



Rotary Club of Wilton
September 23, 2011
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President Frank Spencer called the meeting to order. We had 20 members and two guests in attendance.

Announcements:

- The **Carnival** was very successful, bringing in a net of almost \$16K. We still await a bill from the Police Department. Our next Carnival is already on the calendar (September 14, 15, 16 of 2012) and Pat welcomes feedback on this year's effort.
- Next week we will present a check in the amount of \$1K to Cathy Pierce of the Department of Social Services for the **Food Bank**.
- Our **Wine Tasting** will be postponed to the spring and anyone interested in planning should meet at 11:30 next week at Marly's.
- There will be a **grant application** filed for a project in Guatemala this fall. Luis is in charge of this grant. All applications are due by November 15th.
- Our **Adopt-A-Spot** is in a much more visible place and Patty Sweeney's brother will give us some help in designing it.
- Matt said that a **new member mailing** will soon go out to business people in town urging them to join Rotary. We will follow up with phone calls.
- Our **Holiday Party** will take place on December 10th (Saturday) at the home of Kathy & Gary Leeds in Rowayton.

Program:

Mark Halpert talked to us about the virtues of LinkedIn. He said he can directly attribute new business to his LinkedIn profile and continuous updates. His 10 tips to improve your LinkedIn success:

1. Don't just cut and paste your resume – tailor it
2. Connect like you mean it (customize your invitations to link)
3. Strut your stuff – and keep your info current (include skills, publications, volunteer work)
4. Give recommendations and ask for them
5. Post multimedia marketing materials (videos, interviews, PowerPoint presentations)
6. Optimize your group connections (like Paul Harris fellows, Wilton groups)
7. Make a company profile
8. Connect!
9. Use the free (20) LinkedIn apps
10. Personalize your LinkedIn URL & show it in all your communications
11. (Bonus) Share and create community – it will pay off

Drummer: Kathy Leeds