

The Spoke

Rotary Club of Danbury

www.danburyrotary.org ,

District 7980

April 18, 2018

P.O. Box 788, Danbury, CT 06813

From the Editor's Desk:

Tribury Club visiting Rotarian Alan Sapir reminded us that his country of origin, Israel, is celebrating its 70th year of independence, April 18th to the 19th.

The May issue of the Rotarian features an article on Arkansas Rotarian Fadil Bayyari, a Palestinian immigrant that has done very well in the building industry, and epitomizes our motto, Service above self. Although a Muslim, he helped the local Jewish community build a Synagogue, donated land and provided funds for the building of a children's hospital, and has a school and park named after him. He remarked, "My utmost gratefulness (to this country) propels me to give back to the community." It's too bad that spirit has not arrived in the Middle East—just yet. If change comes, Rotary will be there.

Yours in Rotary Service, Ralph

Tary's Rotary Minute:

Several weeks ago I commented that one of our members had perfect attendance for 31 years. That member is Jeff Kass. Congratulations, Jeff. It is, indeed, a remarkable feat.



Area Make-ups-

Mon. 12:15 pm, Norwalk, Norwalk Inn
Mon. 6:15 pm, Newtown, Newtown Country Club
Tues. 12:00 pm, Westport, Branson Hall at Christ and Holy Trinity Church
Wed. 12:15 pm, Danbury, Ethan Allen Inn, Danbury
Wed 6:15 pm, Ridgefield Dinner Club, Stonehenge Rest., 35 Stonehenge Rd (off of Rt 7) Ridgefield
Fri 7:30 am Westport Sunrise, The Westport Inn
Fri. 12:15 pm, Wilton, Marly's Bistro

Amber Alert:

4/22 10 am to 2 pm, Hawleyville Fire Dept., Newtown
5/6 11 am to 4 pm Kids Expo., Danbury Sports Dome
6/3 11 am to 3 pm Brookfield FD
7/27 11 am to 4 pm N. Milford Fair Days
7/28 10 am to 4 pm N. Milford Fair days



Earth Day
Sunday, April 22nd
Did you plant a tree?

Tara Gallant Tells us to Send out Cards—and do a lot of Other Things to Build Your Business:



Our speaker this week was Tara Gallant of Good Words Marketing. She placed an emphasis on positive product promotions, and the importance of keeping satisfied customers. She pointed out that it takes 12 positive experiences to make up for one unresolved negative one. She also emphasized that it is 6

to 7 times more expensive to acquire a new customer than it is to keep a current one. In addition, 71% of satisfied customers are likely to recommend your business to others.

She describe one company that made millions marketing colored toilet tissue.



Our three guests were impressed.

Though much more expensive than the WalMart kind, it emphasized luxury, status, art, difference and current social attitudes. Knowing one's customer is essential to success in business. Oh, and lets not forget the title of her talk, Send Out Cards. Ms Gallant emphasized to importance of snail mail. She feels "thank you" cards are an essential part of business.

Ms Gallant has an MBA, a degree from John Hopkins, and 22 years of experience in marketing. If you think she can help you with your business practices, you can contact her at: Good Works Marketing, lgallant@goodworksmarketing.com.



For \$1.00, Tribury Rotarian Alan Sapir purchased advertising for the Gala Benefit May 20th, cheap at the price.

Luncheon Guests:



We were pleased to host three people at lunch, today. They were Alan Sapir, Elizabeth Walker, and

Robert Reyes. Not only did Allen remind us of Israel's Independence Day Celebration, he invited us to attend the **Tribury Annual Benefit and Gala at the J and J Country Tavern**, 3 to 7 pm Sunday, May 20th. There will be beer and wine tasting, hors d'oeuvres, dinner buffet, silent auction and raffle. Try not to miss it.



Bob Vetter, Keeper of the Cards, Wins then Loses, Again:

Close, but no cigar. Better luck next time, Bob...but you did win \$10.

Rotary Club of Danbury
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| <i>No Spoke issues missed since 1/4/06</i> | |
| Spoke Editor: Ralph S. Welsh | |
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Luncheons: 4/25/18 Dinner at Chuck's, 5:30 pm.
5/2/18 Open; Lunch at Ethan Allen.

Backyard Visitors: Tary had a rather scary visitor recently. It went right up on the back porch which is well off the ground. Caryl and John had a backyard friend, as well. Caryl took the shot of the critter running away after coming up to the back door and scaring the devil out of her.

In Redding we haven't seen any bears, yet, but we have a lot of critters wandering around the yard. Three of them are pictured here. But we also have raccoons, skunks, rabbits, squirrels, opossums, coyotes, red foxes, turkeys and snakes to name a few.

