

Multidistrict PETS Alliance

July 19-21, 2018 — Evanston, Illinois

Meeting Minutes

Friday

Meeting began at 9:00am on Friday by Chair Marcy Ullom (“Marcy”)

Welcome to everyone.

- Marcy had all of the first time participants introduce themselves and provide a theme for their PETS.

What do you hope to garner?

- Looking to form a steering committee
- Attendance increasing percentage
- Format best practices
- Successful and
- Broadening the speaker pool
- Show Me PETS – PN track
- RFP for venue search
- Training for AGs
- Successful evening programs
- How to keep them to the end
- Collaboration opportunity
- Money saving ideas
- How to make it fun
- Pre-PETS planning
- Pre-PETS Curriculum
- Training the trainers
- Amount of time or duration for PETS
- Optimum session time
- Breakout session side
- GoTo Meeting use
- How to bring youth to PETS
- Use of Social Media
- Agenda Applications

General note on presentation materials

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

Navigate to Resources | MDP Alliance Documents | 2018 Presentations

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Greetings and Comments -

Rotary International Welcome by John Hewko General Secretary of Rotary International – welcome to one rotary center ... the death of Sam Otori was a huge shock. On Tuesday had a tribute to Sam at ORC ... there is a memorial service in Bedford Texas. In Uganda his body will be in the Parliament for viewing. He was the father of Rotary in Uganda. This has never happened before in RI history. August 7, 2017 the President Nominee will be selected and on August 8, 2017 the nominating committee will select a new President Elect for RI.

- Polio we are very close to the finish line. We are at eight cases in 2017 the lowest in history. 1.2 billion was pledged at the International Convention to the eradication of polio. The Gates matching grant is up to \$50 million so the Gates Foundation will give \$100 million
- Grant model 2013 the model was rolled out to get larger, more scalable and sustainable grants. Changed from the matching grant model and we are now focused on the six areas of focus. We need to encourage use of the new global grant model. We need to do more larger projects. December 2016 the new online application was rolled out and we will be adding fixes and improvements to the grant application.
- Membership – we have a membership problem in North America but have seen increases in other places. In 10 years Asia will make up 50% of Rotarians and the US could be 10% of membership. The counsel on legislation changed the model for flexibility in club meetings that best suit the local needs. Rotary world wide gained 150,000 new members and lost 150,000 members.
 - This new flexibility allows clubs to think outside the box to gain more members. Club flexibility articles in the Rotarian magazine. The giving in north American giving to the foundation has dramatically increased.
 - Rotaractors were allowed to be Rotarians and Rotaractors at the same time to bridge the gap between them
 - Tools – Rotary Club Central just revised the new version of RCC the usability, look and feel of RCC
- On a broader scale with the Strategic Plan – the vision statement has now been adopted for Rotary – this is the first step in the process to implement the vision. The Strategic planning committee is looking at other models of governance including options that have not been used. We will not change our integrity.
- Changing the model to have 7 dedicated teams for conceptualizing organizing implementing and retiring the products and garner real time feedback ... online giving pages, online facing pages have changed, my rotary is going to change, the navigation, platform and speed was changed.
- New tools – online giving platform, internal tools and financial software

Review of Agenda, Topics from Attendees and Restaurant Coordination by Lu

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

Ken 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.

10:30AM Friday

Webinar Topics and Using them with your PETS by Dick Elixman

Learning management systems there are people that need the on demand management tools.

Webinars

Surveys – are the most important things in changing the PETS curriculum and understanding what the PEs like and dislike ... if we do not factor these surveys into our programing we are missing the relevant curriculum for PETS.

District 5080 delivers Pre-PETS material in online video media

Pacific NW PETS – provides online tools to determine the PEs management style

Rotary International Learning – how to lead a learning seminar

Start with the WHY! Define the why, we need to use the web to provide greater training for the PEs, the web allows to teach basics on line and allows us to create a training curriculum to get to the why. We have 120 presidents that are providing input on training.

This allows us to develop a flow for training. The survey allows people to provide real time feed back on the training

The WHAT! Asking if the PE likes the training is a way to measure what is viable. We want the PE to get a self awareness. We also need to teach skills on how to do things in their club and in leading their club.

The HOW! – i-Spring is an online platform for training.

The web needs to be something that should be used ...

Rotary Learning Resources Update by Sarah Remijan

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Thank you for everything that you are doing to help the organization grow and be stronger. The recourses, the practice lab and learning center. The Practice Lab – can be used to look up the roles in the organization ... for example they can log into the practice lab to see what the role sees when they log into the system. In the practice lab there are dummy districts and dummy members.

