

Rotary



Southwest
PETS



INFORM
INSPIRE
EMPOWER

PROGRAM



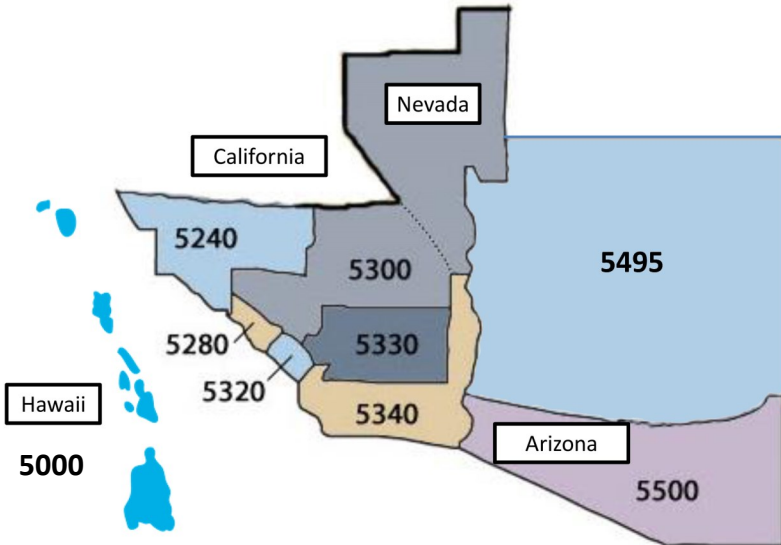
**CREATE HOPE
in the WORLD**

LAX MARRIOTT HOTEL

February 3-5, 2023

Rotary International Zone 26

SWPETS 9 Districts



<https://southwestpets.org/>

February 2, 2023

Presidents Elect, Rotarians and Guests:

Welcome to Southwest Presidents Elect Training Seminar (SWPETS). Did you know SWPETS was the first multi-district PETS in all of Rotary International? 45 years ago, this event was created by Past Rotary International Director Jim Vanderburg, of the Rotary Club of Fullerton (California). We are proud to have recently expanded SWPETS to include District 5000 representing Hawaii and District 5495 representing the northern two thirds of Arizona. Today SWPETS is comprised of 9 Districts with over 500 Rotary Clubs.



The club president role is vital to not only a club's success, but also to a District's success and the overall success of Rotary International; without clubs we would not have this wonderful organization. Thank you to the Presidents Elects for taking on the assignment of club president; your dedication, and leadership are much appreciated.

Whether this PETS is your first experience or you are a returning attendee (aka an Encore President), we anticipate you will be informed, entertained, and inspired. The SWPETS committee has worked to bring you a program focused on community and strengthening your leadership skills. This weekend is filled with wonderful curriculum, amazing speakers, dedicated vendors and exhibitors and networking opportunities. We also have the great pleasure of Rotary International President Elect Gordon R. McNally of the Rotary Club of South Queensferry, Lothian, Scotland, and Rotary International Director Elect Dan Himelsbach of the Denver Mile High Rotary Club, joining us this weekend.

On behalf of the SWPETS committee have a fantastic weekend making connections, sharing ideas, learning, planning, having fun and making memories. We hope you will leave this weekend filled with confidence, knowing you are prepared to guide your club in setting and achieving goals in the Rotary year to come.

Congratulations to the Presidents Elect, we are looking forward to your leadership in the 2023-24 Rotary year!

