



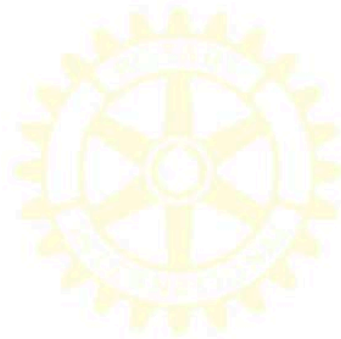
Rotary

FarWest PETS



Rotary

FarWest PETS



2024

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"

Contents

Pre & Post-Arrival Instructions and FAQs	3
Health Guidelines	4
Welcome from Rotary International President-Elect	5
Welcome from Far West PETS Chair	6
President-Elect Training Seminar Schedule of Events	7
Class Schedule & Room Assignments	9
Event map	10
Special Guest	11
Speakers	12
Credits	18
Faculty	21
Rotary Glossary	22
Far West PETS Vendors 2023	23
Far West PETS Project Expo Exhibitors 2023	24
Far West PETS Leadership Team	25
2023-2024 Rotary International President's Theme	28
Acknowledgements	29
Education Session Resource Materials	30

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!

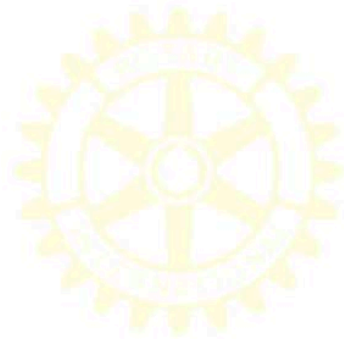
Health Guidelines

Your Far West PETS Planning Team is excited to present an inspiring and fun PETS 2023 for you. In light of the ongoing COVID situation, we know you may have questions about attending. Be assured that your health and safety are of the utmost importance, and we will continue to monitor the guidelines from Rotary and the health officials in the County of Santa Clara, where Far West PETS will be held.

At this time, there are no restrictions, masking requirements, or proof of vaccination required.

As Rotarians, we will respect the choices made by our fellow Rotarians, the hotel staff and other guests. We are free to make the best choice for our personal health without pressure.

Rotary
FarWest PETS



Welcome from Rotary International President-Elect

ONE ROTARY CENTER 1560 SHERMAN AVENUE EVANSTON, ILLINOIS 60201-3698 USA • T +1-847-866-3000 • WWW.ROTARY.ORG

Rotary



March 2024

Far West PETS



Stephanie Urchick
President, 2024-25
Rotary International
stephanie.urchick@rotary.org

Dear fellow Rotary leaders,

As you attend your PETS on 2-3 March 2024, do not forget your importance to Rotary. We need your leadership now more than ever if we are to make every club and district an irresistible experience. Rotary has a chance to capture the world's attention and realize possibilities beyond our expectations. But we must build on the work that has come before us if we are to reach our goals, such as defeating polio and unlocking the power of girls and women.

Rotary offers people of action a chance to connect and find belonging, and this fellowship gives us the potential to improve our communities and the world. By following Rotary's Action Plan and helping make sure all members feel a sense of belonging in their club, you have a special opportunity to inspire members to new heights of service.

Our ability to create lasting change begins with our family of Rotary. Together, it is within our power to bring healing in a divided world.

Join me in making Rotary a source of strength for those who need it most, within and beyond our membership. Let this be the year we harness The Magic of Rotary, and let Rotary be known as an organization that takes care of its members as well as the people we serve.

It is within your power to help make Rotary a beacon of goodwill and fellowship in every community.

I hope you take the knowledge gained at this PETS back to your clubs to help them succeed throughout the coming year. Remember that your work can and will change the world with The Magic of Rotary.

Warm regards,

A handwritten signature in black ink that reads "Stephanie A. Urchick".

Stephanie A. Urchick
Rotary International President, 2024-2025

Welcome from Far West PETS Chair

Your selection as President Elect is important to the success of your Club. Congratulations on being selected to serve as Rotary Club President in 2024-25 and welcome to Far West PETS!!

We look forward to hosting you to a weekend full of motivation, inspiration, and education with your Presidential peers. Far West PETS is here to provide you with the tools and connections you need to continue the success of your Rotary Club.

Please take advantage of the resources provided to you by the Rotary Learning Center, your District Governor-Elect, and our Far West PETS website.

