



**Rotary**  
FarWest PETS  
**2025**



# Rotary

## Far West PETS



Rotary Presidents-Elect Training Seminar for Rotary Districts  
5130, 5150, 5160, 5170, 5180, 5190, 5220 & 5230

# Event Program and Reference Guide

“It’s All About Leadership”

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# Pre & Post-Arrival Instructions and FAQs

## **Parking:**

Parking is limited at the hotel so you will want to arrive early or carpool

## **Luggage:**

You will not be receiving your room key until Friday afternoon during the meeting with your District Governor-Elect. As such, you will want to leave your luggage in your car. There will be time allocated after your governor meeting and before the Friday evening dinner for you to retrieve your luggage and go to your room.

## **Check-In:**

Prior to the start of all of the Seminar events, you will need to check-in. Check-In is located in the Hotel Lobby. You will receive a name badge with a barcode entry pass and a One-Page Quick Guide, which has a schedule of events and your classroom breakout assignments.

You will need your name badge to enter the ballroom for each General Session, starting with lunch on Friday at 11:30 AM. You will also need your name badge to enter the Training Sessions and District Sessions.

## **Room Keys:**

For those participants arriving on Friday, your room keys will be distributed during your first session with your district governor-elect. For those participants arriving on Wednesday or Thursday, you will pick up your keys from the hotel registration desk.

## **Rotary Merchandise Vendors:**

There will be several Rotary merchandise vendors set up in the foyer area. They will have Rotary garments, lapel pins, jewelry, gifts, awards, etc. The vendors open at 8:00 AM on Friday and Saturday. Many of them will be gone by Sunday brunch. Check the schedule and vendor list in this document for the complete hours and contact details.

## **Photo Booth:**

There will be a photo booth set up to take your picture for use in your district's directory. At some point during the Seminar, you should plan on getting your picture taken, although the sooner the better. It is generally expected that you wear business attire for the photographs. You can also order your own reprints or digital copies to use during your term and beyond. The photo booth opens at 8:00 AM on Friday and Saturday. Check the schedule in this document for the complete hours.

## **Rotary Project Expo Exhibitors:**

Starting at 10:00 AM on Friday, there will be a project fair set up in the foyer for you to visit and learn of potential projects for your club. Check the schedule and exhibitor list in this document for the complete hours and contact details.

## **Schedule and Timeliness:**

Punctuality is important. Once doors close at the start of a General Session or Class Session, they will remain closed for at least 10-15 minutes so as not to disrupt the introductory impact of the program or session. You won't want to miss out, so please come early to all events.

You will note in the schedule within this document that there is little free-time. You will find yourself busy with Rotary learning and networking from before breakfast through the close of the hospitality suites, but we're certain you will have fun doing so.

## **Speaker Books:**

Several of our speakers will have books available for sale. We cannot promise that they will be able to accept credit cards or checks, so you may want to have some cash on hand.

## **Hospitality Suites:**

After dinner on Friday and Saturday, each of the districts will be hosting a hospitality suite with beverages and snacks. This is a great networking opportunity with your district peers, as well as with your peers from other districts. Visit them all!

## Thank You to our Generous Event Sponsors

Thank you to the following individuals and businesses that supported our event as sponsors or by providing services or materials at discounted rates or in-kind. We acknowledge that you have a choice when doing business in our communities. Please know that these individuals and businesses support Rotary's and Rotarians efforts to Unite for Good and to Do Good In the World. We would encourage and appreciate your patronage and support of them.



### **Haider Ajina**

Financial Advisor

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### **Jay Hislop Fine Art**

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# Welcome from Rotary International President-Elect

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# Rotary



**Mário César Martins de Camargo**  
President, 2025-2026  
Rotary International

March 2025

Far West PETS

Dear fellow Rotary leaders,

As you attend your Far West PETS, remember the vital role you play in shaping Rotary's future.

The work we do together will determine the course of our organization for generations to come. We must prioritize chartering new clubs, promoting diverse club formats, and expanding Rotary's reach to new communities. By doing so, we ensure Rotary remains relevant, adaptable, and impactful today and tomorrow.

A thriving Rotary is one where every member feels valued and inspired to contribute. This means fostering an environment that embraces new ideas, encourages collaboration, and reflects the diversity of the communities we serve.

Rotary's future depends on our willingness to evolve. Let us challenge ourselves to look beyond traditional approaches, explore new opportunities for connection and service, and prepare Rotary to meet the needs of tomorrow. By embracing this mindset, we position Rotary as a dynamic, forward-thinking organization that continues to attract People of Action who are committed to making a difference.

Take the insights and strategies you gain from this President-elect Training Seminar back to your clubs and use them to strengthen Rotary's foundation. You can help build a Rotary that is not only prepared for challenges but also poised to thrive for decades to come.

Together, let us embrace innovation, foster growth, and *Unite for Good*.

Warm regards,

A handwritten signature in black ink, appearing to be "Mário César Martins de Camargo".

Mário César Martins de Camargo  
Rotary International President, 2025-2026

**UNITE  
FOR  
GOOD**

## Welcome from Far West PETS Chair

Welcome to THE MOST amazing Rotary experience and one of the best gatherings in Rotary – FAR WEST PETS 2025!

This journey began with you saying “yes” to the privilege of leading your Rotary club and now you are getting ready to catapult into an epic year.

Congratulations to you and we are excited to have you join us soon! Whether you are a returning “encore” President or are new to the Club President role, we are confident that you are going to leave PETS inspired, motivated and armed with the tools that you need to help your Club members move Rotary out of their heads and into their hearts!

Maybe you need some specifics? Check out this video with the Top 10 Reasons to Attend PETS 2025!

[Click here to view / download](#)

### Jennifer Strong

Past District Governor, District 5130 (2022-2023)  
General Chair, Far West PETS 2025



**BIO:** Jennifer began her Lakeport Rotary career in early 1987 as a Senior at Clear Lake High School in Lakeport, California. She was selected by the Rotary Club of Lakeport to represent the high school at their weekly club meetings as their first female “Student Rotarian” during a time that women were not yet quite allowed in as members. Fast forward to 1998 when she returned to Lakeport to open a financial planning business. She promptly joined the Rotary Club of Lakeport as a full-fledged Rotarian. She is a two-time past president with her most recent service in 2015-16 during the Valley Fire in Lake County. She was the founding member of the Lake Area Rotary Fire Relief Fund with a simple, think outside of the box, idea. “Maybe just maybe we could raise \$50,000 to help our community”. The newly created fund raised over \$1M in 2015 for the residents in Lake County affected by the fire and was then expanded into the District 5130 Disaster Relief Fund during the wildfires in 2017. Her Rotary story is filled with service in many different areas including the District Grant Chair, a Youth Exchange Club Counselor and host parent, District 5130 Governor 2022-23, District 5130 Foundation Chair, 2024 Rotary International President Representative and now

the 2025 Far West PETS Chair. Jennifer is a Certified Financial Planner and owns and operates Strong Financial Network. She resides on her 6<sup>th</sup> generation farm in Lake County, CA and enjoys gardening, preserving food, scuba diving, travelling, and flying her plane “Rosie” as a private pilot in addition to countless hours spent on community service throughout Rotary, her industry and Lake county.



