

Founded 1998

PETS Alliance, founded in 1998, comprised entirely of volunteers, strives to accomplish the following objectives to:

1. Improve and strengthen Multi-District PETS efforts in furthering Rotary, as PETS organizations conduct the important training of future Rotary Club Presidents.
2. Assist the leaders of Multi-District PETS organizations in identifying and communicating “What Rotary Club Presidents need to know and do?”
3. Serve as an illustrative experience of networking, education, inspiration, and engagement, primarily for one aim, to excite and enthuse attendees in the furtherance of the ideals and objectives of Rotary through PETS organizations.

**THURSDAY**

- |         |   |                    |
|---------|---|--------------------|
| 2:00 pm | Rotary Learning Center – Review of Online Courses<br>Pre-registration required  | Kimberly and Staff |
| 4:00 pm | Tour of One Rotary Center   | Gina and Staff     |
| 8:00 pm | Social – sponsored by Russell-Hampton, DACdb, ShelterBox, Rose Parade<br>Hilton Garden at 1818 Maple Avenue, Evanston IL 60201<br>Hors d’oeuvres and cash bar<br>Dinner at area restaurants prior to the social |                    |

**FRIDAY**

- |                |  |  |
|----------------|--|--|
|                | Breakfast on your own  |  |
| <b>9:00 am</b> | <b>Report to RI 3<sup>rd</sup> Floor Auditorium</b><br>Welcome to MDP Alliance Meeting   | Big Rich Churchman<br>Alliance Chair-Elect, <i>Ole Man River</i> |
| 9:10 am        | Review of Agenda<br>Additional Topics for Discussion; Dinner Groups Coordination<br>Discussion: “What do you want to learn by attending this meeting?”<br>Set the Stage – “Why are we here?” | Big Rich Churchman   |
| 9:30 am        | Greetings and Comments   | Stephanie Urchick<br><i>RI President-Elect</i>                   |

**FRIDAY**

9:50 am	The Rotary Foundation	Marty Helman TRF Trustee
10:05 am	Rotary International Welcome	John Hewko General Secretary, <i>Rotary International</i>
<b>10:25 am</b>	<b>Break</b>	
10:35 am	Strategic Plan Updates	Megan Anderson <i>Strategy, Enterprise, and Engagement</i>
10:50 am	Survey Findings about the Club Experience	Lynn Slawsky Manager, <i>Research and Evaluation</i>
11:05 am	Membership Updates	Brian King Director, <i>Membership Development</i>
11:20 am	Learning and Development Updates	Kimberly Kouame Manager, <i>Learning Resources</i>
11:35 am	Panel – Q & A	Megan, Lynn, Brian, Kimberly
11:55 am	Announcements	Big Rich Churchman
<b>12:00 am</b>	<b>Lunch on your own</b> [RI Cafeteria in building lower level is convenient]	
1:30 pm	Discussion Groups led by RI Staff See next page for breakouts...	

**FRIDAY**

<b>Breakout Session</b>	<b>Staff</b>	<b>Location</b>
<b>Planning the Year Ahead:</b> <ul style="list-style-type: none"> <li>Identify club strengths/weaknesses</li> <li>Set goals aligned with the Action Plan</li> </ul>	Megan Anderson & Sarah Steacey	1A
<b>Conducting Meetings / Club Experience:</b> <ul style="list-style-type: none"> <li>Improve meeting experience</li> <li>Learn what makes an irresistible club experience</li> <li>Learn what resources are available</li> </ul>	Sarah Diller	1B
<b>Preparing to Lead:</b> <ul style="list-style-type: none"> <li>Skills of effective leaders</li> <li>Challenges and strategies for leading a club</li> </ul>	Amy Hopkins	1C
<b>Engaging Club Members:</b> <ul style="list-style-type: none"> <li>Involve members</li> <li>Create strategies to engage members</li> </ul>	Brianne Haxton & Brian King	3A
<b>Attract New Members:</b> <ul style="list-style-type: none"> <li>Identify how to create an inclusive environment</li> <li>Develop strategy to attract/diversify membership</li> <li>Online Member Leads</li> </ul>	Diana Edwards	3B
<b>Managing Your Club:</b> <ul style="list-style-type: none"> <li>Club Operations - notify RI of your club leadership team, use Rotary Club Central</li> <li>Club Flexibility – start a satellite, consider reduced dues and new meeting formats</li> <li>Be a Responsible Leader – prepare your clubs to address conflict when it happens</li> </ul>	Greg Franks & Deanna Cankar	3W

2:15pm Transition and Break

2:30pm Discussion Groups led by RI Staff (same sessions as above)

<b>Breakout Session</b>	<b>Staff</b>	<b>Location</b>
Planning the Year Ahead	Megan & Sarah	1A
Conducting Meetings	Sarah Diller	1B
Preparing to Lead	Amy Hopkins	1C
Engaging Club Members	Brianne & Brian	3A
Attract New Members	Diana Edwards	3B
Managing Your Club	Greg & Deanna	3W



**July 20-22, 2023 — Evanston, Illinois**  
**Meeting Agenda**

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**FRIDAY**

3:15pm Transition and Break

3:30pm Discussion Groups led by RI Staff (same sessions as above)