The Far West PETS team thanks you for your dedication to Rotary. Best of luck in the year ahead and enjoy your time here in San Jose.



Dustin Littlefield
Past District Governor, District 5130 (2021-2022)
General Chair, Far West PETS 2024

Dustin Littlefield joined Rotary in 2014 with the Rotary Club of Arcata Sunrise. He has since served on numerous club committees emphasizing Rotaract/Interact and club membership, as club President in 2017-18, as District 5130 Governor in 2021-22, and currently as District 5130 Finance Chair. In 2022, Dustin moved to Sonoma County and joined the Rotary Club of Sonoma Mountain Twilight.

Dustin is a Broker/Agent with Safer Properties Real Estate and Property Management in Sonoma County. He lives with his partner (and Rotarian) Jennifer Adams in Cotati, CA.



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 NOTE: Must be finished with lunch and out of room by 12:30 PM	Bayshore Ballroom
1:00 PM	to 2:00 PM	General Session #1 <i>"It's All About Leadership"</i>	Gateway Ballroom
2:20 PM	to 3:50 PM	Education Session #1 <i>"Leadership and Vision"</i>	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>	Assigned District Rooms
5:35 PM	to 6:10 PM	Champagne Break <i>Retrieve luggage from cars; go to rooms to unpack</i>	1 st 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
		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

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	9:25 AM	General Session #3 – Breakfast <i>“Engage Others Through Effective Communication”</i>	Gateway Ballroom
9:45 AM	to	11:00 AM	Training Session #2 <i>“Leadership and Communication”</i>	Assigned Breakout Rooms
10:00AM	to	7:30 PM	Project Expo Open	Bayshore Foyer
11:20 AM	to	12:35 PM	Education Session #3 <i>“Leadership and Collaboration/Responsibility”</i>	Assigned Breakout Rooms
12:35 PM	to	2:45 PM	General Session #4 – Lunch <i>“Elevate Leaders and Build Teams Through Collaboration”</i>	Gateway Ballroom
3:05 PM	to	3:50 PM	Education Session #4.1 <i>“Focused Conversations”</i>	Assigned Breakout Rooms
4:05 PM	to	4:50 PM	Education Session #4.2 <i>“Focused Conversations”</i>	Assigned Breakout Rooms
5:05 PM	to	5:50 PM	Education Session #4.3 <i>“Focused Conversations”</i>	Assigned Breakout Rooms
5:30 PM	to	6:15 PM	No-Host Cocktail Reception	Gateway Foyer
6:40 PM	to	9:00 PM	General Session #5 – Dinner <i>“Leadership & Responsibility”</i>	Gateway Ballroom
9:00 PM	to	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

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 “Your Club Leadership Plan”	Assigned District Rooms
10:30 AM	11:50 PM	General Session #6 – Brunch “It is All About Leadership”	Gateway Ballroom
12:00 PM		End of PETS – Safe Travels!	

Class Schedule & Room Assignments

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

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

Session	Topic	Classrooms											
		Mountain Rooms (near Vendors)				City Rooms (near Guest Room Elevators)							
		Sierra	Cascade	Siskiyou	DonnerPass	San Jose	Santa Clara	Carmel	Monterey	San Carlos	San Juan	San Martin	San Simeon
Education Session 1 Friday Afternoon	Leadership & Vision	B, N, CC	C, P, BB	D, Q, Z	E, H	F, S	G, T	R, U	M, V	K, W	L, X	J, Y	Large Club A
District Session 1 Friday Afternoon	Meet with your District Governor	D-5160	D-5170	D-5220	D-5230	D-5130		D-5190		D-5150		D-5180	
Education Session 2 Saturday Morning	Leadership & Communication	C, P, E	B, D, CC	H, J, Q	G, K	M, N	R, S	T, V	W, X	BB, F	Y, Z	L, U	A
Education Session 3 Saturday Morning	Collaboration & Responsibility	Q, D, F	H, J, Y	B, P, CC	C, E	G, BB	L, K	S, M	N, R	U, T	W, V	Z, X	A
Education Sessions 4.1, 4.2, 4.3 Saturday Afternoon	Focused Conversations	AG Session	Action Plan*	Presentation Skills	Running a Meeting	Technology		DEI		Care & Feeding of Volunteers		Action Plan*	
District Session 2 Sunday Morning	Meet with your District Governor	D-5160	D-5170	D-5220	D-5230	D-5130		D-5190		D-5150		D-5180	

Event map



Special Guest

Dan Himelspach

Rotary International Director, 2023-2025



Dan Himelspach was raised on a ranch in southeastern Montana and holds a BS in Chemistry from the SD School of Mines and Technology, a JD from the University of Denver College of Law and a Master Negotiation Certificate from the Program on Negotiation at Harvard Law School. Dan is the principal of Dispute Management Inc. located in Denver, Colorado.

