

Multidistrict PETS Alliance

July 15-16, 2011 — Evanston, Illinois

Meeting Minutes

Meeting began at 1:00pm on Friday by Chair [Ed Hardesty](#)

Welcome to everyone.

Recognized Ray Klinginsmith, RI President 2010-2011

Recognized Steering Committee

First-year Attendees

Update on International event leaders, Jesse & Olga Devlyn

Brief History & Introductions by [Ken Morgan](#)

In 1992, Ray called a group together at the Orlando Convention. PRID Ken Morgan reviewed the history of the Alliance and the dates that various multi-district PETS events began. In 1998, when multi-district PETS were not well understood and, in fact discouraged, the Alliance was formed. In early 1999, the first meeting among the twelve or thirteen event leaders occurred. The Alliance is financially self-sustaining.

Ray Klinginsmith (Show Me), Ken Morgan (Carolinas'), and Neal Hoffman (California) were the founders of our group. Al Hethcock (Lone Star) and Bonnie Housely (All Ohio) have been involved since the second year of the Alliance. The earlier meetings were approximately twenty participants; in 2011 we have almost eighty-two. While there have been several attempts at standardization, our groups have evolved in terms of training methods, training leader selection, quantity of days needed for each event, curriculum content and delivery. Internationally, while Mexico has been participating for years, and Thailand has had an MDP for several years, Sweden and Brazil started an MDP in 2011. Don't overlook the value of the Alliance website and its strength as a resource for many staff and RI leaders.

Ken honored Jesse Devlyn, a long-time participant of the Alliance and founder of Mexico Multi-PETS and asked that we keep Jesse and his family in our prayers.

If you have any questions about the President-Elect's schedule, please email Ken Morgan sharing your request that he participate in your event. Ken proceeded to introduce President-Elect Sakuji Tanaka, sharing his long and diverse Rotary background. Sakuji has also endowed a Peace Fellow Fellowship.

Greetings and Comments by [Sakuji Tanaka](#)

Veteran RI interpreter Eiko Terao assisted with the presentation and Q&A.

President-Elect Sakuji greeted our group and lauded us for recognizing the value of quality training for our club presidents. "A great PETS connection, inspiration, learn from the experience of others, avoiding many mistakes, enthusiasm. "Enthusiasm is contagious". Set

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goals higher, challenge the club members, members want to challenge themselves. You don't know until you try. Make this year's PETS the best year of club president training.

Sakuji's shared the jacket color, discussed the TRF staff implementation of the FVP and made clear that one area of emphasis for the next Rotary year is "peace".

PETS visitation schedule will be released in two to three weeks.

Q&A

Have the rest of Rotarians in the world been good partners for those afflicted by the Tsunami, the nuclear problems, and the economic impact of that? Yes, you have been excellent partners to each other and many thanks from the bottom of my heart.

Are there any special words to pass on to PETS? Rotarians are in their own community to make their community better. It is fortunate to become a Rotarian. Spread the word of Rotary! Knowing they are a group of people like you, it is evident how deep and wonderful Rotary is. My personal philosophy of life is to be happy and if you can make one more person happy, then you have success.

What do you see as key challenges to Rotary and Rotarians this year? I believe every person has their own unlimited potential. Challenge is important for me.

Has the spirit of Rotary shined through after Japan's earthquake? I would like to thank all of you who have shown your support to Japan. Rotarians are good at helping one another and that is my take of Rotarians.

The last two RI Presidents have provided a video for PETS. Will you? Of course!

Greetings and Comments by [John Hewko](#)

Thanks to Past President Ray and President-Elect Sakuji for their leadership. John moved here June 15th and has begun a "listening tour" process throughout the departments and divisions. Objective is to gain a better understanding of the great things going on as well as areas where improvement might be needed. Developing a master "to-Do" list for all the managers. There are 273 initiatives already identified. The concept will be through the lens of "One Rotary" whether we work for the Foundation or Leadership, or Services.

He is seeking a credible assessment tool to measure our efforts around the world to be sure that we are living up to the \$1.3 billion non-profit organization that we are. We need to provide a consistent process to identify value of our Rotary service annually. Other focus areas

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are: branding and communication in general, website improvement, a streamlined process for decision-making. Become more agile.

Deputy General Secretary Pete DeBerg (also the CFO) has been appointed. Now a new CFO is needed and the search is underway.

Strategic Partnerships is another venue that needs investigation and development time.

