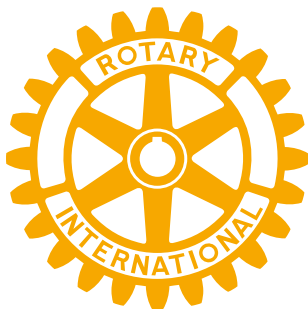


# Rotary



## Zone 33 Training Seminar

**Embassy Suites, Cary, NC  
May 29-30, 2015**



## Be a gift to the world

**DEVELOP STRATEGIES TO STRENGTHEN OUR  
CLUBS THROUGH STRONG MEMBERSHIP  
DEVELOPMENT PROGRAMS,  
BETTER PUBLIC IMAGE AND AWARENESS AND  
RELEVANT FOUNDATION PROJECTS  
WITH INCREASED FUNDING.**

## FRIDAY, MAY 29

12:30-1:30pm

Plenary Session 1

BLOWING ROCK

Presiding: Paula Matthews

Welcome and introductions

*Creating an Appealing, Inviting and Accessible Rotary—  
for Young Professionals and Beyond*

Speaker: Clarissa Harris

Member Benefits: Patrick Eakes

Social Media Public Image Panel: Chris Jones

NID—A Personal Journey: Nancy Barbee

1:30-1:40pm

Transition to Breakout Sessions

1:40-2:25pm

Breakout Session 1

2:30-3:15pm

Breakout Session 2

3:15-3:30pm

Break

3:30-4:15pm

Breakout Session 3

4:20-5:05pm

Breakout Session 4

5:30-6:15pm

Embassy Suites Complimentary Cocktails

6:30-8:30pm

Dinner

CHIMNEY ROCK

No program. Enjoy the fellowship.

TODAY'S BREAKOUT SESSION SCHEDULE IS ON PAGES 4-5.

## CLARISSA HARRIS

Clarissa Harris is 2014-15 president of the Rotary Club of Dupont Circle, Washington, DC. She is a charter member of the club, having worked since 2011 on creating a Rotary environment that fits the needs of active young professionals and parents. A mother of two, Clarissa works from home as a Social Media, Creative Marketing and Public Relations contractor with the Electronic Transactions Association. Previously she served as the Senior Advisor for Government Affairs and Communications at the Consulate General of Japan in Atlanta, GA. Clarissa graduated Flagler College in St. Augustine, Florida, with a B.A. in Communications and International Affairs, and is a Rotary Alumni, having completed a semester-long public relations internship with the St. Augustine Sunrise Rotary Club.



## SATURDAY, MAY 30

Complimentary Embassy Suites breakfast begins at 7am.

7:30-8:15am DGEs/DGNs/DGNDs meet with coordinators  
TANGLEWOOD  
(Eat before coming to meeting.)

8:30-9:25am Plenary Session 2  
BLOWING ROCK

Presiding: Kay Davis

Opening Remarks

*This is not your grandpa's Rotary*

Speaker: Tiffany Ervin

Preparing for the Rotary Foundation Centennial Celebration

David Stovall

*The 3 P's in My Life: Polio, Post-Polio Syndrome and Polio Plus*

Speaker: John Nanni

9:30-10:15am Breakout Session 5

10:15-10:30am Break and hotel checkout

10:30-11:15am Breakout Session 6

11:20-12:05pm Breakout Session 7

12:10-12:55pm Breakout Session 8

1:00-2:00pm Lunch  
CHIMNEY ROCK

Presiding: Sue Poss

*His four words: Buy me a goat*

Speaker: Herb McLaugherty

TODAY'S BREAKOUT SESSION SCHEDULE IS ON PAGES 6-7.

## HERB McCLAUGHERTY

Rotary District 7550 Governor Herb McLaugherty has lived in Princeton, WV, all of his life. Herb has been a member of the Rotary Club of Princeton since 1979, and was president in 1984-85. He is a Paul Harris Fellow, Paul Harris Society member, Major Donor, Benefactor and Bequest Society member. He served as team leader of the Group Study Exchange team to District 3020, Andhra Pradesh, India, in 2011-2012. Herb was part of a 17-member Zone 33 team that visited Rotary projects in Ghana in February 2014. His career has been centered in the hardwood veneer industry. His commitment to "Service Above Self" began as a teenager when he became an Eagle Scout. Herb has served on the Chamber of Commerce Board; as past chair of The United Way, and past board member of The Salvation Army.



# FRIDAY BREAKOUT SESSIONS

## 1 1:40-2:25

### **Proven strategies to increase your per capita giving** PINEHURST

Learn a dozen proven ways to boost your district's per capita giving. Any one of them will make a difference. Put them all together and the difference can be huge. Led by ARRFC Chuck Davidson & district presenter(s).

### **Create an appealing, inviting and accessible Rotary –for young professionals and beyond** BELLAMY/MENDENHALL

Hear what young professionals like Clarissa Harris have discovered and what they suggest districts and clubs consider. Moderated by ARC Larry Nelson.