Dan is married to Leslie Lawson, a former Denver District Court Judge. Dan and Leslie have two children, Mariah and Jonathan, who have participated in a wide variety of Rotary projects and events.

Dan joined the Denver Mile High Rotary Club in August 1993 and has served in multiple leadership positions, including President for the Rotary Year 2005-06. Dan has traveled to and been instrumental in many of the Club's international and local projects. Dan was the Grants Subcommittee Chair for District 5450 for three years. He served as District 5450 Governor for Rotary Year 2013-14. Dan trained the DGNs at the 2014 Zone Institute. He served as the Zone 27 End Polio Now Coordinator for Rotary Years 2015-17 and as Zones 26-27 Regional Rotary Foundation Coordinator for Rotary Years 2017-20. Dan also served as a RI Council on Legislation Representative from 2017-20.

Dan is currently the RI Director Nominee and will serve as Director from Rotary Years 2023-25.

Dan is a member of the Paul Harris Society and the Bequest Society. He has been awarded several awards for his Rotary service including The Rotary Foundation Citation for Meritorious Service

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.

Michael Caruso

Saturday Lunch Keynote



Michael Angelo Caruso teaches people how to be better speakers and presenters so they can help more people and amp up their careers.

He utilizes his unique background in the technology sector and a separate career in the entertainment business to deliver keynote speeches that feel like a combination of your best teacher and your favorite comedian.

Michael delivers about 70 presentations and keynote speeches a year. He has spoken on six continents and in 49 of the 50 states.

Michael is known for getting extremely fast results with his clients. He can make anyone a better communicator and regularly demonstrates his effective communication strategies by helping audience members improve during his presentation.

Caruso is founder and President of Edison House, an international consulting firm specializing in corporate and personal improvement. Edison House clients include Hallmark, Bank of America, Verizon Wireless, Rayovac, Citgo, Nissan and the United States Navy.

Michael has authored *Work Hacks* and the audiobook, *Dear Michael Angelo -- A Father's Life Letters to His Son*. He also has a highly rated online speaker coaching masterclass titled, *Present Like a Pro*.

Michael loves giving back. A lifetime Rotarian, Michael served as President of the Rotary Club of Troy Michigan (2013-14), Governor for District 6380 (2016-17), Public Image Coordinator for Zone 28 and 32 (2019-21), and is currently Lead Trainer for Great Lakes Rotary PETS.

His popular seminar fundraiser has raised over a quarter of a million dollars for Rotary Clubs all over North America.

He enjoys exercise, movies, non-fiction books and travel.

Jason Browne

Saturday Dinner Keynote



A masterful storyteller, Jason Browne seamlessly blends the realms of radio, marketing, and public speaking to resonate with audiences both near and far. With an MBA to his name and collaborations with global powerhouses like Facebook, Microsoft, and Rotary International, Jason's voice has been heard on stages across continents, emphasizing the universality of topics like leadership, privilege, and diversity.

Jason's genuine passion for sharing stories is deeply rooted in his desire to craft a brighter future, especially for his younger family members. This dedication is mirrored in his extensive international experience in marketing communications, workshop facilitation, and public speaking. He's contributed to over 5,000 hours of ON-AIR content and has connected with more than 100,000 people through

live events worldwide.

As the driving force behind Today Epic, Jason offers an array of services, from motivational talks to organizational development consulting. His entrepreneurial flair is evident in his ventures, especially AWRebels, where he's cultivated a vibrant social media community. Beyond business, Jason's commitment to community shines through his leadership roles on nonprofit boards, championing causes close to his heart.

When the spotlight dims, Jason is a basketball enthusiast (when his knees feel like working), music aficionado, and kayaker. He also desperately attempts to get his five-year-old niece to like him. Whether he's navigating the intricacies of Diversity, Equity, and Inclusion (DEI) or musing about the wonders of space, Jason's approach is a delightful mix of depth and whimsy, making every conversation memorable.