Q&A

Club assessment? July 2012 is the target date for a Club Self-Assessment Tool launch with a focus on the 2013-2014 club leadership team. Staffer Michelle Berg owns this process. This is a priority and has my full support.

Rotary's strategic plan and GS role? The RI Strategic Plan will now have a new leader. Some of the objectives of the plan will be addressed through the club self-assessment tool. Some components will be addressed with Michelle's efforts. A strategic plan is multi-year. The role of the GS is vital, following the guidance of the trustees and the board.

Are you a Rotarian? John was a charter member of the Ukraine club in 1992. He will be re-joining a local club in the near future.

What do you see as a final image? We need to "brand" Rotary in order to further its development with an awareness on the cultural diversity of Rotary and in our respective countries. We must be sensitive to these cultural needs. We must recruit younger members. Our website must be attractive to younger prospects and include the social networking tools available.

Will there be additional webinars made available? Yes.

Review of Agenda, Topics from Attendees and Restaurant Coordination by [Ed Hardesty](#)

The purpose of this meeting is to work upstream. Today, we have senior Rotary leaders. Later, we will hear from RI staff. Get down to nuts & bolts. Tomorrow, look internally. I have always felt the one meeting which benefits me the most is the PETS Alliance meeting. The great ideas come from all people. We'll have small group discussions. The agenda came from your feedback. We'll end up tomorrow with a business meeting.

Paul Wise of Wise Choice has provided a gift for each of us this year. Our agenda, panel discussion, and breakouts tomorrow are based on topics submitted by attendees. If you feel that one of your issues has not been addressed, please let us know. After today's session, we

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will return to the hotel and go to dinner in groups. We have chosen nine restaurants and hosts. Sign-up by afternoon break so that we can make reservations.

About 95% of US PEs are trained in a MDPETS format. We have President Ray to thank for promotion of the MDPETS and has taken the concept around the world.

Thanks to Al Hethcock for coordinating the PETS Alliance booth at the House of Friendship at the recent Jun Convention. Collectively we developed a brochure that was distributed by volunteers during the convention.

The Rotary Foundation Goals & Update by [John Osterlund](#)

John is a current club president of the Evanston Lighthouse Rotary Club.

Year just ended, no results are available. We raised more than \$100 million for the Annual Programs Fund. The EREY program really works.

\$200 Million Challenge is the third opportunity for Rotarians to contribute to the eradication of Polio; a 25+ year effort. As of May31, 2011 \$184 million has been contributed and we will reach our \$200 million goal by December 31st.

Status of the \$95 million campaign to endow the Peace Centers program. As of May31, 2011 \$56.4 million has been gifted. The TRF staff would like to meet with anyone we know who is truly interested in peace. Think about whom we know and share those names with John.

The new Rotary Center is in Upsala University, Sweden D-2350 with a startup date of 2012. Notre Dame, San Diego, Brandeise, George Mason, Upsala were the five finalists.

John shared a draft of the five goals by incoming Trustee Chair Wilf Wilkinson for 2012-2013.

1. See polio through to the end.
2. Prepare the way for the Future Vision. A “changemaker” in every district.
3. Continue to focus on stewardship of TRF funds.
4. Reduce the number of non-contributing clubs. Let’s have every club participate!
5. Use our Foundation to foster peace in our world.

Also, Wilf has been monitoring the milestones in our Annual Programs Fund and intends to have a 2012-2013 goal of \$115 million. We many new first-time donors that contributed to the polio eradication efforts and this are a pool of potential donors that we might be able to convert to EREY.

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The Permanent Fund doesn't seem to be promoted as much as other funds. Part of the reason of this shift is a reallocation of resources to deal with the Polio eradication and the Gates Challenge. The value of the Permanent Fund is app \$650 million (cash is app \$240 million) and we want it to be \$1 billion by 2025.

If you are interested in having a trustee to visit your PETS, please approach the trustee you would like to have visit your event. They will then discuss with Trustee Chair Bill Boyd.