# President-Elect Training Seminar Schedule of Events

## FRIDAY EVENT SCHEDULE

Time	Event	Location
7:00 AM to 8:00 PM	Check-In Open	Hotel Lobby
7:00 AM to 5:00 PM	Photo Booth Open* (*closed 12:45 PM to 2:00 PM)	Bayshore Foyer
8:00 AM to 7:30 PM	Vendor Sales Open	Bayshore Foyer
10:00 AM To 7:30 PM	Project Expo Open	Gateway Foyer
11:30 AM to 12:30 PM	Sandwich Buffet Lunch <span style="background-color: yellow;">NOTE: Must be finished with lunch and out of room by 12:30 PM</span>	Bayshore Ballroom
12:30 PM to 2:00 PM	General Session #1 <i>"It's All About Leadership"</i>	Gateway Ballroom
2:20 PM to 3:50 PM	Core Learning Session #1 <i>"Leadership and Vision"</i> Encore Presidents – Session #1 Assistant Governors – Session #1	Assigned Breakout Rooms
4:05 PM to 5:35 PM	District Session #1 <i>Meet with your District Governor-Elect and receive Room Key</i> <i>also short visit from Rotary International Director-Elect Wyn Spiller</i>	Assigned District Rooms
5:35 PM to 6:10 PM	Champagne Break <i>Retrieve luggage from cars; go to rooms to unpack</i>	1 <sup>st</sup> Floor Elevators
6:00 PM to 7:00 PM	No-Host Cocktail Reception	Gateway Ballroom Foyer
7:00 PM to 9:15 PM	General Session #2 – Dinner <i>"Set a Clear Vision"</i>	Gateway Ballroom
9:15 PM to 11:00 PM	Hospitality Suites Open	Assigned District Suites
	<i>District 5130</i>	Suite 957
	<i>District 5150</i>	Suite 960
	<i>District 5160</i>	Suite 1060
	<i>District 5170</i>	Suite 1057
	<i>District 5180</i>	Suite 966
	<i>District 5190</i>	Suite 967
	<i>District 5220</i>	Suite 1066
	<i>District 5230</i>	Suite 1067
	<i>PETS Chair Suite – Quiet Conversation</i>	Suite 1054

## SATURDAY EVENT SCHEDULE

Time	Event	Location
7:00 AM to 11:00 AM	Check-In Open	Hotel Lobby
7:30 AM to 1:00 PM	Photo Booth Open	Bayshore Foyer
7:30 AM to 7:30 PM	Vendor Sales Open	Gateway Foyer

7:30 AM	to	9:40 AM	General Session #3 – Breakfast <i>“Engage Others Through Effective Communication”</i>	Gateway Ballroom
10:00AM	to	7:30 PM	Project Expo Open	Bayshore Foyer
10:00 AM	to	11:15 AM	Core Learning Session #2 <i>“Leadership and Communication”</i> Encore Presidents – Session #2 Assistant Governors – Session #2	Assigned Breakout Rooms
11:35 AM	to	12:35 PM	Focused Conversations – Session #1	Assigned Breakout Rooms
12:35 PM		2:45 PM	General Session #4 – Lunch <i>“Elevate Leaders and Build Teams Through Collaboration”</i>	Gateway Ballroom
3:05 PM		4:20 PM	Core Learning Session #3 <i>“Leadership and Collaboration”</i> Encore Presidents – Session #3 Assistant Governors – Session #3	Assigned Breakout Rooms
4:40 PM		5:40 PM	Focused Conversations – Session #2	Assigned Breakout Rooms
5:30 PM		7:00 PM	No-Host Cocktail Reception	Gateway Foyer
7:00 PM		9:00 PM	General Session #5 – Dinner <i>“Leadership is Everybody’s Business”</i>	Gateway Ballroom
9:00 PM		11:00 PM	Hospitality Suites Open	Assigned District Suites
			District 5130	Suite 957
			District 5150	Suite 960
			District 5160	Suite 1060
			District 5170	Suite 1057
			District 5180	Suite 966
			District 5190	Suite 967
			District 5220	Suite 1066
			District 5230	Suite 1067
			PETS Chair Suite – Quiet Conversation	Suite 1054

## SUNDAY EVENT SCHEDULE

Time	Event	Location
7:30 AM	8:30 AM Coffee Service	Classroom Hallways
8:15 AM	10:30 AM District Session #2 <i>“Your Club Leadership Plan”</i>	Assigned District Rooms
10:30 AM	12:10 PM General Session #6 – Brunch <i>“It is All About Leadership”</i>	Gateway Ballroom
12:10 PM(ish)	End of PETS – Safe Travels!	

# Class Schedule & Room Assignments

Group and Room Assignments – Match the letter on your Name Badge in the Matrix below

NOTE: Name Badge w/ Barcode Pass required for entry into all sessions.