#PeopleOfAction #2023SWPETS

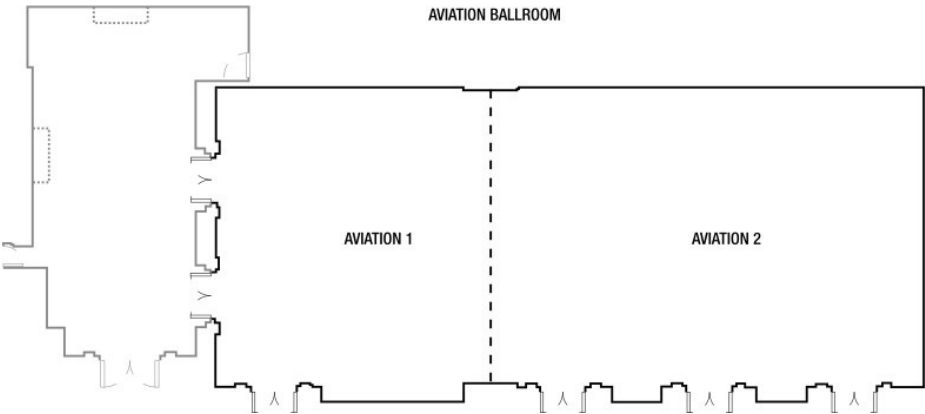
Sincerely,

Gianna

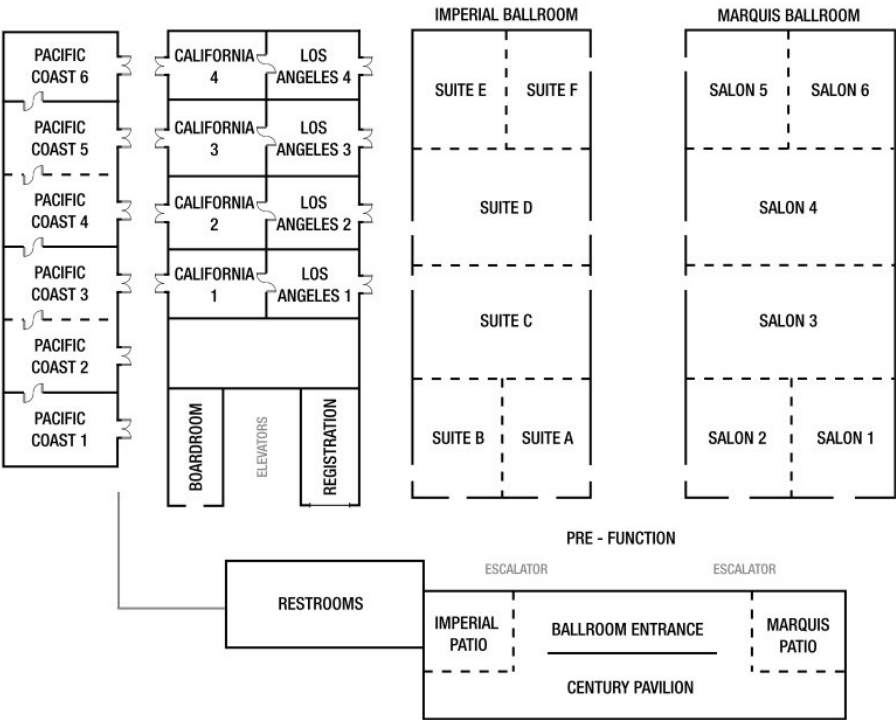
Gianna Richards, Chair
2023 Southwest PETS

Marriott Meeting Rooms

LOBBY LEVEL

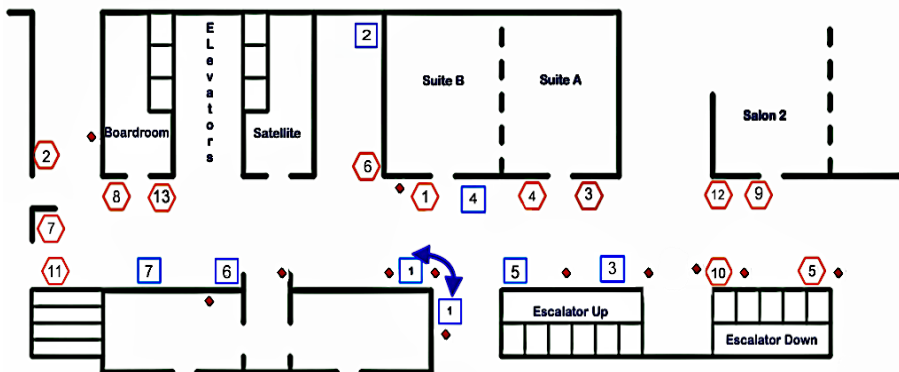


BALLROOM LEVEL



2023 SWPETS Exhibitor Layout

Vendors & Exhibitors Space Allocation



VENDORS

1	RUSSELL HAMPTON
2	CHERISHED MEMORIES PHOTOGRAPHY
3	KATHERINE TURNER—BAJA BRIDGES
4	DACDB
5	RTP CLUB CLOTHES
6	PERRY'S CREATIVE PROMOTIONS
7	RAVI'S CUSTOM TAILORS (MY CUSTOM TAILORS)

EXHIBITORS

1	POLIO—IRON LONG
2	THE OUTREACH PROGRAM
3	SHIRLEY GRACE
4	DEBBIE NOMURA
5	RI 2023 CONVENTION IN MELBOURN
6	DICTIONARY PROJECT
7	SHELTER BOX
8	MEMBERSHIP – ANGELA LOPEZ
9	ROTARY ROSE PARADE FLOAT
10	UNITE TO LIGHT – PEACE BUILDERS CLUBS
11	VISIONS TO LEARN
12	ENVIROMENTAL SUSTAINABILITY ROTARY ACTION GROUP
13	HELPINGWITHFLAGS.COM

Program Schedule

WHEN

WHAT

WHO/WHERE

Thursday, February 2

12:00 - 5:00 PM	PE Bag Pickup	Imperial A&B
4:00 – 5:00 PM	Registration Booth Opens	Information/Registration Booth
6:30 – 8:30 PM	Welcome Dinner (must register)	Ballroom Level Outside Patio

Friday, February 3

7:30 AM - 6:30 PM	Vendors Open	Marquis Ballroom Foyer
9:00 AM – 5:00 PM	Photographer Open	Los Angeles 1
7:30 AM - 5:00 PM	Registration Open	Information/Registration Booth

9:00– 9:45 AM	<u>Opening Session -Welcome</u>	Marquis Ballroom
8:45 AM	Doors Open	
9:00 – 9:05 AM	Welcome	Chair Gianna Richards
	Introduce MC – Mike Peterson	
9:05 – 9:40 AM	Keynote	Jordan Harrison
9:45 AM	Session ends	

10:00 – 10:45 AM	<u>District Training Sessions</u>	
	5000: Mark Merriam	Imperial A, B
	5240: Marta Brown	Aviation 2
	5280: Makiko Nakasone	Imperial D
	5300: Michael Soden	Imperial E, F
	5320: Roy Jefferson	Aviation 1
	5330: Jamie Zinn	Pacific Coast 4, 5
	5340: Don Fipps	Imperial C
	5495: Kevin Pitts	Pacific Coast 1
	5500: Don Jorgensen	Pacific Coast 2, 3

