

Multidistrict PETS Alliance

July 15-16, 2016 — Evanston, Illinois

Meeting Minutes

Friday

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

Welcome to everyone.

- Jim recognized the founders, the Steering Committee and guests. This gathering is nineteen years-old.
- Last night's social was a huge success. Thank our sponsors Joe Beveridge or Russell-Hampton and Sam Varn of Awards4U
- First-year Attendees, Veteran Attendees
- Thanks to Sarah Remijan, Kimberly Kouame and the RI staff for all their support and assistance to our event.
- There is a sign-up sheet for tonight's restaurant visits. Please sign up, if not already done.

General note on presentation materials

See slide decks and other documents at <http://www.petsalliance.org>

Navigate to Resources | MDP Alliance Documents | 2016 Presentations

Greetings and Comments by President-Elect's Aide Representative Don Mebus

Don welcomed us to RI on behalf on RIPE Ian Riesley. The Rotary team is the RI focus as we can always achieve so much more. Don emphasized the need for the PETS events both to be supported by RI and operate independently.

Rotary International Welcome by RI Deputy General Secretary Michele Berg

Michele welcomed us and shared the staff appreciation for us having our annual meeting here at RI headquarters. Michele has worked for Rotary for twenty-plus years; many of those in leadership development and training. She is very aware of the value of our events and offered the staff support of anything they can do to help our events. "We appreciate you bringing the messages to the club presidents "

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

Jim briefly reviewed the agenda and purpose behind the meeting agenda. Jim also reviewed the Saturday components being presented by MDP Alliance participants.

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Jim explained the purpose of the dinner groups. He encouraged everyone to go to dinner with different groups not with folks from your own event. Network and enjoy conversations among your peers. This works because of the diversity of the small groups (ten people).

Saturday morning is delivered more by the participants of the Alliance. Many of the topics are requested by us during/after our registration.

The Rotary Foundation Goals & Update by Karena Bierman

Karena is the Director of Planned Gifts for the Rotary Foundation. PETS is the entry point for The Rotary Foundation and the stepping stone for future donors to The Rotary Foundation. The new presidents coming in know little about what they know about the Rotary Foundation. The PEs have the ability to be trained about the foundation and then emulate giving in their clubs.

Charity Navigator Rating for TRF is at 4.0

We are at \$121.7 million towards our goal of \$130 million which is 1.1% less than last year. We received \$1.4 million in bequests on Monday and Tuesday of this week.

Goals are: \$300 Million for the centennial year and \$120 million for the annual fund.

The staff certainly misses John Osterlund who now is Chief Development Officer for the Archdiocese of Chicago.

Polio will be a huge focus this year as well as Rotary Direct, the automatic draft method of giving to TRF through your bank.

PolioPlus – DDF transfers and engaging the community to raise money for the foundation and polio.

Rotary Direct – easy and convenient way to have a monthly, quarterly or annually – this allows RI to reduce the cost of processing payments.

Naming Opportunities are available for rooms and board rooms

Ambassadorial Scholar - \$150,000 for a global grant scholar

Launch of the Water and Sanitation – are looking for \$150 million we are looking for opportunities.

Endowment Goal - \$2.25 billion by 2025. \$360 million in the bank now and \$600 million the estate gifts and the endowment. There are 385,000 in the US and fewer than 15,000 endowment members.

Your Legacy Rotary Foundation – the final version will be translated into all rotary languages.

Q&A

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- TRF Dinner \$25M Water & Sanitation Effort. Are we embracing this as a major fundraising promotion from the podium at various events. The Endowment might be the general focus in large groups, while having contributors interested in the water & sanitation could still ...
- Karen Teichman offered that she and other EMGA's would really like to be able to present at PETS. Please ask them for their assistance.

There are 385,000 US Rotarians. If we got everyone to give \$10,000 in their estate we could be at \$38 billion in a few as 30 years. We want the programs and projects that happen year round we would like them to continue.

Club Insurance Issues (Including Youth Protection Guidelines) by [Kate Hoeppele](#)

Families trust us with their children. We must be in a position to protect these children. Clubs do not understand their role on youth protection.

Risk management practices

Kate explained the need and reviewed the key components of RI's existing policies. Youth Protection is something that we need to get the message out to the clubs and the club presidents.

Why you should include youth protection. What makes Rotary possible is the fundamental trust. Youth protection is more than legal liability. It is trust by the communities and the families. We need to make sure that the clubs and districts need to learn how to protect themselves and the organizations. Prevention is the key to reducing the liability.

State and local laws vary and may go beyond the requirements of rotary.

We never want a Rotarian or club to decided guilt or innocence — we need to suspend any member that has had accusations made about abuse.

