



Wilton Rotary Drummer

Wilton, Connecticut

www.wiltonrotaryclub.org

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Editor: Frank Spencer

President Richard Kent led today's lunch meeting. The fourteen Rotarians in attendance were pleased to have Catherine Anderson (Wells Fargo Bank) as our guest. The speaker today was Mary Abbazia.

Announcements:

1. Bud Boucher's raffle pot was up to \$1,000. (??) and will remain that way until the next meeting. Paul H. had the winning ticket but did not pull the Joker. One half of the pot will be donated to the Peace Poles project.
2. Annual Craft Fair will be held May 28th. Paul B. is in charge and will need help with signage, booklet, set-up, and auction.
3. Annual Rotary Dinner will be held June 16th at the Rolling Hills Country Club in Wilton. (\$50. Per-person)
4. Homefront project is next Saturday, May 7th. Please contact Chris Lavin for more details and information.
5. The possibility of a monthly Rotary social-gathering type function has been proposed. We might meet at an area restaurant such as Sedona in Norwalk for some drinks, food, and fun.
6. Thursday night's board meeting discussed the Paul Harris Awards for this year as well as the Club's future plans.
7. The Fifth Annual Wilton Go Green Festival is this weekend. Events include a Dog Parade and 5K Race. Andy Mais is looking for help with clean-up (not connected with the Dog Parade in any way) at 4 pm Sunday.

Today's Speakers:

Mary Abbazia shared some of her insight on how to best market your business. One key point:

1. Differentiate yourself from your competition.
 - a. CVS, Rite-Aid, and Walgreens were a trio that never stood apart from each other in the consumer's eye. Then, CVS made the bold and risky decision to cease the very profitable sale of tobacco products. In the customer's eye this made CVS look like the one that actually cared about their health and not just profits. "Care" is a very powerful emotion when it comes to health. CVS "cared" more and their overall sales actually increased
2. Ms Abbazia is co-author of the book, "The Accidental Marketer" and may be reached at Mabbazia@impactplan.com

NEXT MEETING: Friday, May 6, 2016 at Marlys.