



Wilton Rotary Drummer

Wilton, Connecticut

www.wiltonrotaryclub.org



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Editor: Bill Meehan

Twenty-two Rotarians braved the ides of March to enjoy good food and hear speaker Jeff Sawyer of Right Marketing Solutions describe how mobile apps are changing business marketing strategies.

Announcements:

1. The absence of President-Elect Paul Burnham was duly noted. Members anxiously await his report on the events at PETS and his diligent preparations for the 2013-2014 Club year.
2. President Karen reminded all that there will be a Board meeting on Thursday, March 21 beginning at 5:45 at Fairfield County Bank.
3. Pat Russo reported that the 2013 Fire Protection Program has been successfully completed. The smoke and carbon monoxide detectors in the homes of about 40 senior Wilton families were checked and, where necessary, new equipment installed. Pat deserves special recognition for once again organizing and running this program.
4. Many Rotarians signed up to assist the staging of the March 18 Police Awards ceremony. [Editor's Note: With our members' strong support, the event was a smashing success.]
5. The process of securing town approval for installation of a park bench in memory of Charles Jones by the town tennis courts continues. Parks & Rec. has approved the bench style and site. We are awaiting the Board of Selectmen's acceptance of the bench as a gift to the town.
6. Registrants for the 2013 Craft Fair can now complete their registrations on line and pay their registration fees via credit card or through the Club's Pay-Pal account.

Program: Jeff Sawyer – Right Marketing Solutions

Jeff Sawyer briefed the Club on how developments in technology are driving new marketing techniques. The latest buzz focuses on marketing through customers' mobile phones and tablets. Consumers apparently pay far more attention to their mobile phones and tablets than their computers. Businesses are now targeting mobile phones and tablets in their marketing plans. Some businesses provide apps that their customers can download. Jeff described how these apps keep businesses connected with their customers and grow. For example, mobile apps offered by restaurants can give customers instant access to menus or reservations. Service businesses can make available mobile apps so that customers can easily make appointments.

NEXT MEETING: Friday, March 24, 2013 – Marly's in Wilton