Nations headquarters in New York city – where she helped create the look and feel for the organization's first website – to her current role, Rachel channels over 15 years of marketing and communications experience into each and every one of her clients.

As the Founder of both brandiD and iDentityShoppe, Rachel is a true Internet pioneer who was creating business on the web before Google was established as a commercial entity in 1998 and long before the phrase "personal branding" became an industry buzzword.

She's held positions at The Wall Street Journal, DowJones.com as well as launched three companies (besides brandiD) of her own. Her entrepreneurial spirit started young; the product of Greek immigrants and Buffalo-based entrepreneurs, Rachel literally grew up in the restaurant business. As a budding entrepreneur, she developed a strategy and brand identity to turn a dilapidated eatery into a hip family restaurant, which remains a popular destination to this day.

True to her roots, she loves to work with entrepreneurs and co-founded Internet incubator SiliconFish.com in the late 90's while living in Manhattan. The company was a leader in helping to establish and brand offline businesses on the web.

Today, Rachel has her own column, Digital You, that appears on the Business Page of the Pittsburgh Post-Gazette.com and she was also the Editor-in-Chief of YOUUnique, one of the few newsletters focusing exclusively on personal branding and building online identities, for industry guru William Arruda and his company Reach Personal Branding for four years.

When she isn't immersing herself in all things personal-brand related, Rachel can be found honing her negotiating skills with her two young girls, Zoe and Alexa, or making her famous pastitio, much to the joy of her husband, Dino.

Rachel's Top 3 Beliefs & Convictions

1. Be authentic. Being your true self is liberating and empowering, and the best part about it is you don't have to worry about trying to be someone you're not!

2. Everything happens for a reason. Although it may be hard to see it at the time, something good always comes out of a bad situation.
3. Life is too short for bad coffee and bad company. Surround yourself with both – especially the later!

Achievements

- She worked at The Wall Street Journal's news desk and was a founding editor at dowjones.com.
- As the Director of Strategic Initiatives & Communications for the Boston Digital Bridge Foundation. Rachel helped energize and administer Mayor Thomas M. Menino's technology programs, resulting in one of his most successful economic development initiatives.
- Often interviewed as spokesperson for the Pittsburgh region commenting on attracting business to the area in publications such as the Pittsburgh Business Times, Pittsburgh Post Gazette and Pittsburgh Tribune Review.
- Was and still is mentored by the founder of Reach Personal Branding, William Arruda, "the personal branding guru" according to Entrepreneur magazine.
- Master's in Leadership, Technology & Education focusing on Higher Education from New York University.

ABSTRACT

Building a Personal Brand and Networking in a Digital World

How do I use LinkedIn? How is Twitter different than Facebook? Do I really need to use all these social media tools? Even if you've never found yourself asking one of these questions, you're likely to have others. The ever-changing landscape of the Internet keeps us all on our toes. We now have more powerful resources than ever at our fingertips, but what can we do with them? How can we use them to build credibility, attract attention and/or customers, and stand out from the crowd? In this discussion, you'll learn how to define your personal brand, use the latest social media tools to your advantage, network online, build your visibility and credibility, and maximize the web for your personal benefit. We'll also discuss the Paint Society's upcoming website, and how it can be used to make the Paint Society even more vibrant both online and off.

2012-13 MEETING SCHEDULE

Please mark your calendars for the great meetings:

February 11, 2013

March 11, 2013

April 8, 2013

May Outing: (TBA)

VOLUNTEERS NEEDED FROM THE PSCT MEMBERSHIP

American Coatings Association - Coatings Regulations & Analytical Method Conference on May 14-15, 2013, Pittsburgh, PA

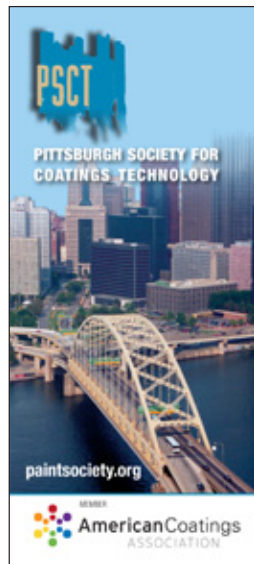
The Pittsburgh Society is glad to see this conference returning to Pittsburgh and is offering its services to serve as session Moderators. We are seeking volunteers and hopefully can get several people to help.