Peer to Peer allegations have increased over the last few years ... these are not unique to Rotary but we need to get the information out to club leaders ... the program is delivered 24/7 and thus there are requirements for certifications. Certification is to add preventative measures ... trainer is for the participants and the average Rotarian. All districts are required to report inbound students.

Kate also shared examples of protection issues that cross all boundaries of the population — gender, age, ethnicity — including the same illicit and inappropriate behaviors that we read about every day through the local and national news. We all must know the best practice regarding bullying, harassment, etc.

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Screening is imperative for any Rotarian involved with youth. Kate covered an example of certification specific for Rotary's Youth Exchange programs. Share shared key elements for Volunteer screening, Training and Crisis management. Kate shared specific policies for Youth Travel. Partnering with vendors and/or external organizations/service providers represents another risk area. She encouraged us to be aware of contracts/agreements that unduly shift responsibility onto the Rotary event/club/district.

[Carol Dietz](#), Associate Risk Manager, shared information about the insurance in place via Rotary. Kate also shared these contact addresses:

youthprotection@rotary.org

youthexchange@rotary.org

newgenerations@rotary.org

insurance@rotary.org

Youth Protection Guide will be out in September or October of this year. The publication has been revised to be an online module.

Note: see Kate's slide deck at <http://www.petsalliance.org>

Ken Morgan mentioned that Carolinas' PETS that they will offer this topic as an elective in 2017. If any other event wants to collaborate on curriculum development, please reach out. We would love to collaborate on this topic.

Rotary Learning Resources Update by [Kimberly Kouame](#)

Kimberly has been on the staff for ten years. The staff has developed a "Practice Lab" tool. If as an online trainer you would like to request credentials, please contact Kimberly. The credentials can be shared but be aware that each user sharing credentials can impact the other's presentation. Every 90 days, the account will close and refresh. The site can also be used for live demo presentation on My Rotary/Club Central.

They are going to make available twenty logins for a small group of participants to use one time during a trainer-led exercise.

Q&A

- Is this a better presentation tool or a practice tool? While limited in scope and availability beyond staff, it is a practice lab tool.
- What is the level of access (club president or AG)? Select logon as DG or club president.
- PETS events offering some one-on-one training as an elective. Could staff provide any materials to support this endeavor?

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- Kimberly noted that more information/instructions will be made available to those that request access to the Practice Lab. Send a request to practicelab@rotary.org and complete a short survey.

Kimberly then shared about updated courses in the Learning Center. Some courses have been developed through partnerships with some Rotarians/Districts. Look for these on the Learning Center site.

Note: see Kimberly's slide deck at <http://www.petsalliance.org>

PETS Training Resources by Megan McPeak

Megan has been on the staff at rotary for twelve years. Megan shared the changes in the PETS curriculum. As last year was the first year of the usual three-year curriculum schedule, the staff has several updates based on COL, etc.

The updates are available at www.Rotary.org/trainers. Several Trainer Tools have also been updated. Visit www.learn.rotary.org and search for "Toolkit" then Trainers' Library and Trainers' Tools.

Survey Results on PETS events

- 1 Day – Europe Africa Latin America
- 1.5 Days
- 2 Days US
- Pre-PETS increased from 17% to 49% from 2007 to 2015
- 79% of presidents felt prepared for their role
- PETS was rated the most effective training session
- Increased their Rotary knowledge
- Best Practices was the most important
- Top two training preferences
 - In person meeting
 - Coaching from their predecessor
- Would like an online course
- AGs receiving training at PETS – 35% of AGs conduct training at PETS

Newly updated publications resources are:

- Lead Your District: Training
- Train-the-Trainer Leader's Guide

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The staff also has created an addendum to the “Lead Your Club” series and manuals. These will be mailed in September to the DGEs. The DGEs are to immediately distribute these materials to the club PEs. There is also an online version available.

Note: see Megan’s slide deck at <http://www.petsalliance.org>

Membership Resources by [Brian King](#)

Membership is Rotary’s greatest asset. With greater membership we have more ability to grow the Foundation. Brian shared staff efforts regarding Rotary membership development.

Membership is the top internal priority for RI while Polio is the top external priority.

- COL updates (in new Addendums) that liberate clubs to invoke more flexibility in membership definitions, requirements
- Prospective Member brochure 001-EN (0316)
- New member lead generation via Rotary’s website (800-1,000 weekly)
- Only 34% being acted on by the District leadership!
 - 16% of the leads have been acted on by the clubs
- Clubs are acting on 50% of the leads they receive with 25% of the prospects joining

From Brian’s email intended to recap his remarks:

I don’t think there is a Rotarian in this room that doesn’t recognize membership as the organization’s greatest asset: when our membership increases, our clubs are more vibrant, we have more to show the world, and we have more resources with which to help our communities flourish. Last year, the RI Board declared membership as Rotary International’s highest internal organizational priority, and I want to thank you – in advance – for giving membership the emphasis and focus, it requires at your PETS.