10:45 – 11:00 AM	<u>Break</u>	
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11:00 – 11:45 AM	<u>Elective Training Session 1</u>	<u>Location/Moderator</u>
	Show Me the Money-Fundraising	Imperial A, B - Benson Medina, Joe Hentges
	Taking Your Club to the Next Level	Imperial C – Wade Nomura
	Successful Board Meetings	Imperial D – Bette Hall
	Making Rotary for All – New Narrative on Awareness & DEI	Pacific Coast 2,3 – Bill Chase, Cisca Stelhorn
	Hana Hou! (Encore) Presidents	Imperial E, F – Naomi Masuno
	DACdb Training	California 1 – Lin Kelly

11:45 - 12:00 PM	<u>Break</u>	
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Program Schedule

(continuation)

<u>WHEN</u>	<u>WHAT</u>	<u>WHO/WHERE</u>
<u>Lunch</u>	<u>General Session 1</u>	<u>Marquis Ballroom - Host D5500</u> <u>DGE Don Jorgensen</u>
11:45 -12:00 PM	Doors Open –Call out D5500 PEs	Music
12:00- 12:10 PM	D5500 PEs enter with DGE Ring Bell Inspirational Message Flag Salute, VIP Introductions & Announcements	Music: “Mongonucleosis” DGE Don Jorgensen DGE Don Jorgensen MC Mike Peterson
12:10 – 12:15 PM	Welcome & Introduce Rotary Dignitaries	SWPETS Chair Gianna Richards
12:15 PM - 12:45 PM	LUNCH	
12:45 PM	DGE Video Announcements	DGE Don Jorgensen MC Mike Peterson
1:00 – 1:30 PM	Keynote Speaker	Jan Harnick
1:33 PM	Session Ends	
1:33 – 1:50 PM	Break – Vendors Open!	
1:45 – 2:30 PM	<u>Elective Session #2</u> <i>Same as Session 1</i>	<u>Location</u> <i>Same as Session 1</i>
2:30 – 2:45 PM	Transition	
<u>Required Training Sessions</u>		
2:45 – 3:40 PM	<u>Core Training Session 1(a)–</u> <u>Bridging the Gap – Conflict</u> <u>Resolution</u>	See your badge for room # and Facilitator Name
2:45 – 3:40 PM	<u>Core Training Session 1(b)–</u> <u>Engaging Your Membership</u>	See your badge for room # and Facilitator Name
3:40 – 3:55 PM	Transition	
3:55 – 4:50 PM	<u>Core Training Session 2(a) –</u> <u>Bridging The Gap</u>	See your badge for room # and Facilitator Name
3:55 – 4:50 PM	<u>Core Training Session 2(b) –</u> <u>Engaging Your Membership</u>	See your badge for room # and Facilitator Name
5:40 – 6:30 PM	No Host Reception	Marquis & Imperial Foyer

Program Schedule

(Continuation)

WHEN

WHAT

WHO/WHERE

Dinner

6:15 – 6:30 PM

6:30 – 7:00 PM

7:00 – 7:25 PM

7:25 – 7:30 PM -

7:30 – 8:00 PM

8:00 PM

8:00 – 10:00 PM

General Session 2

Doors Open – Call out D5320 & D5340 PEs

D5320 & D5340 PEs enter with DGEs

DGE Video & Inspirational Message

VIP Introductions & Announcements

DINNER

DGE Video & Inspirational Message

Keynote Speaker

Session Ends

Hospitality Suites

5000: Mark Merriam

5240: Marta Brown

5280: Makiko Nakasone

5300: Michael Soden

5320: Roy Jefferson

5330: Jamie Zinn

5340: Don Fipps

5495: Kevin Pitts

5500: Don Jorgensen

SW Chair Gianna Richards

Marquis Ballroom - Hosts D5320 DGE Roy Jefferson & D5340 DGE Don Fipps

Music

Music: "We Are Family"

DGE Roy Jefferson

MC

DGE Don Fipps

RIDE Dan Himelspach

Music: "Don't Stop"

Location

Suite 104

Aviation Ballroom

16th Floor Lounge

Suite 1746

Aviation Ballroom

Suite 110

Aviation Ballroom

Suite 1738

Suite 1726

Presidential Suite

Saturday, February 4

6:30 AM – 5:00 PM

7:30 AM – 6:30 PM

7:30 AM – 6:30 PM

Registration Booth Open

Vendors Open

Photographer Open

Information / Registration Booth

Marquis Ballroom Foyer

Los Angeles 1

Breakfast

6:45 -7:00 AM

7:00 – 7:20 AM

7:20 – 7:55 AM

8:00 – 8:30 AM

8:30 AM

General Session 3

Doors Open – Call out D5000 and D5495 PEs

D5000 & D5495 PEs enter with DGEs

DGE Video & Inspirational Message

Welcome/VIP introductions & Announcements

PRID Jim Vanderburg

Rotary Rose Parade Float

BREAKFAST

DGE Inspirational Message & Video

Keynote Speaker

Session Ends

Marquis Ballroom - Hosts D5000 DGE Mark Merriam & D5495 DGE Kevin Pitts

Music

Music: "It's a Beautiful Day"

DGE Mark Merriam

MC Mike Peterson

PDG Wade Nomura

DGE Kevin Pitts

Nabil Oudeh

Program Schedule

(Continuation)

