

# CIGAR BOX BULLETIN

Volume 63, No. 34

December 30, 2015

*Here are the volunteers who publish this Bulletin each week for your enjoyment: **Editor:** George Stockbridge, Chair; **Scribes:** Gran Burgess, Av Rivel, Kurt Schaffir, Peter Uhry, Jim Butler, Arnold Gordon, Ed Farrell; Martin Grayson, Emeritus; **Format and Layout:** Gene Schwartz, Paul Levine and Jack Cuff; **Archivist:** Harold Frost; **Printing:** Chet Risio, Larry Schmitz*

President RALPH VIGGIANO called the RMA assembly to order at 10:00 AM sharp and called on BOB BISHOP to lead us in The Pledge.

With BOB MORGAN on the keyboard, DON CONWAY led us in singing *God Bless America, Always* and *The Beer Barrel Polka*.

ARNOLD GORDON provided a short sampling from his joke bag, including homage to two comedy greats, Rodney Dangerfield and Henny Youngman.

## ANNOUNCEMENTS

1. **RALPH VIGGIANO** noted a change to BOB OPPENHEIMER'S Zip Code. It is now 92626.
2. **RALPH** announced that Greenwich Hospital hosts a Prostate Cancer Education Forum each month, and that the next seminar will discuss Prostate Enlargement and will be held on January 4, 2016, at 6:30 PM in the hospital's Noble conference room. Call 203-863-4277 for further information or to make a reservation.
3. The hospital is also sponsoring a three session Cancer Wellness Program on lifestyle adjustments for persons who have completed cancer treatments on the evenings of January 14, 21 and 28, 2016. Further information may be obtained from Diane DeMain at [DianeDeMain@greenwichhospital.org](mailto:DianeDeMain@greenwichhospital.org).
4. **RALPH** shared information from the Greenwich Club, an organization for singles 48 years of age or older, who are looking to connect with a wide variety of men and women in a fun, no-pressure atmosphere. Information can be found at [www.greenwichclub.org](http://www.greenwichclub.org).
5. **JOHN TONER** advised that the RMA's parking arrangement with the town will be strictly enforced and that any member who neglects to identify his parked car appropriately or who parks illegally (in an unapproved place in the parking lot) can expect to be ticketed.
6. **RALPH** announced that, as a special one-time treat, egg nog will be served at the break along with the usual cookies and cake.
7. **RALPH** also announced that we need volunteers to understudy the six current scribes during the coming weeks. They will sit with the scribe and observe what he does during the meeting and see that it is an easy job. Each prospective scribe should

be familiar with Microsoft Word, and be able to use it on his own computer. For more details contact GEORGE STOCKBRIDGE at grspersonal@aol.com or 203-698-1710.

## EULOGY

BILL DYNAN offered a remembrance of JEFF PARKER, who passed away on December 22, 2015. BILL recalled JEFF's many life achievements, and, in particular, his love of song. JEFF's rich bass voice will be especially missed by his fellow songsters in the RMA's Melody Men. A memorial service for JEFF will be held on Saturday, January 9, 2016 at 11:00 AM at St. Paul's Episcopal Church in Riverside.

## COMMITTEE REPORTS

**VISITING:** CHUCK STANDARD was prepared to report that BILL DYNAN had suffered a fall, but a hale and hearty BILL surprised him by appearing at the meeting.

**TODAY'S SPEAKER:** BOB CAREY announced that today's speaker will be **Jack Trout**, a worldwide marketing consultant and the author of fifteen books on marketing strategy, who will speak on "Positioning: the Key to Marketing Strategy."

**NEXT WEEK'S SPEAKER:** ARNOLD GORDON noted that next week's speaker will be Cora Ragaini, a Registered Dietitian and Nutritionist, who will address the subject, "Better Nutrition for Better Bodies and Minds." ARNOLD noted that women might enjoy hearing this presentation, and suggested we invite our wives or significant others.

**MEMBERSHIP:** HORST TEBBE reported 70 members present along with 1 guest (Geoff Glopp, guest of JIM McKAY). HORST announced that this week's **birthday boys** are: JOHN CRAINE (79); WILLIAM EDIC (79); DOUG FRANCEFORT (87).

**SPECIAL EVENTS:** GERRY LESSUK announced that two trips are currently scheduled. See details below.

**VOLUNTEERS:** Volunteers: ROS CURTIS reported that, for the week ending December 30, 2015, 51 men reported 356 volunteer hours on behalf of outside agencies and 27 men reported 113 volunteer hours on behalf of the RMA. The most hours (36) were reported by MIKE AMBROSINO.

## FUN AND GAMES

**BRIDGE:** Bridge: KURT SCHAFFIR reported that the December 23, 2015, game drew 8 players. GRANT PERKINS (3290), KURT SCHAFFIR (3150), and BOB UNDERWOOD (3120) were high scorers.

## TODAY'S SPEAKER

**Jack Trout**, President of Trout & Partners, a prestigious marketing firm headquartered in Old Greenwich, spoke to the group on the subject of positioning, as the key to marketing strategy. Using examples from both public sector and private sector marketing campaigns, Mr. Trout illustrated how product acceptance results from successful marketing.

For example, he noted how an Argentine tech company gained greater market share for its product by focusing on one, recognizable name, relocating (or appearing to relocate) its headquarters to the U.S. and even having the CEO, who is Argentine, appear to be American. On the down side, Mr. Trout recalled having to scrap a marketing campaign for the U.S. State Department aimed at enhancing our country's reputation in parts of Asia and the Middle East, when the invasion of Iraq occurred. Overall, Mr. Trout's presentation provided real insights into how companies and even countries develop and execute marketing strategies to insure their message is well received.

### **SPECIAL EVENTS**

Open to all members, spouses, candidates, and guests. Checks made out to RMA.

**New York Philharmonic open rehearsal: Thursday, January 14, 2016**, lunch at The Atlantic Grill. \$98 per person. Status: Waiting list. Departure by bus from St. Catherine's at 8:00 AM.

**Bruce Museum: Thursday, February 11, 2016**, lunch at The Field Club. No charge for tour. Lunch \$38. Status: Open. Transportation by personal car.

For more details and to sign-up, contact GERRY LESSUK (gerrless@att.net, 203-698-9451) or ABBEY SMOLER (abbeysmoler@gmail.com, 203-531-0236)

### **NEXT WEEK'S SPEAKER**

**Cora Ragaini**, a Registered Dietitian and Nutritionist.

Respectfully Submitted: **Ed Farrell**

Visit the RMA website at [www.greenwichrma.org](http://www.greenwichrma.org)