Rotary Training Update by [Michele Berg](#)

We provide resources for clubs & districts to be used out in the field. All staff members are professionals in training and adult education. Sarah & Michele presented information regarding:

- On-line Planning Tool: We're not sure of a name just yet. Club assessment tool. Club progress reporting tool. Are we over burdening our clubs? We want to add extra value. Historical records. Pre-populated data. Leadership will be able to access club information. Will be doing focus groups. This is a priority of the GS. Do you have any feedback from me? We don't want to force this onto the clubs. The technical part should be complete by July 2012. That's when we can begin promoting it and implementing it.
- Learning Management System: Our event websites could have a link on this site for on-line P-E training. RI has made a decision about a LMS; a data base system. It gives us the ability to group content. It can be a module or a webinar. It gives us an ability to monitor what people are using. eLearning is an example of a LMS. We have lofty dreams. Year 1— 20 FVP modules on the LMS. We have a vision to do a Pre-PETS on the LMS by setting up a course. We can provide a report of the activity of the pre-PETS with a LMS. Technology can give us that advantage. Our goal is to empower our district leaders. We could work with RLI to help train Rotarians on the LMS. We would hope online PETS would empower the PE with more information to make the PE more prepared upon arrival at PETS. So every PE has a base when they arrive at the PETS.
- Webinars: Lots of discussion regarding mobile learning, types of learning. We piloted the initiative for the last two years with good results. The attendance has been going up each year. There still are glitches with the technology. The technology can be stressful, but we are improving. There was one with Sarah with club websites and other that had their websites critiqued. About 150 participated. This something we have not been able to do in the past. Another thing our LMS will allow is to bring webinars to be downloaded independently. We do capture those recordings and can see them at the go to site. We are exploring other options. We are talking about mobile learning and iPads and PCs and are considering it. We are not there yet.
- Everyone should have received anew version of the club leadership plan. We weren't sure we were going to redo this and decided we needed to clarify the CLP. This is a

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resource for all of you. Be a vibrant club! Have emotion. We keep hearing chemistry, engaged members; emotional words. We heard this and developed this document. If you look at it, we want to change the way we share information. Take it and use. There are self-reflection questions and on line support. We have revamped the web page for it. It is an eight-page document available on line. As a WORD version, you can manipulate it for your use. We have a PowerPoint presentation. It helps people perform self-examination. There are three goals; Innovation is my favorite. We hope the new CLP will help with that. These are available at \$ 1 a copy. One per club plus five extra for each PETS. In fact, we used the back to use more information on less paper. There is a PP presentation for CLP for electives.

- RI wants to provide more support for each PETS. RI did a survey of recently trained PEs to learn about their PETS training. We want to know who each evaluation chair is. PEs seem very happy about their PETS. They were rated excellent or good. Some ideas of improvement included better district breakouts. Wanted younger, more current plenary speakers and more online training, more small group activities.

Seven events trainers met this morning to discuss curriculum. The three hours flew by. They talked about the organization of their PETS on how to get them running. We are revolutionizing our training format for the 2013 PETS. We will be going back to this group for more information. The information is not yet ready because it is still in development.

A drop box will be developed through the Alliance website for additional ideas. RI has always had a supplementary section of FVP in the website. Just issued the district seminar manual which is fully integrated all in one zip file. The district rotary foundation committee manual is also a zip file. We are going for full transparency. For PETS, we don't have anything other than what is there. We are looking at the 2013 to get people ready. What is your district's culture? If it is active with TRF, get involved now. Otherwise, continue to use the existing TRF programs. It is still a pilot. Final decisions have yet to be made. Our goal is not to have the pilots not have too much of an advantage. Some of these questions we still are working on.

Our goal is to begin chunking the information so each PETS can use the information as they wish. From our side, if there is a policy change, we can change a five page document rather than a 100 page document. One of the things I want to share is information from your districts, we would be happy to share that information with you. One thing we thought you would be interested in is the benefits of MD PETS with others outside the IUS. Under president Ray's leadership was to encourage other MD PETS to bring it to their areas of the worlds. Four new MD PETS were started. New Zealand, Australia, Brazil and Sweden. The Strategic Planning Committee will meet on this topic this summer, preliminary to where the value of MD PETS is.

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- PETS Resources. No Changes: Club President Manual. .. PETS Leaders Guide. Everything is now online. We can show you where FVP can be found in www.rotary.org. Look at the eLearning center. There are many modules for all.
- Innovation: Twitter #rcpets was opened for three weekends this past March. 175 people “tweeted”, connecting around the world. We will be doing this again. Is there anything out of the box your PETS is doing? We are posting on YouTube with testimonials. It is easy to use. We will be using Skype to talk about our Foundation. We are doing pictures at PETS and will show how to put pictures on line. We are getting this close photos. Get a Facebook account.
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Contact the Training Department via Training.talk@rotary.org

Club Leadership Plan & Future Vision by [Sarah Remijan](#)

Club Leadership Plan has been rebranded *Be a Vibrant Club*.