### **Make your club visible: Public Image essentials** BILTMORE/HOPE

Identify and understand tools and techniques that help districts and clubs develop and execute an effective public relations plan: the Zone 33 Public Image Citation, Rotary Brand Center, Rotary International resources, and working with Foundation and Membership committees. Facilitated by ARPIC Jen Reider.

### **Embrace Rotary Club Central to strengthen membership** TANGLEWOOD

What strategies can a district use to assist and encourage clubs to achieve the Presidential Citation using Rotary Club Central? Facilitated by RC Jim Roney and Alicia Pijal-Avila, RI Club and District Support.

## 2 2:30-3:15

### **10 keys to grant success & sharing best practices** PINEHURST

Participate in an interactive session to discuss the “Ten Keys to Grant Success” and hear from those who have utilized these keys for effective grant projects. Led by AARFC Charles Allen & district presenter(s).

### **Looking at alumni in a new and different way** BELLAMY/MENDENHALL

With an expanded definition of Rotary Alumni, what will your district do to increase and maintain contact with Alumni? How will your district look for ways to recognize your alumni? Facilitated by ARC Patrick Eakes, ARPIC Jen Reider and ARRFC Lorraine Angelino.

### **Using social media effectively** BILTMORE/HOPE

Learn to use social media to build membership and gain support for Foundation projects. Facilitated by ARPIC Chris Jones.

### **How can TRF reports help you?** TANGLEWOOD

This session will give you the nuts and bolts of the Foundation reports that are accessible on MY ROTARY. Learn how to use these reports to analyze the trends in your district and best practices in using them. Led by ARRFC Nancy Barbee & MGO Carl Davis.

## 3 3:30-4:15

### **From goals to contributions**

PINEHURST

An interactive session with a discussion on the importance of goal setting followed by a panel of experts that discuss strategies on how to turn goals into increased contributions to The Rotary Foundation. Be prepared to participate in the discussion. Led by ARRFC Lorraine Angelino & district presenter(s).

### **Innovative and flexible membership ideas**

BELLAMY/MENDENHALL

Clubs throughout the zone approach membership in very different ways. Learn about innovative ideas to attract and engage members in your clubs. Facilitated by RC Paula Matthews.

### **Build on Public Image successes from 2014-15**

BILTMORE/HOPE

Hear from several clubs and districts about their public image successes and how they were achieved. Get fresh ideas on what you can do in 2015-16. Facilitated by ARPIC Brenda Shaw.

### **Hone your technology skills**

TANGLEWOOD

Coordinator assistants and others will be on hand to refresh your memory on how to use some of the electronic tools that will help you do your job better. Focusing on Rotary Club Central, Brand Center, Rotary Direct and Rotary Showcase.

## 4 4:20-5:05

### **Creating Rotary legacies with major gifts & bequests**

PINEHURST

This breakout will highlight (a) How Rotarians and others can give to The Rotary Foundation in order to make long-lasting impact in areas of special interest to them, and (b) Actions District Foundation teams can take to increase major giving within their districts. Led by EMGA Firoz Peera & MGO Carl Davis.

### **Build a stronger club**

BELLAMY/MENDENHALL

Ideas that have worked to make clubs more vibrant and appealing will be shared during this session. Bring your ideas to share. Facilitated by ARC Leigh Hudson.

### **The inside scoop from media professionals**

BILTMORE/HOPE

A panel of experts who work in radio, television, newspapers, and public relations will help us understand better how to get our story told. Moderated by RPIC Sue Poss.

### **Using Rotary Brand Center**

TANGLEWOOD

A hands-on workshop on how to design your club logo, use an RI designed template, or create letterhead for your club. Bring your computer. Led by ARPIC Chris Jones.

# SATURDAY BREAKOUT SESSIONS

## 5 9:30-10:15

### **Polio: Where we have to go and why**

PINEHURST

Discuss best practices for our districts and clubs to maximize their efforts in 2015-16 to fulfill the promise Rotary made in 1985 to the children of the world to save them from this horrible disease. Led by EPNC Rocky Jacobs & D7630 Polio Chair John Nanni.

### **Create an appealing, inviting and accessible Rotary –for young professionals and beyond**

BELLAMY/MENDENHALL

Hear what young professionals like Clarissa Harris have discovered and what they suggest districts and clubs consider. Moderated by ARC Larry Nelson.

### **Make your club visible: Public Image essentials**

BILTMORE/HOPE

Identify and understand tools and techniques that help districts and clubs develop and execute an effective public relations plan: the Zone 33 Public Image Citation, Rotary Brand Center, Rotary International resources, and working with Foundation and Membership committees. Facilitated by ARPIC Jen Reider.

### **Using Rotary Brand Center**

TANGLEWOOD

A hands-on workshop on how to design your club logo, use an RI designed template, or create letterhead for your club. Bring your computer. Led by ARPIC Chris Jones.