FarWest PETS

Stephanie Urchick

Rotary International President-Elect

Sunday Brunch Keynote



Stephanie Urchick is a member of the Rotary Club of McMurray, Pennsylvania, USA. She will serve RI as president in 2024-25. , She has been an RI director and Rotary Foundation trustee. She has served RI in numerous capacities, including as training leader, regional Rotary Foundation coordinator, and RI president's representative. In addition, Stephanie was a representative and member-at-large to three sessions of the Council on Legislation.

Stephanie has also served as chair of the Rotary Strategic Planning Committee and The Rotary Foundation's Centennial Celebration Committee, as well as a member of various Rotary committees, including the Election Review Committee and Operational Review Committee.

A Rotary member since 1991, Stephanie has participated in a variety of international service projects, including National Immunization Days in India and Nigeria. In Vietnam, she worked with clubs to help build a primary school and travelled to the Dominican Republic to install water filters. A student of several Slavic languages, she has mentored new Rotary members in Ukraine and coordinated a Rotary Foundation grant for a mammography equipment and a biopsy unit for a hospital in Poland. In its commemorative book, the Rotary Club of Krakow, Poland, noted Stephanie as a key figure for helping the re-birth of Rotary in post-Communist Poland.

Currently, Stephanie is helping to partner clubs and districts in the U.S. with Rotary clubs in Albania, Kosovo, and Ukraine for humanitarian and educational services.

Stephanie's professional background is in the higher education, consulting, and entertainment industries. She received her doctorate degree in Leadership Studies from Indiana University of Pennsylvania and has been recognized and awarded by The Rotary Foundation and numerous community and international organizations.

Credits

Opening Session & General Sessions Production Team

Producer and Writer
John Blount

Lighting Co-Director
Ron Puccinelli

Still Photographer
Bob Rogers

Stage Director, Script, and Talent
Coordinator
Ron Sekkel

Lighting Co-Director
Jack Blasco

Audio and Video Consultant
Dave Veden

Writer, Lighting, and Camera
Operator
Paul Thielen

Assistant Stage Manager
Dan Rasmus

Narration
Joe Gazdowicz
Jennifer Strong

Sound Director
Edwin Wilson

Cinematography and Camera
Operator
Ron Gin

Digital Event Program
Wulff Reinhold

Video Director
Ken Jacobs

Video Mixing and Sound
Technician
Gary Vilhauer

Makeup Artist
Cindy Sekkel

Opening Session Participants

Color Guard
Milpitas High School NJROTC

Chair, 2024 Far West PETS
Dustin Littlefield
Past Governor, District 5130

RYLA
Caitlin Peterson

Color Guard Facilitators
LT Margie Jackson
Milpitas High School NJROTC Faculty
Stoney Brooke
Rotary Club of Santa Cruz

"Leading a Club"
Sal Pizarro
President, Rotary Club of San Jose

District 5170
Sara Maas, Future Rotarian
"Project Share Life"
Gregg Giusiana, Past Governor,

Host
John Blount
Past Rotary International Director

"Membership"
Merritt Wiseman
Past President
Rotary Club of Visalia County Center

"Fundraising"
Ken Whiting, Past President, Rotary
Club of Santa Cruz Sunrise

Vocalist
Jen Karno

Karen Philbrick
President
Rotary Club of San Jose

Rotary in the Ukraine
Harbir Bhatia

"Interact"
Cassie Howder
Past Interact Club President

"Polio Finale"
Bob Rogers
Past Governor, District 5130

General Sessions Participants

General Session 2 (Friday Dinner) “VISION”

Steve Wright
Governor Elect District 5150

Danielle Lallement
Past Governor District 5150

Ken Kenoyer

Assistant Governor District 5230

Jim O’Grady
Governor Elect District 5130

Gretchen Peralta
Sergeant at Arms Chair

Roger Crawford– Keynote Address

General Session 3 (Saturday Breakfast) “COMMUNICATION”

Jill Duerig
Governor Elect District 5170

Dan Rasmus
Past President Rotary Club of Sebastopol

Barry Vickrey
Past President Rotary Club of Sunnyvale
*Note: Some of the photographs of Memphis, TN
were from the portfolio of the late Tyre Nichols*