This afternoon, I’d like to take just a few minutes to share some of the latest new resources and tools you may wish to share with your Presidents-elect: The first thing you may wish to share are some of the progressive outcomes from the 2016 Council that empowers our clubs – if they wish – to amend their by-laws to allow for more flexibility in membership and meetings. We also have a brand new Prospective member brochure which explains Rotary and what sets us apart from other organizations. Club leaders can purchase them on shop and have them ready to hand out to guests and other prospective members. Speaking of prospective members, clubs may have some membership leads waiting for them in the Club Administration section of My Rotary. Our new system screens and tracks leads that come in through rotary.org, and sends them to district leaders who can then assign them to clubs. We have a lot of resources to help club and

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district leaders take advantage of these leads, which you can pick up at the resource booth in the hallway. We are now receiving an average of 800-1,000 leads per week. Only 34% of the membership leads were followed up on by districts and only 16% of those were assigned to clubs. 50% of leads were followed up on by clubs and more than 25% of club assigned leads joined.

We also have some fun resources, like our Proud member clings – they can be ordered from our shop and may be a nice give away to your attendees. We also have a new Rotary Club Health Check - (we like to think of it as our Cosmo Quiz for club health). It's a fun tool that helps clubs check off things they are doing well and identify things they could be doing better, and points them to additional resources to address them.

One of those resources is our Membership Assessment Tools – A more comprehensive suite of assessments that help clubs focus targeted efforts to attract and engage members. Assessments on Classification and Diversity; a prospective member exercise, a retention assessment and an Exit Survey for terminated members and the most popular: Member Satisfaction Survey. We've just published a membership reports guide as well, which can help club leaders understand what membership reports are available, what information they can find in them, and how they can access them.

And finally, many of you will have a Regional Membership Officer (along with other Rotary staff) supporting your PETS. Please, work with these individuals and consider using them in some of your sessions. They are experts on the latest membership resources and are a wealth of information on membership best practices and other ideas to help clubs attract new members and engage their existing membership. Thank you again for making membership a priority and know you can find much of what I shared today, and more, online at www.rotary.org/membership.

Debate – Future of PETS Training by Jim Ives and Lou General

Lou represented PETS webinars

You are not sheep that are following the herd ... we are supposed to be proactive on an issue ... we need to respond to the changing organization ... traditional PETS having a hotel contract planning too long out on a contract can put you in a bind ... what is the audience looking for ... multi day events use to work ... the COL changed how clubs can meet and therefore you do not have to run PETS the same way we always do ... look at professional organizations ... they do webinars and change the way that they are getting training ... we need to change ahead and we need to use new technology and embracing new technology to embrace our change and step in

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to the future with motivation and forward thinking. If we are innovating, then why are we not addressing this issue. Changing organization and demographics. Difficulties are:

- Breaking/Altering venue contract (especially multi-year)
- Transition this change
- COL relaxed a lot of rules
- Compare us to professionals; are they using webinars or not?

Jim represented traditional in-person PETS

Two questions: How many have heard the president say it was the best rotary experience they had how many of you have heard that about a webinar ... every year I hear from the PE that they loved the time that they had at PETS and they were fired up about being at PETS ... the experience that comes from the collective efforts of the group intellect PH insisted us meeting on a regular basis face to face to build relationships ... PETS was meant to be inspiration and training as a way to harness the collective intelligence of the collective whole ... the learning doesn't just take place in the training but during the fellowship amongst the participants unfortunately many rotary events are going toward educational ... we need to be more inspirational rather than educational we are talking about president elect training and we can do the nuts and bolts training away from the PETS and we can use the PETS as a means to do additional inspirational aspects of rotary. Online learning module training is useful but the traditional PETS is something that needs to continue and to inspire the PE to do something ... the MDP is to build enthusiasm and also to build friendships and training eye-to-eye and face-to-face.