PAINT POT:

The member pulled for the December paint pot was Elizabeth Bell, however, she was not in attendance. Therefore, the pot will be \$125 and carried over to the January meeting.

PSCT BROCHURE

Copies of the PSCT information brochure are available at PSCT meetings or by contacting Jim Wasik.



UPCOMING CONFERENCES & WEBINARS

March 11-13 — CoatingsTech Conference. Sponsored by ACA. Hyatt Regency O'Hare, Rosemont, IL.

March 18-21 — European Coatings Show. Sponsored by Vincentz Network. Nuremberg, Germany.

April 21-24 — Southern Society Annual Meeting & Conference. Sponsored by the Southern Society for Coatings Technology. Hyatt Regency, Sarasota, FL.

April 29-May 2 — Eastern Coatings Show. Sponsored by Philadelphia, Metropolitan NY, and New England Societies. Taj Mahal Hotel, Atlantic City, NJ.

ADVERTISEMENT REMINDER

We would like to thank all the suppliers who have advertised with us in the past and hope we can count on your continued support. Advertisers please contact Christina Marlier for details at Christina.marlier@emdmillipore.com.

THE M. F. CACHAT COMPANY



14600 Detroit Avenue Suite 600
Lakewood OH 44107

Andy DePage

Technical Sales Representative

800 • 729 • 8900 x 222

248 • 705 • 2776 cell

216 • 228 • 9916 fax

agdepage@mfcachat.com

www.mfcachat.com



Carl J. Alessandro
Senior Technical Sales Representative

BYK USA Inc.
P.O. Box 360136
Strongsville, OH 44136
www.byk.com

Telephone (440) 238-8014
Telefax (440) 238-8520
Cell (216) 390-3647

Carl.Alessandro@altana.com

A member of **ALTANA**



Linda Lee Wolf

President/Owner

Tel: 724.940.2222

Fax: 724.940.2236

Mobile: 412.670.1679

WOLF CONTAINER & CHEMICAL CO., INC.
Packaging & Chemical Products

2591 Wexford - Bayne Road, Suite #303
Sewickley, Pennsylvania 15143
lindaw@wolfcontainer.com

CHEM-MATERIALS COMPANY

SERVING INDUSTRY RESPONSIBLY

16600 Sprague Road
Cleveland, Ohio 44130-6318

cmc@chem-materials.com

(440) 243-5590

(800) 585-0808

(440) 243-1940

cmc@chem-materials.com

www.chem-materials.com

Telephone

Toll Free

Fax

e-mail

website



Quality • Responsibility • Stewardship

PSCT OFFICERS FOR 2011-2012

President
 Gary Balint
 Lanxess Corp.
 8 Morgan Road
 Burgettstown PA 15021
 412-809-4735
 gary.balint@lanxess.com

Vice President
 Cynthia L. O'Malley
 KTA-Tator, Inc.
 115 Technology Drive
 Pittsburgh, PA 15275
 412-788-1300 ext 180
 comalley@kta.com

Secretary
 Karen Hollertz
 PPG Industries, Inc.
 151 Colfax Street
 Springdale PA 15144
 724-274-3353
 hollertz@ppg.com

Treasurer
 Christina Osan
 EMD Chemicals
 215-510-8397
 christina.osan@merckgroup.com

Past President
 Timothy Knell
 Shore Corporation
 2917 Spruce Way
 Pittsburgh PA 15201-1508
 412-471-3330
 tknell@shorecorporation.com

Director at Large
 Peter Chakos
 NEXEO Solutions
 1768 Moynelle Drive
 Pittsburgh, PA 15243
 412-779-2020
 PJChakos@nexeosolutions.com

**Representative to ACA Society
 Liaison Committee**
 James A. Wasik
 70 Woodland Farms Rd.
 Pittsburgh PA 15238
 412-967-9541
 jawasik@verizon.net

Membership
 Britney Grabigel
 PPG Industries, Inc.
 151 Colfax Street
 Springdale PA 15144
 724-274-3548
 grabigel@ppg.com