SESSIONS		Classrooms											
		Mountain Rooms (near Vendors)				City Rooms (near Elevators)							
		SIERRA	CASCADE	SISKIYOU	DONNER PASS	SAN JOSE	SANTA CLARA	CARMEL	MONTEREY	SAN CARLOS	SAN JUAN	SAN MARTIN	San Simeon
Education Session 1 Friday Afternoon	Leadership & Vision	Assistant Governors only	J, O, AA, BB, CC, DD, EE, FF, HH, II	Encore Presidents SS, TT, UU, VV, WW, XX,	Large Club JJ, KK, LL, MM, NN, OO, PP, QQ, RR	W, X, Y, Z	T, U, V, GG	Q, R, S	M, N, P	H, I, K	E, F, G, L	A, B, C, D	
District Session 1 Friday Afternoon	Meet with your District Governor-Elect	D5160	D5130	D5190	D5150	D5170	D5230	D5220	D5180				
Education Session 2 Saturday Morning	Leadership & Communication	Assistant Governors only	A, E, U, X, GG, MM, RR	Encore Presidents SS, TT, UU, VV, WW, XX,	B, N, T, Z, AA, JJ	C, M, O, BB, KK	D, L, W, CC, LL	K, DD, NN	F, EE, OO,	G, P, S, FF, PP	H, Q, Y, HH, QQ	I, J, R, V, II	
FOCUSED CONVERSATION 1 Saturday Morning		Public Image	A.I. (Artificial Intelligence)	Membership	Inclusive Clubs	TRF / Grants		How to Run Club Meetings					
		K, L, M, O, W, EE, GG, MM, VV	A, B, C, D, E, JJ, KK, LL	F, G, H, I, J, Y, Z, OO, PP, QQ, UU, AAA	P, Q, R, S, T, U, V, NN, WW, XX	N, X, DD, FF, II, RR, YY		AA, BB, CC, HH, ZZ					
Education Session 3 Saturday Afternoon	Leadership & Collaboration	Assistant Governors only	D, K, L, M, R, T, PP	Encore Presidents SS, TT, UU, VV, WW, XX,	C, G, U, W, CC	H, N, V, DD	B, I, FF, MM, OO	EE, GG, HH, JJ	E, X, KK, QQ	A, F, Z, NN	J, O, S, Y, BB, II, LL, RR	P, Q, AA	
FOCUSED CONVERSATION 2 Saturday Afternoon		Public Image	A.I. (Artificial Intelligence)	Membership	Inclusive Clubs	TRF / Grants		How to Run Club Meetings					
		Y, FF, HH, II, LL, QQ, RR, WW, XX	F, G, H, I, J, K, L, M, N, O, KK, UU, VV	Q, R, S, T, U, AA, BB, CC, DD, EE, ZZ	B, C, D, E, W, X, JJ, OO, SS, YY	V, GG, MM, NN, PP, AAA		A, P, Z, TT					
District Session 2 Sunday Morning	Meet with your District Governor-Elect	D5160	D5130	D5190	D5150	D5170	D5230	D5220	D5180				

# Event map



## Special Guest

### Wyn Spiller

Rotary International Director-Elect, 2025-2027



Wyn Spiller is a proud member of the Rotary Club of Grass Valley CA. Since joining in 1994, she has served in a variety of club, district, zone and RI roles including District 5190 Governor 2008-09. She is the immediate past Zone 27 Endowment/Major Gifts Adviser, past Zone 27 Regional Rotary Foundation Coordinator and past District Rotary Foundation Committee Chair. She also serves on the D5190 Community Fund Board and chairs the District's Visioning Committee.

Wyn was honored to serve as the Rotary International 2022 Council on Legislation Trainer, the first Council to be presented both in-person and virtually. With a long-standing interest in education and leadership development, she has served as an International Assembly learning facilitator, facilitator for Regional Leaders Global Institutes, and faculty for President-Elect Training (PETS) for a number of years. She assisted in bringing both Visioning and Rotary Leadership Institute to D5190 and has served at the District and regional levels of each. She is a long-time supporter and past chair of Rotary Youth Exchange.

Wyn and her husband Steve share a deep commitment to our Rotary Foundation and its humanitarian work, with a special interest in the Rotary Peace Centers, peace-building programs and polio eradication. They are fortunate to have had the opportunity to experience a National Immunization trip to India and humanitarian projects in Uganda and Mexico, each one life changing. They are Major Donors as well as members of Triple Crown, Paul Harris, PolioPlus and Bequest Societies. Wyn is the proud recipient of The Rotary Foundation's Citation for Meritorious Service.

Wyn retired as Chairman/CEO of Nevada City Winery in 2014. During her tenure, the winery renovated and expanded their historic building in downtown Nevada City, receiving the Best New Construction Award for building expansion in the historic downtown. She is a past chair of Sierra Nevada Memorial hospital Foundation, Nevada County Economic Resource Council, Miners Foundry Cultural Preservation Trust and currently serves as Treasurer of the North Star Historic Conservancy. She and Steve make their home in the small Gold Rush town of Nevada City CA. They have three grown children and two grandchildren.

Wyn is very honored to follow in RI Director Dan Himelspach's footsteps, serving as RI Director 2025-2027 representing the 30 districts here in the Big West.

## Speakers

### **John Blount, DDS**

Past Rotary International Director, 2009-2011

#### **Opening Program and Seminar Emcee**



John T. Blount is recently retired after 42 years as a dentist in a private practice in Sebastopol, California. He has been a member of Sebastopol's Palm Drive Hospital staff, a director in the local chamber of commerce, a director for the regional Redwood Empire Dental Association, and a trustee for the Sonoma County Community Foundation. He worked as an advisor to the President for the Seoul RI Convention, and, as a member of the 2018 Toronto RI Convention Committee focused on the program design. He recently completed a three-year term as the Chairman of the 2019 Hamburg RI Convention committee.

John joined the Rotary Club of Sebastopol in 1977, served as President in 1982-83, and in 1990 became the youngest Governor in the history of District 5130 in Northwestern California.

John served on several world-organization committees for Rotary, many that deal with Rotary's future, including "New Models of Rotary Clubs", "Rotary Action Groups Development Committee", seven RI President nominating committees, and Vice Chair of the 2008 International Institute.

Dr. Blount was a member of the RI Board of Directors in 2009-2011. He was chair of the board's Executive Committee and the General Secretary Search Committee in 2010. In 2011-2013 he chaired RI's Communications Committee. In 2015 he was the Moderator and Vice Chair of Rotary's global training program, the International Assembly. He has just completed a three-year assignment on Rotary's Peace Centers Committee.

He became a teacher, a trainer, and a motivator for Rotary shortly after serving as a club president in 1982, in District Assemblies, conferences, and institutes. He was an RI Training Leader in 1993 and 1994.

He began teaching incoming Governors in 1992 at GETS in the western United States and Canada and was the RI "Zone Trainer" for that region in 1996. From 2003 to 2007 John chaired the instruction and curriculum for that GETS. He led Rotary's entire western United States Education Division in 2007-2008.

John has instructed club presidents-elect each year at the 9-district Far West PETS since 1986. He was chair of the Instructors and Curriculum from 1995 to 1997 and was the General Chair in 2003.

John and his wife Patti are Paul Harris Fellows, Major Donors, and Bequest Society members. Their daughter and son-in-law, Jennifer and Shannon Thorn, are both physicians and the proud parents of Sofia Katelyn and Spencer John.