PETS Effectiveness

Leader’s Guide: big changes for 2012

Club Treasurer’s Manual

Printed Material updates

This division is now encouraging and supporting the development of multi-district PETS.

No changes in the following documents:

- President’s Manual
- Secretary’s Manual
- Future Vision edition of Club TRF Committee Manual
- Club Leadership Plan

These addendum and fully revised documents will be available October 2010.

Webinars are a big growth area, lots of interest.

GETS On-line

Rotary Minute

Your Voice, Your Solution

E-Learning Modules

PETS Mailings by [Deanna Cankar](#)

Handles all mailing to the DGEs. I want to let you know we are interested if the materials should go to an alternate address. We send everything to the DGE. Please note the first couple of bullets if it is not going to the DGE. We would like to know by the first of September. We

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can ship it anywhere. This year is two mailings. COK 1 Nov. Last year for 1 NOV. It will be moved up in 2013 to 1 Oct. This will help non-US clubs help. The second mailing will go out immediately after the IA. The contents are COK, FVP specific manual included (226e) purple manual. If it is purple, it goes to FVP. If it is red, it goes to everyone else. RI Catalogue included. Shop rotary.org included. PETS 2 comes end of Jan with theme materials, TRF Quick reference guide. CLP, Leadership Development, Intro to Service, Intro to New Gen, Rotary's area of focus and club success kit, membership development resource list.

Something new this year: Be green, budget issues. Looking for electronic media. We want to accommodate however the PETS want their data. This Monday we will contact each DGE requesting information on how to ship the media. Deadline for this decision is 31 July. All of these versions are already on the rotary.org website. Links to all manuals will be provided. We can split the order between electronic and paper. Assistant Governor and district chairs training can be sent with this order. This material can be sent free with a request. RAG information has been pushed down to the club level. We have decided not to send trainers manuals in paper, only links.

Refer to handout

Each DGE in a MDPETS must notify Lori in writing before October 1st if the materials are to be mailed to a different person.

Mailing quantity of PETS materials is quantity of clubs plus five additional.

Club Officers Kit (PETS1) on November 1st. In 2012, this will be October 1st. Include an order form for requesting additional materials. Also included will be a complete list and order capability of the materials (Theme) of PETS2, which will be shipped on the date requested by the respective MDP.

The order form will be organized into two sections: materials provided by RI at RI's expense and a section for additional publications at small costs.

All materials will be available on-line as PDFs on RI's site as well as the Alliance website.

If you want to go paperless PETS, please contact Deanna before October 1st.

Club Officer Kits: Clubs plus five additional sets

Send her an email and she will share the entire listing of DGE mailings; Club Officers Kit mailed to DGEs in November. Check your event's inventory from 2009 against the items marked with an asterisk as those publications with an asterisk have changed. *Handout*

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Global Payment Solutions by [Brian King](#)

Scheduled for September 2011, a new project about to be launched that addresses the speed by which we can respond to a TRF gift. We want donors to receive their recognitions much more quickly. There will be incredibly fast processing of Paul Harris Fellow recognition shipments. Donor history report, MCR, CRS will be changed this September.

Second is a global payment solution to improve the online giving experience. Donors will be able to make single or recurring online payments. TRF Direct is now available only in the US, but will be available to all Rotarians in the future, creating a global online payment opportunity in October.

The third innovation is consideration of an expanded menu of giving opportunities of Annual Giving Fund directed giving to one of the six areas of focus. These giving opportunities would occur outside the SHARE system. We want to provide as many opportunities to give as we can to our donors, including tender types in different countries. We still are working through the process and system pieces to offer this to our donors. The aggregate fees of electronic donations are 2- 2½%.

Staff Updates

Q&A with Michele Berg and Brian King

Are download problems a problem with me or with RI? I would like to see an app for RI publications. We are not there yet. Productions are looking at application for iBooks and Kindle.

Is the PETS Leaders Guide going to follow the new material? The sessions don't match. The Foundation Seminar manual has been updated. All FVP materials are updated annually.

FVP Training is required annually. Is there a module to provide that training? The Grant Management Seminar should be moved over to the LMS, showing each club has completed the course as well as test the participant to provide information confirming understanding.

Where is the Foundation Seminar? Everything is available online.

What would you like to see done differently at PETS if you had a voice? We are considering the PETS effectiveness survey. We look at the big picture. As club president, what should I do? More hands on what is your job as club president so the president should know what each club chair needs to know to effectively manage the club. One idea is running an effective meeting.