**Education and
 Scholarship**
 Mark Harley
 530 6th Street
 Oakmont PA 15139
 412-828-2568

Bylaws
 Raymond Stewart
 Bayer MaterialScience LLC
 100 Bayer Road, Bldg. 8
 Pittsburgh, PA 15205
 412-777-4675
 raymond.stewart@bayer.com

HARVEY LIPSITZ CO.
*Steel Containers • Tin Cans • Plastic Pails
 Plastic Bottles • Glass Jars*



MEL S. LIPSITZ

5621 BUTLER STREET
 PITTSBURGH, PA 15201
 PHONE: 412-782-2461
 FAX: 412-782-5507
hlipcans@hotmail.com

From
 A Carton
 To A Truckload

<http://www.weldonlabs.com/>




**Testing and Failure
 Analysis for the
 Coatings Industry**

Dwight G. Weldon
 PRESIDENT

1188 Route 30
 P.O. Box 40
 Imperial, PA 15126

Phone: 724-695-2212
 Fax: 724-695-2218



MATTESON - RIDOLFI, INC.

EDWARD TYSL

Home Office
 33271 Ambleside Drive
 Avon Lake, OH 44012
 Cell Phone: 440-237-1849
etysl@matrid.com

Corporate Office
 14450 King Road
 P.O. Box 2129
 Riverview, MI 48193
 Customer Service:
 (800) 275-4503
 Fax: 734-479-1630



Documentation Verification Assessment 1995
 File 17WNC2078



Serving American Industry since 1951

Representing the World's Best
 Your one-stop solution supplier for pigments,
 functional minerals, specialty additives, resins and more.

16485 Rockside Road
 Cleveland, Ohio 44137-4336
www.dar-techinc.com

Toll Free 800 228-7347
 Fax 216 663-8007
Ed Kaczmarek / Jim Benduhn




BYK
 Additives & Instruments

Chad Hack
 Technical Sales Representative

BYK USA Inc.
 1380 Fieldstone Court
 Ann Arbor, MI 48108
 www.byk.com
Chad.Hack@altana.com

Telephone (734) 913-9060
 Chad.Hack@altana.com

A member of **ALTANA**




ARCHWAY SALES, INC.
 formerly **D. H. LITTER COMPANY, INC.**

Mark Zoller
 Technical Sales Representative

565 Taxter Road
 Suite 610
 Elmsford, New York 10523

Mobile: 412.848.1086
 Customer Service: 914.592.1077
mzoller@archwaysales.com



PSCT Membership Application and Dues Renewal Form for 2012-2013

1. MAILING ADDRESS:

Name: _____
Company: _____
Address: _____

City: _____
State/Prov: _____ Postal Code: _____

2. CONTACT INFORMATION:

Work Phone: _____
Fax: _____
Toll Free: _____
Home Phone: _____
Email: _____

3. MEMBERSHIP DUES

Primary Full Membership \$30 Secondary Full Membership \$30 Student/Educator \$5 Retired Member \$5

*Please indicate primary society membership: _____

5. PAYMENT INFORMATION:

Check payable to PSCT

6. SIGNATURE AND DATE: (Required)




Signature: _____ Date: _____

7. RETURN FORM AND CHECK

Britney Grabigel / PPG Industries grabigel@ppg.com
151 Colfax Street
Springdale, PA 15144

OFFICIAL USE ONLY:

Total Amount Due: \$ _____ Certified by Society Member _____ Date _____

<h3>AMMONIA FOR INDUSTRY</h3> <p>1 qt., 4-1 gal, 5 gal, 15 gal, 50 gal, totes 200-300 gal. Any concentration available as well as private labeling.</p> <p>We are a leading manufacturer of reagent grade ammonia solutions with over 50 years' experience. Our modern facilities, extensive research and development, and emphasis on quality, service, reliability, and integrity assure you, our customer, of complete satisfaction in all our products.</p>  <p>Please give us the opportunity to become your ammonia supplier. Thank you, Paul A Cuccinello CEO paul@wdserviceco.com</p> <p>W.D. Service Company 780 Creek Road PO Box 147 Bellmawr, NJ 08099 800-366-9326 www.wdserviceco.com</p>	 <h2>PALMER HOLLAND</h2> <p><i>The Premier Specialty Chemicals Distributor</i></p> <p>Steve St. Jean sstjean@palmerholland.com 216-272-2782 - cell Main Phone: 440.686.2300 Toll-Free: 800.635.4822 www.palmerholland.com</p> <p>ISO 9001:2008 Certified</p> 
---	---



