

Rotary



2018 Rotary Zone 33 Training Seminar

Friday, June 1, 2018

9:30 am – Registration Desk Opens – PDG Phil and Karen Morris, Registrars

10:30 – 11:00 am – Zone 33 Foundation Team Meets | **CONSULATE**

9:00 – 11:00 am – Zone 33 DMC Summit Continues | **SALON D**

10:30 – 11:00 am – Zone 33 RPIC Team Meets | **HOSPITALITY 630**

11:30 am – Lunch Buffet Line Opens | **LOBBY**

12:00 – 2:00 pm – General Session 1 – Moderator: RRFC Nancy Barbee | **TIMBERLAKE**

12:00 – 12:10 pm – *Welcome*

RRFC Nancy Barbee, RC Chris Jones, RPIC Brenda Shaw

Introductions of Teams – All Coordinators

Pledge of Allegiance – ARC Ken Dresser

Invocation – ARPIC Vanessa Ervin

How We Work Together – RC Chris Jones

12:10 – 12:55 pm – Community Assessments and Successful Grants – How to Promote Foundation Giving, Membership Engagement, and Public Image

Community Assessments in Ghana and India – Shel Douglas

Uganda, Helping Build Relationships – George Karnes

Using an incoming GG to Build Partnerships – Terry Mathias

GG for medical supplies in VA puts Rotary in the community – Alex Wilkins

12:55 – 1:00 pm – *Introduction of Claudia Canady – EMGA Mike Conrad*

1:00 – 1:20 pm – *Why I Give! – Claudia Canady*

1:20 – 1:25 pm – *Introduction of Jonathan Lucas – ARRFC Patrick Eakes*

1:25 – 1:45 pm – **Rotaractor: From Rotaract to DG, My Journey – Jonathan Lucas**

1:45 – 1:50 pm – *Housekeeping and final remarks –
RPIC Brenda Shaw*

1:50 – 2:00 pm – **Break**

2:00 – 2:45 pm – **Breakout Session 1**



- **ABC It's Easy: Understanding DDF & The Rotary Foundation Basics | SALON AB**

AGO Erin Groble, ARRFC Bernie Riedel

A complete review of District Designated Funds, TRF programs, new ideas, updates and strategies. Target audience: DGs, DGEs, DGNs, DRFCs. Annual Program Fund Chairs, Grant Chairs, and Foundation Chairs. All Rotarians are welcome.

- **Membership: Creating a Membership Growth Culture | SALON C**

ARCs Billi Black & Vivian Crymble; Casey Sacks, Ph.D.

Assessment & Vision are critical success components to building a club growth culture. In this session you will learn ways to engage Rotarians to transform a culture of membership decline to a culture of membership growth. These important ideas also are applicable to business, community and family. Learn a 4-step “can’t miss” formula for communicating a new vision to a Rotary club, company, family or community.

- **Public Image: Telling a Rotary Story | SALON D**

ARPIC Herb McClaugherty and Leslie Blevins

Want to grow your membership and donations to TRF? Learn how to tell your story so the club members and your community want to join you in Rotary. Practice telling your story in class! Target Audience: DGs, DGEs, DGNs, DGNDs, Public Image (and PR) Chairs and Coordinators for Districts and Clubs plus all interested Rotarians.

2:45 – 2:55 pm – Break

2:55 – 3:40 pm – Breakout Session 2

- **Rescue Me: Community Assessment, District and Global Grants | SALON AB**

RRFC Nancy Barbee, ARRFC Patrick Eakes, ARRFC Lorraine Angelino

What does a Community Assessment include? District and Global Grant Partnerships, International Connections, and understanding how to make them work.

- **Membership: Membership Seasonality & Membership Goal Setting | SALON C**

ARC Terry Weaver

Are you aware that there is seasonality and predictability to Rotary Membership? Do you know the rate at which your district must be growing month by month to end the year with positive membership growth? Are you interested in learning how to identify membership-challenged clubs – and how to help them turn around? Let's make sure we know what problems we are trying to solve and then implement sustainable solutions to put our clubs into a membership growth trajectory.

- **Public Image: My Story-My Brand; Public Image & Communication | SALON D**

ARPIC Vanessa Ervin and Mary Gasque

What does your Rotary Club do and how are you going to inform the public? This seminar gives you some suggestions and case studies to help you get thinking in the direction of public image.

ESSENCE STATEMENT

Rotary **joins leaders** from
all continents, cultures and occupations
to **exchange ideas** and **take action**
for communities around the world.

3:40 – 3:50 pm – Break

3:50 – 4:35 pm – Breakout Session 3

- **Ain't No Mountain High Enough: Doing Good in the World | SALON AB**

EMGO Carl Davis, EMGO Laurie Menzel, EMGA Mike Conrad

The “sky is the limit” to raise Major Gifts in your District.

- **Membership: Top 10 Intentional Strategies for Membership Growth | SALON C**

RC Chris Jones

*Learn the TOP 10 proven strategies that Districts and Clubs have used to attract, engage and retain Rotarians. No theory, no concepts – just “How To” blocking and tackling that’s proven to **get results** in creating membership growth.*

- **Public Image: Public Image and People of Action | SALON D**

ARPIC Alex Wilkins

Alex tells about the flood in 2016 in District 7570 and how one phone call with video created a fund raising effort at a Zone event. Learn to use cell phone videos to reach people in your community and around the world to help increase membership & funds. Target Audience: DGs, DGEs, DGNS, DGNDs, District & Club Public Image (and PR) Chairs and Coordinators. Interested Rotarians are invited.

