

**2019 Rotary Zones 25B and 29 Institute**  
**September 24-29, 2019**  
**Sheraton Overland Park at the Convention Center**  
**6100 College Boulevard**  
**Overland Park, KS**

**District Public Image Chairs Training**

**September 26-27, 2019**

## DISTRICT PUBLIC IMAGE CHAIRS

**Facilitators: RPIC Kathy Fahy, Zone 29, District 5970**  
**RPIC Eric Liu, Zone 25B, District 5890**  
**RPIC Linda Peterson, Zone 29, District 5610**

Wednesday, September 25, 2019		
8:00 AM – 8:00 PM	Registration	Lobby Pillar
5:30 PM – 6:30 PM	All Rotarian Reception (cash bar)	Cottonwood Pre-function Area
6:30 PM – 8:30 PM	District Foundation/Membership/Public Image Chairs Friendship Dinner Host: RC Dian Edwards	Leatherwood 2

Thursday, September 26, 2019		
8:00 AM – 8:00 PM	Registration	Lobby Pillar
8:00 AM – 8:30 AM	Opening Session: The Future is Ours Speaker: RI Director Larry Dimmitt	Cottonwood 2 & 3
8:30 AM – 9:00 AM	Transition to Training Room	
9:00 AM – 10:15 AM	Introductions and Expectations RPIC Team RI Strategic Plan: “How can Public Image people help implement the Plan”	Redbud

Thursday, September 26, 2019

10:15 AM – 10:30 AM	Break	Leatherwood Pre-function Area
10:30 AM – 11:45 AM	Communications Planning and Budgeting RPIC Linda Peterson	Redbud
11:45 AM – 12:15 PM	Transition to Lunch	
12:15 PM – 1:15 PM	Luncheon Speaker: PRIVP Greg Podd	Cottonwood 2 & 3
1:30 PM – 3:15 PM	Brand Center Resources and Customization RPIC Kathy Fahy John Hannes, RI Club and District Support	Redbud
3:15 PM – 3:30 PM	Break	Leatherwood Pre-function Area
3:30 PM – 5:00 PM	Social Media Do's and Don'ts RPIC Eric Liu Special Guest: TRF Trustee Jennifer Jones	Redbud
5:30 PM – 6:30 PM	Major Donor Reception	Leatherwood 3
5:30 PM – 6:30 PM	Paul Harris Society Reception (cash bar)	Leatherwood 2
5:30 PM – 6:30 PM	All Rotarian Reception (cash bar)	Cottonwood Pre-function Area
6:30 PM – 9:30 PM	Governor Class Reunion Dinner All Institute Participant Dinner	Cottonwood Ballroom

Friday, September 27, 2019

8:00 AM – 9:00 AM	Best Practices Sharing, Goal Setting And Take-A-Ways	Redbud
9:00 AM – 10:00 AM	Final Activity Wrap-Up & Evaluations RPIC Team Speaker: RI Director-Elect Suzi Howe	Redbud
10:00 AM – 10:30 AM	Break	
10:30 AM – 11:30 AM	*District Specific Caucus	See below
11:30 AM – 12:30 PM	Transition to All Club Luncheon	

\* District Caucus Rooms:

Hawthorne 2	Leatherwood 1	Leatherwood 2	Redbud
5790	5580	6220	5610
5810	5650	6250	5630
5840	5950	6270	5680
5870	5960	6420	5710
5890	5970	6440	
5910	6000	6450	
5930			



## ROTARY PAIRED ZONES 25 AND 29

**Rotary**  
Zone 29 

● 5580, 5610, 5630, 5650, 5670, 5690, 5710,  
5950, 5960, 5970, 6000, 6220, 6250, 6270,  
6420, 6440, 6450

**Rotary**  
Zone 25 

**B** 5790, 5810, 5840,  
5870, 5890, 5910,  
5930

**A** 4060, 4100, 4110, 4130,  
4140, 4170, 4185, 4195,  
4240, 4250, 4271, 4281,  
4370, 4380



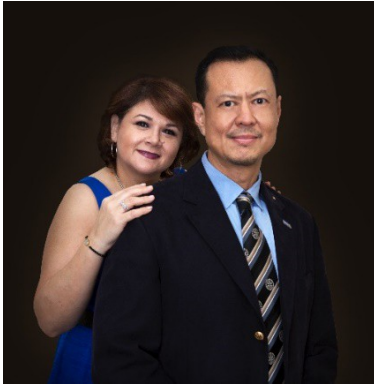
**RPIC Kathryn Fahy**  
**District 5970**



Kathryn Fahy has been a Rotarian since 2006 and is a member and Past President of the Iowa Great Lakes Rotary Club in Spirit Lake, Iowa. She is a former Rotary Ambassadorial Scholar (1997 Canberra, Australia) and is a Paul Harris Society and Bequest Society member. Kathy has served on the District 5970 Youth Exchange Committee, District Fellowship Committee, Alumni Committee and Ambassadorial Scholars Committee.

