

## **THE VALE NEWS**

May 1, 2013

Vol. 37 Issue No. 38

Rotary Theme Topic for May - Spring Conferences

### **Club Calendar & Speaker Assignments**

May 1 Drew Simmons, Pres., Pale Morning Media  
May 8 No morning meeting, instead there will be our Rotary-Person-of-the-Year Dinner at the COMMON MAN RESTAURANT - Dinner \$41  
15 open  
22 open  
29 open

Editor's Note: Please inform Wini (496-6710) of your speaker at least 2 weeks in advance.

Birthdays - Art Conway 5/14

Anniversaries: - Rob & Karen Tierney 5/4

### **Meeting News**

Ah the Merry Merry month of May is here at last, with the promised flowers and "shorts" weather. Many members played hookey this morning, hope they remembered to get their check in for the Rotary Dinner for next Wednesday. Rosemarie brought in Anna and Ben and our other guest was Drew Simmons, the Pres. of Pale Morning Media.

### **Committee Reports**

\*Al Barillaro  
MAD RIVER VALLEY ROTARY CLUB  
PERSON OF THE YEAR PARTY

Wednesday, May 8, 2013

6:00pm Cocktails

7:00pm Dinner

Common Man Restaurant

Menu

Passed Hors d'oeuvres

Soup or Salad

Dinner Choices

Fresh Rigatoni with Bolognese and Rosemary Meatballs

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Roast Chicken, Potato Puree, Spinach, Mushroom, Black Pepper Gravy

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Roast Vermont Pork Loin, Crispy Potatoes, Braised Greens, Apple Mostarda,

Pork jus  
Dessert  
Butterscotch Pudding, Bourbon Tapioca, Vanilla Whipped Cream  
Price is \$41.00 Inc. Tip/Tax  
Responses due back by MAY 1, 2013

\*Carol Hosford

Charlie Hosford would appreciate help Thursday at 5:30 at the orchard, located across from the medical center on the perimeter of the big field (formerly called the polo field). Bring gloves and rakes.

\*Monk \_ Triathlon - Need boat handlers - put out and take in boats in the water - Sunday May 5th

\*Interact Work Day - Next Wednesday. Hire one or more of the kids to do chores for you. Money goes to assist a project in Africa.

\*John Hale Distributed entry forms for the Father's Day Golf Tournament. Get a foursome and sign up!!

\*Donations - Doug announced the list of donations voted for at the last BOD meeting. (will send email listing amounts)

\*Gene Scarpato fell off a ladder and is bruised from head to toe. His elective surgery has to be postponed. Give him a call or send a card, he could use some support.

**Megabucks** \$260 - Bruce drew the 6 of clubs for the loser's \$5

### **Happy Bucks**

Audrey - great time at Jay Peak's Water Park

Betty - sitting in the sun

Al B. - visit to grandson was super

Art - visit to Indiana - Spring in full swing in the Midwest

Dave Ellison - leaving soon for Virginia to visit in-laws & daughter

Vicki - loving the sunshine

Monk - granddaughter's rowing regatta in Hanover, N.H. her boat came in 1st

Bruce - Happy he won the \$5

Ralph - going to Marblehead

Brian C. new granddaughter - at last

Carol - to Eric Carle Museum in Amherst, Mass. for daughter's new book.

Stan - asparagus up

Doug - MR Chorale concert coming up

### **PROGRAM**

Adam met Drew and discovered that his firm does good work. Drew lives in Waitsfield. His computer was working and he was able to use it for his presentation this morning.

Drew told us his firm, Pale Morning Media specializes in media relationships. He was formerly a newspaper reporter, and in 2001 he founded an independent consulting agency. His purpose is to increase brand visibility. He specializes in outdoor products - footwear, Dale of Norway, paddle sports, outer wear etc...

Their primary services are public relations. They have a senior staff of 4.

Their organization has hosted themed events - showrooms, deskside tours, destinations - NYC for example.

The public is interested in obtaining that healthy tanned outdoor look and buying merchandise to achieve that look.

By 2011, 50% of the people had some level of outdoor activity from once/year to daily exercise - most are somewhere in between. The agencies want to make every place look exciting – “The Place to be” Outdoor recreation is on the increase. Our Valley has year round appeal.

**THE FOUR WAY TEST**  
of the things we think, say or do:

- 1) Is it the Truth?
- 2) Is it Fair to all Concerned?
- 3) Will it Build Goodwill and Better Friendships?
- 4) Will it be Beneficial to All Concerned?

**The Vale News**

PO Box 267, Waitsfield, VT 05673

**Club Officers**

President	Doug Stoehr
Vice President	Manny Apigian
President Elect	Gene Scarpato
Secretary	Robert Grant
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Past -President	Lorraine Keener

**Committee Chairmen**

International	Joe Goldstein
Club	Al Barillaro
Vocational	David Koepele
Community	Dinsmore Fulton
RI Foundation	Jim Leyton

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