Dennis Geare
Governor Elect District 5190

Jean Irwin Hatfield · Keynote Address

General Session 4 (Saturday Lunch) “COLLABORATION”

Steve Turner
Governor Elect District 5180

William Wesley
President Rotary Club of Fairfield Suisun

Scott Murray
Past President Rotary Club of Sonoma Valley

Jane Winning
Governor Elect District 5220

Dustin Littlefield
General Chair, Far West PETS

Michael Caruso · Keynote Address

General Session 5 (Saturday Dinner)
“RESPONSIBILITY”

Dan Gerald

Governor Elect District 5160

Past President Rotary Club of Greenville

Hung Wei

Governor District 5170

Michael Rabara

Governor Elect District 5230

Candy Pierce

Past Governor, District 5160

John Banks, Sr.

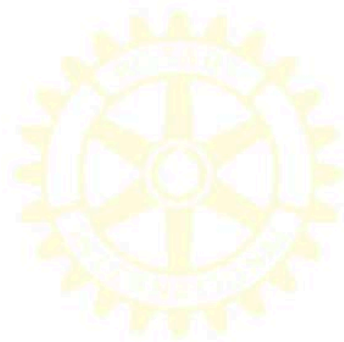
Jason Browne · Keynote Address

General Session 6 (Sunday Brunch)
“IT IS ALL ABOUT LEADERSHIP”

Jennifer Strong · 2025 Far West PETS General Chair

Stephanie Urchick · President Elect Rotary International

Rotary
FarWest PETS



Faculty

Your 2024 Education Team

(Click on Name for brief Bio)



[Candy Pierce](#)

Instruction/Education Team Lead & Faculty Member



[Jeri Fujimoto](#)

Education Advisor



[Michael Juric](#)

Education Advisor



[Jenny Bates](#)

Faculty Member



[Dave Bertini](#)

Faculty Member



[Glenn Fong](#)

Faculty Member



Mike Hix

Faculty Member



Ellen Hancock

Faculty Member



[Danielle Lallement](#)

Faculty Member



[Wulff Reinhold](#)

Faculty Member



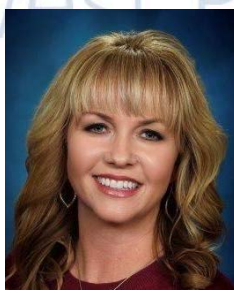
[Wyn Spiller](#)

Faculty Member



[Kathy Suvia](#)

Faculty Member



Deborah Volosin

Faculty Member



Desiree Wilson

Faculty Member



[Susan Winey](#)

Faculty Member

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
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
PR	Public Relations
PRID	Past Rotary International Director
PRIP	Past Rotary International President
PRIT	Past Rotary International Treasurer
RAG	Rotarian Action Group (www.actiongrouphistory.org)
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 2023

ClubRunner™

Connect. Collaborate. Communicate.

Club Runner

2060 Winston Park Drive, Suite 102

Oakville, Canada CNL6H5R7

Jeffrey Laforteza 905-829-5299 Toll free

877-469-2582

Jeffrey@myclubrunner.com /

www.clubrunner.ca



Pin This

P.O. Box 20610

Castro Valley, CA 94546

Dwight Perry

510-582-5366

dwp5334@aol.com / www.pinthis.com



DACdb, LLC

10624 South Eastern Ave

Henderson, NV 89052

Michael Soden 804-641-5063

msoden@dacdb.com / www.dacdb.org



Promote Me!

931 Washington Blvd

Roseville, CA 95678

Val Mebust 916-774-1616

rosevilleinfo@gmail.com



My Custom Tailor

Richard Dawson

1-832-992-3888

www.MyCustomTailor.com



Russell-Hampton

110 Leawood Drive

New Century, KS 66031

Joe Beveridge 913-254-0500

joe@ruh.com / www.ruh.com

Far West PETS Project Expo Exhibitors 2023

Alzheimer's Association

Zack Suggs
850-890-9891
zsuggs@alz.org
www.alz.org

Cars2ndChance

Dave Kemnitz
925-326-5868
Cars2ndchance@gmail.com
www.Cars2ndchance.org

Community Action for Fresh Water

Salvador Rico
707-391-4010
Salvador.rotary@gmail.com
213 S. Main Street, Ukiah, CA 95482

Peace Corps

Brittney Ortega
510-707-2347
bortega@peacecorps.gov
www.peacecorps.gov

Foundation for Climate Restoration

Myra Khan
650-906-3016
myra@f4cr.org
www.f4cr.org

Rise Against Hunger

Jeromy Loader
jloader@riseagainsthunger.org
riseagainsthunber.org

The Outreach Program

Chris Romero
641-849-7427
cromero@outreachprogram.org
outreachprogram.org

Rotaplast International, Inc.

