

# **Zone 34 Regional Rotary Seminar**



**June 11-12, 2016**

**Hyatt Regency**

**Jacksonville Riverfront**

**Jacksonville, Florida**

## Director-Elect Joe Mulkarrin



**R**otary International Director-Elect Joe Mulkarrin is a Northeastern University graduate with a Bachelor of Science degree in Business. His career includes over 20 years in the U.S. Navy, serving as an unrestricted, surface line officer. He was a Life Underwriter Training Council Fellow (LUTCF) with Connecticut Mutual Life Insurance Company and a Fellow Life Management Institute (FLMI) with CIGNA Group Ins. He married Ann Barrett Mulkarrin of Cambridge, Mass in 1961. Ann is an Honorary Member of the Rotary Club of Hampton Roads. Joe and Ann are Major Donors, Bequest Society members, Benefactors and Paul Harris Society members.

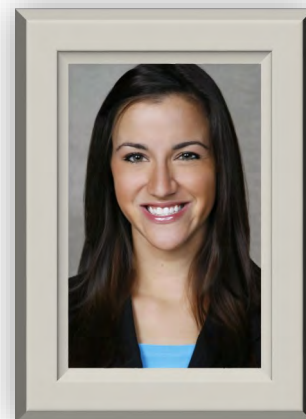
## Speakers

**R**ebecca Holloway supports the diverse regions of Zones 21a, 33, and 34 as the Regional Membership Officer for Latin America, the Caribbean, and parts of the United States. She joined the RI membership team in February 2016 and is eager to engage and build relationships with Rotarian leaders to create vibrant membership strategies within their zones, districts, and clubs. For over a decade Rebecca has been engaged with The Rotary Foundation. She worked as the coordinator for the Rotary Peace Centers from 2014-2016 and is passionate about international peace building and conflict resolution. She enjoys creative media projects, cooking, outdoor adventures, and yoga.



**D**ebra Lowe is the Major Gifts Officer for Zone 34, and she brings more than ten years of fundraising experience to The Rotary Foundation having previously worked with several non-profit organizations in the Central Florida region. She is an active Rotarian who served as President of the Rotary Club of Kissimmee Bay in 2005-2006; District Grants Subcommittee Chair from 2007-2009 and is now a member of the Rotary Club of Orlando. Debra joined The Rotary Foundation in 2009 as the first Major Gifts Officer who lives within their assigned zone. Debra lives with her yellow Labrador, Luna, in South Orlando.

Christina served as Rotary Ambassadorial Scholar to Argentina. In Buenos Aires, Christina completed her Masters in International Business, joined her first Rotaract Club, and fell in love with Rotary. Upon return, Christina served District 6930 through leadership in RYLA and Rotaract programs. She also served at the RI level, on RYLA International Council, workshop presenter at RI Convention, and speaker at RI Zone 33-34 Conference. In 2012, Christina launched on an 11-month 11-country mission trip with Adventures in Missions. She is now the Director of their women's ministry, *Beauty for Ashes*, in Gainesville, GA. Christina thanks Rotary for igniting her desire to serve.



## ZONE 34 Coordinator Teams

### Rotary Foundation Team

#### Coordinator:

David Stovall

#### Associates:

Jared Brown

David Edwards

Ivan Johnson

Larry Labadie

Scott Parmenter

### Peace Center Advocate

Kenan Kern

### End Polio Now

Cynde Covington

### Major Gifts

Carl Treleven

### Membership Team:

#### Coordinator:

Art MacQueen

#### Associates:

Jeremy Hurst

Al Lipphardt

George Robertson - Burnett

Joe Roth

Jorge Vazquez

Terri Wescott

### Public Image Team:

#### Coordinator:

Betsy Owen

#### Assistants

Sheila Bethel

Carol Colon

Jamie Mick

# Zone 34 Regional Rotary Seminar Agenda

Saturday, June 11, 2016

## 12 :00-12:30pm Plenary Session 1: Grand 6 and 7

Welcome: Art MacQueen  
Introductions- Art MacQueen  
Betsy Owen  
David Stovall  
Message from President-Elect John Germ

## 12:40-1:25pm Breakout Session 1

Public Image –DACdb Representative  
Suite 4108

DACdb Website How To-Representative here to explain and answer questions and Betsy Owen

Rotary Foundation Centennial  
Daytona

Discuss Centennial TRF Goals and Rotary - Emphasis for the year - Jared Brown

Rotary Online Tool Kit  
CT 10

Rotary.org and how it can work for you! George Robertson-Burnett and RMO Rebecca Holloway

Social Media Blogging  
Suite 4106

What to post in your blog and why - Jamie Mick.

