



Wilton Rotary Drummer

Wilton, Connecticut USA District 7980

www.wiltonrotaryclub.org

Our 31st Year of Service!

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Editor: Bill Meehan

Seventeen Wilton Rotarians, guest – Peter Cohane, VP and Mortgage Officer of First Niagara Bank, and speaker Heather Borden Herve of "GOOD Morning Wilton", gathered for Friday's fine feast at Marly's.

Announcements:

1. Success! – In spite of a weather related slow Saturday, the Carnival triumphed again. Preliminary estimates are that the club raised something north of \$10,000. President Paul thanked all club members for their fine work, particularly Pat and Patty for their efforts in organizing the event and rallying members to staff the event.
2. Wait Till Next Year – Pat reported that dates have been booked for the September 2014 Carnival. A sign up sheet will go around shortly.
3. Lobster Mania - Bud reported record sales in connection with the Lobster dinner and thanked all those who participated.
4. President Paul noted that today's lunch brought a close to the first quarter of the 2013-2014 club year and, nonetheless, he welcomes all to join him in the seemingly endless and fascinating world of exotic cocktail creations on Mondays, 6:30 p.m. at Marly's.

Program: Heather Borden Herve – "GOOD Morning Wilton"

Heather, a Wilton resident and veteran of the media industry mainstays such as Entertainment Tonight and TV Guide, shared some experiences leading to her creation of GOOD Morning Wilton. After contributing for several years to Wilton Patch, Heather struck out to create her own vision of an online daily news report in GOOD Morning Wilton. Heather noted the news media's inclination, in traditional as well as online sources, to stress negativity. In GOOD Morning Wilton, Heather creates a news source that provides information yet highlights the good parts of the community. Heather also shared some insights into how members of the community are turning to online discussion groups for guidance in every day tasks. Heather also demonstrated some of the tools available to measure the success, or lack thereof, online media. GOOD Morning Wilton can be found at www.goodmorningwilton.com.

NEXT MEETING: Friday, October 4, 2013 – Marly's in Wilton