



**Wilton Rotary Drummer**  
Wilton, Connecticut USA District 7980  
[www.wiltonrotaryclub.org](http://www.wiltonrotaryclub.org)  
*Our 32<sup>nd</sup> Year of Service!*



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**Editor: Elaine Tai-Lauria**

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President Carol Johnson called the meeting to order and welcomed members.

**Announcements:**

- Carol thanked those who attended or worked at the *Tip A Rotarian Night* fundraiser at Marly's on Tuesday evening. A total of \$825 was collected. It was suggested that we include a drawing ("raffle") at next year's event.
- The District Conference is planned for May 10<sup>th</sup>; interested members should contact Carol.
- The Paul Harris luncheon is planned for May 15<sup>th</sup>.
- Pat Russo is continuing to work on the smoke detectors project; Matt has volunteered to be his co-chair.
- Pat also noted that the emergency shelter will be moved to Miller Driscoll School during the renovation of Comstock.
- Paul noted that 15 crafters are now registered for the craft fair.

**Program:** Janeen Leppert introduced the guest speaker, Heather Borden Herve, Editor in Chief and Founder of GOOD Morning Wilton.

Heather highlighted some of the changes on GOOD Morning Wilton.com (GMW) since she started it over a year and half ago. Readership has grown from 300+ to 1,863 unique daily views, and the look of the website has changed. She said she was pleased with feedback from her readers, many of whom have told her that GMW is the very first thing they look at each morning. She attributes this largely to its focus on stories that are current, local and relevant to Wilton residents. For example, she covers new and longtime businesses that don't get much exposure, provides profiles of people you should know in the community, and captures news around town and in the schools. Heather said she tries very hard to provide neutral coverage. She commented on trends and the impact of hyper local journalism, and the importance of having coverage by local journalists who really know their communities. She also discussed some recent local stories that were the most read or popular with GMW readers. Carol presented Heather with a country book, for the Children's Library collection at Wilton Library, to mark her return visit to our Rotary Club.

***NEXT MEETING – Friday, March 6<sup>th</sup>, 12:25pm at Marly's in Wilton***