Strengthening Clubs  
CT-9

Why would someone join your club? Jeremy Hurst and Joe Roth

The Annual Fund: How It Pays You Back  
St. Johns

Why giving to the Annual Fund is good for your district - Ivan Johnson

## 1:30-2:00 - Young Professionals Summit - Live Feed - Grand 6 and 7

## 2:10pm-3:05 Breakout Session 2

Engaging Young Professionals  
CT10

A follow-up to our Young Professional Summit - Jeremy Hurst and RMO Rebecca Holloway

Foundation Grants Clinic  
St. Johns

Learn the Basics: Global/VTT/Scholarships - Christine Isham

Making the Plan work  
Suite 4106

Creating your Public Image plan - Betsy Owen

Final Push to End Polio NOW  
Daytona

What's Happening? Why it is important to keep our focus - Cynde Covington

The Lost Art of Induction  
CT 9

Let's make induction and recognition a BIG DEAL - Art MacQueen, Joe Roth, and Jorge Vazquez

Videos and Content  
Suite 4108

How to make videos which will be contest winners - Sheila Bethel

## 3:10-4:05pm Breakout Session 3

Alternative Club Formats  
CT-10

An array and review of what can be done and what's working! - George Robertson Burnett

Awesome Event Planning/Boosting  
Suite 4108

Using Social Media to enhance your event - Carol Colon/Jamie Mick

Setting Expectations, Engaging New Members

Making sure prospective members know what's coming - Joe Roth and Al Lipphardt



**The Final Push to End Polio Now  
Daytona**

What is happening? Why it is important to keep our focus - Cynde Covington

**Where's the Money?  
St. Johns**

Cultivating Major and Life Income Gifts - Debra Lowe

**Your Club and the Public  
Suite 4106**

Making your club public through media - Sheila Bethel

#### **4:10-5:05pm Breakout Session 4**

**Be a Social Media Guru  
Suite 4108**

Learn about Apps/Facebook/Snap Chat, etc. - Jamie Mick

**Council on Legislation Decisions  
CT-9**

COL results from 2016 COL as they pertain to membership - Art MacQueen, Jorge Vasquez and the team

**Finding Your Districts Hidden Assets, Rotary Alumni  
Daytona**

Discover possibilities to locate and engage Rotary Alumni in your district - Larry Labadie and Rosanne Stocker

**Recruit and Retain  
CT-10**

Scott and Pepper-back by popular demand!

**The FBI of PI  
Suite 4106**

Enhancing Public Image awareness for your club and district - Carol Colon

**Where's the Money?  
St. Johns**

Cultivating Major and Life Income Gifts - Debra Lowe

#### **5:30-6:30pm Cash Bar Social - Ballroom Foyer 6 and 7**

#### **6:30-8:30pm Dinner - Plenary Session 2**

Emcee - Betsy Owen

TRF Centennial Video

Keynote Speaker - Christine Barnes

Close - Betsy Owen

## **Sunday, June 12, 2016**

#### **7:00-8:00am Buffet breakfast and networking - Ballroom Foyer 6 and 7**

#### **8:00-8:55am - Plenary 3 - Grand 6 and 7**

Emcee - Cynde Covington

Speaker - Rebecca Holloway

Speaker - Debra Lowe

Council on Legislation Roundtable Discussion

#### **9:00-10:00am Breakout Session 5**

**Foundation Grant Clinic  
Daytona**

Learn the basics: Global/VTT/Scholarships  
Christine Isham

**Atlanta 2017/Foundation Birthday Promotions  
Suite 4108**

Promotions for the club and districts to excite Rotarians - Carol Colon



**Recruit and Retain  
CT9**

6910 Membership Chairs Scott Yochum and Pepper Pettit- back by popular demand

**Rotary Foundation Peace Scholars  
St. Johns**

Discover opportunities to engage your District and Clubs in the Rotary Peace Center - Kenan Kern

**Rotary Online Toolkit  
CT 10**

Rotary.org and how it can work for you - George Robertson Burnett and RMO Rebecca Holloway

**The Rotary Story- Part II  
Suite 4106**

Telling the Rotary Story in image and voice - Sheila Bethel

## **10:10-11:00am Breakout Session 6**

**Bring a Friend Month  
CT-9**

Let's make August a great Membership Month, Bring a Friend! - George Robertson Burnett and Al Lipphardt

**DACdb Website How to  
Suite 4108**

Explanation of DACdb—Representative here to explain and answer your questions

**How 'Bout Some Best Practices  
CT-10**

Simple steps your members can do to strengthen the club! - Joe Roth and Jeremy Hurst

**Long Distance Learning and Seminars  
St. Johns**

Learn how to conduct effective webinars in your district - David Edwards

**Major Public Image Initiatives  
Suite 4106**

Explanation, dates and programs for PI in 2016-2017- Betsy Owen

**The Annual Fund: Building District Support  
Daytona**

The Annual Fund: Building District Support - Scott Parmenter

## **11:00-11:20am Break**

## **11:25-12:00pm - Plenary 4 - Grand 6 and 7**

**Emcee - David Stovall**

**Centennial Activities Brainstorming Session**

**On to Atlanta/2017 Convention**

**Closing Remarks Art MacQueen**

**Betsy Owen**

**David Stovall**



# NOTES:

Most donors are members  
Declining membership =  
fewer donors

Low(er) public image =  
Reduced interest in  
joining,  
and declining membership



Fewer donors =  
Bigger contributions  
required to avoid  
funding shortfalls

Unfunded or poorly  
funded programs and  
projects = Reduced  
public image