4:35 – 4:45 pm – Break

4:45 – 5:30 pm – Breakout Session 4

- **Oh, Mercy, Mercy Me: PHS Best Practices and Strategies | SALON AB**

AGO Erin Groble, ARRFC Patrick Eakes

What’s in it for you? Learn strategies to make it work now and for the future. It’s all about building relationships.

- **Membership: Successful Membership Events – Discover Rotary | SALON C**

ARC Terry Weaver

In follow up to Session 3, "Intentional Membership Strategies", learn how to prepare for and implement the pnumber 1 most successful strategy. In this session, we will walk you through the process, step-by-step, of holding a successful Rotary Membership Event session that has yielded a 50% closing ratio for other clubs.

- **Public Image: 2018-19 Public Image Citation-Rotary Showcase/Tools | SALON D**

ARPIC Ken Dresser

Did your clubs earn the PI Citation this year? Do you want to know how to earn it next year? Are you entering all appropriate information in Rotary Showcase? Come find the answers to these questions & hear about tools you can use to elevate your Public Image efforts.

5:30 – 6:30 pm – Embassy Suites Complimentary Cocktail Time

6:40 – 8:40 pm – General Session Banquet – Moderator: Brenda Shaw | TIMBERLAKE

- **Welcome – RID Ron Ferrill**
- **Invocation – ARPIC Herb McClaugherty**
- **Dinner**
- **Introduction of Speaker – Vivian Crymble**
- **Speaker: RIPE Barry Rassin**
“Be the Inspiration”
- **Thanks and Closing Remarks**

Saturday, June 2, 2018

Complimentary Embassy Suites Breakfast begins at 7 am – *Everyone on his or her own for breakfast.*

7:30 – 8:15 am – Meeting with DGEs/DGNs/DGNDs | **SALON C –**

Eat before coming to the meeting – RIPE Barry Rassin, RIDE David Stovall.... All Coordinators should be present. ASSISTANTS be available for your Districts after the meeting.

8:00 am – Registration Desk opens

8:30 – 9:00 am – General Session 3 – Moderator: Chris Jones | **TIMBERLAKE**

Pledge: ARC Billi Black

Reflection Moment: ARC Vivian Crymble

Introduction of LaShonda Delivuk

“Building a Diverse and Thriving Membership”

9:00 – 9:10 am – Break

9:10 – 9:55 am – Breakout Session 5

- **It's Growing: PolioPlus, How to Combat Polio Fatigue | **SALON AB****

ENPZ Rocky Jacobs, ENPZ Chuck Davidson

Why are we still raising money for Polio?? Isn't it eradicated in our country? So why are we still at it? Discuss strategies to help combat and solve Polio Fatigue.

- **Membership: Rotary Has Changed. Is Your Club Adapting? -- Using COL Flexibility | SALON C**

ARC Vivian Crymble & RC Chris Jones

Since the 2016 [Council on Legislation](#), Rotary clubs have the flexibility to choose when, where and how clubs meet and the membership types they offer, including Satellite Clubs. In this session, we will highlight many of the changes that your club can (and probably should) implement to be relevant today, and also some information about the strategic focus of Rotary going forward.

- **Public Image: Public Image to Membership Growth | SALON D**

ARPIC Vanessa Ervin and DGND Dawn Rochelle

How is your club using the 6 Areas of Focus to unify your message and your service efforts to attract members? An energizing discussion of how public image efforts lead to effective membership efforts.

9:55 – 10:15 am – Break & Check out of Hotel Room

10:15 – 11:00 am – Breakout Session 6

- **I Heard it through the Grapevine | SALON AB**

AGO Erin Groble, Rtn. LaShonda Delivuk

*Social Media+Technology+Foundation=Results
All you ever wanted to know about RI Resources and Social Media to enhance Foundation projects and communications.*

- **Membership: Be The Inspiration: Engaging Younger Professionals; Membership Resources | SALON C**

Rotary Membership Officer, Rebecca Holloway

Few organizations span generations and professions and build personal connections the way Rotary does. However, clubs still have a tremendous opportunity to continue engaging new, young leaders. In this session we'll talk about connecting with the young professional audience and various engagement opportunities and strategies that clubs are using to better close the generation gap.

- **Public Image: How to Inspire People through Social Media | SALON D**

ARPICs Ken Dresser, Herb McClaugherty, Alex Wilkins

What makes Social Media effective? Do your posts INSPIRE people? Harness Social Media so that you can “Be the Inspiration” using these modern methods of Communication.

11:00 – 11:10 am – Break

11:10 – 11:15 am – Introduction of RIPE Barry Rassin

11:10 – 11:55 am – RIPE Barry Rassin | TIMBERLAKE

11:10 – 11:40 am – Community Rotaract Clubs, Alumni: Why are They Important to Rotary?

Rotary International President-Elect (RIPE) Barry Rassin has issued a BHAG – “Big Hairy Audacious Goal” -- of doubling the number of Rotaractors and clubs. In this session, RIPE Barry will inspire us to “Be The Inspiration” as we focus on developing our future with Community Rotaract Clubs and Rotary Alumni.

11:40 – 11:55 am – Q&A – Your Chance to ask questions of RIPE Barry.

12:00 pm – Event Concludes



BE THE INSPIRATION