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The club meeting is so important and really should be incorporated into a new PETS training module. Motivating volunteers. Leading volunteers.

Is there any idea to certify the presidential citation through the LMS? We have talked about that and consider incentives. The back end is fabulous. I agree this is a great goal. The annual flexibility of the citation is.

All of us do evaluations when they really need to be done in September. Are you doing anything about that? The PETS Survey was done two months after the PETS. That is a great idea.

Wrap Up for the Day by [Alan Hurst](#)

Dinner Groups

Breakfast

Building Access

Enhancing Rotary's Public Image by [Jennifer Jones](#)

Refer to the Public Image Resource Group. Please consider playing excerpts from the Humanity in Motion DVD during the Plenary — even if a snippet.

Public image is something we all know is important and it represents one of our three areas of focus with the strategic plan. Our PIC team has allocated available members to attend each PETS. Was in Dianna Read's district in Iowa in April and was reminded of the field of dreams movie. This is a good connection of the human face to a story. The main character in the movie was Ray and was a good connection this year. 'People will come Ray. They will arrive as innocent children. They will pass over the money because it is peace they lack. It will be as if they dipped themselves in magic waters. It reminds us of what was good and will be good again'. We are selling Rotary.

I want to tell you the rest of the story. Harrison Springs, B.C. Canada. Their conference main topic was hockey and the women were the biggest fans. 'You've been talking hockey all weekend. I want to talk about baseball. After I was finished, I was asked when did I write this? Do you know who was here? WP Kinsella who wrote the book "Field of Dreams." It was a goose bump moment. I was glad it came to together. PR is about telling our story. The older approach was we should do our work quietly. It was noble. We now have learned when we shout out what we do, others want to join us.

What tools can you use? Last year, the name of the group is RPIC, a coordinator status, the RRFCS, RC, and RPICs are the training team for each Zone. We want to help with your curriculum at your PETS. Practical training was done here at Evanston. We trained on

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becoming advocates of RI and each presented a five minute speech. I have a list of your RPICs contacts to share with today's group. The second thing I have done is to who can support your events and we talked about a theory of crossover Zone support for a fresh idea. Each has a budget to travel to your event. They are a wonderful resource to your PE. It is one thing to give a keynote speech. It is another to actually say, "here are the tools you can actually use."

We know, "This Close" is doing so much for us and it is defining where we are going in the future. Sitting on the communications committee here at RI, John Blount is working towards new public image with RFPs for our new PR firm here at RI. RI is at a crossroads and we need to define to the general public how we are. ["This Close" video shown]. We are getting this video into the hands of several national broadcasters. We are encouraging in North America to do something on Oct 24 (world polio day) to help promote what we are doing in the world and to help define locally who we are.

We are targeting a younger audience. This is something we are finding success doing. What are we learning with our journey? What is our action plan when polio is done? We need to be prepared to leverage and harness this in the very near future. I hope this helps you prepare for Rotary's public image at your event. There are lots of professional materials for each of your PEs. We have a new media center. We are just in the process over the last few months of launching it. You can download in broadcast quality that you can put into the hands of your local media. Our Presidents and our districts can now work with their local media for direct download.

If you need guidance, please reach out to me. The RPICs are trained for keynotes as well as a one hour workshop to work with clubs on public image and what the club can do to create excitement. Formulation at the PETS is totally up to you. One effective presentation is giving a fifteen minute keynote and fifteen minutes of material showcasing. People need to understand this can go on Facebook and other ways. There was a value added experience using this effective presentation.

The other thing I wanted to mention about presentation skills. This January in the IS we will be trying something different doing presentation skills with each. We put the DGs out as our ambassador and we fail to teach them how to talk and how to effectively tell our story. This is something we want to see trickle down to the grassroots. We all know there are ways to make yourself an effective public speaker. I want to conclude by thanking you for considering this information. Please reach out and engage the RPICs and I hope this can be a successful part of your program.

How many PETS include the PR materials on their memory sticks? Not too many. This is an area where we can help.