# Roger Crawford

## Friday Dinner Keynote



Sports Illustrated has named Roger Crawford as "One of the most accomplished physically challenged athletes in the world." In recognition of his extraordinary athletic achievements, he was given the prestigious ITA Achievement Award, presented by the International Tennis Hall of Fame.

After realizing tremendous success on Center Court as a Division 1 athlete, he took his talents to Center Stage and became a motivational speaker. Roger's transformational message gives organizations the ability to decrease excuses, increase results, and break through self-imposed limitations.

His remarkable life story is a powerful example that "challenges are inevitable, defeat is optional!" He is the host of the weekly feature Motivational Mondays with Roger Crawford, which can be seen worldwide on Tennis Channel.

Roger has been inducted into the National Speakers Association Hall of Fame in recognition of his professional success. As a member of the Hall of Fame for People with Disabilities, he shares this impressive distinction with fellow honorees such as Christopher Reeve, Helen Keller, and former President Franklin Delano Roosevelt.

You may have seen Roger Crawford interviewed on CNBC, Good Morning America, Monday Night Football, The Today Show, and many other prominent television programs.

The print media has profiled Roger in publications such as Wall Street Journal, USA Today, Men's Fitness, Fast Company, and Tennis Magazine.

Roger is also a bestselling author whose books have been translated into 17 different languages. His most recent book, *Think Again! Discover the Possibilities Hidden in Plain Sight*, helps readers embrace change, improve their mindset and achieve breakthrough performances.

## Jean Irwin-Hatfield

Deaf Educational Specialist

### Saturday Breakfast Keynote



Jean Irwin Jean Irwin was a teacher of the Deaf for 7 years in Reno, Nevada. Her students were on the path to achieve the typical 4th grade level in reading upon graduation from high school. Then she heard about some children in England who were doing much better than that and made a comment at a party, "I wonder what they're doing in England that we're not doing here?" This question was heard by a Rotarian. He suggested that if she really wanted an answer to she should contact Rotary about their Foundation Scholar program which provided scholarships to study overseas and told her how. That was in 1989. She did apply, but didn't make the cut and so remained ignorant of those techniques.

Of course, she didn't or she would not be speaking to you today! Jean received sponsorship from the Rotary Club of Sparks and went to Nottingham University to learn how to best foster reading in children who can't exactly "sound words out". When she returned and used these reading methods her students ended up graduating at double the years of the national levels. Many of these students could, and have graduated from college- something only 5% of the profoundly deaf can do.

The Rotary Scholarship Jean received has enabled her not just to teach other teachers about what she learned, but to use it for second language learners. She has "added on" to Rotary grant projects internationally and lectures to teachers on these reading methods to get more bang out of those foundation bucks. Jean became a "real boy" and joined Rotary in 2003 as a charter member of Reno Centennial Sunset. After her marriage to Dave Hatfield in 2010 she moved to California and joined the Folsom Rotary club- where their theme song contains the lyrics, "I shot a man in Reno just to watch him die," bringing her full circle in Rotary.

Jean is retired. She has been the District Literacy chair both in Rotary Districts 5180 and 5190. If you were able to read this bio, remember: You're doing something 880 million adults on this planet cannot do (and you have a great tolerance for pretty dull material!) See you from the podium.

## Heidi Kühn

Rotary Club of San Francisco #2  
International Rotary District 5150

### Saturday Lunch Keynote



Heidi Kühn, a woman of steadfast vision, has spent her life cultivating peace where once there was conflict, sowing seeds of hope in the most unlikely of places. A graduate of the University of California at Berkeley in 1979 with a degree in Political Economics, she emerged from the tumultuous era of the Peace Movement determined to carry its message forward with a quiet but unshakable resolve. Heidi first found her voice in journalism, founding NewsLink International, her own news agency, reporting on glasnost and perestroika from the Soviet Union. From the frozen frontiers of Alaska to the thawing Cold War tensions, her stories for CNN, ABC, CBS, NBC, Nippon TV, and Sky News became bridges across oceans, fostering understanding where walls had long stood.

In 1997, having overcome her own battle with cancer, she launched a battle of a different kind: one against the silent killers buried beneath the earth—landmines. Founding the humanitarian organization Roots of Peace, Heidi gave life to the "Mines to Vines" initiative, turning once deadly landscapes into thriving vineyards and orchards. Emboldened by her fight with cancer, she saw landmines as an insidious "cancer of the earth," and set out to transform fields of destruction into fields of life. Her work has not just removed landmines; it has restored food security and livelihoods to over a million farmers and families, with over seven million fruit trees planted in former war-torn regions across ten countries.

Heidi's mission has drawn support from governments, international organizations, and private enterprises alike. From the vineyards of Croatia to the orchards of Afghanistan, her vision has spread across the globe. Her life's work has been recognized with numerous honors—among them the University of California at Berkeley's Alumni of the Year Award in 2002, the Skoll Award for Social Entrepreneurship in 2006, and the Jefferson Award for Public Service in 2007. She has also been honored as a recipient of the 'Rotary Service Above Self' Award and is a proud member of the Rotary Club of San Francisco #2.

In 2019, she became the first American woman to receive the Mahatma Gandhi Global Family Seva Medal, and in 2023, her efforts were crowned with the prestigious World Food Prize Laureate, a Nobel-like honor in the field of agriculture. A month later, she was awarded the Mother Teresa Award for Social Justice. Heidi is also the recipient of the International Women's Forum 'Making a Difference Award' and 'Women Changing the World' Award, recognizing her trailblazing leadership in transforming war-torn lands into agricultural havens.

To date, [Roots of Peace](#) has impacted over 1 million farmers and families, spanning eight countries – Afghanistan, Angola, Bosnia-Herzegovina, Cambodia, Croatia, Iraq, Israel, Palestine and Vietnam. Heidi's work has led the successful USAID program to increase the agricultural exports in Afghanistan from \$250 million in 2014 to over \$1.5 billion in 2024. Roots of Peace has facilitated the removal of over 100,000 landmines and unexploded bombs, restoring the land for agricultural bounty.

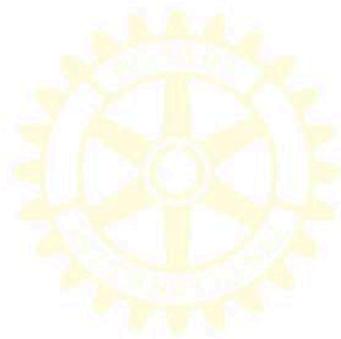
Born into a pioneer family that settled on 2,500 acres in San Rafael, California, in the 1860s, Heidi's deep respect for the land is part of her heritage. It is a legacy she passes on to future generations, including her four children and seven grandchildren, who have grown up witnessing her unwavering commitment to bridging divides and cultivating peace. A proud Daughter of the American Revolution, Heidi stands as a living testament to the power of individual effort to transform the world.

