



Wilton Rotary Drummer
 Wilton, Connecticut
www.wiltonrotaryclub.org

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Editor: Andy Mais

Apologies for the delayed Drummer. It's Paul Burnham's fault. I'm not sure why, but I know it is. So is global warming and the inability of anyone in the club to win Bud's raffle.

Once and future ADG John Hendrickson of Westport Sunrise joined 13 Wilton Rotarians and our guest speaker. In the absence of President Richard, Past-Pres. Paul H ably wielded the gavel.

Announcements:

- The Library book sale is **tomorrow April 23**. Hot dog helpers can stop by, best time between 10:15 and about 2.
- Substitute Pres. Paul H needs the Craft Fair ads.
- Homefront is coming soon. See Chris to join the current six volunteers.
- Foundation Chair Carol suggested a Foundation donation would be a good use of your tax refund. It feels good and helps you get a bigger tax refund next year. If you did not get a refund, you need more deductions and a Foundation gift is an excellent one.
- Susan G has info on the Chamber Golf Outing at the Redding Country Club.
- Paul B has info on the New Canaan golf outing on 5/2. Paul B will not be able to make it. That should be incentive enough.
- Wilton Go Green is 5/1. See your favorite Drummer editor to help with the clean-up.

Upcoming events (see Pres. Richard):

4/28 — Board Meeting, Fairfield County Bank	4/29 — District Conference (runs till 5/1) at Renaissance Hotel in Providence
5/1 — Wilton Rotary grant application deadline; Wilton Go Green	5/2 — New Canaan Golf Outing (\$275/golfer including lunch and cocktails), Country Club of New Canaan
5/3 — Annual Town Meeting	5/7 — Homefront
5/28 — Arts & Crafts Show, Town Green	5/31 — World Peace Scholarship deadline
6/16 — Wilton Rotary installation dinner, Rolling Hills	6/20 — Dist. 7980 installation dinner for incoming leadership, including club presidents

Program: E-mail marketing

Cheryl Henchar of Cheryl's Creative Services presented her Constant Contact "Power of the Inbox" seminar on e-mail marketing. Making a first impression is of prime importance in e-marketing, she said, but do it right and you could boost repeat business, create or increase awareness, and drive revenue and profit. E-mail is the number one app on cell phones, and 91% of people check their e-mail daily. That said, regular e-mail has a number of constraints that may be overcome through using a system like Constant Contact.

NEXT MEETING: Friday, April 29, 2016 at Marly's

