



**Waunakee  
Rotary  
Club**  
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Marty Smith, the owner of Middleton Art and Framing, is marketing to a target audience online, posting items that he knows are of interest to them.

Marty spoke to the Waunakee Rotary Club about using Facebook to market his business at the Aug. 25 meeting.

He checked out the Waunakee Rotary Club Facebook page and found with only 28 members, it's fan base is pretty small.

Marty said the club's Facebook page can be used to recruit new members – just give out the address to anyone interested – and he showed how he uses social media for Middleton Art and Framing.

He displayed that business' Facebook page, pointing out the various news feeds he posts.

"You can post as much as you want," Marty said, going on to advise club members not to "put boring stuff up."

Marty sees some posts, such as what people had for breakfast, and after receiving a number of such mundane messages, he tends to block them.

He posts a 60-second tour of the Art Institute of Chicago on his page, along with links to articles about exhibits at that museum and the Milwaukee Art Museum.

He tries to post items of interest to art collectors and art enthusiasts, he said. Whenever there's an art exhibit at his frame shop, he advertises it.

Also, he posts sponsored stories – people writing in testimony about the shop. The main thing is to engage customers, to build relationships and make people feel at home.

To elicit response from others, he

often asks for comments on the posts.

Marty said business owners should begin advertising on Facebook by first identifying their goals. To drive sales, they can offer specials, deals or giveaways just to draw people into the store. Often, many may not even know the store exists. He encourages business owners to grow their fan base.

Facebook can help business owners put together an ad, and Marty said some sort of graphic or image is needed. Facebook also has an ad manager to provide input on any advertising.

Eventually, your stories can appear on fans' Facebook pages, widening your audience even further.

Rotarians looking to check out the club's Facebook page can go to

**Other items:**

- Craig Larson said the Sept. 8 golf outing at Northern Bay is open to guests, too.

- Ken Ballweg said the Wauktoberfest Tent will arrive Wednesday afternoon, Sept. 21, and set-up can begin afterwards.

- Harriet Statz said the Token Creek Chamber Festival is under way, with classical music and some jazz performances weeknights at 8 p.m. and Sundays at 4 p.m.

- Harriet also said she is updating the song book and is looking for a little help with that.

Guests: Sarah Kaufman, guest of Ray and Harriet Statz; Meghan Havill, guest of John Cullen; Richard Brewster, guest of Dave May.

Visiting Rotarians: None.

**OFFICERS**

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**Calendar of Events:**

- Sept. 8, Golf outing at Northern Bay, 1:30 p.m. shotgun start.
- Sept. 23-25, Wauktoberfest.

Birthdays: Sept. 5, Gordy Meicher; Sept. 6, Tom Reis.

Anniversaries: None.

Prayers: Sept. 1, Pat Durden; Sept. 8, Leonard Allen; Sept. 15, Susan Vergeront.

Programs: Sept. 1, Club Assembly; Sept. 8, Alice Honeywell, a bike ride across America; Sept. 15, Aaron Vikemyr's classification talk; Sept. 22, Ken Ballweg on Endres Manufacturing Co. history. Meeting will be a picnic lunch at Endres Manufacturing.

Greeters: Sept. 1, Joy McMerty and Gordon Meffert; Sept. 8, Gordy Meicher and James Meyer; Sept. 15, Danny Miller and Shelley Moffatt; Sept. 22, Richard Murphy and Ed Niebuhr; Sept. 29, Becky Ohan and Linda Olson.

**Make up  
meetings online**

It's easy to make up a meeting on the Internet. The site is [www.rotaryclubone.org](http://www.rotaryclubone.org). Print out the form and give it to Phil Willems, the club secretary.