**Pittsburgh Society for Coatings Technology
Hiram P. Ball Memorial Scholarship**

**PSCT Science, Technology, Engineering
Mathematics Grant Application**

APPLICATION DEADLINE: MARCH 15, 2013
ALL APPLICANTS MUST ATTACH COPY OF TRANSCRIPT

Applicant (student): _____

Address: _____

Phone: _____ Email: _____

PSCT Member Sponsor: _____

Present School/University (2012-13): _____

College/University (2013-14) _____

CLASS STATUS:

Graduating High School Senior College: Freshman Sophomore Junior Senior

Major Course of Study: _____ Cumulative Grade Point Average: _____

Science, Technology, Engineering, or Mathematics Grant Applicant: Major Study GPA (last 12 months): _____

FIRST-TIME APPLICANTS: Please submit 2 character references from teachers, clergy, employers, professionals, etc., who are familiar with the student's goals and aspirations.

STUDENT SIGNATURE Date: _____

PSCT SPONSORING MEMBER SIGNATURE Date: _____

Return to: Mark Harley
PSCT Education Chairman
530 – 6th Street
Oakmont PA 15139

Pittsburgh Society for Coatings Technology

Hiram P. Ball Memorial Scholarship

APPLICATION DEADLINE: MARCH 15, 2013

ALL APPLICANTS MUST ATTACH COPY OF TRANSCRIPT

REQUIREMENTS

- The PSCT Board of Directors will determine, in January, the total amount of scholarship money to be awarded each year.
- The maximum dollar amount of each scholarship will be \$1500. Scholarship money will be awarded equally to students as recommended by the Scholarship Committee. The Science, Technology, Engineering and Mathematics grant will be added to the recipient's scholarship award. (See Grant requirements below)
- Scholarship awards are to support undergraduate studies of FULL-TIME students enrolled in an accredited college or university seeking an associate or bachelor degree.
- Scholarships may be awarded to any applicant a maximum of four times.
- Applicant must be the child of an actively participating PSCT member who is current with dues. The member must also attend at least four (4) PSCT meetings or events a year or serve as a PSCT Committee Chair. .
- Scholarships are limited to one award per applicant per PSCT member per year.
- Applicants must submit a Hiram P. Ball Memorial Scholarship Application which includes a short statement explaining how the course of study will allow the student to reach their career goals.
- Applicants must maintain a 2.75 (out of 4.0) grade average.
- The Scholarship Committee will consist of five PSCT Members who do not have a child or relative applying for a scholarship
- COURSE OF STUDY: Although all courses of study are open, students are encouraged to pursue scientific, engineering or mathematical programs that lead to employment in the Coatings Industry.
- New Applicants must also submit 2 Character References who know the student and their goals:
 - Teachers
 - Clergy
 - Employers
 - Neighbors/Friends
 - Professionals (doctors, business people)

PSCT Science, Technology, Engineering Mathematics Grant Requirements

The Pittsburgh Society for Coatings Technology is a technical society to promote the welfare of the coatings Industry. The Society will be offering an additional grant to one student who is enrolled in a technical course of study. To be considered for this grant, the student must meet the following criteria. If more than one applicant meets the criteria, the award will be made to the student with the highest cumulative grade point average as of application deadline. If no applicant meets the requirements, no grant will be made.

The decision of the PSCT Scholarship Committee is final in their decision regarding the grant.

Criteria:

- Must meet all other Hiram P. Ball Memorial Scholarship requirements.
- Applicant must have declared a major in Science, Technology, Engineering or Mathematics.
- Applicant must be entering their Junior or Senior year of college or university.
- Applicant must identify course directly associated with declared major curriculum.
- Applicant must have a GPA of 3.0 or greater in these related courses over the past 12 months (including summer school).
- The grant will be an additional \$500 over the Hiram P. Ball Memorial Scholarship award.