

THE PRESS CLUB - Serving the Philadelphia Suburbs



National Press Club, Washington, D.C., Affiliate Chapter

www.ThePressClubPA.org

Press Club Update — October 2010

Web Site - www.ThePressClubPA.org

Press Club Luncheon October 20, 2010 Edgmont Country Club

Panelists from newspapers, radio, television, magazines and the web will present current information to our members and their guests. Information covered will include: What is the latest and best way to submit Press Releases? How do we contact your organization? Are there any Social Networking opportunities? Information everyone needs to stay current, on top of technology and connected! Handout information at the luncheon will contain information on contacting all panelists and media hosts. **Special Feature: Media Table Hosts** All luncheon tables will have assigned media hosts actively working the industry for lunch table networking.



Brandywine Radio
Lloyd Roach, Owner



"SPIRIT Media Group, Inc.
publisher of Chester SPIRIT & The Community SPIRIT
Paul Bennett, Editor
610-447-8484 Fax: 610-534-8107
pbennett@chesterspirit.com or newsdesk@chesterspirit.com
www.chesterspirit.com

DAILY LOCAL NEWS

Daily Local News
Andrew Hachadorian, Executive Editor
610-430-1116
andyh@dailylocal.com
press release: news@dailylocal.com
www.dailylocal.com



Delaware County News Network
Peg DeGrassa, Editor
610-583-4432 , ext. 119
pdegrassa@delconewsnetwork.com
www.delconewsnetwork.com



Delaware County Daily Times
Phil Heron, Editor
Kathleen Carey, Reporter
610-622-8816
editor@delcotimes.com
kcarey@delcotimes.com



The Hellenic News of America
Paul Kotrotsios, Publisher
610-446-1463 Fax: 610-446-3189
paul.kotrotsios@gmail.com
www/hellenicnews.com

MAINLINE *medianews*
a multimedia company

Mainline Media News
Tom Murray, Executive Editor
610-642-4300
tmurray@mainlinemedianews.com
mcooper@mainlinemedianews.com
www.mainlinemedianews.com

MAIN LINE TODAY

Main Line Today
Tara Behan, Senior Editor
610-325-4630 Fax: 610-325-5215



Philadelphia Business Journal
 Craig Ey, Editor
 215-238-5134
 cey@bizjournals.com



Philadelphia Daily News
 Pat McLoone, Managing Editor
 mcloonp@phillynews.com

Radnor Studio 21

Radnor 21 Studio
 George Strimel, General Manager
 215-280-4100 Fax:: 610-964-9093
 gstrimel@hotmail.com
 www.RS21.org



RAD, Rothacker Advertising & Design
 George Rothacker, Creative Director
 610-566-0334
 george@rothackeradv.com
 www.speakvisually.com or www.rothackeradv.com



Solstice Media
 Pete Ricci, President
 610-529-0122
 pete@solsticemedia.biz



TFSEN
 Art Leahy, Publisher
 610-348-9689
 ALeahy@jmonline.com



Board of Directors 2010-011

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Barbara Ann Zippi
 ARTEMIS Productions
President@ThePressClub.org

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Peg De Grassa
 Town Talk Newspapers
pdegrassa@towntalknews.com

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 Yoder & Armstrong Printing Company
joanne@yoderandarmstrong.com

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Anmarie@VictoriousWoman.com

Corresponding Secretary

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 Penn State Brandywine
hcb3@psu.edu

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rfh6@earthlink.net

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Term Expires 2013

Joanne Armstrong
 Yoder & Armstrong Printing Company
 Tara Behan, Main Line Today
 David Belanger, Delco Library System
 Paul Bennett
 Chester & Community Spirit Newspapers



President's Update

Mark your calendars for the 3rd Wednesday of the month from October through May for our monthly luncheons. All of the

Barbara Ann Zippi establishments have the benefit of free or valet parking. Menu's, directions and specifics are posted each month on our web site.

Bus Trips & Receptions

The wonderful success of our bus trips and receptions have included:

- Dolly Parton at The National Press Club in Washington, D.C.,
- The King Tut Exhibit and Party on 57th Floor of Two Liberty Center, and the
- *Behind the Scenes* tour of the Chester Waterfront and City, conducted by Chester Development Expert David N. Sciocchetti and coordinated through the Mayor's Office.

Bus trips during the 2010-2011 season will include an outing to see the exciting Cleopatra Exhibit in Philadelphia and a Spring bus trip to Washington, D.C. to visit the "Newseum."

Membership, Dues, Invoicing & Directory

In the next couple weeks, you will receive an invoice for the program year July 1, 2010, to June 30, 2011.

We've been computerizing our records to make them available to our membership online.

This year's form will ask what contact information you want to post on the web and what information to include in the printed directory. Given the financial concerns that we all face, our membership dues will once again hold steady and will not increase.

We will distribute our Directory at the December Holiday Luncheon.

1st Annual Scholarship Gold Classic

The Press Club's Golf Outing was finally held this June after being rained out twice. It took place at Edgmont Country Club with special guests The BroadStreet Bullies and Joe Pellegrino. The outing was stopped after 9 holes due to falling trees and lack of electricity during a major summer storm. Our Club profited \$1500 from the Silent Auction and events of the day to help fund our Scholarship Foundation. Much thanks to Edgmont Country Club's Pam Mariani for helping to make this event a success.

