

# ROTARY ANCHOR



2009/2010 Rotary Theme

**New London Rotary Club**  
**District 7980 Club 6741**  
 P.O. Box 654 New London, CT 06320  
 www.newlondonrotary.org

**Meeting Thursday November 19, 2009**

**Happy Thanksgiving-No meeting Next Week**



"America's Tall Ship" USCG Barque *Eagle*

## Nov 19 Foundation Assembly - Mike Stryker

Nov 26 - Thanksgiving No Meeting

<b>Reporters:</b>	Nov 19	Lorraine Allen
	Dec 3	Barry Runyan
<b>Greeter:</b>	Nov 19	Sarah Rogovin
	Dec 3	TBD
<b>Song Leader:</b>	Nov 19	Catherine Foley
	Dec 3	TBD
<b>Birthdays</b>	Nov 19	Carmelina Kanzler
		Steve Percy
	Nov 26	Michel Belt
	Nov 29	Chris Neilan
<b>Anniversaries</b>	Nov 20	Ed Cornell & Peg
	Nov 25	Julia Kushigian-Secor & Charlie Secor

## Student of the Year

*Tayah Perry-Smith*

*Winthrop Elementary School*

Tayah is a 5th Grade Student at Winthrop School. She is an outstanding student and has an excellent academic record. She is friendly and help to all the other students. Rotary was pleased to honor her as the outstanding student



## Student of the Year

*Glerrie "Joy" Dandoy*

*Shoreline Academy*

Joy was very excited to be at Rotary. As a third grader she was surprisingly outgoing. Joy is a special student and will continue to be an outstanding student and citizen.



## OPEN CLASSIFICATION

A new classification has been approved: **Public Library Director**. Anyone wanting to propose someone for membership in these classifications should contact President Anna within the next week.

## Club Flag Exchange

Chris Storer, a regular at the morning meetings, visited the noon club to do a flag exchange from a morning club in Fredericksburg, Texas. Chris enjoyed the opportunity to meet the locals and visit another morning club.



## Program October 22, 2009

By: Todd Gipstein

Travis York, one of the principals of the ad agency Griffin, York and Krause, spoke to us about the changing landscapes in marketing and communications.

York described his agency as an ad agency on steroids. Its motto is "Creativity. Only Smarter."

He said the landscape of communications is all about evolution, and the driving force of that evolution is technology. The internet, smart phones, text messaging and twitter, facebook and blogs have all changed the landscape of how ad agencies reach and interact with people for their clients.

Using catchy slogan slides, Travis guided us through a number of features of the new media landscape. "Get In the Game," spoke to the participatory media world we live in. "You and All Your Friends" touched on how the individual can influence his/her friends. "Groundswell" dealt with the concept of bottom-up influences, while "Where You Are" examined the idea of how people stay in touch and are constantly reachable on their phones. Interestingly, Travis noted how some of these trends embody completely opposite realities. For example, while people are very mobile and yet easily reached via their smart phones, many more people are staying and working at home.

For marketing professionals, there are some challenges, too. Devices like Tivo and services like on demand TV and Netflix have changed how people deal with their media. They can time-shift it to suit their own schedules. Or opt out of commercials altogether. And the way folks multi-task is also a challenge to an ad agency hoping to get the attention of someone amid the complex media landscape we live in.

York explained that the way to deal with all this is through technology and "the big idea." This is something innovative that will grab attention and utilize the media to a client's advantage. He offered a case-study of the "Lottery Replay," a game devised to maximize the participation and earnings of the New Hampshire State Lottery. Basically, Lottery Replay is a way for someone to take a losing ticket and go online and play it again for prizes. The program generates new chances for them and more income for the state. It has been so successful that it has, according to Travis, "turned the lottery world on its ear."

Travis York's talk was a fascinating insight into the psychology and methodology of the advertising world, a world that drives our desire for technology and new things. On the other hand, advertising professionals are themselves challenged by the very media they create and must continually find innovative ways to get attention in a world saturated by messages and new modes of communication.