3317 26th Street
San Francisco, CA 94110
Sue Lowe - Ambassador
415-523-2396
sue@rotaplast.org
www.rotoplast.org

Rotary Action Group Against Slavery

Bob Deering
916-804-8594
bobdeering5180@gmail.com

Shelter Box

7539 Merchant Street
Lakewood Ranch, FL 34240
Bill Tobin, Rotary Relations Manager
916-616-6973
btobin@shelterboxusa.org
www.shelterboxusa.org

Wheelchair Foundation

Dave Behring
925-963-0099
grizzly32@aol.com
wheelchairfoundation.org

Far West PETS Leadership Team

Administration Team

General Chair	---	Dustin Littlefield
Vice Chair/Secretary	---	Jennifer Strong
Immediate Past Chair	---	Joy Anderson
Chair Nominee	---	Laine Hendricks
Treasurer	---	Sherry Cotta

Program Team

Programs Team Lead	---	John Blount
Program Tech Support	---	Gary Vilhauer
Program Support	---	Dan Rasmus
Program Talent Liaison	---	Ron Sekkel
Program Management	---	Ron Gin
Stage Program Creation	---	Paul Thielen
Online Event Program & Reference Guide	---	Wulff Reinhold
Speakers Team Lead	---	George Chafee

Facilities Team

Facilities Team Lead	---	Dave Veden
Registration Co-Chair	---	Diana Barden
Registration	---	Diana Barden
Registrar Emeritus	---	Victor Georgiou
AV/Tech Coordinator	---	Steve Lemon
AV Tech	---	Ray Ward
Minute-by-Minute	---	John Blount
Multi-Media Chair	---	Wulff Reinhold
Communications, Website, Social Media, Genius Bar	---	Wulff Reinhold
Sergeant at Arms Lead	---	Gretchen Peralta

Instruction Team

Instruction/Education Team Lead	---	Candy Pierce
Education Advisor	---	Jeri Fujimoto
Education Advisor	---	Michael Juric
Faculty	---	Jenny Bates
Faculty	---	Dave Bertini
Faculty	---	Glenn Fong
Faculty	---	Jeri Fujimoto
Faculty	---	Mike Hix
Faculty	---	Michael Juric
Faculty	---	Danielle Lallement
Faculty	---	Candy Pierce
Faculty	---	Wulff Reinhold
Faculty	---	Wyn Spiller
Faculty	---	Kathy Suvia
Faculty	---	Deborah Volosin
Faculty	---	Desiree Wilson
Faculty	---	Susan Winey

Rotary
FarWest PETS

District Governors-Elect for 2024-2025

Your Far West PETS Hosts

* designates the Class representative

[Click on Name for Brief Biography](#)

District 5130

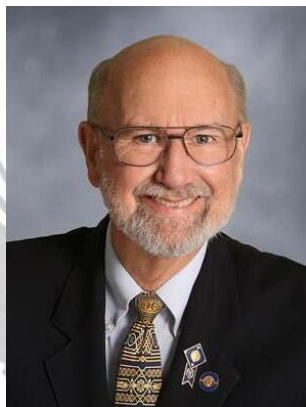


Jim O'Grady*

Rotary Club of
Petaluma Valley

[Video Invitation](#)

District 5150



Steve Wright

Rotary Club of
Pacifica

[Video Invitation](#)

District 5160



Dan Gerald

Rotary Club of
San Ramon Valley

[Video Invitation](#)

District 5170



Jill Duerig

Rotary Club of
Livermore Valley

[Video Invitation](#)

District 5180



Steve Turner

Rotary Club of
Arden-Arcade

[Video Invitation](#)

District 5190



Dennis Geare

Rotary Club of
Nevada City

[Video Invitation](#)

District 5220



Jane Winning

Rotary Club of
Madera

[Video Invitation](#)