Professional Development Workshops

Mel Taylor will once again join us to discuss different features of *The New Tools of our Trade*. He will discuss the urgent need for us to understand the growing new ways to spread our messages through the popularity of social networking sites such as *Facebook, Twitter, YouTube, and word press blogs.*

The Press Club is in search of the following to keep membership dues in check and to increase our activities and benefits. If you are interested, please contact us by e-mail to: president@ThePressClubPA.org.

Sponsorships Packages

Sponsorship Packages are available and include event, workshop, trip and luncheon marketing opportunities with logo placement, press releases and online marketing.

Luncheon, Workshop & Cocktail Party Locations

Are you interested in hosting Press Club Members and representatives for a great cocktail party and networking event in exchange for promotional benefits?

Can you provide event space, food and beverage or catering services?

If you are a service business interested in supporting or sponsoring an event, a luncheon, or a workshop, marketing opportunities with logo placement, press releases, and online marketing can be arranged.

Gift Packages for Holiday Gift Basket Raffle and/or Golf Outing Silent Auction

Will you donate a prize for our events in exchange for promotion of your company? Let me know via E-mail at: president@ThePressClubPA.org.

November 17 PPL Park Soccer Stadium Press Clubs Salutes the Troops! Honoring our Press Club Veterans Military Service Wednesday, November 17 - Salute to The Troops

The Press Club will pay tribute to the men and women of the Armed Forces including our own Press Club veterans who have proudly served the military.

Blue & Gold Star Mothers will join us representing The Delaware County Veterans Memorial in addition to members of The Marine Corps League, General Smedley D. Butler Detachment.

Attention: Military Veterans of the Press Club –
Please send your name, rank, serial number, branch, years of service and military career highlights to President@ThePressClubPA.org

Special Feature 1: 10:30 a.m. November 17 - VIP Behind The Scenes Tour of the Soccer Stadium Prior to Luncheon

Special Feature 2:

Shuttle Service available from Edgmont Country Club Parking Lot & Granite Run Mall Parking Lot by Peking Restaurant.
Donations accepted for ride service - departs at 9:30 a.m.

Luncheon Speakers

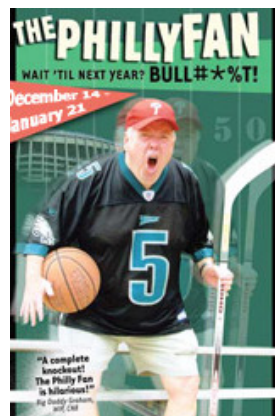


Kathleen Carey
Delaware County Daily & Sunday Times reporter Kathleen Carey. In October 2009, Kathleen traveled to Iraq to embed with the 1-150th Assault Helicopter Battalion, covering state Representative Nick Miccarelli, R-162, of Ridley Park, as he served as an Army National Guard helicopter door gunner in Basrah.
Also speaking is entrepreneur & Chick-fil-A franchise owner Gene Ontjes, who has just returned from a trip to Algiers and Jordan.

December 15 Holiday Party

Our **Holiday Party at Edgmont Country Club** and our annual **Holiday Gift Basket Raffle** that benefits our General Scholarship Fund. Members will receive a copy of the **Press Club's Membership Directory and a surprise Holiday Gift**. Confirmation on a special holiday speaker is being worked on, if you have a recommendation or selection, e mail it to President@ThePressClubPA.org.
Donations of White Elephant Items or Gift Items, Packages, Coupons, etc. are needed for Holiday Gift Basket Raffle.
Let us know if you have something to offer.

Press Club Bus Trips - Fall 2010



Tom McCarthy Headlining in The Philly Fan

The Philly Fan - October 30, 2010. Join Press Club members and non members as we venture into the city and support Tommy McCarthy, long standing and devoted Press Club member and past speaker. **Bus will leave from Edgmont Country Club 3:30 p.m. Saturday October 30,**

2010. \$80/person payable to The Press Club. E mail RSVP to President@ThePressClubPA.org to reserve your seat. Limited to 20 people.

An Afternoon of Romans, Egyptians & Greeks! Explores the Mysteries of Cleopatra



Press Club members and guests, join an afternoon exploring the mysteries of the Cleopatra Exhibit at the Franklin Institute before

heading to Estia! for a Greek Food & Wine Tasting sponsored by Estia and Press Club Board Member Paul Kotrotsios, Publisher of The Hellenic News of America. She was, the last great pharaoh before Egypt succumbed to Roman opposition. She lived from 69 – 30 B.C., and her rule was marked with political intrigue and challenges to her throne. She captivated two of the most powerful men of her day, Julius Caesar and Mark Antony, as she attempted to restore Egypt to its former superpower status. Later, her Roman conquerors tried to rewrite her history and destroy all traces of her existence. Although her body has never been found, her story survives. Afterwards, enjoy Greek Food & Wine Tasting at Estia Philadelphia's four-star restaurant. Estia brings authentic Greek cuisine from the Mediterranean to Philadelphia and specializes in whole grilled fish served by the pound from the Greek islands, Morocco, Tunisia and Portugal. Estia restaurant offers a first-rate wine list with more than 300 selections including wines from Greece, Europe, Israel and Lebanon. Bus will leave 1 p.m. from Edgmont Country Club on Sunday, November 21, 2010. The tour will be 2 hours with special Admission and head sets for everyone and then escorted by bus to Estia Restaurant from 4:30-6:30 p.m. \$75 all inclusive payable to The Press Club. E mail RSVP to President@ThePressClubPA.org to reserve your seat.