



# PUBLIC IMAGE

PDG John Egan

District 9700  
Training





# Perception is Reality

District 9700  
Training





Is this how you are perceived ?







OR THIS ?



THIS ?



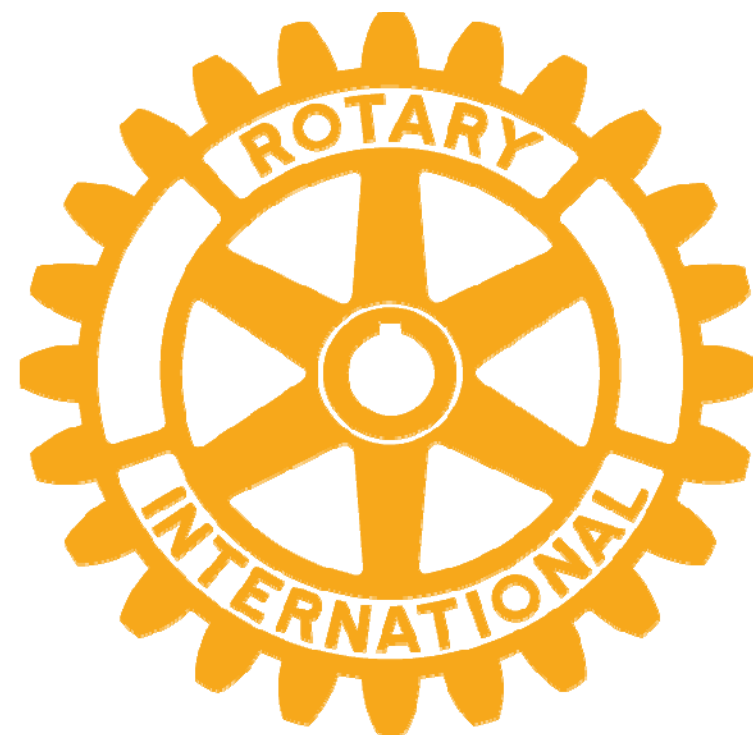


OR THIS?





# Rotary



New logo ..fresh, modern







WHY IS THIS IMPORTANT?





# Perception is Reality

What people See is  
what they Believe to be True

District 9700  
Training

















ROTARIANS AT WORK





ROTARY:  
MAKING A  
DIFFERENCE



District 9700  
Training







ROTARY IS AN INTERNATIONAL  
GROUP OF LIKE MINDED PEOPLE  
DOING GOOD IN THE WORLD





SIGNS, HATS, SHIRTS





TRADITIONAL MEDIA









Find us on:  
**facebook®**

**SOCIAL MEDIA**  
@SOG





District 9700  
Training





# MEMBERSHIP SUSTAINABILITY GRANTS







Talk about Rotary with  
someone today....

Don't Forget!!







# Perception is Reality

District 9700  
Training





**ROTARY:  
MAKING A  
DIFFERENCE**

