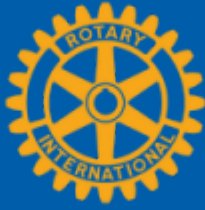


Rotary



Getting Ready for PETS



By PDG Tom Wagner,
2023 Florida PETS Chair

Hi again! There's lots to talk about getting ready for PETS, but before I forget, be sure to **JOIN US TONIGHT AT 6:00 PM ET** for an important advanced training session via Zoom! It is only one hour long and tonight we

will cover important information about the Rotary Brand Center, your source for lots of good marketing information for your club. Here is the link to use to register for the Zoom session tonight at 6 PM: RotaryFloridaPETS.live/JAN31

Is your partner or spouse coming with you to Orlando? Consider attending our **Partner Program**. We will be having some laid back sessions for them to help them better understand about Rotary and the role of President of a Rotary Club, as well as participate in our service project. More about that next week.

So, one of the common questions about PETS is what to wear... [Read More](#)

Did you know that PRIP Barry Rassin...

was named the first Fellow of the American College of Healthcare Executives in The Bahamas? He retired as President of Doctors Hospital Health System in Nassau, Bahamas, after a stellar 38-year



PETS Training 3 – An Educational Overview



By PDG John A. Medina, 2023 PETS Training Chair
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!

Visit Rotary's Brand Center at brandcenter.rotary.org to complete the following tasks prior to arriving at PETS.

1. Create and download club logo.
 - > Brand Center > Templates > Rotary clubs, districts, and zones > Rotary 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, png, jpeg) 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

career, where he remains as a Director. The organization grew significantly from 11 employees to 600 and was the first JCAHO (International) accredited hospital in the region.

Barry served as World President

Read more [Read More](#)

PETS SERVICE PROJECT

It is a tradition at Florida PETS to do a service project which benefits an agency in the Orlando area. The agency this year is One Heart Orlando (www.oneheartorlando.org).

We are asking everyone attending PETS to participate by bringing some of the items listed below. Many times a PE will get his/her club involved in donating items!

On Saturday afternoon, Stephanie Bowman, founder and CEO of One Heart Orlando, will be joining the Partners to help in sorting and packing the donated items. She's coming in a box truck to take all of our donations back to the site, so please be generous!!! We want to show our Rotary spirit by filling that box truck! Requested Items include:

- Body (Baby) wipes
- Wash cloths
- Toothbrushes
- Travel size toothpaste
- Travel size shampoo
- Bars of bath soap
- Socks (tube or ankle) for Women and Men

There will be containers near Registration for your donations. And, THANK YOU for your support!

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 formats (pdf, png, jpeg) depending on the reason for use.
Note: You may have to refresh the page multiple times to activate the download button.

3. Download the current RI Theme.
> Brand Center > Downloads > Presidential Theme

4. Share the Brand 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 > Promote Rotary

If you have not already done so, please register for the upcoming PETS Zoom Sessions: Please register for these zoom sessions by clicking each zoom hyper-link (all times are EDT). Once you register, you'll receive the zoom invitation.

- **Tuesday 31-Jan Brand Center (Jeanette Loftus and SME Susan Courter) – 6-7p.m.**
<https://rotaryfloridapets.live/JAN31>
- **Thursday 16-Feb Membership Action Plan (George Robertson-Burnett and SME RIDE Patrick Eakes) - 6-7p.m.**
<https://rotaryfloridapets.live/FEB16>
- **Tuesday 21-Feb Rotary Club Central (Rich Kirschner and SME Amy Hopkins) – 6-7p.m.**
<https://rotaryfloridapets.live/FEB21>
- **Thursday 16-Mar Foundation – (Art MacQueen and Sandra Hemstead) – 6-7p.m.**
<https://rotaryfloridapets.live/MAR16>

PETS Board of Directors 2025

DGND Linda Devine - D6890	DGND Marcia Gaedcke - D6930
DGND Andre Boyd - D6940	DGND Becky Bennett - D6950
DGND Gerard Sola - D6960	DGND Dale Moe - D6970
DGND Dick Harris - D6980	DGND Maria Kesti - D6990

Rotary