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Panel — Ten Tips [Bonnie Housley](#), All-Ohio [Terri Clark](#), Far West [Dean Rohrs](#), Pacific NW

- Stage Manager & staging area
- Secure & review all videos to be projected (check time length)
- Remember *who* the audience is
- Does the room look a Rotary meeting happens here?
- Be sure that electives are on-line
- Market the event; early
- Keep current the program (and other docs) that are on-line
- Cater to the PEs; it's all about them
- Have a keynote speaker that has been vetted (by more than one committee member)
- We are trying to attract younger Rotarians; speakers should be appealing to all
- Begin working with the DGNs two years out
- Involve the AGs if they are a part of your PETS
- Thank your speakers in a meaningful way
- A/V support must be delivered competently
- When PEs arrive, have clear signage & greeters
- Have a clear check-in process with the hotel
- PE Commissioning ceremony, theme pin presentation
- Staff & DLs are resources for the PEs (24x7); The PEs are our customers
- 100% Attendance requires personal interaction with the DGE, not just email
- Prepare the PEs before PETS; communicate with district leaders to eliminate duplication
- Thank the banquet staff; publicly thank them. Be nice to your hotel; tip the housekeeping staff
- Take care of your keynote speakers (see handout)
- In honor & solidarity of the people of the world, one meal at PETS should be meager
- No matter how tired you are, act like you're having a good time; No observable disasters
- Whatever the task, it must appear professional
- Be aware of the competence of the Operating Committee

Questions from the floor

- Need of 501(c)(3) to save sales taxes?
- Is event insurance necessary?
- Paper versus flash drives
- Include Rotaract PEs?
- How do you ensure attendance at all events during the weekend?
- Do you charge vendors for exhibits?
- Vendors are encouraged to advertise in the program to defray publication costs
- How do you enable enough time for the participants to visit the vendors?

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- How do you manage the content of Pre-PETS? Anyone doing webinars for Pre-PETS?
- Break-outs by experience, break-outs by club size
- Do you allow use of mobile devices?

Panel — Facilitator Selection, Training, & Evaluation

[Jim Stump](#), Carolinas' [Rich Panyik](#), Peach State [Tim Schuler](#), Florida

Carolinas'

- Demonstrated facilitation
- Strong interpersonal skills
- Identified successes in developing others
- High energy, "Fit" into the format
- Are available for the training sessions (Fall & Spring)
- Finale selection by Executive Committee, with approval of the full Committee (DGEs, DGNs)
- Time allocated for the DLs to meet and share topics, presentation ideas
- On-site evaluation cards for each DL & District session as well as Post-PETS on-line survey
- We visit the DLs' sessions during the event

Florida

- PDG or RLI faculty member and actively involved in training
- If not RLI, must attend a RLI "Train the Trainer" session
- Selection by Executive Committee, submitted to DGEs for approval
- Delivery style is consistent among the DLs
- A/V Support team for electronics
- Work with the districts' trainers to help reduce duplication
- The training chair is the RLI Sunshine Division chair
- Training for the DLs is in January, and one day prior to PETS
- Evaluations are full 8½ x 11 pages (quantitative and text)
- Follow-up with electronic survey post-PETS: day-after and again in September

Peach State

- Eighteen DL-led groups are app. twenty PEs
- DGEs are asked to submit six prospects for consideration as DLs (minimum qualifications)
- Mandatory attendance at "Train the Trainers" mid-March using "outside" trainer
- Practice presentations at the DL training
- Each DL presents two topics
- Evaluations after each session as well as Survey Monkey post-PETS

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Questions from the floor

What is cost of Survey Monkey?

Evaluation impact on DL return

Some events use guests/veterans/exec committee as observers to help with evaluation

Document a training & evaluation process

Are we evaluating the clubs' improvement relative to our PETS?

Are we measuring club & district improvement against goals?

The RI Board establishes basic PETS training objectives

Care & Feeding of Guest Speakers by [Ray Klinginsmith](#)

President Ray began his presentation with a primer on why a multi-district PETS is a better training events than a single district. He feels that it is imperative that we ensure that the visiting Rotary VIPs perceive and experience this very quality. He then shared several of his personal experiences as a guest speaker. Please refer to the provided handout and share with others at your event.

The Presidential Citations will be changed beginning with 2012-2013; they will be the same for three years. This should enable better participation and evaluation of the club's performance.

Newer events are Nordic Light, South Pacific. Developing events are Australia, and Brazil. One common comment from the PEs was that it was great to have an opportunity to meet Rotarians outside our district.

Please invite your Director at least one of the years during their term.

Please invite your Trustee at least one of the years during their term.

The Regional Coordinator model is working and is being supported by success RI Boards. Please consider inviting one of these each year during their three-year term. Currently, there are forty-one regions. We have a significant investment in PDGs, We should be able to utilize their expertise to help our districts and clubs.

