

# 2017 Rotary Zone 31 HOA Leadership Seminar

July 21-22, New Orleans, LA

Zone Assistant Governor Training Friday, July 21 from 2:00 to 6:00 pm facilitated by Woody Northup and Elizabeth Usovicz – Registration starting at 1:00 pm

Foundation, Membership and Public Image Saturday, July 22

Time	Topic	Presenter(s)
8:00-8:30	<b>Coffee &amp; Fellowship</b>	
8:30-8:45	<b>Welcome &amp; Introductions</b>	Zone Coordinators
8:45-9:15	<b>Reflections from the Director and Q&amp;A</b>	RID Greg Yank
9:15-10:15	<b>Public Image Workshop</b> <b>Telling Rotary's Story to External Audiences</b> <ul style="list-style-type: none"> <li>• <b>Moving from "What" to "Why"</b></li> <li>• <b>Using the People of Action Campaign</b></li> <li>• <b>Promoting Our Community Impact: Brand Proof</b></li> </ul>	RIPIC Elizabeth Usovicz and RPIC Team
10:15-10:30	<b>Refreshment Break</b>	
10:30 – 10:45 AM	ARRFC Herb Orr	Polio Update, Funding Received and expectancies for 17-18
10:45 – 11:15 AM	MGO Andrew Kerr EMGA Todd Lindley	2025 by 2025 goal and Ways of Giving to the Endowment and Endowment Giving Updates/Goals
11:15 – 11:30 AM	PHSC Brian Hall	PHS numbers - Updates and goals
11:30 – 11:50 AM	ARRFC Paul Bucurel AG Officer Kendall Abbey	Annual Giving update, goals and strategies for giving
11:50 – Noon	RRFC Rich Churchman	District and Global Grant opportunities and goals
Noon – 1:00	<b>Working Lunch</b>	Darwin Sampedro, RI Club and District Support
1:00 – 2:00	<b>Membership</b> <ul style="list-style-type: none"> <li>• <b>Membership Leads Best Practices</b></li> <li>• <b>Creative Practices Made Possible by the 2016 COL</b></li> <li>• <b>Membership Orientation and Engagement Best Practices</b></li> </ul>	RC Ed Hardesty and RC Team
2:00 – 2:25	<b>Strategies for Obtaining Public Image Zone Goals</b>	Public Image Coordinator Team
2:25 – 2:50	<b>Strategies for Obtaining Foundation Zone Goals</b>	Foundation Coordinator Team
2:50 – 3:15	<b>Strategies for Obtaining Membership Zone Goals</b>	Rotary Coordinator Team
3:15 – 3:30	<b>Take-a-ways, wrap up and closing comments</b>	RID Greg Yank