

# Rotary



ROTARY FLORIDA  
PRESIDENT-ELECT  
TRAINING SEMINAR

## Florida PETS Newsletter

Tuesday, February 20, 2024

### FOR OUR AREA GOVERNORS:

Area Governors have important positions in our districts. You are the link between the District Governor and the clubs. Special training has been created to address the specific concerns and needs of the Area Governor. The following topics will be covered in your (5) sessions:

- The Role of the AG. Do you know what the District Leadership Plan is or how you fit in it? Do you have clarity about the expectations from your DG? Do you have expectations of yourself? Past Rotary International Director John Smarge will lead you and your DG through a discussion about how best to use your skills and time.
- What if? Led by two experienced Past District Governors and Discussion Leaders, this session will focus on case scenarios [that have really happened] and how you could or should respond in your role.
- MAP/CAP/FRAP: Membership, Public Image, Foundation - the 3 pillars of our organization are key to its success. With action plans in place and being developed, your role is instrumental as you communicate these to the clubs you work with.
- Public Speaking: Of course, you've all been a Club President, so public speaking

## Florida PETS - The Excitement is Building!



**By PDG Darryl Keys**  
**2024 PETS Chair**

We hope you are excited about coming to Orlando for Florida PETS. We certainly are! There will be lots to do and learn in Orlando.

You will have the opportunity to hear the very best speakers available. On Friday, our first Plenary Session at lunch will include our memorable opening ceremony and feature a great keynote speaker, **Incoming Rotary International Director Patrick Eakes** from North Carolina.

Later that afternoon, all the way from Pennsylvania, you will hear a very dynamic message from keynote speaker **Jason Browne**. You might remember him from Houston where he was the very charismatic host at the 2022 Rotary International Convention.

On Saturday morning, you will get to meet and hear the wonderful **Jenny Stotts** from Ohio, who will talk about her personal experience of how she overcame challenges in her club and how she innovated to embrace change. I heard Jenny speak at the Rotary International Assembly back in 2020, and you are in for a treat!

At lunch on Saturday, **Past Rotary International Director Brad Howard** joins us on stage all the way from California and will focus on Strategic Planning Made Easy. Brad has been a regular and popular guest of Florida PETS and you will benefit greatly from his highly relevant advice.

To complete our line-up on Saturday, we have a very special treat. We will enjoy a special plated dinner, keynoted by the very popular and loved **Immediate Past Rotary International President Jennifer Jones**, from Ontario, Canada. You will not want to miss Jennifer, and we are absolutely delighted that she will be joining Florida PETS given her very busy schedule.

On Sunday morning, we meet for our final session and President-Elect commissioning ceremony, keynoted by **Past Rotary International Director John Smarge**, from Naples, Florida. You won't want to miss John's very valuable advice as you prepare for your year as President of your club!



In addition to our speakers, we wanted to mix work with pleasure at Florida PETS! We have our very special guest from North Carolina, **PDG Chris Justice**, who will host our inaugural head-to-head District Family Feud Championship. This is a lot of fun, and we want you to cheer on your team in the play-offs starting at 10am on Friday, with the final taking place at dinner.

Also at dinner on Friday, you will be entertained by **BeatleBeat** who will perform 2 costume sets of some of our favorite iconic Beatles songs live on stage. The cast members performed at Disney's Epcot as the British Invasion band for over 10 years and band leader Jimi Pappas was the drummer for Chubby Checker on his world tour and has shared the stage with Little Richard, Steppenwolf and Meatloaf to name a few. What a way to have fun!



See you in Orlando!

**Darryl**

should come easily. But being effective as a speaker is very important. This session will help you organize your presentations and connect with your audience. NOTE: Be on the lookout for an email preparing for this session.

- Why Rotary? People have many choices about how to spend their time, talent, and treasure. Spend some time in discussion with two senior Rotary Leaders on the ROI (return on investment) in Rotary membership and how you can work with your clubs to underscore the value of Rotary in their membership development.

## Communication Action Plan (CAP)

By PDG Marcy Ullom  
2024 PETS Training Chair



Today you'll learn a little bit about the **Communication Action Plan (CAP)** a program designed to assist you and your clubs in increasing their public image in your community. Make sure your Club Public Image Chair is aware of the monthly webinars and materials that are available at the PI website (noted below). We are also offering a Public Image session at All Florida PETS. Learn more from PDG Marshall Butler, CAP Chair

The Zone 34 Rotary Public Image Team, led by Public Image Coordinator Susan Courter, has created a suite of tools and educational sessions designed to empower Rotary Clubs to share their stories with impact. This includes a series of monthly webinars focused on sharing marketing strategies and practices that are applicable both within your club and in professional life. Additionally, the team provides a straightforward monthly task guide to facilitate the planning of public image initiatives. Complete all of the tasks and not only will your club have a successful year from a public image perspective, you will also earn the prestigious Zone 34 Public Image Citation! All materials are accessible via the Zone 34 Public Image website at [www.elevaterotary.org](http://www.elevaterotary.org). Be sure to join our mailing list ([elevaterotary.org/maillinglist](http://elevaterotary.org/maillinglist)) to receive an invitation to the popular kick-off webinar, the Public Image Chair Bootcamp, to be held in April.

**NOT YOUR GRANDFATHER'S TRAINING!: ARRIVING ON THURSDAY?**  
*Don't have anything to do? Want to get a jump start on meeting new folks, challenging yourself and having fun? Join us in the Courtyard (between the Tower and Conference Center) at 5 pm to test your problem-solving skills. This is a different approach to get those critical thinking skills going. Come prepared to try something different.*

## My Event App



Access your personalized program, attendee list, speaker bios, exhibitors, facility maps, documents and more on your cell phone or tablet.

1. Open your device's camera and point at the QR code.
2. Download and install the App from the app store

After MyEvent is installed:

1. Enter your DACdb log in information and **Password. If you don't know your password, enter the default password: Rotary 2024**
2. Enter the Event code: FLPETS2024