<b>Breakout Session</b>	<b>Staff</b>	<b>Location</b>
Service and Your Community: <ul style="list-style-type: none"> <li>Identify ways to involve members in projects</li> <li>Involve the community in the project</li> </ul>	Ellina Kushner & Meredith Burlew	1A
Programs for Young Leaders: <ul style="list-style-type: none"> <li>Understand How Youth Programs benefit Rotary</li> <li>Get clubs involved in these programs</li> </ul> Promote Rotary to appeal to young people	Derek Sullivan	1B
Telling Your Story: <ul style="list-style-type: none"> <li>Apply public speaking skills and lessons</li> <li>Explain Rotary and the work we do to a non-member</li> </ul>	Etelka Lehoczky	1C
Using Social Media: <ul style="list-style-type: none"> <li>Include social media in communication plan</li> <li>Set up social media accounts</li> <li>Determine effective ways to use social media</li> </ul>	Bri Cook	3A
Your Public Image Campaign: <ul style="list-style-type: none"> <li>Why its's important to prioritize public image</li> <li>Identify ways to promote the club and its activities</li> </ul>	Liz Thiam and Jean Saunders	3B
The Rotary Foundation <ul style="list-style-type: none"> <li>Fundraising strategies</li> <li>Collaborate on fundraising efforts</li> </ul>	Jamie Revord, Chris Boyce, and Elizabeth Davis	3W

4:15 pm Transition to the Auditorium

4:30 pm Vendor Relationships  
 Joe Beveridge, *Russell Hampton*  
 Chris Jones, *DACdb*  
 Bill Tobin, *ShelterBox USA*

5:00 pm Wrap Up for the Day, Auditorium  
 Big Rich Churchman

6:00 pm Meet in Hilton Garden Lobby — Dinner groups, GREAT FELLOWSHIP TIME!

**SATURDAY**

- 7:30 am**     **Continental Breakfast at Hotel** [Complimentary for registrants]
  
- 7:30 am     Continental Breakfast [RI Cafeteria, no charge for registrants]
  
- 8:15 am     Report to RI 3rd Floor Auditorium  
Saturday Overview Deb Glisson
  
- 8:25 am     MDP Alliance Resources Wade Nomura  
MDPETS ED
  
- 8:45 am     Move to Breakout Rooms Deb Glisson
  
- 8:50 am     Best Practice Breakout Discussions (three concurrent sessions; select one)
  - 2024 Event Chairs (only) [Room 3A] Deb Glisson
  - 2024 Training / Curriculum Coordinators [Room 3B] Big Rich Churchman
  - Others (Registration, Facilities, Program/Speakers) [Auditorium] Tom Gump
  
- 10:00 am**     **Break**
  
- 10:20 am     Strategic Action Plans/PETS Curriculum Curriculum Committee  
Stephanie Urchick
  
- 11:00 am     Panel — Successful Innovations Curriculum Committee
  - TBD, *event* Tom Gump
  - TBD, *event* Dustin Littlefield
  - TBD, *event* Sharron Miles
  
- 11:35 am     Selection and Support of Guest Speakers Wade Nomura
  
- 11:55 am     Announcements Big Rich Churchman



**SATURDAY**

**12:00 pm Lunch [RI Cafeteria]**

12:45 pm Small Group Breakouts in Cafeteria Deb Glisson, Coordinator  
(Each person attends two breakouts)

Small Group One	Curriculum Committee
Facility Issues, Venue Negotiation (Cafe)	Ralph Brandt, <i>Empire State</i>
President Nominee Sessions (Cafe)	Karen Shore, <i>Carolinas'</i>
Pre-PETS (Studio)	Mary Van Hout, <i>Midwest</i>
Event Leadership Team Best Practices (Room A)	Cookie Billings, <i>Carolinas'</i>
Utilization of District Training Chairs (Back Hall)	Gretchen Bren, <i>Nebraska</i>

1:20 pm Move to Small Group Two

1:25 pm Small Group Two

**2:00 pm Return to RI 3rd Floor Auditorium**

2:00 pm Small Group Reports (three minutes each) Deb Glisson, Coordinator  
Overview, Wrap-up

2:30 pm Alliance Business Meeting	Wade Nomura
Treasurer's Report	Kelle Thompson
Nominating Committee Report	
Rich Churchman, Chair 2023-2024	
Deb Glisson, Chair 2024-2025	

**3:00 pm Thank You and Adjourn** Big Rick Churchman

**PETS Alliance 2024: July 18-19**

Lodging at Hilton Garden

**PETS Alliance social and meeting room refreshments** were provided by:

Joe Beveridge, Russell-Hampton Co.	<a href="mailto:joe@ruh.com">joe@ruh.com</a>
Mark Landmann, DACdb	<a href="mailto:mark@dacdb.com">mark@dacdb.com</a>
Bill Tobin, ShelterBox	<a href="mailto:BTobin@shelterboxusa.org">BTobin@shelterboxusa.org</a>

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Action Items	
1	Send Joe, Bill, and Mark a “Thank You” for their Thursday reception sponsorship
2	Update Events, Members, Speakers, and Resources website pages on the PETS Alliance website, <a href="http://www.petsalliance.org">www.petsalliance.org</a>
3	Promptly complete the on-line evaluation survey. Your feedback helps us improve from year to year.
4	Registration opens for next year’s Alliance meeting on April 1 <sup>st</sup> .