The main functions in Practice Lab

- My Rotary
- Rotary Club Central
- Ideas
- Showcase

Every members has all of the same rights and therefore no Practice Lab modules are used

You can email a to participate in a survey ... email PracticeLab@rotary.org

The practice lab can be used for training, screen shots, etc. The practice lab can be used for trouble shooting. We are releasing a new version in August and the Grants will be added in November.

Learning Center – Rotary developed this for training sessions vis-à-vis the my rotary account. There are courses available for anyone with a my rotary account.

We have added several new training sessions.

PETS Training Resources by Kimberly Kouame

How does the president elect get their manuals. This year we decided that we are mailing the Lead Your Club manual. The Governor Elects should be distributed to the clubs and officers. We are offering more role based courses on the learning center. We are looking at the online opportunity to find resources.

Rotary trainer courses are on line at www.rotary.org. The trainers library can provide all of the documents for the trainers. You can down load the train the trainer materials from the website and the On Demand webinars ... August 8 there is a webinar for my rotary and rotary club central. You can utilize the training talk you can email suggestions to learn@rotary.org.

Working to customize to a district for training. The grant seminar online can be completed based on the content that would be provided through the webinar in order to build the. The courses that are online are managed by the district and you can pull your own reports about how often they are accessed. There are about 80,000 participants using the learning center now. Do you have a one-time login?

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You will need to request the logins each quarter because the system is refreshed every quarter in order to provide a clean platform.

The course catalog is available on the website and on the PETS Alliance website under resources.

Is there a template for the best reviews for the DGEs presentation at PETS the reviews for PETS as a whole are great but the DGE presentations are not so favorable? Can all three of the President line have access to My Rotary in their respective roles.

Is there any Assistant governors roles that can be seen?

1:00PM Making the Best Use of Rotary Coordinators by Rosemary Aragon

The rotary coordinators can provide historical data

1:10PM Promoting Attendance At PETS by Hollis Lackey

How do we promote PETS in the district? We need to train both the PEs and PNs. We should tell them sooner than later. We are not notifying the PEs soon enough for them to plan to attend. Attendance should be mandatory for all PEs.

Attendance should be promoted years and years in advance ... we should start a culture that promotes attendance ... training is key to any organization success ... we need to make sure that we are on top of training

You should use your team resources ... Board of Trustees, PEs, PNs, Facilitators, Governors, Governor-Elects

1:20PM The Rotary Foundation Update by Eric Schmelling, Chief Philanthropy Officer

The Rotary Foundation does a mazing things with small and large contributions. The Rotary Foundation was 100 years old which culminated in Atlanta at the International Convention.

We had a fundraising goal of \$300,000,000 we surpassed the \$300,000,000 goal

We are seeing external accolades ... TRF was ranked 3 by CNN ... TRF was ranked number 1 by Fundraising Associates

Charity Navigator gave for the 9th time in a row 4 stars ...

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Polio only has 8 cases this year ... we are close to eradicating polio in the world. The need for funding is constant. We are encouraging everyone to complete a polio fundraising

2018 World Polio Day we are looking for a virtual reality event.

The Global Grants are helping increase the size and scope of projects. District Grant provide flexibility

494 District Grant - \$27.1 Million
1260 Global Grant - \$84.5 Million

There are more reporting opportunities with the new contributions

2017-2018 - \$15 million in interest income ...

Membership Resources by Brian King

Director for Membership Development. Membership is the key to our organization. We experienced a decline in membership in June of 2017 ... the purge occurs when

The processes and procedures that we have for getting new members is changing. It is much easier and cheaper to retain members than to go get new members ... there are several tools to use to assist you in building Rotary membership ... Rotary Basics is fresh off the press and is a great resource for helping new presidents ... we have an online tools for membership development ... this tool allows individuals to express interest in the tool

18,700 leads only 39% were followed up by the district and only 30% of those were followed up by the club ... are there opportunities to follow up and train and follow up on the leads that are provided by RI.

Publications – how to apply the new flexibility to clubs and PETS training plans. We are releasing suites to help clubs determine the strengths and weaknesses of the club ... how to diversify the club there will be 8 online learning modules . The role of the regional coordinators is key and we have several secretariat resources that are available to you ...

Communication and Public Image Resources by David Alexander

Rotary International Chief Communications Officer we have to build an understanding of who we are as an organization ... RI can step up to support the clubs and districts. How do you effectively achieve a communication plan ... stay focused ..

- Corporate Goal End Polio

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- The Club Experience
- Fundraising

Focus on driving information and or action. We are getting more media coverage about ending polio? How can we provide more resources? The People of Action campaign ... John Smarge head of the communications committee? TV or video ads ...

There are adds for use in social and print media ... World Polio Day Preview

Global status update from Seattle ... voices from the field Afghanistan and Pakistan Gather World Polio Day materials now ... endpolio.org there are several assets to hold events for world polio day

How can we strengthen Rotary?