Rotary Public Image Coordinators

Rotary Coordinators (best practices)

Rotary Foundation Coordinator

The International Assembly is being shortened by one day as the webinars being offered have become so successful. Move the Assembly to the Convention dates/sites, with the Assembly being held just prior to the Convention. This can be accomplished with improved communication and training at the regional level.

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Be careful of the same speakers at your event each year. The event leaders inherit a problem of how do you get rid of them as well as it precludes the “cross-pollination” of having speakers from across the country.

Be careful of district moving between PETS events. Perhaps we could develop a memorandum of understanding requiring a two or three-year notice for withdrawal.

To continue the understanding and promotion of MDPs in other countries, why can't we invite other countries' RI Directors & TRF Trustees to our PETS?

We need to invest our energy in enhancing cooperation among districts in existing events so that petty issues or politics don't create opportunities for a knee-jerk reaction that results in DGEs/DGNs wanting to pull out of an event.

Panel — Websites, Speaker Selection, Budgeting Moderated by Terri Clark

Ken Morgan, Carolinas'

Alan Hurst, Northeast

Steve Denning, Carolinas'

Steve and his son Marc, redevelop the Carolinas' PETS website approximately every three years. This year they added testimonials to the home page and incorporated more graphics throughout the site. Changed topic to Alliance website. They redeveloped our Alliance website using similar tools and concepts. Steve discussed the Alliance website and shared information on the site, requesting input from every PETS. He spoke with the hotel staff yesterday about the two folks were bumped for Thursday lodging. That has been resolved and the hotel has reached out to those two folks to apologize and repair the situation. The 2012 contract hotel has been set. Steve asked whether anyone would like the 2012 rate extended from Wednesday until Tuesday so we could stay extra days? No one expressed an interest to extending their stay.

Alan Hurst discussed budgeting. Contracting with the hotel affects the PETS budget as does, reserve and insurance for catastrophe. Look at your speakers' expenses. In your blue packet is a sample budget making certain all potential items should be covered in your PETS.

Ken Morgan. We approached these topics to cover more topics more efficiently. Everyone needs to think what is the objective of the speaker for each slot provided. Foundation plenary speaker and who? Public image? Polio? Motivational? Speaker on the role of the President-Elect and what is their role? Or all slots just motivation? Whoever shows up we'll let them speak.

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It also depends on the number of speakers. Can you start on a Thursday to accommodate the Rotary President-Elect? Some don't use speakers at meals and others do. Reaching out to individuals who are fantastic speakers but are not familiar with Rotary. Several events use well-known names because they can attract an audience. What is the objective for the PE form the speaker.

Planning ahead helps contract with the availability of speakers. All 2012 speakers should long since have been invited. Invite and book early prior to their schedules becoming booked. Steve touched on our website. It is only as good as the information we add to it. We don't do quality control on the information submitted. You control the names added and you control contacting the people listed there. Terri mentioned during the ten tips is do we have a female speaker in one of those slots? Be considerate of our audience and make sure we project diversity.

Ken met with RIPE and should have a schedule within this month. Ken will be following up with his office by mid-August. We impressed the importance of the decision. Mrs. Tanaka will not be accompanying RIPE Tanaka to PETS events. His speech will be in English. You need to provide a local interpreter for him to interact with the local Rotarians. Not profession, but someone who can help him communicate with the PEs. We try to rotate the RIPE between events. If you had RIPE Banerjee last year, do not expect RIPE Tanaka this year.

Q&A

Would you enlarge upon liability insurance? Doesn't RI carry our insurance? Over half the folks attending this event are new, so we decided to leave that topic up there as a contact back to RI staff.

Can you say something about critiques and visits? Steve responded: There are several people here that have promoted this concept. We encourage each of our events to support this idea of accepting visitors at no expense to the observer. The critique is another part of this. An outsider's perspective to provide an objective look at you event. We can become so imbedded in our own event that another set of eyes can provide another idea.

Our PETS has a financial review. What would you recommend? Alan responded: I have no opinions on that. How many have PETS Treasurers that have held that position forever? How many change every year? Perhaps it should be something in between forever and every year. It is your call if you need a financial review. This is a good question to ask yourselves.

Report of Small Group Breakouts Moderated by [Gary Duggan](#)
Facility selection: [Julie Reppenhagen](#)

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Opportunity for growth. Costs of food. Comp rooms. Suites? Non-charged internet access. Easels for signs & flip chart. Parking (free and adequate). Piano rental. Refreshments for breaks. Blocks of room for cut off dates. Minimums for food and lodging Room rental fees, Contingency plan.