<u>WHEN</u>	<u>WHAT</u>	<u>WHO/WHERE</u>
8:30 – 8:45 AM	Break – Vendors Open!	
<u>Required Training Sessions</u>		
8:45 – 9:40 AM	<u>Core Training Session 3 (a)–</u> Great Presidents Inspire	See your badge for room # and Facilitator Name
8:45 – 9:40 AM	<u>Core Training Session 3 (b) –</u> Managing Your Club	See your badge for room # and Facilitator Name
8:55-11:55 AM	<u>AG Training Track</u>	Aviation 2 – Elizabeth Mahoney & Naomi Masuno
9:40 – 9:50 AM	Transition	
9:50 – 10:45 AM	<u>Core Training Session 4(a) –</u> Great Presidents Inspire	See your badge for room # and Facilitator Name
9:50 – 10:45 AM	<u>Core Training Session 4(b) –</u> Managing Your Club	See your badge for room # and Facilitator Name
10:45 – 10:55 AM	Transition	
10:55 – 11:50 AM	<u>Core Session 5 – Idea Exchange -</u> Networking	See your badge for room # and Facilitator Name
11:50 – 12:00 PM	Transition	
<u>Lunch</u>	<u>General Session 4</u>	Marquis Ballroom – Host D5280, DGE Makiko Nakasone
11:45 -12:00 PM	Doors Open – Call out D5280 PEs	Music
12:00 – 12:14 PM	D5280 PEs enter with DGE	Music: “Here Comes the Sun”
	DGE Video & Inspirational Message	DGE Makiko Nakasone
	Welcome/ VIP introductions & Announcements	MC Mike Peterson
	Recognize Moderators/Education Committee	Ed Chair PDG Bette Hall
	Recognize PETS Committee	SWPETS Chair PDG Gianna Richards
	Recognize Sgts At Arms	SAA Chair IPDG Brett McKeand
12:14- 12:44 PM	LUNCH	
	DGE Video & Inspirational Message	DGE Makiko Nakasone
1:00 – 1:30 PM	Keynote Speaker	Erin Gruwell
1:30 PM	Session Ends	
1:30 – 2:00 PM	Break – Vendors Open!	

Program Schedule

(Continuation)

<u>WHEN</u>	<u>WHAT</u>	<u>WHO/WHERE</u>
2:00 – 5:00 PM	<u>District Training Session</u> 5000: Mark Merriam 5240: Marta Brown 5280: Makiko Nakasone 5300: Michael Soden 5320: Roy Jefferson 5330: Jamie Zinn 5340: Don Fipps 5495: Kevin Pitts 5500: Don Jorgensen	<u>Location</u> Imperial A, B Aviation 2 Imperial D Imperial E, F Aviation 1 Pacific Coast 4, 5 Imperial C Pacific Coast 1 Pacific Coast 2, 3
5:30 – 6:00 PM	No Host Social	Marquis and Imperial Ballroom Foyers
<u>Dinner</u>	<u>General Session 5</u>	Marquis Ballroom - Hosts D5300 DGE Michael Soden & D5330 DGE Jamie Zinn
5:45 – 6:00 PM	Doors Open - Call out D5300 & D5330 PEs	Music
6:00 – 7:27 PM	D5300 & D5330 PE's enter with their DGE's DG Video and Inspirational Message Welcome/VIP introductions & Announcements	Music: "Happy" DGE Michael Soden MC Mike Peterson
6:30 – 7:00 PM	DINNER DGE Video & Inspirational Message Rotary Convention Melbourne, Australia Announcements Keynote Speaker Session Ends	DGE Jamie Zinn DGN Ted Faigle MC Mike Peterson RIPE Gordon McNally
7:30 PM		
7:30 – 10:00 PM	<u>DGE Hospitality</u> 5000: Mark Merriam 5240: Marta Brown 5280: Makiko Nakasone 5300: Michael Soden 5320: Roy Jefferson 5330: Jamie Zinn 5340: Don Fipps 5495: Kevin Pitts 5500: Don Jorgensen SW Chair Gianna Richards	<u>Location</u> Suite 104 Aviation Ballroom 16 th Floor Lounge Suite 1746 Aviation Ballroom Suite 110 Aviation Ballroom Suite 1738 Suite 1726 Presidential Suite

Program Schedule

(Continuation)

WHEN

WHAT

WHO/WHERE

Sunday, February 5

7:30 – 8:30 AM
8:30 – 11:00 AM

Vendors Open
Photographer

Marquis Ballroom Foyer
Los Angeles 1

7:30 - 10:00AM

Registration Booth Open
(Closed during Lunch)

Information Registration Booth

8:30 – 10:00 AM

District Training Session

5000: Mark Merriam
5240: Marta Brown
5280: Makiko Nakasone
5300: Michael Soden
5320: Roy Jefferson
5330: Jamie Zinn
5340: Don Fipps
5495: Kevin Pitts
5500: Don Jorgensen

Location

Imperial A, B
Aviation 2
Imperial D
Imperial E, F
Aviation 1
Pacific Coast 4, 5
Imperial C
Pacific Coast 1
Pacific Coast 2, 3

10:00 - 10:30 AM

Break - Hotel Check Out

Brunch

10:15 – 10:30AM
10:30 – 10:44 AM

General Session 6

Doors Open – Call out D5240 PEs
D5280 PE's enter with DGE
DGE Video & Inspirational
Message

