



Gaithersburg Newsletter

www.GaithersburgRotary.org

March 16th, 2018

We meet at noon on Tuesdays in the Holiday Inn at 2 Montgomery Village Avenue. Guests are always welcome.

Club Leaders

Frank Senk, Jr.
President

Scott Rebein
President-elect

Richie Vicente
Secretary

Dan Dellon
Treasurer

Winfree Irvine
Sergeant-at-Arms

Dr. Diana Swanson
President of the Gaithersburg Rotary Foundation

Events

3/20: Luncheon in the Holiday Inn, 12:15 -1:15 p.m.

Speakers: Members Ken and Kumba on "Why You Should Go to the Rotary International Convention in Toronto"

3/27: Luncheon

Speaker to be announced (not yet listed on our calendar)

4/3: Luncheon

Speaker: Greg Lewis, Executive Director of **The Washington Revels**, entertainers *par excellence*

District Events

4/14: Club Leadership Training

4/14: President-elect Training (make-up)

5/4-5 District Conference

6/16: Installation of Rich Glover as new District Director

International Conference

6/23-27 in Toronto

The Rotary 4-way Test

Of all that we think, say and do:

- Is it the truth?
- Is it fair to all concerned?
- Will it bring goodwill and better friendships?
- Will it be beneficial to all concerned?

Rotarians: District Convention - Discounts Ending

Everyone should attend the District Convention, May 4th and 5th in the College Park Marriott. You can register at **discounted prices**, but **only through March 20th**.

Start with the District Conference **Golf Tournament**, if you want to - May 2nd at Whiskey Creek in Ijamsville, MD.

Then, join in the action Friday, May 4th, from 1:00 until 8:00. Top-flight **speakers**, a Rotary **video**, and more. Follow up with networking at the **hospitality tables** from 8:00 to 11:00.

You'll get three meals on May 5th as well as Rotary **educational tracks**, the 4-Way Test **Speaking contest**, and time in the fabulous. **House of Friendship**. Finish it off, if you're brave enough, with some **disco** dancing.

You can **register** on the district website. Family members are welcome

When the cat's away, the mice ... (Our meeting last Tuesday)

Rotary is amazing! Due to unusual circumstances, we didn't have our president, vice-president, or any of our paraphernalia. Yet, **the meeting was good to excellent!**

Winfree took the helm. Jack brought a guest, **David Joffe**, Assistant Director of Nourish Now. Also, there was a returning guest, **Wesley Rice** from the Foundation of Saint Gemma.

Bob announced that the Foundation Board had met but had very limited funds available for grants. It was able to give \$300 each to Project Give Hope U.S. and to the Electric Car Club at GHS. Also, it "passed through" \$500, from a member, to WANADA for training in auto mechanics.

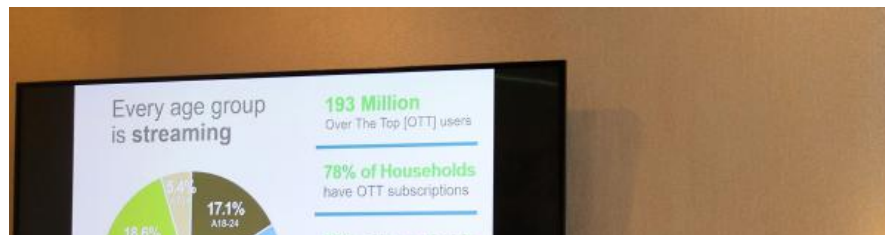
We went quickly to the **speaker, Ashley Thron**, who **was superb!** See the report, below.

Winfree announced this year's scholarship interviews at Gaithersburg High School, and Richie said he had distributed forms to sponsor flag, in our Memorial Day flag display, to members of his networking group. Sounds like a great idea. John said Jim had visited a company that was to be a \$250 sponsor, and it went up to \$500. Well done, Jim. Ken offered to lend his copy of the new Rotary video, Dare to Dream, and Sara grabbed it for the first round.

Happy Dollars flew fast, mostly for our speaker. There were also bucks for our guests and for International Women's Day (Kumba attended), Winfree's chairmanship of the meeting, and more. There was no 50-50 because the tickets and the cards were among the absent items.

Marketing, Then and Now

Our speaker was **Ashley Thron**, Digital Marketing Consultant for The Broadcast Division of **TEGNA** and **WUSA*9 Media**. She started by explaining the ownership structure. TEGNA was spun off from Gannett in 2015 and now owns 47 television stations. One is WUSA, Channel 9, which is affiliated with CBS. Ms. Thron is a Consultant for TEGNA and an executive with WUSA.





She provided an excellent look at marketing in past years and in the age of the Internet, summarizing the process as "target, engage, convert."

Selecting a target market has always been vital, but now it can be done more easily and more precisely. Marketers can still segment in the usual ways, but now they can see, for example, who is looking at new cars, right now, even by the brand of car.

For attracting customers, she said, in-store displays are giving way to **websites**.

Print and broadcast media ads are being replaced by **search-engine optimization** and **paid placements** on the Internet.

Phone book advertising has been replaced by **pay-per-click ads**.

The new form of direct mail is **targeted email blasts**.

Word-of-mouth and referral advertising have new life in the form of **social media**. In spite of what we may hear, **Facebook** is still growing. It has one billion active daily users.

Finally, broadcast TV is giving way to streaming, on demand, known in the trade as **"OTC"** (Over The Top of the cable box). Nearly 2/3 of American households have two or more OTC subscriptions.

Ms. Thron and TEGNA can help with all these forms of marketing and promotion. She can be contacted at athron@teгна.com.