- Post-event, best Rotary experience I've ever had
- Ever heard that reply from a webinar?
- Even weak PEs can become excited/enthused/organized after a traditional PETS
- Collective intelligence of a group dynamic
- Rotary's foundation is to meet face-to-face to build relationships & passion
- PETS was designed to be inspirational with education scattered throughout the event
- Can we accomplish the objectives of the Alliance meeting with a webinar?
- Learning take place through casual interaction — face-to-face discussion
- More and more of our events feel like training instead of inspiration
- Some PE training (nuts & bolts) can be accomplished away from the seminar
- Online Learning Management System modules are good tools
- Cannot build enthusiasm without hand-to-hand interaction

Lou & Jim can each support some of each other's points. COL: Clubs "may" do these new things, "may" change some rules. Perhaps there is a middle ground with a hybrid approach. Let's examine interactive learning, webinars, etc. Jim noted that we have difficulty communicating values. In particular, some prospective participants think they can get what

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they need digitally ... but they cannot feel and see the value of our fellowship through a PC. Passion is built in person. In a webinar, we can replay part of the presentation.

Saturday

Announcements by [Jim Ives](#)

- If you are staying tonight and don't have plans if you are interested in meeting up for dinner meet at 6:00PM in the lobby for dinner
- Please respond to the evaluations that you are receiving post PETS alliance
- There are things that are in your documents that are not covered in the sessions
- Critique or exchange between PETS is available and you can contact the PETS Alliance board about the use of these tools
- The Rose Parade handout is a great opportunity for your clubs
- Material from other PETS is available in the back

Panel — Ten Tips from Our Event moderated by Lu General Rosemary Aragon, *Pacific Northwest*

1. Is your curriculum developed with as PE as customer
2. Focus on PE role & responsibility
3. Outcome based approach (stated?)
4. Achieve blend of content & instruction, thought provoking questions, interaction
5. Is DGE/DGN involved in development?
6. See Chris' notes
7. Preparatory webinars, input to sessions
8. Who are the coaches, build training leaders?
9. Can training leaders be removed?
10. Criteria to evaluate the training leader performance

Dean Ryerson, *Midwest*

1. Facility Chair known early?
2. Event Manager, skilled arrangements person
3. Contract negotiator
4. Registration data, history, capacity, demographics
5. Website updated, user friendly, appropriate links, resources
6. Term limits
7. Plan in place for keynote speaker doesn't arrive/gets ill
8. Insurance to protect event from weather, etc

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Gary Smith, *Peach State*

1. Operational committee planning starts at event
2. Memorable event
3. Add value?
4. Using AGs / PDGs as greeters
5. Glad to see you, smiling registration desk personnel
6. PEs needs to have feeling of Wow
7. Facility, space, convenient, good food, courteous staff
8. Quality speakers w/relevant message, heartfelt story, will it motivate?
9. Sales vendors as well as project exhibits

Q&A

1. Total Event Insurance (Chuck Berg)
2. Do you have feedback for the speakers?
3. Do you have appropriate refreshments?
4. Do you utilize vendors?
5. Do you highlight projects?

PETS Alliance Resources/Website Overview by [Steve Denning](#)

- See website pages ... especially Resources
- Send documents (or links) that might help another event
- Image (say about you?)
 - First impression
 - Gateway to your event
 - Convey values
 - Branding (compliant, set an example)
- Up-to-date, when do you prep your site,
 - When to get it ready for next year?
- Navigation intuitive
 - Responsive
- Resourceful
 - Information
 - Training materials
 - Reference documents/forms
- Is the image & information on our sites relevant?
- Please review Website Overview Handout page 2
 - Participation by each event is needed
 - Information posted comes from events leaders like you

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- Send us updates on event leaders, event dates, speakers
- Send us new versions of documents like agendas, curriculum, etc
- Volunteer to help each other

Curriculum Development by Tom Ashford

Tom shared, as an example, how Mid-South addresses this topic. He outlined their process and timeline as well as who is involved in the development process. They work to include the topics in the PETS Leader's Guide.

They have discovered that they were losing approximately 18% of their PEs on the Saturday night stayover. This year, their agenda time will be reduced from 26 hours to 21 hours. Their topics will include:

- District Sessions
- General Sessions (formerly plenary)
- District pre-PETS

Note: see Tom's slide deck at <http://www.petsalliance.org>

Electives by Helaine Campbell

- Foundation Resources
- Membership
- Managing Risks –
 - Need for clubs to file income tax reports
 - The IRS will make you bring them up to date
 - Youth protection
- Rotary central and DaCdb
- Rotary 101
- Carolina PETS distributes information on the electives

Keynote Speaker Identification and Selection by [Rich Panyik](#)

- Remember that all our presentations are online.
- This topic is just a collection of best practices
- Start early. Invite now for 2017 and 2018. Share a VIP to help further their interest in coming as well as costs. Sometimes you can use your dates to your advantage (include Sunday sessions, begin on Thursday, earlier event dates instead of March).

