



# 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.)

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

**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](mailto: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 **identityShopper**. 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](http://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](mailto: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 YOUNique, 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

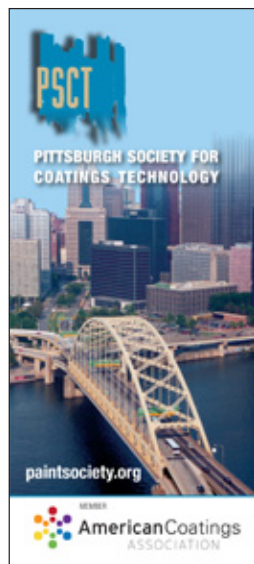
The Pittsburgh Society is glad to see this conference returning to Pittsburgh and is offering its services to serve as session Moderators. We are seeking volunteers and hopefully can get several people to help.

## 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

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## 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  
151 Colfax Street  
Springdale, PA 15144

grabigel@ppg.com

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**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 – 6<sup>th</sup> 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.