District 5230



Michael Rabara

Rotary Club of
North Fresno

[Video Invitation](#)

Check-In Desk

Located in the Hotel Lobby

(Staffed by District Governor-Nominees 2025-2026)

District 5130	---	Kristine Redko
District 5150	---	Mitone Griffiths
District 5160	---	Joy Alaidarous
District 5170	---	Herb Ritter
District 5180	---	Megan Ellinghouse
District 5190	---	Larry Harvey
District 5220	---	Jay Hislop
District 5230	---	Brinet Mullen Greenlee

Current District Governors

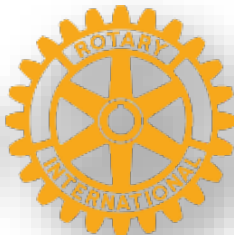
(Serving as Greeters & Aides to Speakers and Special Guests)

District 5130	---	Tom Boylan
District 5150	---	Laine Hendricks
District 5160	---	Claire Roberts
District 5170	---	Hung Wei
District 5180	---	Sidney Smith
District 5190	---	Stacy Graham
District 5220	---	Waqar Rizvi
District 5230	---	Debbie Hale

Sergeants at Arms

Lead Sergeant at Arms	---	Gretchen Peralta
District 5130	---	Larry Lira
District 5150	---	Yuhui Chen & Lora Curran
District 5160	---	Dave Ercolano & Bernard Szalaj
District 5170	---	Sonia Salwan
District 5180	---	Allan Cady & Sherie Tobin
District 5190	---	Richard Forster & Tim Williams
District 5220	---	Joe Cotta & Carol Kennedy
District 5230	---	Julie Chobanian, Lina Contreras & Belinda Daguio

Rotary



PEOPLE of ACTION

2024-2025 Rotary International President's Theme

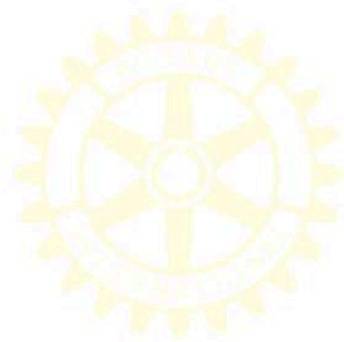
Presidential Theme materials are available in the Rotary Brand Center.

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](#)



Rotary
FarWest PETS



Acknowledgements

Thank you to the following individuals and businesses that supported our event 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 Do Good In the World. We would appreciate your patronage and support of them.



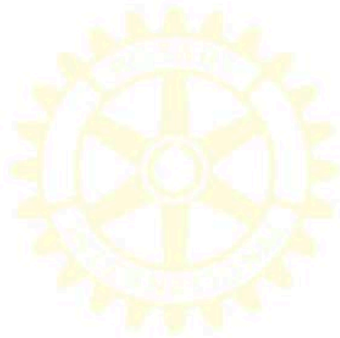
David Adams

90 Sycamore Lane, Petaluma, CA 94952

707-775-4300

qps@qpsprints.com ~ www.qpsprints.com

Rotary
FarWest PETS



Education Session Resource Materials

AHA Worksheet

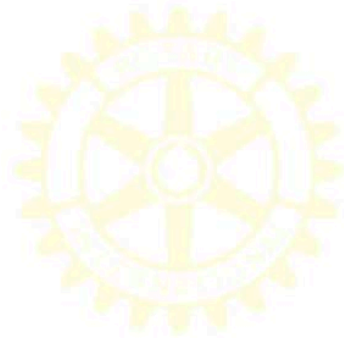
Planning Your Year

Model for Leading Change

What Clubs Can Do

A Model for Change Planning

Rotary
FarWest PETS



NOTE: These materials will also be available for download from the Far West PETS website <https://farwestpets.org/>, under the General Resources section.

AHA

Leadership & Vision

Leadership & Communication

Leadership & Collaboration

Leadership & Responsibility

AHA outside the classroom

Planning the year

Leadership & Vision	Leadership & Communication
Action	Action
Resources	Resources
Leadership & Collaboration	Leadership & Responsibility
Action	Action
Resources	Resources
Overall Vision for the year	

A MODEL FOR LEADING CHANGE

ROTARY'S APPROACH TO CHANGE

We believe that for change to be successful, change leaders must always engage those who will be affected by the transition. From the start, change leaders and their teams should keep these people at the center of their plans.