Marquis Ballroom - Host D5240, DGE Marta Golding Brown

Music
Music: "You Ought to be Havin' Fun"
DGE Marta Golding Brown

11:00 – 11:30 AM

BRUNCH

Welcome/VIP introductions &
Announcements/ Thank Hotel
Staff

MC

11:30 – 12:00 PM

Keynote Speaker
Closing Remarks

Amy Seruggs
Chair Gianna Richards & Chair-Elect
Barry Valdez

12:00 PM

Session Ends/ Ring Bell





DISTRICT TRAINING ROOM ASSIGNMENTS

<u>District #</u>	<u>DGE</u>	<u>Room Name & Location</u>
5000	Mark Merriam	Imperial A & B—Ballroom Level
5240	Marta Brown	Aviation Ballroom 2 - Lobby Level
5280	Makiko Nakasone	Imperial D—Ballroom Level
5300	Michael Soden	Imperial E & F—Ballroom Level
5320	Roy Jefferson	Aviation Ballroom 1—Lobby Level
5330	Jamie Zinn	Pacific Coast 4 & 5—Ballroom Level
5340	Don Fipps	Imperial Suite C—Ballroom Level
5495	Kevin Pitts	Pacific Coast 1—Ballroom Level
5500	Don Jorgensen	Pacific Coast 2 & 3—Ballroom Level

DISTRICT HOSPITALITY SUITES

<u>District #</u>	<u>DGE</u>	<u>Room Name & Location</u>
5000	Mark Merriam	Suite 104
5240	Marta Brown	Aviation Ballroom
5280	Makiko Nakasone	16th Floor Lounge
5300	Michael Soden	Suite 1746
5320	Roy Jefferson	Aviation Ballroom
5330	Jamie Zinn	Suite 110
5340	Don Fipps	Aviation Ballroom
5495	Kevin Pitts	Suite 1738
5500	Don Jorgensen	Suite 1726
SWPETS	SWPETS Chair Gianna Richards	Presidential Suite

OTHER IMPORTANT ROOM INFORMATION

Registration/Information Booth	Marquis Ballroom Lobby—Ballroom Level
PE Bag Pickup	Imperial A/B Thu; District Room Sat
Head Sgt-at-Arms	Satellite Room—Behind Registration
Lost & Found	At Registration Booth—Ballroom Level
Photographer	Los Angeles 4—Ballroom Level
Vendors/Exhibitors	Marquis Ballroom Lobby—Ballroom Level

Keynote Speakers

Friday Opening Session Speaker: Jordan Harrison



Jordan Harrison is a professional speaker, DEI consultant and international youth development specialist born in Evanston, IL. He earned his BS in marketing from San Diego State and his Masters in Education from Harvard University. Most importantly, he is a disruptor to make a difference through service. He lives a mission driven life focused on addressing inequality with the constant reminder of our collective shared humanity. His work has allowed him to speak to over 250,000 people in boardrooms, classrooms, prisons and conferences on anti-racism, equity, inclusion, and how to build people and institutions to thrive across differences.

He is currently the Vice President of Community Impact and Partnerships at Reality Changers where he has worked with over 5,000 8th-12th grade first-generation, low-income college-bound students in San Diego who attend universities around the world. In addition to his work with students and families, he works with fortune 500 companies, educational institutions, and nonprofits to solve their most pressing equity challenges seeking to solve how we can create environments where every person can succeed, no matter where they come from. Harrison is committed to the challenging work of transforming hearts, minds, and systems to change our conditions and rewrite our conclusions. Harrison continues his work in transforming lives, communities, and the world with the message to encourage others to live out the conviction that our conditions are not our conclusions.

Friday Lunch Speaker: Jan Harnick



Jan C. Harnick was elected to the Palm Desert City Council in 2010. Complementing her service on the Council, Jan serves on the Coachella Valley Association of Governments (CVAG) Transportation Committee and on the Coachella Valley Conservation Commission.

Jan serves as Chair on the executive board for the Coachella Valley Economic Partnership (CVEP), is a member of the McCallum Theatre's Board of Trustees, and in her personal time is co-president of the Girlfriend Factor – an organization dedicated to helping local disadvantaged women, 25 years of age and up, re-enter the work force by providing grants for education.

As past president of the Palm Desert High School Foundation, a non-profit corporation supporting academic excellence at Palm Desert High School, Jan worked with the organization from 2002 until 2012 spearheading multi-year efforts to raise funds and to distribute resources to support and improve every student's academic performance.

Jan is also a member of Palm Desert Noon Rotary Club and the Palm Desert Chamber of Commerce. In the private sector, Jan works as the manager of a professional office building. Her hobbies include early morning workouts, hiking desert hillsides, nutrition and cooking, and gardening.

Keynote Speakers

Friday Dinner Speaker:

Rotary International Director-Elect Dan Himelspach

RIDE 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



Keynote Speakers

Saturday Breakfast Speaker: Nabil Oudeh



Nabil Oudeh was born into conflict. As a Palestinian growing up in Israel, Nabil experienced the impact of conflict on all aspects of life. His lifelong calling to be a peacebuilder was immediately evident. As a teenager he challenged himself and others in the most difficult circumstances to utilize dialogue as a way of building greater understanding between peoples. Moving to the United States for his undergraduate education, Nabil continued to be engaged in dialogue opportunities for reconciliation between conflicting traditions and cultures. As he continued his graduate studies in peace and conflict resolution, Nabil was involved in various community and international peace initiatives.

Nabil also took the principles of peacebuilding to the workplace and for over 25 years, he has been involved in workplace transformation, assisting leaders, professionals and their organizations. He helps his clients develop and create effective solutions to their biggest challenges at work. Nabil offers a unique perspective on leadership, organizational effectiveness and workplace wellness.

Nabil has held a variety of leadership positions at all levels of Rotary International from President of Rotary Club of Ottawa 2011-12, District Governor 2016-17, Training Chair, Zone 24-32 institute in Montreal; General Chair, Zone Institute, Zones 28-32 in Niagara Falls. Nabil has served as Rotary International Training leader and support leader for three years running. And is currently serving as Rotary International president's representative.