Her book *Breaking Ground* was published in April 2020. It is both a memoir and a call to action, a gripping account of Heidi's quest to eradicate landmines from the face of the earth and firmly plant the roots of peace.

Today, Heidi lives in San Rafael with her husband, Gary, continuing her work as Chairperson for the Smithsonian's 250th Birthday of America (2026). As always, she remains committed to bringing people together, celebrating the roots we all share, and planting the seeds of a more peaceful future.



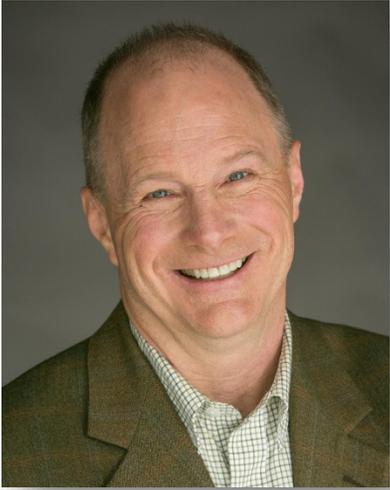
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## Lance Miller

Rotary Club of Los Angeles #5

### Saturday Dinner Keynote



Lance is an award-winning speaker & trainer delivering more than 5,000 speeches in over 60 countries and is Toastmaster's 2005 World Champion of Public Speaking.

Lance's leadership experience is forged from situations where "theories don't apply. As an accomplished pilot, transoceanic sailor, mountaineer and scuba diver he knows that real leadership is a life-or-death matter.

He has an extensive business background holding executive positions with the 1984 Los Angeles Olympic Organizing Committee, Nestle and Anheuser Bush.

He developed sales and marketing programs in 5 different industries. He has held C-level positions in two international non-profit foundations and has held key management positions in 5 new business start-ups and 6 corporate turn-arounds.

He is currently CEO of TerraX LLC, providing sustainable technologies to the commercial and agriculture markets.

Lance is a fellow Rotarian and a member of The Los Angeles Rotary Club (LA5).

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## Mário César Martins de Camargo

Rotary International President-Elect

Rotary Club of Santo André, São Paulo, Brazil

### Sunday Brunch Keynote



Mário César Martins de Camargo is a business consultant to the printing industry and former director of Gráfica Bandeirantes, a printing company founded by his father. Under de Camargo's leadership, the company expanded to be a supplier of printed material for clients in Brazil and elsewhere in South America.

De Camargo attended military school and graduated from a secondary school in St. Paul, Minnesota, USA, during a Rotary Youth Exchange program. He had a yearlong internship at MAN Roland, a printing press manufacturer in Offenbach, Germany, before he earned his undergraduate degree at the Fundación Getulio Vargas' São Paulo School of Business Administration. He also received his law degree from the Faculty of Law of São Bernardo do Campo.

He has led numerous professional associations, including as president of the Brazilian Association of Graphic Technology and ABIGRAF, the Brazilian Printing Industry Association. He was also delegate director of the Federation of Industries of the State of São Paulo (FIESP) in the National Confederation of Industry, vice president of FIESP, and vice president of the Latin American Confederation of the Printing Industry. He received the Printing

Leader of the Americas award from the Printing Association of Florida and the Global Presidential Print Award from NPES, the Association for Suppliers of Printing, Publishing, and Converting Technologies.

De Camargo joined Rotary in 1980 at age 23. A past director and trustee, he will be the fourth RI president from Brazil. He has volunteered for numerous roles including RI learning facilitator, zone coordinator for the Avoidable Blindness Task Force, Latin American coordinator for the Health Concerns Task Force, RI president's representative, and Council on Legislation representative. He has also served on committees including the RI Membership Growth Committee, The Rotary Foundation Programs Finance Committee, and the International PolioPlus Committee.

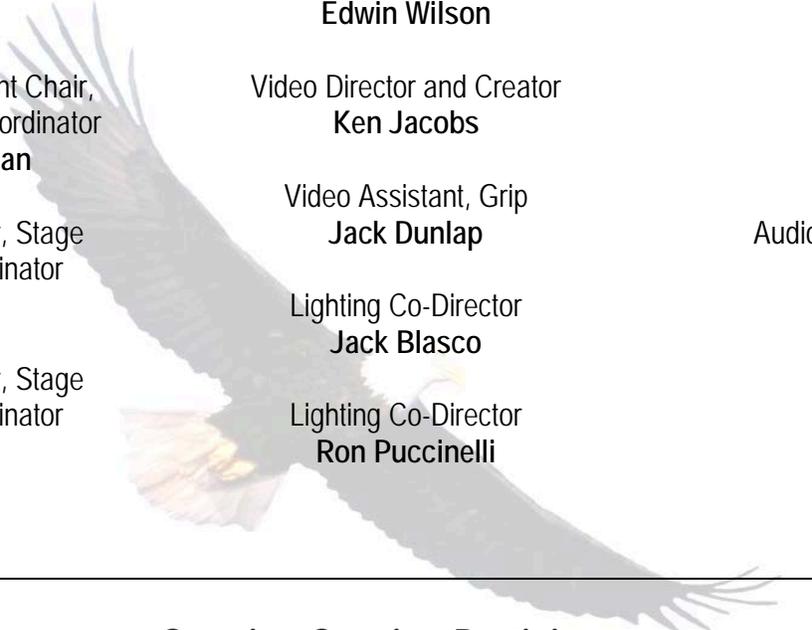
De Camargo says he is continually impressed by Rotary's global reach. "With Service Above Self, Rotary has created a unique global identity that is unlike any other I know," he says. "I think we all need to remember that we belong to an organization that opens up the world to us."

During the start of the COVID pandemic in 2020, de Camargo took on two projects: studying for (and passing) the bar exam — 38 years after attending law school — and learning Italian. He also enjoys reading history and biography books and appreciating good wine.

De Camargo has received The Rotary Foundation's Distinguished Service Award. He and his wife, Denise, are Major Donors and Benefactors of The Rotary Foundation.