## 6 10:30-11:15

### **Getting and keeping Paul Harris Society members**

PINEHURST

The Paul Harris Society tops the list of ways to significantly increase your per capita giving. These proven techniques can boost your PHS membership to 10% of your district's total. Led by ARRFC Chuck Davidson.

### **Innovative and flexible membership ideas**

BELLAMY/MENDENHALL

Clubs throughout the zone approach membership in very different ways. Learn about innovative ideas to attract and engage members in your clubs. Facilitated by RC Paula Matthews.

### **How to make news**

BILTMORE/HOPE

Understand how journalists think and work, and the types of ideas that can effectively make news. Create greater news value for your stories, securing more positive, prominent and on-point coverage. Moderated by RPIC Sue Poss.

### **Increase membership by forming new clubs**

TANGLEWOOD

Starting a new club doesn't just increase Rotary's membership; it also expands our capacity to connect diverse perspectives and create positive change in our community. It is important for clubs to look for

opportunities to start a new Rotary club. Looking at alternative club formats and sharing ideas will be the focus of this session. Facilitated by Jim Roney.

## 7 11:20-12:05

### **The top 10 lessons learned about grant involvement & sharing best practices**

PINEHURST

Participate in an interactive session to discuss the “Lessons Learned” during the grant process and hear from those who have used these lessons for improving grant projects. Led by ARRFC Charles Allen & district presenter(s).

### **Looking at alumni in a new and different way**

BELLAMY/MENDENHALL

With an expanded definition of Rotary Alumni, what will your district do to increase and maintain contact with Alumni? How will your district look for ways to recognize your alumni? Facilitated by ARC Patrick Eakes, ARPIC Jen Reider and ARRFC Lorraine Angelino.

### **Using social media effectively**

BILTMORE/HOPE

Learn to use social media to build membership and gain support for Foundation projects. Facilitated by ARPIC Chris Jones.

### **Effective facilitation**

TANGLEWOOD

Learn training techniques for adult learners. Led by Zone 34 RRFC David Stovall.

## 8 12:10-12:55

### **Stop, drop, and roll in the reports**

PINEHURST

What reports will best help you and your district set goals, where do you find them, and how can districts use them effectively to increase Annual Giving? How do you relate them to the Presidential Citation and Rotary Club Central? Led by ARRFC Nancy Barbee & district presenter(s).

### **Build a stronger club**

BELLAMY/MENDENHALL

Ideas that have worked to make clubs more vibrant and appealing will be shared during this session. Bring your ideas to share. Facilitated by ARC Leigh Hudson.

### **Build on Public Image successes from 2014-15**

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Hear from several clubs and districts about their public image successes and how they were achieved. Get fresh ideas on what you can do in 2015-16. Facilitated by ARPIC Brenda Shaw.

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## TIFFANY ERVIN



Tiffany Ervin is a member of the Four Seasons Rotary Club in Hendersonville, NC, D7670. She works as a television sideline reporter for high school & college sports and also owns an upscale ladies consignment store. She is a keynote speaker, spokesperson, and television personality, and worked for many years as the host of Spotlight Carolina. She was recently named Communicator of the Year for the Media Women of South Carolina. She has been on two international service trips, served District 7670 as public image chair, district conference chair (twice) and is the incoming membership chair. She enjoys social media, public speaking and writing. Tiffany will lead a breakout session on membership at the 2015 Rotary International Convention – “What Miss America, College Football & YOUR Rotary Club Have In Common.”

## JOHN NANNI



From Middletown, DE, John is a member of the Middletown-Odessa-Townsend (MOT) Rotary Club, and serves as District 7630 PolioPlus Chair. John was one of the Rotary International PolioPlus representatives at the UN Special Session on Polio Eradication in 2012 and attended 2014 Rotary Day at the UN. John is a polio survivor (Class of 1953), paralyzed from his neck down for 6 months just prior to the Salk Vaccine distribution and now uses a wheelchair for most of his daily mobility. John has given Polio talks to Rotary clubs, District Conferences, RYLA, Interact & Rotaract clubs throughout the Northeast USA. John is the former owner of Paper And Ribbon Supply Company; board member of the Polio Network of NJ/DE; a 26-gallon platelet donor; and a volunteer driver for Mobile Meals of MOT.

### **Rotary Foundation Team**

#### **Coordinator**

Kay Oldhouser Davis, 7770

#### **Assistants**

Charles Allen, 7690

Lorraine Angelino, 7750

Nancy Barbee, 7730

Chuck Davidson, 7610

#### **End Polio Now Zone Coordinator**

Rocky Jacobs, 7720

#### **Endowment/Major Gifts Advisor**

Firoz Peera, 7680

### **Rotary Coordinator Team**

#### **Coordinator**

Paula Matthews, 7770

#### **Assistants**

Patrick Eakes, 7690

Leigh Hudson, 7710

Larry Nelson, 7550

Jim Roney, 7630

### **Rotary Public Image Team**

#### **Coordinator**

Sue Poss, 7750

#### **Assistants**

Chris Jones, 7680

Jen Reider, 7630

Brenda Shaw, 7720