Saturday Lunch Speaker: Erin Gruwell



Erin Gruwell has earned an award-winning reputation for her steadfast commitment to the future of education. Her impact as a teacher attracted Hollywood's attention; in 2007 Paramount Pictures released *Freedom Writers*, starring Oscar winner Hilary Swank as Erin. The film is based on *The Freedom Writers Diary*, the New York Times Bestseller that chronicles Erin's extraordinary journey with her 150 high school students who dubbed themselves the "Freedom Writers" in homage to the Freedom Riders of the Civil Rights Movement.

By fostering an educational philosophy that values and promotes diversity, Erin transformed her students' lives. She encouraged them to re-think rigid beliefs about themselves and others, reconsider their own daily decisions, and ultimately, re-chart their future. With Erin's support, they chose to forego teenage pregnancy, drugs, and violence in order to become aspiring college students, published authors, and catalysts for change.

Erin founded the Freedom Writers Foundation where she currently teaches educators around the world how to implement her innovative lesson plans into their own classrooms. Erin's teaching methods from her time in Room 203 have been published in her powerful call to arms *Teach With Your Heart*, as well as *The Freedom Writers Diary Teacher's Guide*. Erin and teachers, she has trained, known as "Freedom Writer Teachers" collaborated to write *Teaching Hope*, a book in which stories "from the front lines of education takes readers from the anticipation of the first day to the disillusionment, challenges, and triumphs of the school year."

Keynote Speakers

Saturday Dinner Speaker:

Rotary International President-Elect Gordon McNally

RIPE R. Gordon R. McNally Gordon R.

McNally, a member of the Rotary Club of South Queensferry, Lothian, Scotland, is the selection of the Nominating Committee for President of Rotary International for 2023-24.

McNally, a graduate of dental surgery at the University of Dundee, owned and operated his own dental practice in Edinburgh. He was the chair of the East of Scotland branch of the British Paedodontic Society and has held various academic positions. He has also served as a Presbytery elder, chair of Queensferry Parish Congregational Board, and commissioner to the church's general assembly.



A Rotary member since 1984, McNally has been president and vice president of Rotary International in Great Britain and Ireland. He has also served Rotary International as a director and as member or chair of several committees. He is currently an adviser to the 2022 Houston Convention Committee and chair of the Operations Review Committee.

McNally and his wife, Heather, are Major Donors and Benefactors of The Rotary Foundation. They are also members of the Bequest Society.



**CREATE HOPE
in the WORLD**

Keynote Speakers

Sunday Brunch Speaker: Amy Scruggs

Amy Scruggs is known in country music for more than 15 years opening for greats including Clint Black, Trace Adkins, Charlies and many more. She was the spokesperson for the American Veterans of California (AMVETS) 2009-2011.

Amy's career also includes 20 years in sales team coaching and received Bestseller on her book "Lights Camera Action" in 2021. The past 5 years she enjoyed her position as TV Host for The American Dream TV on CNBC and several other shows.

Amy uses her experience as a Media Executive, TV host, Recording Artist, and Public Speaker to help others communicate a concise and professional message for network TV, podcast, social media or in person public speaking appearances.

Her new single released in 2022, "What if it All Goes Right" is on radio worldwide including reaching #66 on the Music Row Charts along with being selected for the NY Times Summer 2022 Playlist.

Amy and her Husband are proud Rotarians of the Rancho Santa Fe Club, CA



Rotary Presentation

- The power of leveraging media for community/Rotary outreach visibility
- Tips to getting comfortable on camera and interviews
- Presenting ourselves and the organization professionally
- Using Digital tools to help our clubs initiatives and outreach
- Quick tools that Members can implement to their businesses and personal outreach.



www.amyscruggsmedia.com

www.amyscruggsmusic.com

info@amyscruggsmedia.com

facebook.com/amyscruggstvhost

[Spotify/AmyScruggs](https://spotify.com/AmyScruggs)

[Instagram amyscruggsmedia](https://instagram.com/amyscruggsmedia)



CONGRATULATIONS!!

A Message From Your District Governors-Elect To our 2023-2024 Club Presidents-Elect

The 2023-2024 Southwest Rotary PETS Governors-Elects would like to congratulate our Presidents-Elect on your decision to serve your clubs and communities during the 2023-2024 year as Club President. It was not destiny that brought you to this point, but rather, your courage and desire to make your own destiny and push forward.

During your first club meeting, you will not just be opening the meeting and ringing a bell. You will be opening the door to new opportunities, new club achievements, member growth and development, and engaging the hearts and passions of your membership to make the world and your communities a better place.

Learn all that you can, share all that you can, and partner with your classmates all that you can—together you are stronger and more impactful.

Wishing you much success on your journey!



DGE Mark Merriam
District 5000



DGE Marta Brown
District 5240



DGE Makiko Nakasone
District 5280



DGE Michael Soden
District 5300



DGE Roy Jefferson
District 5320



DGE Jamie Zinn
District 5330



DGE Don Fipps
District 5340



DGE Kevin Pitts
District 5495



DGE Don Jorgensen
District 5500



The **ROTARY ACTION PLAN**

STRATEGIC INITIATIVES

INCREASE OUR **IMPACT**



Developing a consistent set of best practices and tools for measuring and sharing Rotary's impact.

Rolling out Programs of Scale to provide us with a new framework for thinking about how we bring about change in the world.