- Appoint public image team
- Adopt visual identity
- Use tools in brand center
- Tell a consistent and compelling story
- Choose your moment to tell the best stories

There are several partners with website and data integration. We do capture the reasons for termination or resignation.

Membership leads ... are there any enhancements in the leads for specifically ...

Are we setting the expectation for the new Rotarians we are seeing the termination with 1-3 years of rotary service ... we are also promising one experience through marketing and the clubs are providing a different experience

We are providing the clubs guidelines for clubs to follow. We are focusing on the clubs that are using the new flexibility tools ... using the PrePETS and PETS we are sharing Ideas

There are improvement in the online contribution ... we have been updating the online contribution platform

We are revising my rotary by the end of the year. We launch everything in 8 languages each time we relaunch ... to have a global

Why are we seeing huge increases in other parts of the world and not here in the US? What are we doing to make changes to increase membership ... we have empowered our rotary clubs to change the model that will help them create experiences that will help them attract more members

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The struggling clubs should be looking at themselves

How can you make a program like red badge a global initiative. The red badge module is something that we can do to assist in

Our Biggest Mistake by Lu General

How do you handle mistakes when they affect your PETS or any other rotary event. We are drawing on every event in life and taking the time to work things out.

PE showed up to PETS and missed the orientation. The PE was upset about being in the wrong area.

Rotary Global Rewards by Naish Shah

The rotary global ... there are four aspects of rotary global rewards ... it is unique that members have the ability to create offers ... there are more than 1800 offers available.

This provides an opportunity to engage in local businesses and services. There are a variety of businesses that can have travel discounts ...

There are business to business marketing opportunities by using My Rewards ... you can certainly look at using the system

There will be a mobile version of the rewards program ... we will be able to use the mobile app for the global rewards

We need to market the global rewards

Licensed Vendors by Joe Beveridge, Russel Hampton and Sam Varn, National Awards4U

A 10 to 15 minute intro to the licensed vendors is what is the best way to utilize the vendors at the PETS

We like to be the resource to the PEs and the Districts

Minimum of 10% of all sales is given to Rotary International that is required by all licensed vendors

The brand guidelines are not necessarily followed by the non licensed vendors ... you cannot just put the brand on any item that you may use ... they are a one stop shop for all the rotary merchandise

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The member of the club that can produce the items but at less quality and TRF misses out on the revenue stream

Vendors are a resource not just a commodity ... making sure that the brand is consistent is key to the vendors. Trying to break the cycle trying to get the Rotarians to understand what rotary is and what the rotary brand and identity is key to educate the members about

The average Rotarian never sees the merchandise that the leaders of rotary see ... there is always opportunity to market Rotary with your members

The leave behind from the rotary club at the event will get the information out to the participants at the event ... getting the message out in the community is what it is that we need to work on as an organization not only from the International perspective but from the club perspective

US Club and District Liability Insurance Program by Carol Dietz

Insurance program for US Clubs ... more than 50% of the officers surveyed stated that they did not know about the insurance program ...

The PE needs to know that the insurance program exist and know that the program is available. There is no need to provide special events insurance ... the certificate is available on the RI website

The club needs to notify risk management if a claim exist on the policy ... we have resources on loss prevention and contract negotiations

Knowing about the insurance program will save time and money ...

Claims

General liability

Property Damage claim

The role of the president is to know that the program exist and act as the conduit should there need to be a claim made on the policy

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Saturday July 22, 2017

8:25AM

Success Stories by Jim Ives We all have success and innovations at our PETS

5280 Southwest PETS –

formerly the southern California PETS. One of the advantages that we have is that the International Assembly at San Diego. Being close to the dates of IA we are able to get the speakers from IA to use them in our PETS. We have had success in getting the PEs to meet the speakers. We have FUN and an enjoyable time which is key to them having a pleasurable event ... it is mandatory that they stay in the hotel that we are holding the PETS. This allows for successful hospitality nights. We make sure that PEs are set at different tables and interact with folks. The spouses program has a speaker that addresses them and also we have a project for them to do during PETS

6670 All Ohio PETS – second full weekend. 5 districts ...

- Pre-PETS Opportunity to align at pre-pets for pets ... this is an opportunity for reinforcement the training. We like to offer online training. We can take advantage of the talent that comes in from RI and Zone ... we have the opportunity to share them with the group at Pre-PETS. We want to utilize the AG more
- Spouse Partner Program is conducted on Saturday. This is an opportunity for them to interact and also bring in the DGE Spouses and allows the DGEs come in and provide an opportunity for the spouse partner to ask questions. We use this as an educational opportunity. This is followed by quizzes and games.

7470 Mid-NorthEast PETS -

Our operating committee ignored the PEs in the past and now the DGEs are in charge and the operating committee is there as support.

