



Wilton Rotary Drummer
Wilton, Connecticut
www.wiltonrotaryclub.org



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Editor: Karen Strickland

President Frank convened the meeting with 16 Rotarians in attendance and one guest (Peg Koellmer).

Announcements:

1. Carnival – Pat Russo said everything is set, we have 13 rides plus games, Mini Vinny doing food with bbq set up. Sign up sheet going around for more volunteers Saturday late afternoon and Sunday afternoon. Everyone please take posters and signs.
2. New Canaan Lobsterfest – Friday, Sept. 23, Patty has \$30 tickets, we get \$15 for each we sell.
3. Plaque for Rick Kellam – Karen will pick up this weekend and give to Pat for installation before dedication. Rick's daughter Holly will join us for lunch and the ceremony at the Gazebo 9/23.
4. Services for Rick – Frank said a number of Wilton Rotarians attended the memorial services for our friend and dedicated Rotarian Rick which were held last week in New Canaan.
5. RI Convention – Being held next year in Bangkok, Frank passed around registration brochure for anyone interested.
6. Rupee's Rovers – Frank got approval to earmark Fun & Fines for the next couple weeks to Governor Rupee's project on seeing eye dogs.
7. No meeting next week due to Carnival shifts.
8. Wilton Food Bank – Peg Koellmer talked about the need to restock the supplies at Social Services due to increased need on the part of local families. They have new refrigerators which are now empty, as are the pantry shelves which could use donations of shampoo, detergent, paper goods, food, etc. You can help by donating an item, purchase a gift card at one of the supermarkets or replenish their account at the Village Market. 57 Wilton families are using the Food Bank, many are new, so please help.

Program:

David Fischer from Solutions for Growth and Ellen DiPasquale of Constant Contact were present to discuss how email marketing programs can help small businesses grow by acquiring and retaining customers through client newsletters distributed via Constant Contact. Businesses need a mailing list, strategies, measurement tools, and high quality content. Email newsletters are easy, fast and "green". Measurements include open rates, number of click throughs, comparisons versus industry norms. Opportunities to connect to facebook and other social media to expand reach and distribution. Printed materials were available as take-aways.

NEXT MEETING: Friday, September 23, 2011 * NO MEETING NEXT WEEK 9/16, See you at your Carnival shift!

