**THE VALE NEWS**

January 14, 2015

Vol. 30 Issue No. 25

Rotary Awareness - a time to promote the importance of Rotary to club members & awareness of Rotary in the community.

**Club Calendar & Speaker Assignments**

Jan. 14th  Chris Pierson - MRV Rotary Club

21st Betty Keller, MD - Physicans for a Nat’l. Health Program

       28th Melissa Baath - Vt. Interfaith Action

Feb.  4th open

10th Valentine’s Day dinner

      11th No meeting

  18th No meeting - President’s Week

      25th Chris Pierson - Classification speech

**Birthdays** -  Jon Jamieson  1/19

**Anniversaries** - none this week

This is the official list of Restaurant Raffle Winners -

Ake's Den - Albert Pierce                   Elusive Moose - Marty Swanson

Leunig's Bistro - Bob Holden

Am Flatbread - Lynn Osborne

Arvad's - Brian Crandall                                 General Stark's Pub -Beth Libby         Mad River Barn - Karl Klein

Mad Taco - M Calabrese

Big Picture - Brian Crandall                     Hen of the Woods - Hoare

Mint - Bob Kondel

Blue Stone - Ken Friedman                            Hogan's Pub - K Merrill                      Mix Cupcakerie - W Foster

Bobcat Cafe - Lorainne Keener             Huntington House Inn -K Lilley

Mutha Stuffers - L Wargo

Bongiorno's - Nelson LaMothe                            Hydeaway Inn - S Byrne

Bridge Street Bakery - Ken Friedman

Old Hancock Hotel - T Shieu

Inn @ Round Barn - J Koch

Chez Henri Restaurant - Ken Friedman

Paradise Deli - R Grant

Chez Henri Bistro - Tom Byrne                       J Morgan's Steakhouse - P Colgan      Pitcher Inn - Peter Brooks

Common Man - Judy Reed                              Juniper's Fare - Peter Menkes            Pizza in the Valley - N Hugh

Cornerstone - Kerstin Lashua

Pizza Soul - J Burnett

Cork Wine Bar - Susan Stoehr                       Kitchen Table Bistro - Barbara Miller    Prohibition Pig - J Howard

Reservior Restaurant - S Gallup                        Tera Rossa - J Gorman

Reservior Restaurant - S Needleman                 Timbers - S Wolfin

Rochester Cafe - D Lange                                Toscano Cafe & Bistro - A Witschi

Sarducci's - D Koepele                                     Village Grocery - E Bauer

Slide Brook Inn - J Gorman

Sweet Spot - J Klimek                                      Warren Store - S Hoare

Guests:

Nick Managan  Today's speaker

Tom Emory

Good attendance this morning in spite of the frigid weather.

Ally Smith received her members badge.

No Anniversaries or Birthdays.

Club Anniversary--David Babic  4 years  Jan. 19, 2011

**Announcements**:

1.  Manny had restaurant raffle gift certificates with him and members that had won received their certificate.

2.  Gordon Hoare is in charge of procuring yearly sponsorships from local and outlying businesses, etc.  He discussed his teams new approach with the goal being $20,000.00.  Sponsorships will be $250.00, 500.00, 750.00, 1000.00. Larger sponsorships would also be welcome.  He stated that help from all of us would be appreciated and that more information about the new approach would be forthcoming.

3.  Board meeting next Wed. Jan 21st following the regular meeting.

**Mega Bucks**--$371.00 to the winner

Dave Koeple  had the lucky number picked, he drew the 9 of spades and received the $5.00 consolation prize.

**Happy Bucks:**

Dave K--happy he didn't win

Stan--Grandson returned from Russia and then was off to Israel

Bob H --. Truck started this morning

Jim R.-- New Orleans great--don't miss the WW2 Museum

Dave E.--  good snow and great skiing

Monk --  getting new orthotics for ski boots today

Tom B.--13 course farm dinner, excellent!!

Jack Mansfield--Happy about the Buckeye's--he's an alumni--Class of '50

Jim L-- just happy

Rose Marie--happy to be petitioning for place on Harwood School Board

**Program**

Guest speaker, Nick Managan from Cabot Cheese

          How to use Social Media.

Cabot Cheese uses social media to stay connected with the farmers in their co-operative.  Cabot is Farmer Owned and was formed in 1919.  There are over 200 farmers in Vermont included in the approximately 1200 in the Northeast.  Social media is a great way to keep and stay in touch and share information.

When asked for a show of hands as to how many of the attending Rotarians use social media--a small percentage of those attending raised their hands.

3 Ways to use social media to connect with consumer and community.

1.  Pick a network or 2 to master.  There are many networks to choose from, Facebook, Twitter, LinkedIn, Instagram, etc.

2.  Explore

3.  Engage with others and post great content.

Facebook is the primary social media and Cabot has about 100,000. followers to their site.

Twitter--they have about 18,000 followers

Instagram--mostly photos, little text.

Explanation of terms:

friends--more personal

followers--more commercial

hashtag--a grouping of a specific topic to make your post more available.  In order to use a hashtag, one must have a social media account.

Cabot has a hashtag campaign called "Farm Love" with a large number of participants that share lots of information.

Social media is an extremely popular way to communicate.  Nick Managen, a gifted speaker, and gave a very informative talk.  There are many facets to social media and it is an extremely helpful tool for business and personal use.

Bruce Bertholon led the 4 Way Test and the meeting was adjourned.

**Club Officers**

President                                           Gary Plewak

President elect                                 Chris Pierson

Past President                                   Manny Apigian

Vice President                                   Wayne Foster

Secretary                                          Bob Grant

Treasurer                                          Dave Ellison

Community Chair                             Dinsmore Fulton

Club Chair                                         Al Barillaro

International Chair                           Joe Goldstein

Vocational Chair                               Leo Cohen

Rotary Foundation Chair               Jim Leyton

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