## Credits

### Opening Session & General Sessions Production Team



Producer and Writer <b>John Blount</b>	Writer, Lighting, and Camera Operator <b>Paul Thielen</b>	Video Creation and Camera Operator <b>Ron Gin</b>
Opening Program Co-Producer, Stage Director, Talent Coordinator <b>Ron Sekkel</b>	Sound Design and Engineer <b>Edwin Wilson</b>	Operations Chief, Video Creation, Stage Manager <b>Gary Vilhauer</b>
Opening Program Assistant Chair, Stage Manager, Talent Coordinator <b>Savita Vaidhyanathan</b>	Video Director and Creator <b>Ken Jacobs</b>	Still Photographer <b>Randy Rascati</b>
Program Group Co-Chair, Stage Manager, Talent Coordinator <b>Joy Anderson</b>	Video Assistant, Grip <b>Jack Dunlap</b>	Audio and Video Consultant <b>Dave Veden</b>
Program Group Co-Chair, Stage Manager, Talent Coordinator <b>Stacy Graham</b>	Lighting Co-Director <b>Jack Blasco</b>	Narration <b>Joe Gazdowicz</b> <b>Jennifer Strong</b>
	Lighting Co-Director <b>Ron Puccinelli</b>	Makeup Artist <b>Cindy Sekkel</b>

### Opening Session Participants



Color Guard <b>Milpitas High School NJROTC</b>	Color Guard Facilitators LT <b>Margie Jackson</b> , Milpitas High School NJROTC Faculty <b>Stoney Brooke</b> , Rotary Club of Santa Cruz	Vocalist <b>Jennifer Macauley</b>
General Chair, 2025 Far West PETS <b>Jennifer Strong</b> Past Governor, District 5130		Host <b>John Blount</b> Past Rotary International Director
"Enhancing Engagement" <b>Sal Pizarro</b> , President, Rotary Club of San Jose <b>Mitty Chang</b> , Past President, San Francisco Bay Area Rotary Club	"Expanding Our Reach" <b>Heather Lerner</b> , President, Rotary Club of San Jose <b>Martha Denny</b> , President, Freedom Rotary Club	"Increasing Our Impact- Interact, RYLA, and Youth Services" <b>Kylie Nguyen</b> , Future Rotarian <b>Jennifer Chang</b> , Rotary Club of Cupertino
"Increasing Our Impact- Community Projects" <b>Tricia Wiltshire</b> , Member, Rotary Club of Santa Cruz Sunrise	"Increasing Our Ability to Adapt-- Fundraising" <b>Brent Dunton</b> , Past President, Rotary Club of Santa Cruz Sunrise	"Rotary International-Our Global Force" <b>Wyn Spiller</b> , Rotary International Director-Elect

## General Sessions Participants

### Act 1 (Friday Dinner)

Governor-Elect **Herb Ritter**  
District 5170

Governor-Elect **Brinet Greenlee**  
District 5230

**Jack Jacobs**  
President, Campus Rotaract Club of Davis

**Gretchen Peralta**  
Sergeant at Arms Chair

**Mark Grandcolas**  
Past President, Rotary Club of Carmel By The Sea

### Act 2 (Saturday Breakfast)

Governor-Elect **Kristine Redko**  
District 5130

**Barry Vickrey**  
Past President, Rotary Club of Sunnyvale

**Jared Wiegand**  
President, Rotary Club of Monterey Bay Passport

Governor-Elect **Joy Alaidarous**  
District 5160

### ACT 3 (Saturday Lunch)

Governor-Elect **Larry Harvey**  
District 5190

Governor-Elect **Jay Hislop**  
District 5220

**John Price**  
Past President, Rotary Club Point West

Far West PETS General Chair **Jennifer Strong**  
Past Governor, District 5130

**Scott Murray**  
Past President, Rotary Club of Sonoma Valley

### Act 4 (Saturday Dinner)

Governor-Elect **Megan Ellinghouse**  
District 5180

Governor-Elect **Mitone Griffiths**  
District 5150

**Tessa Easley**  
President, Rotary Club of Loyalton

Far West PETS Education Co-Chair **Michael Juric**  
Past Governor, District 5130

**Dwight Chamber**  
President, Rotary Club of Passport One

Far West PETS Education Co-Chair **Jeri Fujimoto**  
Past Governor, District 5150

### Act 5 (Sunday Brunch)

Far West PETS General Chair-Elect **Laine Hendricks**  
Past Governor, District 5150

**Lucas Cipriani**  
Youth Exchange, Future Rotarian

# Faculty

## Your 2025 Education Team

(Click on Name for brief Bio)