- One DGE had a 9 year old girl that created a project called color me which was collecting art supplies and they decided to award her a PHF to the girl and gave an opportunity to recognize and give an impact to the foundation
- PETS starts at Friday morning and ends at 2 PM Saturday. We did an optional work shop on Thursday and used RI Staff to talk about resources, TRF and membership. We have about 2/3 of the attendees to come into the Thursday optional sections we billed it as free. We open it to the districts to send anyone that wants to attend the optional sessions. We had an additional 30-40 people attend. We had PEs talking to PEs which is the benefit that PETS provides. They held a Pizza Party with the DGEs the highlight of the night was Karaoke with the PEs

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Questions –

- do you collect fees for attendance? Yes if they want to join and it is a reduced fee.
- When do you have PrePETS – Pre-PETS is from 12-5 on Friday and PETS is 5-2 Saturday everything is done at PETS
- Pre-PETS Concept – is that the first time that Districts get the PEs together. Mike communicated with the PEs starting the first of the year when PEs are named
- How many have organizational meetings prior to traveling to
- How many do PRE-PETS in conjunction to PETS or prior to PETS. We have fireside chats with DGE
- We had one of 7 districts had 100% of their PEs registered the Districts paid for PETS. At great Lakes PETS we bill the District and the District bills the club
- What percentage of PEs do you have in October/November – every district is different and the known PEs are not always there
- We are bring in in Rotaract Presidents to our PETS – are you involving Rotaract?
- Bigwest Rotaract has a program
- Spouse Programs, AG, Rotaractor, - how many people do DGN training in Districts? If you spread the training out over a couple of years it is not that overwhelming ... we completed an online training for the Pre-PETS for the PNs and PEs to work on succession planning and
- We had 20-25 items that are on a check list ... this should be a way to have DGNDs and the DGN in the same room and would allow them to think ahead for what they want to do
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9:00AM MDP Alliance Resources by Steve Denning

INSERT YOUR INFORMATION HERE

9:15AM Curriculum Development by Marcy Ullom

- How often do you evaluate –
- Is there a difference between Pre-PETS and PETS – PETS 1 - The President (The Leader) PETS 2 – Presidency (The Leader) PETS 3 The Club (Leadership Team). Florida PETS
- We don't always talk about our visiting PEs at Peach State PETS the visiting PEs do not get the District information so we included them in a breakout session but made a different training session for the visiting PE?
- How many of you use the technology – are you finding it is useful and using it for training
- All DGNDs are invited to PETS ... this is for them to understanding that PETS is a critical part of their year

9:30AM Use of Electives (Optional Sessions) by Dean Ryerson

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- We need to look at the few people that want to attend the optional sessions. The 20% of the populous that want to do a majority of the work at the club level if they want to attend the optional sessions.
- We have moved from just the PEs to everyone that has a role in making rotary successful DGN, DGND, Spouses, AGs
- Offering the optional sessions provides PEs an opportunity to gain additional information to run their clubs

Questions?

- How do you get the instructors?
- What's the relationship between PETS and the optional sessions?
- How can we use other Rotary programs to teach in optional sessions
- What is the impact of online training opportunities?
- Time, can PETS be shortened? How can we make PETS shorter?
- Major challenges in membership? How can we use that in the options and extra sessions that we teach?
- The future role of PETS? Is the name correct who are we engaging and training? Are we outgrown our name? Maybe we start reconsidering the role of the rotary educational entity in the clubs and districts
- How do you let that Prato principal guide us that

Discussion:

- There is not enough attention to Youth Exchange at PETS
- Brought in an up and coming professional what is the observation of our PETS based on what he observed PETS ... the result was that districts would invite a non-rotarian
- Membership – as an optional session. There is a disconnect between giving and membership. We have to do something to admit that we have a failing problem of membership.

Keynote Speaker Identification and Selection by Rich Panyik

INSERT POWER POINT

- S - Start early – most PETS are within a 4-6 weeks
- P – President-Elect Invitation
- E – Expectations set it soon
- A – Add to PETS Alliance Roster
- K – Keep pace (Trends)
- E – Evaluations
- R – Relevance (how do we make it relevant to the PEs)
- S – Success (Take Aways)

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Speakers Aide should have the schedule and make sure that they are on time. Who does the audio visual for the general sessions make sure that the music and entertainment goes with the speaker. It provides energy for the PEs ... the variety is key to enjoying the event.

Event Bylaws & Operating Guidelines by Ken Morgan

- Should your event be incorporated? The issue is should you as the leaders be incorporated

Integrating My Rotary and Rotary Club Central in to PETS by Chris Jones

- Use this as an elective
 - Have people bring their personal hotspots
 - We are going to use the rotary coordinator team and push it to the Distirct Trainers
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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