Developing an evaluation framework that will help us make objective recommendations about what we should continue doing, start doing, or stop doing.

ENHANCE **PARTICIPANT ENGAGEMENT**



Taking a participant-centered approach—making sure our members and other participants know we value what they bring to Rotary.

Looking at ways to measure member engagement and satisfaction so we can better understand what people are getting out of their Rotary experience.



INCREASE OUR **ABILITY TO ADAPT**



Using change management strategies throughout Rotary, from the Secretariat to the club level, to tackle operational issues and become more agile and responsive.

EXPAND OUR **REACH**



Developing a comprehensive plan of action with achievable, measurable, and meaningful DEI outcomes for Rotary.

Piloting and evaluating new products and alternative participant models so that people can join and take action with us, wherever they live.

Learn what your club can do at
rotary.org/actionplan





ROTARY'S VISION STATEMENT

TOGETHER WE SEE A WORLD
WHERE PEOPLE UNITE AND TAKE ACTION
TO CREATE LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making



**CREATE HOPE
in the WORLD**

ROTARY'S CORE VALUES

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn't changed is a need for the values that define Rotary:

FELLOWSHIP
INTEGRITY
DIVERSITY
SERVICE
LEADERSHIP

By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.



rotary.org/actionplan

4410-EN—(220)



District Governors-Elect

(DG 2023-2024)



DGE Mark Merriam
District 5000



DGE Marta Brown
District 5240



DGE Makiko Nakasone
District 5280



DGE Michael Soden
District 5300



DGE Roy Jefferson
District 5320



DGE Jamie Zinn
District 5330



DGE Don Fipps
District 5340



DGE Kevin Pitts
District 5495



DGE Don Jorgensen
District 5500

District Governors 2022-2023



DG Randy Hart
D5000



DG Scott Phillips
D5240



DG Olivia Patterson-Ryans
D5280



DG Roger Gutierrez
D5300



DG Dan Ouweleen
D5320



DG Don Casper
D5330



DG Chuck Pretto
D5340



DG Larry Horton
D5495



DG Anita McDonald
D5500

2023 SWPETS Operating Committee



PDG Gianna Richards
General Chair D5320



PDG Bob Duisternars
Immediate Past Chair D5330



PDG Barry Valdez
Chair-Elect D5330



PDG Naomi Masuno
Treasurer / Edu D5000



IPDG Henrietta "Hank" Huisking
Secretary D5500



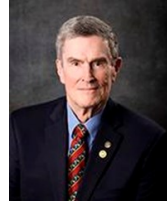
IPDG Dan Goodrich
Registrar D5330



PDG Marc Aarons
Evaluations D5320



IPDG Sandy Matsui
General Sessions Chair D5000



DGE Michael Soden
Web Site/Social Media D5300



IPDG Bret McKeand
SAA Chair D5495



PDG Diane Ventura-Goodyear
Vendors & Exhibitors D5500



PDG Miles Petroff
VIP Seating D5300



PDG Steve Weitsen
Site Manager D5340



PDG Joe Ramos
Support Services D5330

2023 SWPETS Operating Committee

(Continued)



PDG Bette Hall
Education Chair D5280



PDG William Chase
Education D5330



PDG Joe Hentges
Education D5500



PDG Elizabeth Mahoney
Thurs Night Dinner /Edu D5495



IPDG Cisca Stellhorn
Education D5320



PDG Wade Nomura
Education/Photographer D5240



DG Olivia Patterson-Ryans
Committee D5280



IPDG Daniel Gensler
Committee D5340



IPDG Guity Javid
Committee D5280



PDG Mel Gallegos
Director D5340



IPDG Dana Moldovan
Committee D5240



DGN Ted Faigle
RI Convention D5000

2023 SWPETS Sergeants at Arms



IPDG Bret McKeand
SAA Chair D5495



PDG Roz Cooper
D5000



Rtn Scott Astrosky
D5240



DGD Mike Dutra
D5240



Rtn Glenn Mitchell
D5280



Rtn David Speidel
D5300



Rtn Jonathan Gotz
D5320



Rtn Chuck Weissbart
D5330



Rtn Ron Kohl
D5340



Rtn Steve Cervantes
D5495



Rtn Bob Grady
D5500

Core Training Session Facilitators



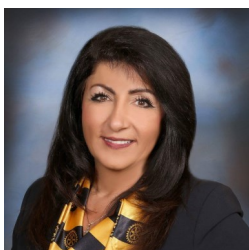
Rtn Kathleen Merriam
D5000



PDG Greg O'Brien
D5280



Rtn Michael Boyer
D5240



PDG Raghada Khoury
D5300



Rtn Benson Medina
D5000



PDG Helene Kalfuss
D5330



PDG Pamela Kerr
D5500



PDG Tonya Watson
D5495



PDG Randy Brooks
D5500



Core Training Session Facilitators

(Continued)



PDG William Chase
D5330



DGN Diane Crawford
D5340



Rtn Anabella Bonfa
D5320



PDG Tom Novotny
D5300



Rtn John Marquez
D5240



PDG Steve Weitsen
D5340



Elective Session Moderators



PDG Bette Hall
Education Chair D5280



IPDG Cisca Stellhorn
D5320



Rtn Benson Medina
D5000



PDG William Chase
D5330



PDG Wade Nomura
D5240



PDG Naomi Masuno
D5000



Southwest
PETS



INFORM
INSPIRE
EMPOWER

District Governors-Nominee

(DG 2024-2025)



