



**Wilton Rotary Drummer**  
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**Editor: Mark Kolier**



The Bill Meehan era has begun!

**Guests:** Barbara Newland from Wilton Greens (first visit), Charles Dipani – 44 year Rotarian, Kristin McCelrath from People’s Bank (first visit and Leah’s replacement).

**Announcements**

- Bill noted that the Rotary board meets this Thursday July 26 @ 8AM at Paul’s Prosperous Printing. All are welcome to attend.
- It was also reported that fellow Rotarian Kevin Gilmartin is having a difficult time coping with the violent and audacious robbery that he and other Patriot Bank employees suffered through. The club (per Kathy Leeds) has sent flowers to the Bank using our fun & fines money.
- CARNIVAL NEWS: Victor Tenore will be building a schedule for the September 7/8/9 Carnival to be held this year at the Gilbert and Bennett school. Victor would like a Wilton Rotary banker to be present at each of the shifts. All looks good except the overall visibility of the carnival which is not seen from Route 7 at all. Suggestions were made for sandwich boards to be made to advertise the carnival. No clowns need apply.
- Ray DiGiorgio reported that about half the Amber Alert material has arrived and we should be ready to deploy at the Rotary Carnival.
- Fun and fines had many well-wishes for a successful year for President Bill. Bill chose not to wear a tie this time.

**Program**

Stephanie Barksdale introduced Jeff Guice Group Publisher from the Mill River Media Group. MRMG has purchased Wilton Magazine as well as Fairfield Magazine and Jeff discussed getting more mileage out of your media company. Event marketing, Radio station partnerships (Jeff offered to help publicize the Rotary Carnival using Fox Radio (95.9); and/or the coast radio (96.7). Non-traditional outlets such as word-of-mouth marketing, theater marketing etc. can and should be considered as part of a marketing effort.

**See you next Friday at the Silvermine Tavern..... Mark**