[Jeri Fujimoto](#)  
Education Co-Chair



[Michael Juric](#)  
Education Co-Chair



[Tina Akins](#)  
Faculty Member



[Jenny Bates](#)  
Faculty Member



[Glen Eaton](#)  
Faculty Member



[Glenn Fong](#)  
Education Advisor &  
Faculty Member



[Ellen Hancock](#)  
Faculty Member



[Michael Hix](#)  
Faculty Member



[Danielle Lallement](#)  
Faculty Member



[Pam Moulton](#)  
Faculty Member



[Vicki Puliz](#)  
Faculty Member



[Kathy Suvia](#)  
Faculty Member



[Deborah Volosin](#)  
Faculty Member



[Desiree Wilson](#)  
Faculty Member

## Focused Conversations Education Team



[Geoff Cochran](#)  
TRF/Grants



[Laine Hendricks](#)  
Public Image



[Angela Lopez](#)  
Membership



Elizabeth Mahoney  
Artificial Intelligence



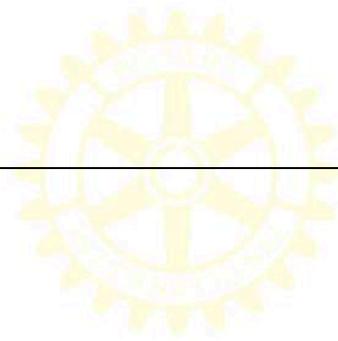
[Brian Rusch](#)  
Inclusive Clubs

RI Observer



[Mary Rose Tigulo](#)  
Curriculum  
Development  
Specialist

Rotary  
FarWest PETS



## Rotary Glossary

3H	Health, Hunger and Humanity
ADG/AG	Assistant District Governor
AM	Active Member
ARC	Assistant Rotary Coordinator
ARPIC	Assistant Rotary Public Image Coordinator
ARRFC	Assistant Regional Rotary Foundation Coordinator
CATS	Challenging All To Succeed
CICO	Club Internet Communication Officer
COL	Council on Legislation
COP	Rotary International Code of Policies
D	District
DEI	Diversity, Equity and Inclusion
DG	District Governor
DGN	District Governor Nominee
DGE	District Governor Elect
DGD/DGND	District Governor Designate
DICO	District Internet Communication Officer
DIK	Donations in Kind
DisCon	District Conference
DLP	District Leadership Plan
DMDC/DMC	District Membership Development Chairs
DPFC	District Permanent Fund Chairperson
DRFC	District Rotary Foundation Committee
DRR	District Rotaract Representative
DT	District Trainer
DTA	District Training Assembly
EREY	Every Rotarian Every Year (Foundation Giving)
GETS	Governor Elect Training Seminar
GSE	Group Study Exchange
GYE	Global Youth Exchange
IAS	International Ambassadorial Scholarship
IC	International Conventions
ICO	Internet Communications Officers
IPAC	International Projects Advisory Committee
IPDG	Immediate Past District Governor
IPP	Immediate Past President
LG/LDG	Lieutenant District Governor
MOP	Rotary International Manual Of Procedure
NID	National Immunization Day
P	President
PDG	Past District Governor
PE	President Elect
PETS	Presidents-Elect Training Seminar
PHF	Paul Harris Fellow
PHS	Paula Harris Society
PHSM	Paul Harris Sustaining Member
PN	President Nominee
POLIOPLUS	The program of The Rotary Foundation to immunize the children of the world against poliomyelitis

PP	Past President
PPE	Preserve Planet Earth
PPS	PolioPlus Society
PR	Public Relations
PRID	Past Rotary International Director
PRIP	Past Rotary International President
PRIT	Past Rotary International Treasurer
RAG	Rotarian Action Group ( <a href="http://www.actiongrouphistory.org">www.actiongrouphistory.org</a> )
RC	Rotary Club
RC	Rotary Coordinator (Zone Level Position)
RCC	Rotary Community Corps
RCP	Rotary Code of Policies
RD	Rotary District
RFE	Rotary Friendship Exchange
RI	Rotary International
RIBI	Rotary International in Great Britain & Ireland
RID	Rotary International Director
RIP	Rotary International President
RIPE	Rotary International President Elect
RIPN	Rotary International President Nominee
RIPS	Rotary International Population Summit
RITE	Rotary Inter-country Teacher Exchange
RITS	Rotary International Travel Service
RIVP	Rotary International Vice President
ROSE	Rotary Overseas Summer Exchange
ROTA	Rotary Overseas Travel Fund
ROTEX	Organization of Ex-Rotary Exchange Students
RPIC	Rotary Public Image Coordinator (Zone-Level Position)
RRFC	Regional Rotary Foundation Coordinator
Rtn	Rotarian
RV	Rotary Volunteers
RVC	Rotary Village Corps
RYE	Rotary Youth Exchange
RYLA	Rotary Youth Leadership Award
RYPEN	Rotary Youth Program of Enrichment
RYSAP	Rotary Youth Self Achievement Program
SAM	Senior Active Member
SEP	Study Exchange Program
SETS	Secretary-Elect Training Seminar
SWSL	Save Water Save Lives
TR	The Rotarian
TRF	The Rotary Foundation
UNESCO	United Nations Educational, Scientific & Cultural Org.
UNFPA	United Nations Population Fund
YEO	Youth Exchange Officer
YEP	Youth Exchange Program
YIR	Yours in Rotary
YPO	Youth Protection Officer

## Far West PETS Vendors 2025

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**District and Club database**

**DACdb, LLC**

10624 South Eastern Ave

Henderson, NV 89052

Katie Tocci 803-999-6672

[katie.tocci@membershipminderpro.com](mailto:katie.tocci@membershipminderpro.com)

[www.dacdb.org](http://www.dacdb.org)



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Val Mebust 916-774-1616

[rosevilleinfo@gmail.com](mailto:rosevilleinfo@gmail.com)



**My Custom Tailor**

Richard Dawson

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[www.MyCustomTailor.com](http://www.MyCustomTailor.com)



**Russell-Hampton**

110 Leewood Drive

New Century, KS 66031

Jesse Dahlin 913-890-2680

[jesse@ruh.com](mailto:jesse@ruh.com)

## Far West PETS Project Expo Exhibitors 2025



THE **AFRICA HOPE FUND**

**Africa Hope Fund**

Amber Laney, Operations Manager

916-505-9317

[amber@africahopefund.org](mailto:amber@africahopefund.org)

[www.africahopefund.org](http://www.africahopefund.org)



**Epic Day of Service**

Mark Laitos, RC Denver Southeast

303-775-0487

[mlaitos@gmail.com](mailto:mlaitos@gmail.com)

<https://www.rotary5450.org/stories/epic-day-of-service-05.18.2024>



**ALZHEIMER'S / DEMENTIA**

Rotary Action Group

**Alzheimer's/Dementia**

**Rotary Action Group (ADRAG)**

Marcia Howard

915-360-3219

[marciahow@gmail.com](mailto:marciahow@gmail.com)

[www.adrag.org](http://www.adrag.org)



**Peace Corps**

**NorCal Peace Corps**

Brittney Ortega, Recruiter

510-707-2347

[bortega@peacecorps.gov](mailto:bortega@peacecorps.gov)

[www.peacecorps.gov](http://www.peacecorps.gov)



**ESRAG**  
ENVIRONMENTAL  
SUSTAINABILITY  
ROTARY ACTION GROUP

**Environmental Sustainability**

**Rotary Action Group (ESRAG)**

Yavuz Atila

832-238-6104

[yvatila@gmail.com](mailto:yvatila@gmail.com)

[www.esrag.org](http://www.esrag.org)

**Rise**  
AGAINST HUNGER

**Rise Against Hunger**

Jeromy Loader, Community Engagement  
Manager

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Rocklin, CA 95765

[jloader@riseagainsthunger.org](mailto:jloader@riseagainsthunger.org)

[www.riseagainsthunger.org](http://www.riseagainsthunger.org)

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[www.rotoplast.org](http://www.rotoplast.org)

**Rotary**   
Zones 26 & 27

**Rotary Zone 26/27**

Deb Linden

[rotarylinden@gmail.com](mailto:rotarylinden@gmail.com)

[www.zone2627.org](http://www.zone2627.org)

**rotary**  
**youth**  
**exchange**

Rotary 

Rotary Youth Exchange – 5190

David Zybert

[dzybert@gmail.com](mailto:dzybert@gmail.com)

