
POLISH-AMERICAN ENGINEERS ASSOCIATION

FOUNDED



IN 1934

1 Watergate Drive South Barrington Illinois 60010, USA • www.polishengineers.org

All members and friends of Polish-American Engineers Association are cordially invited to attend our meeting.

DATE: Friday, February 21st, 2014

TIME: 7:30 p.m.

PLACE: Copernicus Center
Kings Hall
5216 W. Lawrence Avenue
Chicago, Illinois

SPEAKERS: Norbert Barszczewski
President
JP NetQuest, Inc

TOPIC: Grow Your Business with Email and Social Media Marketing

Speaker:



Norbert Barszczewski is the President of JP NetQuest, Inc, the company he founded in 2007. His area of expertise includes web development, email marketing, social media, online advertising and search engine optimization. Norbert Barszczewski holds a graduate degree from Florida State University, where he worked for 8 years before moving to the Chicagoland area. He is a Florida State University Certified Webmaster. Norbert Barszczewski is active in the local business community. He currently serves as the Executive Director of the Chicago Business Club, a business networking organization. He is a member of advisory boards of a few other not for profit organizations. His hobbies include: traveling, politics & photography. He is a proud father of two boys.

Meet the speaker online at:

<http://www.linkedin.com/in/norbertbarszczewski>

Contact information: norbert@jpnetquest.com; 224-717-9891

Abstract:

This workshop is designed to give small businesses and nonprofit organizations some simple ideas for growing their customer, prospect, or member network by using email and social media marketing.

We will discuss:

- What type of content to use in your campaigns;
- How to get more people to stop and read your messages;
- How to get more action - or reaction to your messages and offers;
- Why using images on social media channels creates higher engagement; and
- Why your content should be mobile-friendly.

You'll learn what it means to run effective email and/or social media marketing campaigns and what tools you can use to measure the success of your efforts without spending lots of time or money. Participants will leave with a workbook full of ideas for timing their messages, how to write a winning subject line, what kinds of offers or content they want to try and how best to approach their next outreach project.

Administration Updates

We are happy to introduce an **upgrade to our web page**. Effective now we have a "Members Only" tab / section on our page. Access to this area is password controlled. Per the policy put forth by the Administration *login name* and *password* will be provided to members who paid their dues. Under this tab you will be able to find non-public materials such as meeting minutes, etc.. Please note that under no circumstances, and in concert with current practice, personal data of our members, managed by the Financial Secretary, is NOT and will NOT be stored on the web page anywhere. Mr. Roman Korczak will provide a very brief overview at the next meeting.

As of March 1st PAEA will start **accepting applications for 2014 Ralph Modjeski Scholarship**. Two scholarships in the amount of \$800 each will be awarded during September 2014 meeting.

We were advised by one of our members, **Mr. Janusz Kulczuga** that he plans to organize a **field trip to Caterpillar** facility in Joliet. Tentatively trip is planned for May 2014.

March meeting will feature Mr. Afzal Ali, Director of Marketing at Deublin Co.; Masters Degree PE Mechanical Engineering. In his presentation, titled "Think Global Act Local", Mr. Afzal Ali will share his recent experience from business trip to Brazil being one of the emerging markets.

2014 MEMBERSHIP DUES. Please note that the dues schedule for 2014 did not change. **Dues are \$50 per year, senior citizens and students \$25 per year.** We strongly encourage you to pay your dues in January or, if not possible, in February. 2014 membership cards will be provided to all those who paid their dues. Questions? You may inquire at the meeting or send an email to: paea.members@gmail.com

You may send your dues directly to our Treasurer:

Mr. Richard Kaczmarek
1725 S. Crescent
Park Ridge, IL 60068

General Interest

Rose and Rime – Benefit for the Polish Museum of America at the Chopin Theater

The Polish Museum of America and Chopin Theatre has the pleasure to invite you for a Special Benefit Performance of the spectacular “Rose & The Rime” Saturday March 1st, at 3:00pm, at Chopin Theatre (1543 W Division, Chicago, IL). The play, which received glowing reviews from major American media, is sure to please not only adults (the universal battle of good over evil) as well as older children (for the amazing presentation).