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- RIPE invitation by contacting kari.pasqualetti@rotary.org and occasionally follow-up. There may be an RI form to complete for any request of the RI President, PE, PN. Rich will follow-up on this question from the floor.
- Share a specific speech topic if you have one. But be flexible.
- Be very clear on expectations of the speaker.
- Help us update the Alliance site's Speakers page with dates/times that a particular speaker is committed to your event.
- Stay current with keynote speaker message trends. What about COL trends impacting our keynote speaker topics? Changing demographics in Rotary? Past RI leaders can be a huge asset in this role, especially if an international past president is in town for a meeting at RI, thus reducing travel cost to your event.
- Are we using the evaluation results?
- Do you know the speaker's requirements/needs? Are you prepared?
- Is a particular speaker's presentation going to be relevant?
- Discuss with committee/leadership as to take-aways from the plenary sessions. After PETS is over, what do we want our PEs to say about our event?
- There is a form in your packet you can use as a checklist.
- Group Ideas
 - Ask for food allergies or amenities in the room
 - DGN

Make sure that you communicate with the speaker on a regular basis get the information on the flights, hotel rooms, etc.

Q&A

Food allergies, preferences, lodging room amenity

Event Bylaws & Operating Guidelines by [Ken Morgan](#)

- There are several ways to address the issues and problems that the MDP is not multiple districts meeting together but rather Multiple Districts planning an event together
- Review and revise your documents every 3-4 years. Some MDP events' resources on our website are out-of-date.
- There are only a few DGEs that are getting the work completed for the PETS
- Fewer and fewer are using any automatic rotation
- If there is a rotation schedule
- Who is doing the financial review of your event
- See Ken's revised outline/notes presented NOT as "Best Practices" but questions.
- Some MDP events' resources on our website are out-of-date.
- Borrow ideas and descriptions from another event.

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- The DGE is working with a committee that is overseeing the event
- Borrow ideas and descriptions from another event. Use the documents on the Alliance site.
- How can we have a process for removing an Executive Committee or other leadership person that is not cooperative or not performing?

Integrating My Rotary / Club Central into PETS Training by Art MacQueen

Panel — Selection & Training of Discussion Leaders moderated by Marcy Ullom

Chris McLucas, *Lone Star*

1. Tip one
- 2.

Jeff Romine, *Show Me*

1. Three districts, 160 clubs
2. They train Secretaries, too, which requires ten additional facilitators
3. Three sessions with facilitators, three sessions DGE-led, big fellowship event
4. Abilities of DGs/DGEs/DGNs vary greatly. The Show Me Operations Council reaches out to each of these groups to strengthen their skills as needed.
5. Show Me uses the team approach to Train the Trainer in that several committee members are involved in the training and live evaluations of these facilitators.

Tom Schmidt, *Great Lakes*

1. Tom share an overview of Great Lakes agenda and curriculum structure
2. They use RLI to train the PNs
3. They have sections for spouses/partners
4. The curriculum time is app 12 hours
5. DLs are selected with the DGEs during their planning meetings. They asked of the DGEs who/what type of DL/facilitator do the DGEs want for the training.
6. Important to focus on the DGEs' request regarding areas of focus
- 7.

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Business Meeting

Treasurer's Report by [Rich Panyik](#)

Calendar year fiscal period. July 6, 2016 Balance is \$7,266.90

UPDATE WEB

Nominating Committee Report by [Ken Morgan](#)

2017 Steering Committee:

Chair	Lucinda General , <i>Arizona Tri-District</i>
Vice-Chair	Marcy Ullom , <i>Florida</i>
Past Chair & Treasurer	Rich Panyik , <i>Peach State</i>
Past Chair	Jim Ives , <i>Great Lakes</i>
Past Chair	Steve Denning , <i>Carolinas'</i>
Member	Chris McLucas , <i>Lone Star</i>
Advisor	Ray Klinginsmith , <i>Show Me</i>
Advisor	Ken Morgan , <i>Carolinas'</i>

Slate for 2017 Multi-District PETS Alliance confirmed by acclamation.

Thanks were expressed to the 2016 Steering Committee composed of:

Jim Ives, Gary Duggan, Rich Panyik, Lucinda General, Marcy Ullom, Steve Denning, Ray Klinginsmith, Ken Morgan.

Next meeting will be July 20~22, 2017

Lodging for 2017: Return to Hilton Garden

1. Please participate in the On-line Survey.
2. Please send a "Thank You" to Joe Beveridge & Sam Varn for their social sponsorship.
3. Please send all updated information to Steve Denning.
4. Please complete and return the survey for next year's planning committee.
5. Please register in April for the 2017 Alliance meeting.

Meeting adjourned at 2:15pm