 **ShelterBox**

**ShelterBox**

7539 Merchant Street

Lakewood Ranch, FL 34240

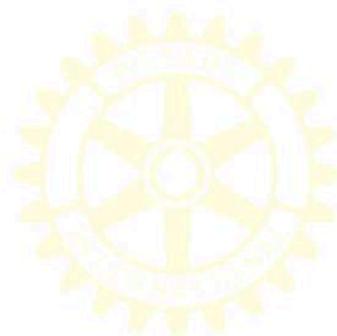
Bill Tobin, Rotary Relations Manager

916-616-6973

[btobin@shelterboxusa.org](mailto:btobin@shelterboxusa.org)

[www.shelterbox.org](http://www.shelterbox.org)

**Rotary**  
FarWest PETS



# 2025 Far West PETS Leadership Team

## Administration Team

General Chair --- Jennifer Strong  
 Vice Chair/Secretary --- Laine Hendricks  
 Immediate Past Chair --- Dustin Littlefield  
 Chair Nominee --- Dan Geraldi  
 Treasurer --- Sherry Cotta  
 DGE Liaison --- Megan Ellinghouse

## Facilities Team

Facilities Team Lead --- Dave Veden  
 Facilities Co-Chair --- Karen Cendro  
 AV/Tech Coordinator --- Steve Lemmon  
 AV/Tech for Education --- Ray Ward  
 Registration Team Lead --- Diana Barden  
 Registration Co-Chair --- Susan Beasley  
 Sergeant-at-Arms Lead --- Gretchen Peralta  
 DGE Liaison --- Herb Ritter

## Outreach & Communications

Outreach/Communication Team Lead	--- Jennifer Strong
Sponsorships	
Website / Social media	
Digital/ Printed Event Program / Playbill	
Braniac Bar - EVENT Surveys	--- Wulff Reinhold
Registration/Event Promotions	
DGE Liaison	

## Program Team

Programs Team Lead --- John Blount  
 Program Tech Sup &  
 Ballroom AV --- Gary Vilhauer  
 DGE Speaker / Vignette  
 Coordinator --- Stacey Graham  
 Program Talent Liaison --- Ron Sekkel  
 Program Management --- Ron Gin  
 Speakers Team Lead --- George Chaffey  
 DGE Speaker / Vignette  
 Coordinator --- Joy Anderson  
 Immediate Past President -  
 Advisor --- Margaret Noroian,  
 IPP  
 Program Development --- Savita  
 Vaidhyanathan  
 Stage Manager ---  
 DGE Liaison --- Brinet Greenlee

## Education Team

Education Co-Chair/Faculty	--- Jeri Fujimoto
Education Co-Chair/Faculty	--- Michael Juric
Education Advisor/Faculty	--- Jenny Bates
Education Advisor/Faculty	Glenn Fong
Education Advisor/Faculty	Danielle Lallement
Faculty	--- Tina Akins
Faculty	--- Glen Eaton
Faculty	--- Ellen Hancock
Faculty	--- Michael Hix
Faculty	--- Pam Moulton
Faculty	--- Vicki Puliz
Faculty	--- Kathy Suvia
Faculty	--- Deborah Volosin
Faculty	--- Desiree Wilson
Faculty	--- Geoff Cochran
Faculty	--- Laine Hendricks
Faculty	--- Angela Lopez
Faculty	--- Elizabeth Mahoney
Faculty	--- Brian Rusch
RI Observer	--- Mary Rose Tigulo
DGE Liaison	--- Kristine Redko

# District Governors-Elect for 2025-2026

## Your Far West PETS Hosts

\* designates the Class representative

Click on Name for Brief Biography



### District 5130

**Kristine Redko**  
Rotary Club of  
Sonoma Mountain  
Twilight  
[Video](#)



### District 5150

**Mitone Griffiths**  
Rotary Club of  
Half Moon Bay  
[Video](#)



### District 5160

**Joy Alaidarous**  
Rotary Club of  
Rossmoor (Walnut Creek)  
[Video](#)



### District 5170

**Herb Ritter**  
Rotary Club of  
Pleasanton North  
[Video](#)



### District 5180

**Megan Ellinghouse\***  
Rotary Club of  
Passport One  
[Video](#)



### District 5190

**Larry Harvey**  
Rotary Club of  
Sparks  
[Video](#)



### District 5220

**Jay Hislop**  
Rotary Club of  
Stockton  
[Video](#)



### District 5230

**Brinet Mullen Greenlee**  
Rotary Club of  
Salinas Valley Passport  
[Video](#)

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## Check-In Desk

*Located in the Hotel Lobby*

*(Staffed by District Governor-Nominees 2026-2027)*

District 5130	---	Jeff Kolin
District 5150	---	Yuhui Chen
District 5160	---	Woody Fridae
District 5170	---	Geeta Kadambi
District 5180	---	Dave Veden
District 5190	---	Kurt Raffetto
District 5220	---	Pete Herrmann
District 5230	---	Susan Winey

---

## Current District Governors

*(Serving as Greeters & Aides to Speakers and Special Guests)*

District 5130	---	Jim O'Grady
District 5150	---	Steve Wright
District 5160	---	Dan Gerald
District 5170	---	Jill Duerig
District 5180	---	Steve Turner
District 5190	---	Dennis Geare
District 5220	---	Jane Winning
District 5230	---	Michael Rabara

---

## Sergeants at Arms

	Lead Sergeant at Arms	---	Gretchen Peralta		
District 5130	Larry Lira	---	District	---	David Alfon
	Sam McMillan		5150		Johwell Saint-Cilien
District 5160	Berne Szalaj	---	District	---	John Flaniken
	Clay Dearhardt		5170		Jeff Olevson
	Allyn Clark				
District 5180	Al Cady	---	District	---	Phoebe Stears-McCauley
	Adrienne Pontarelli		5190		Jess Wagner
	Michele Spilman				
District 5220	Theresa Kiehn	---	District	---	Lina Contreas
	Amy Wolfe		5230		Julie Chobanian

**Rotary**



**PEOPLE OF ACTION**

## 2025-2026 Rotary International President's Message

*Presidential Message materials are available in the Rotary Brand Center.*

*You must use your My Rotary login to access the Brand Center where you can create and download club and district logos and find other graphics including program and event logos.*

[My Rotary Account Login](#)

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# 3 - YEAR ACTION PLAN - ROTARY CLUB OF \_\_\_\_\_

What is the three-year goal? \_\_\_\_\_

YEAR 1 Goal (2025-26)	YEAR 2 Goal (2026-27)	YEAR 3 Goal (2027-28)

Actions