She was selected in September 2014 as one of 32 young professionals in the United States to attend the inaugural Rotary Young Professional Summit in Chicago. From that experience, Kathy was part of the birth of Rollin' with Rotary – an endeavor by four young professionals will brought attention to local and international needs by doing massive Random Acts of Kindness; highlighting Rotary clubs and Rotary youth club activities; and creating large scale community service projects. In October 2015, she was invited back to Chicago to be a part of the Rotary Young Professionals Advisory Council.

Following the completion of her year as District Governor of Rotary District 5970 (northern Iowa) in 2014-15, she assumed the position of Zone 28 Assistant Rotary Coordinator and is currently the Zone 29 Rotary Public Image Chair. In January 2019, Kathy also served as a Training Leader at Rotary International Assembly and has been selected to do so again in 2020. Kathy has owned and operated K Brand Marketing, a marketing consulting business, since 2006.



**RPIC Eric Liu**  
**District 5890**

Eric is a first-generation Chinese American that was born in Taiwan. He moved to the United States after he graduated from St. Dominic's High School. He served in the Taiwanese Army from 1983 to 1985. He was honorably discharged from Army as First Sergeant.

After moving to America from Taiwan, Eric first earned a Bachelor's Degree in Biology from the University of St. Thomas in Houston, Texas. He then went on to Texas Chiropractic College and received his Doctor of Chiropractic Degree and graduated with honor as the class Valedictorian. He also obtained his credential certificate as a Certified Chiropractic Sports Practitioner. Eric started his private practice in Houston in 2001 and has been practicing ever since 2001.

Eric was invited to join the Rotary Club of Memorial-Spring Branch in 2004. He served as club treasurer, secretary, president-elect, club president, and assistant governor. He was named AG of the year in 2011. He served as District Governor in 2016-17. He is appointed to serve as Rotary Public Image Coordinator for Zone 21b/27 (Texas and Oklahoma) for the term of 2018-2021. Eric is a Major Donor and member of Paul Harris Society, Whit Hat Society, Bequest Society, and Polio Plus Society.

Eric met his wife Sandra in 1986 while they were both attending college. They got married in 1988. They have one son, Blake, who is attending Texas A&M University in his third year. Sandra has been actively involved with Rotary D5890 in many committees. She is a charter member of the Rotary Community Corp of D5890 in 2014. Sandra also received the Service Above Self Award from Rotary International in 2013. Sandra is the chartering club president for the Rotary Club of Houston Energy Corridor. Sandra is a member of Major Donor, Bequest Society, Paul Harris Society, and Polio Plus Society. Blake is a Paul Harris Fellow.



**RPIC Linda Peterson**  
**District 5610**

After 40+ years in the commercial printing industry, Linda retired to full-time Rotary service. She enjoyed three years of training and carrying out the duties of District Governor 2014-15. Linda was D5610 Public Image chair for the next three years, administrator of the District website, published the District newsletters and e-bulletins, and helped promote all District activities.

Linda was appointed to three terms as Assistant RPIC under the leadership of former RPIC Mike Forney. In 2018, Linda was selected by Director Larry Dimmitt to be Zone 27 Regional Public Image Coordinator 2018-20. She presented Public Image training at District Leadership Trainings at Denver in July, and Zone Institute in Boise in September 2018, by planning the full day's training agenda, and creating power-points and interactive workshops.

Linda is passionate about using social media and communication tools to enhance Rotary's public image and awareness for club members. She volunteers her expertise and skills in strategic communications planning and social media, strongly encourages implementing the People of Action campaign in clubs and districts and advises on regional media outreach efforts. Linda likes to think her management style is inclusive and collaborative. She has been in Rotary for 25 years.

Linda is married to Norm Peterson, Rotarian for 19 years and Club Foundation Chair. They are Paul Harris Society and Bequest Society contributors to the Rotary Foundation. They have participated in four outgoing Friendship Exchanges and hosted many incoming visitors.

Linda participated as a Global Grant Vocational Training Team member to Cusco, Peru. She is directly involved in setting up and implementing several more District and Global grants in District 5610.