On-line registration: [Don Murphy](#)

All experienced with registration. All are on line registrations in this group. DaCdb, Club Runner and custom products. Don't only have one person in case of manpower failure. Payment method is included in the online . Electronic registration does not accept checks and most are now credit card. Negotiate with the PETS bank. Opportunity to use intermediary. Watch security clearances for bank access. Meal registration is a part of the online registration. Some cases, meals savings keep by the PETS.

Using RCs, RRFs, RPICs at your event: [Connie Gevinski](#)

Use them as speakers. Ask them to tailor the message to your PETS and to your PEs. Use them at round table discussions and best practices. Hold webinars on membership and Presidents Manual. Have topical electives. Follow up with events afterwards. Don't use a speaker because of the speaker. Each has resource material available for the PETS. Use the team as background.

Implementing paperless events: [Lucinda General](#)

How are we dealing with paper at our events. Everyone was concerned with moving towards a paperless PETS. We need to reduce. Less will be coming from RI and plan now. Don't blindly hand the PE a flash drive. Sell the use of the flash drive. Let the PE know what is in the drive and a reason to open the device. Different materials should be included including RI materials, PETS materials as well as District materials. Average cost is between \$5-7. Technology needs to equal the PEs ability. Watch placing magnets into the gift bag.

Developing your PETS Leadership Team: [Scott Harness](#)

Is it policy versus implementation? Executive council appears the most often used. One used a professional management team. The DGEs look to the management team to run the PETS. Who leads the PETS, the DGE or the council? All utilized a job description program and most are posted online. Leadership team members picked from Governor string. Leadership varied from all DGE to no DGE leadership. Some meet every month and others only meet a couple times each year. It is important to review our bylaws to monitor our performance. The council needs to be balanced against the whims of the DGE.

Curriculum development: [Robert Sharkey](#)

RI staff research helped to provide support data for this group. District sessions need more valuable content. Each DGE really needs to consider their participation at PETS. Do all PETS need to cover all the same materials. Younger Plenary speakers. Provide a diversity of

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speakers. Advanced online training prior to the PETS with less on-site training. The eLearning center should be used. Break into smaller groups and less talking heads. Provide a clear sense of the rules come 1 July. What are the expectations of the PE. Provide skills trading at public speaking and etc.

Evaluating your event: [Steve Snyder](#)

Timing. Little value of content of frequent survey. Provide a survey in June and three months into the President's year. Did you understand the content, trainers, speakers, sessions, venue, how well did PETS meet your needs. Length? Were you overwhelmed? Platform Use AGs at PETS to interview PE at PETS. The AG might not be consistent. Incorrect interpretation of answers. Did the AGs understand to help the PE. Survey for content and survey for Trainers.

RI staff passed out a third party survey helps compare PETS against the standard of all. What do you do with the data once you have it? Interpretation is very important to utilizing the data. How effective are we at providing information to the PETS leadership. What is an acceptable level of return on survey questions? You have to use the data WHO CAN USE IT THE MOST. Provide it to the District Trainers, to PETS leadership and to the Governors, DG, DGE and DGN. In final analysis, content and trainers data.

Business Meeting

Treasurer's Report by [Eric Grubb](#)

Thanks to Jim VandeBerg for a \$500 gift (will be used for scholarships)

Nominating Committee Report by [Ken Morgan](#)

2012 Steering Committee:

Chair	Terri Clark , Far West
Vice-Chair	Rich Panyik , Peach State
Immediate Past Chair	Ed Hardesty , Mid-America
Past Chair & Treasurer	Karen Wentz , Mid-South
Past Chair	Steve Denning , Carolinas'
Past Chair	Eric Grubb , Chesapeake
Advisor	Ray Klinginsmith , Show Me
Advisor	Ken Morgan , Carolinas'

Slate for 2011 Multi-District PETS Alliance confirmed by acclamation.

Next meeting will be July 15 & 16, 2012

Lodging for 2012: Return to Hilton Garden

On-line Survey next week via Zoomerang. Please participate.

Thanks were expressed to the 2011 Steering Committee composed of:

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Ed Hardesty, Terri Clark, Eric Grubb, Karen Wentz, Alan Hurst, Steve Denning, Ray Klinginsmith, Ken Morgan

Please send a “Thank You” to Paul Wise (Wise Choice) and Mary Jo Barton (National Awards)

Please send all updated information to Steve Denning. You will receive a survey from Steve. Please complete and return the survey for next year’s planning committee. Please register early for the 2012 Alliance year.

Meeting adjourned at 3:00pm