A three-part focus on commitment, communication, and coaching can ensure that people remain the most important element of a change initiative.



ASSESS

Before any action is taken, the change leader should be able to describe the need for change. **What to ask:** What problem is the change solving? **What to do:** Understand the environmental influences for the change, and write an initial statement clarifying the desired outcome.

DESIGN

Next, the change leader will design a change strategy. **What to ask:** What is our vision for success? What is the new way people will do things? **What to do:** Write a vision statement, assemble a change team, and decide what organizational tools are needed for success.

BUILD

In this phase, the change leader develops the roadmap for the change. **What to ask:** How, and how often, should I communicate with stakeholders? Who needs training and when? **What to do:** Create a communications and training plan.

IMPLEMENT

The change is put in place. The change leader must support people, adjust benchmarks if necessary, and respond to resistance. **What to ask:** Is the change team ready to lead? Are the people affected prepared for this change? **What to do:** Support people throughout the change with commitment, coaching, and communication. Respond to resistance thoughtfully.

SUSTAIN

Ensure the change will last. **What to ask:** Are the structures in place for this change to continue after the change team disbands? **What to do:** Invest in necessary technology and resources, and ask for the commitment of future leaders and team members.



ROTARY'S ACTION PLAN

WHAT CLUBS CAN DO

Rotary's Action Plan builds on our past successes and sets our future direction to ensure that we continue to grow, unite people, and make a lasting impact.

We encourage all members to review the Action Plan, think about your own club and district goals, and find meaningful ways to align those goals with our plan. Have open and ongoing discussions in your club and throughout your district about the new priorities and objectives, then use those talks to shape your own strategies.

For each of the four priorities that will direct our work, we've listed ways you can put that goal into practice. Think about how you can bring Rotary's Action Plan to life.

Rotary
FarWest PETS



A Model for Change Planning



Vision	Collaborative Commitment	Skills	Rewards	Resources	Action Plan
<p>Describe why the change is necessary and how things will work after it's implemented.</p> <p>Consider:</p> <ul style="list-style-type: none"> • What will be different when the change is complete? • Will people do new things to make it work? 	<p>Ask people at all levels of the organization for input.</p> <p>Consider:</p> <ul style="list-style-type: none"> • How can I help people feel committed to the vision? • How can team members contribute their skills, talents, and knowledge? 	<p>Determine what skills are needed to implement and sustain the change.</p> <p>Consider:</p> <ul style="list-style-type: none"> • Do people in key positions have those skills? • If not, how can they learn those skills? • What support or training can we offer? 	<p>Promote the benefits of embracing the change.</p> <p>Consider:</p> <ul style="list-style-type: none"> • How to answer those who ask, "What's in it for me?" • What incentives can we offer? • What activities can we plan to encourage people? 	<p>Develop tools and resources to support the change.</p> <p>Consider:</p> <ul style="list-style-type: none"> • What tools will help team members the most? • How will we make these resources available? • Who will be available to support and encourage people? 	<p>Separate the change into small, manageable steps.</p> <p>Consider:</p> <ul style="list-style-type: none"> • What steps will we take to implement the change? • How will we talk about the change with members, employees, and customers? • How can we make implementing and adopting the change as easy as possible?
<p>What to do:</p> <ul style="list-style-type: none"> • Collaborate on a vision statement. • Engage other leaders and members in group meetings. • Communicate in different ways to reach many audiences. 	<p>What to do:</p> <ul style="list-style-type: none"> • Create teams to collect data and help refine the vision and action plan. • Invite team members to contribute their ideas and expertise. 	<p>What to do:</p> <ul style="list-style-type: none"> • Determine what skills people need and if they are missing any. • Provide training and share the best practices, with examples and lessons you learned. • Offer workshops to give team members practical experience. 	<p>What to do:</p> <ul style="list-style-type: none"> • Hold contests that encourage participation. • Recognize those who are adapting to the change. • Plan activities and events that build the team. 	<p>What to do:</p> <ul style="list-style-type: none"> • Write an FAQ that people can consult. • Create how-to guides for new processes. • Have experts or coaches provide guidance. 	<p>What to do:</p> <ul style="list-style-type: none"> • Make a formal plan. • Create a list of all of the steps. • Agree on what will constitute success. • Gather and share success stories.