\$25 Tickets (regularly \$40) can be purchased for this special benefit at www.PMAbenefitRoseandtheRime.eventbrite.com

*“Likeable, poignant, gently involving...full of inventive physical staging.
.enjoy this piece on several levels” – Chicago Tribune*

*“Fantastical, funny, suspenseful, and moving; its athletic, passionate,
whimsical and visually inventive” – Chicago Reader*

*“Must See” show – “..show’s dynamic ensemble and eye-popping spectacle
will warm your heart” – Centerstage.com*

Afterwards a complimentary reception of desserts, champagne and lemonade.
Free parking is available 1 block East, at Holy Trinity Church.

State Of Illinois Will Honor General Pułaski

CHICAGO, IL -- The public is invited to celebrate Pułaski Day on Monday, March 3, 2014, at 10 a.m. in the Sabina P. Logisz Great Hall of The Polish Museum of America (PMA), 984 N. Milwaukee Avenue, Chicago, Illinois. The presence of distinguished leaders of national, state, county, and city government is anticipated, as well as leaders of Polonia. A short program of speakers will take place, concluding with an official wreath laying ceremony at the painting, Pułaski at Savannah, by Stefan Batowski. Admission is free.

Refreshments will be served following the official program in the Polish Roman Catholic Union of America Social Hall on the first floor. Free parking.

Additional information may be found on the PMA website www.polishmuseumofamerica.org

The Fourth Partition (Czwarta Dzielnica) Documentary Film Screening Benefitting the Polish Museum of America

Join us at the Polish Museum of America (984 N. Milwaukee Ave, Chicago, Illinois 60642) Sunday March 9th at 4:00PM, for a special documentary screening; participate in a post-screening discussion with the director, producer and project contributors, enjoy a musical performance by Mirek Miyo Mardosz and Andrzej Krzeptowski-Bohac; drinks and hors d’oeuvres will be served.

2014 Outstanding Pole Abroad Contest

The purpose of the Contest is to:

- create positive image of Poles living around the world,
- highlight the success they have achieved outside of their native country, and
- demonstrate and reward their accomplishments.

Organizer: Foundation of Polish Promotion (Fundacja Polskiego Godła Promocyjnego)

In cooperation with:

The Office of the President of the Republic of Poland
The Senate of the Republic of Poland
The Ministry of Foreign Affairs of the Republic of Poland
“Wspolnota Polska” Association

National organizer in the United States: Pangea Alliance in cooperation with Consulates of the Republic of Poland in Chicago and New York. For more information and to submit nominations go to:

www.pangealliance.org

Offshore Technology Conference (OTC) – May 5-8, Houston, TX

This conference will deliver a highly specialized technical program built around five key topical areas: Geology and Geophysics; Exploration and Production; Physical Environment: Ice Loads; Logistics Marine and Transport; and Regulatory Environment and Social Responsibility.

About OTC

Founded in 1969, the Offshore Technology Conference organizes the world's foremost events for the development of offshore resources in the fields of drilling, exploration, production, and environmental protection. OTC is held annually at Reliant Center in Houston.

OTC ranks among the largest 200 trade shows held annually in the United States and is among the 10 largest meetings in terms of attendance. Attendance consistently exceeds 80,000, and more than 2,700 companies participate in the exhibition. OTC includes attendees from around the globe, with more than 120 countries represented at recent conferences.

OTC is sponsored by 13 industry organizations and societies, who work cooperatively to develop the program each year. OTC also has two endorsing organizations and ten supporting organizations.

OTC is governed by a Board of Directors made up of 14 representatives, 12 from OTC's sponsoring organizations and two from OTC's endorsing organizations.

Please visit: <http://www.otcnet.org>

www.polishengineers.org