



## Wilton Rotary Drummer

Wilton, Connecticut

[www.wiltonrotaryclub.org](http://www.wiltonrotaryclub.org)

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Editor: Stephanie R. Barksdale

**Attendance:** 23 of 46 (50%)

### **Guests/Visiting Rotarians**

District Governor Rick Benson, Eric Glass, son of Bill Glass, Art & Rosann Levy

### **Announcements**

1. It's a sad day in Wilton Rotary history as our home since 1982 for Friday's fellowship lunches, has become the latest victim of a horrible economic downturn. The Club took a moment to thank Frank Whitman for many years of good service, good food and for being a good friend to Rotary. Next week, we will meet at Traskside Teen Center until either another location can be found or we decide that Traskside works for us as a club. Good luck in the next phase of your life Frank!
2. Eric Glass thanked the club for sponsoring the RYLA program and for supporting Interact. The Interact Club is looking for supplies for our troops including AA and AAA batteries, toothpaste, toothbrushes, white crew socks, playing cards, flip flops, gum, microwave popcorn, foot powder, baby wipes, pens, note pads and envelopes. Collection bins will be at Traskside now through May 22<sup>nd</sup>.
3. The next Amber Alert day will be March 14<sup>th</sup> at Driscoll School – Ray D. could use some volunteer help.
4. The Rotary sponsored Wilton Police Awards ceremony will be March 16<sup>th</sup> at Wilton Library at 6:30 pm. Help is needed to get the food, set up the food, and clean up the food!

5. The next summer concert series planning meeting will be February 25<sup>th</sup> at 5 pm at Richard Kent's office.
6. Craft fair booth sales seem to be going well so far for this year – but keep selling booths and ads for the book!
7. Larry S. is working on the smoke detector and CO2 program for seniors in Town – he could use at least one more able bodied volunteer.
8. Frank S. reminded us that the GSE team from Central America will be in Town May 10 – 16<sup>th</sup> and host families are needed. Karen S. and Stephanie B. will be showing the GSE team some business sites in Wilton on the 14<sup>th</sup>. Luis G. has offered to assist us.
9. Pat R. said he has checked out Tiburon (the old Three Bears) for a new meeting location. Sky Bar has also offered to host us as has Marly's – whoever gives us the price closest to Silvermine Tavern will likely get our business!

### **Fun & Fines:**

Bob M. put \$5 in the bin because today is his 50<sup>th</sup> birthday – shouldn't he have put in \$50?! Frank S. put money in because he is celebrating his 10<sup>th</sup> year in Rotary. Stephanie B. is celebrating 11 years with the Chamber – which is still in business! Rick B. reminded us that the district conference is May 1, 2 and 3<sup>rd</sup> in Newport. Paul H. said something disgusting and unrepeatable about Abigail – poor Abigail! Generally, there was sadness about the closing of the Tavern. Ron B. even mentioned that Bob M. and Keith O. were young when the club first started meeting! The Club happily donated the fun and fines to our fine waiter, Ernesto, since he is clearly out of a job.

### **Program**

Art Levy of the Roart Group said despite the rough economic times we all have to continue operating our small businesses. He said 63% of small business have been affected by the credit crunch but suggested we all really are affected. 18% of small businesses run a real risk of going out of business and 12% said they had to lay off at least 1 person. He said the trick to survival is to identify the major areas in your business that need to be addressed – sales, customer service, expenses, etc. Pick the area with the greatest impact and assign someone to focus on it. Set realistic goals for that person to meet. Art used to be an advisor to restaurants in NYC and one gentleman he worked with wrote the book "Setting the Table" in which he addressed how he is successful in running

restaurants in NYC. He said he takes care of his vendors first so he can get the best food they have; he takes care of his employees so they are happy feeding the best food; he takes care of his customers next because without them, the rest doesn't matter; he takes care of profitability 4<sup>th</sup> and finally community service. Art suggested that all of your staff should be trained how to sell, develop leads and close the deal. And marketing is the most important thing you can do for your business. Art is willing to sit down with anyone and offer a ½ hour consultation about what he can do for your business.

***See you next Friday at Trackside Teen Center..... (Stephanie)***

Upcoming speaker schedule:

February 27, 2009	Kevin Lembo Office of Healthcare Advocate
March 6, 2009	Eve Kessler SPED*NET
March 13, 2009	Doug Cutler, architect