



PETS NEWS

Information as you prepare for the President Elect Training Seminar

This year's Amazing Speaker Line-up



Jennifer Jones
Rotary International
President-Elect



Barry Rassin
Immediate Past
Rotary International
President



John Germ
Chair, Rotary
Foundation Board
of Trustees and
Past R I President



Brad Howard
Past RI Director
Aide to Jennifer Jones



John Smarge
Past RI Director and
Chair of the
2022 RI Convention



Dr. Sylvia Whitlock
First female
Rotary Club President



PETS Chairman
Mike Chapman
PDG District 6950

Your Rotary Florida PETS Training Team

TRAINING you is the reason ROTARY FLORIDA PETS EXISTS!

I believe the ROTARY FLORIDA PETS Training Team is – bar none – the most experienced, best prepared, and most engaged group of Rotary subject matter experts available to you as you begin your voyage to be President of your Rotary Club or Assistant Governor in your District.

Led by **PETS Training Chair PDG John Medina**, whose guidance you have been (and will be) receiving in these newsletters, the **Training Steering Group** is PDG Marcy Ullom, PDG Tom Wagner, and DGE Troy Willingham. They have been working diligently to develop and deliver the very best PE and AG training available in Rotary today. I am so very grateful for this “Fabulous Foursome,” of Rotarians!

Your District Trainers, who work with DGEs to coordinate District Breakouts, are:

- | | |
|---|--------------------------------|
| District 6890: Brian Reeves | District 6960: Lisa McCarthy |
| District 6930: Marcia Gadecke | District 6970: Marie Turnbull |
| District 6940: John and Trannie Lacquey | District 6980: PDG A. J. Range |
| District 6950: Eric Douglas | District 6990: Randy Lichtman |

PETS Discussion Leaders are committed to helping you get the most out of your interaction with other PEs during General Breakout sessions. Our Discussion Leaders this year are:

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|---|
| District 6890: George Robertson-Burnett |
| District 6930: Terri Wescott, Art Hodge |
| District 6940: Ted Kircharr, Jan Pooley, Andre Boyd |
| District 6950: Carl Treleaven, Jamie Mick, Roy Adams |
| District 6960: Darryl Keys, Cyndi Doragh |
| District 6970: Cynde Covington, Jeanette Loftus, Art MacQueen |
| District 6990: Marcy Ullom, Colleen Brooks, Randy Lichtman, Drew Monaghan |

Our Training Support Team: District 6960: Alison Hussey and Susan Courter, District 6970: Marie Turnbull, District 6990: Lee Phares

The most important member of our Training Team is YOU! Please continue to complete your pre-work through the Learning Center, engage your district’s leadership team, ASK QUESTIONS, and exchange valuable experience with your peers. That’s what PETS is all about!

Mike

Meet our Past Rotary
International Director
Brad Howard
Rotary Club of Oakland Uptown
District 5170



Bradford R. Howard

Brad is a Past District Governor of District 5170, and was a member of the Board of Directors of Rotary International for 2015-2017. In 2016-2017, he served as the Chairman of the Executive Committee of the Board. He is currently serving as Aide to Jennifer Jones, the 2022-2023 Rotary International President.

Brad has served on many Rotary International committees, including as Chairman of Rotary's Communication Committee.

The eradication of polio has been a significant part of Brad's Rotary experience. He served 10 years as the Zone 26 End Polio Now Coordinator, and has led 34 groups of Rotarians, comprised of over 1,600 people, to participate in polio national immunization days in sub-Saharan, West Africa and India.

Brad is a recipient of Rotary's Service Above Self Award, The Rotary Foundation's Distinguished Service Award and the International Service Award for a Polio Free World, a recognition provided to no more than 10 people each year.

Brad is President of Howard Tours and Managing Director of Howard Properties. He has dedicated much of his time to the Haas School of Business at the University of California, Berkeley, as Chair of the Alumni Association and Fund Development Council, and as a trustee of the Berkeley Foundation.



PETS Training Notes

From PETS Training Chair

John A. Medina PDG District 6940

February 5

PETS TRAINING – An Educational Overview

Brand Center Scavenger Hunt

Think about Public Image!!

Public Image is vital to the success of your club. It will be a key part of boosting your membership numbers and your Foundation contributions. As Leaders in Rotary, you should know and understand Rotary's Brand Guidelines and how to convey the message that Rotarians are "People of Action".

Have fun with the exercises put together by the Zone 34 Public Image Team!

[Log in to myrotary.org](http://myrotary.org) to complete the following tasks prior to arriving at PETS.

1. Create and download club logo.

> Brand Center > Logos > Logo Template > Club Logo Template

Tips:

- Align the Word "club" and/or the name of your club above, below or Split around the logo
- Create a logo in full color, or one color as blue, black or White
- Download the logo in various formats (pdf, jpeg,png) depending on reason for use.

Note: You may have to refresh the page multiple times to activate the download button.

2. Create and download People of Action Facebook graphic.

>Brand Center > People of Action > Templates > People of Action Facebook Post

Tips:

- Select "custom" to upload and resize your club photo or a stock image you have saved.
- In the "option" dropdown box, select from ten action words.
- Download the graphic in various formate (pdf, png, jpeg) depending on reason for use.

3. Download the current RI Theme.

> Brand Center > Logos > Theme Logos

4. Share the Voice and Visual Identity Guidelines with your PI Chair

> Brand Center > Our Brand > Brand Elements

5. Identify one channel of promoting Rotary you will implement or enhance during your year.

> Brand Center > Our Brand > Ways to Promote Rotary



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Invest in Florida's youth and show your Rotary pride. Order yours NOW!
www.floridarotarytag.com