DGN Ted Faigle
D5000



DGN Sherry Sim
D5240



DGN Albert Hernandez
D5280



DGN Michael Driebe
D5300



DGN Christopher Skorina
D5320



DGN Judy Zulfqar
D5330



DGN Diane Crawford
D5340



DGN Michelle Holcomb
D5495



DGN Susan Krahe-Archibald
D5500

VIPs



RIPE R. Gordon R. McNally
Rotary International President-Elect



RIDE Dan Himelspace
RI Director-Elect D5450



Johrita & Bruce Solari
Past RI Vice President
& Past RI Director D5320



PRID Jim Vanderburg
Past RI Director D5320



Geoff Cochran
RI Annual Giving



Nick Taylor
RI Club and
District Services



PDG Wade Nomura
PETS Alliance
Exec Director D5240

Special Recognition



PDG Mike Peterson
MC D5300



PDG Alan Havar
A/V Production D5500



Rtn Jim Lewis
Polio Plus Cmte Chair D5240

Congratulations

Club Presidents 2023-2024
Following you great success during your term as Club President

 Robert Smith Club President 2023-2024	 David Smith Club President 2023-2024	 John Smith Club President 2023-2024
---	--	---

Rotary District 5320 Governor Line

 Dan Owsen DG 2023-2024	 Roy Jefferson DG 2023-2024
 Chris Bourlas DG 2023-2024	 John Taylor DG 2023-2024

Congratulations our Club of 2023-24 Presidents. We are looking forward to this journey with you!

Rotary District 5340

Congratulations to the 2023-24 Presidents

 Charles Pitts District Governor	 Don Fipps District Governor Elect
 Diane Crawford District Governor Nominee	

Makiko Nakasone
District Governor Elect

Congratulations District Governor Elect Makiko Nakasone and Presidents Elect for Rotary District 5280 2022/2023

Rotary District 5340

Congratulations to the 2023-24 Presidents

 Charles Pitts District Governor	 Don Fipps District Governor Elect
 Diane Crawford District Governor Nominee	

Congratulations District Governors Elect!

Don Jorgensen, Mark Merriam, Roy Jefferson, Kevin Pitts, Michael Soden, Don Fipps, Makiko Nakasone, Marla Golding Brown & Jamie Zinn
Have an amazing year! PDG Gianna & Reece

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Accessories
and more!

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Congratulations to our 2023-2024 Presidents

We look forward to working with you!

 Anita McDonald DG 2023-2024	 Don Jorgensen DG 2023-24
 Sue Wain-Archibald DG 2024-2025	 Bob Gray DG 2024-2025

Thank You to Our Sponsors

CONGRATULATIONS 2023-2024

PRESIDENT'S ELECT DISTRICT 5330 & INCOMING GOVERNOR LINE

 JAMIE ZINN DGE 2023-2024	 JUDY ZULFIQAR DGN 2024-2025
 NYRON MCLEAN DGN 2025-2026	

GREAT LEADERS DO NOT SET OUT TO BE A LEADER, THEY SET OUT TO MAKE A DIFFERENCE.

CONGRATULATIONS TO THE 2023-24 PRESIDENTS!

 Scott Phillips District Governor	 Sherry Peckham District Governor Nominee
 Marla Golding Brown District Governor Elect	

The Rotary Rose Parade Float Committee

Promoting Rotary in the World Since 1980

Rose Parade's viewership: over 700,000 live on the parade route; millions more on TV and streaming!

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Donate at www.RotaryFloat.org

2023 Rose Parade Princess Award Winner!

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WEBSITE: WWW.ROTARYFLOAT.ORG

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Congratulations!

District 5495 Club Presidents 2023-2024

Thank you for your leadership!

 Larry Horton District Governor 2023-24	 Kevin Pitts DG 2023-24	 Michelle Nieland DG 2024-25
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ARIZONA ROTARY WEEK OF SERVICE April 18-22, 2024

HO'OMAIKAI ROTARY'S

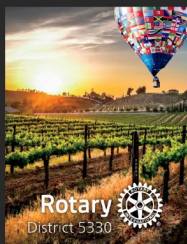
DG Mark Merriam & 2023-24 Incoming Presidents

Rotary District 5320

Salutes and Congratulates

2023-2024 District Governor
Roy Jefferson

Thank you for your dedication and leadership



CONGRATULATIONS

2023-2024

PRESIDENT'S ELECT DISTRICT 5330 & INCOMING GOVERNOR LINE

Arlington (Riverside) Rotary Club
Beaumont-Cherry Valley Rotary Club

Big Bear Lake Rotary Club
Cathedral City Rotary Club
Cathedral City Evening Rotary Club
Coachella Valley Rotary Club

Colton Rotary Club
Corona Rotary Club
Corona-Circle City Rotary Club
Crestline-Lake Gregory Rotary Club

Desert Hot Springs Rotary Club
E-Club Saving Our Planet
E-Club of San Bernardino Crossroads
E-Club of World Peace

Fontana Rotary Club
Greater Eastvale Rotary Club

Hemet Rotary Club
Highland Rotary Club

Idyllwild Rotary Club
Indian Wells Rotary Club

Indio Rotary Club
Indio Sunrise Rotary Club

Joshua Tree Rotary Club
Jurupa Valley Rotary Club

La Quinta Rotary Club
Lake Arrowhead Rotary Club

Lake Arrowhead Mountain Sunrise Rotary Club
Lake Elsinore Rotary Club

Mecca Blnacional Rotary Club
Menifee Rotary Club

Moreno Valley Rotary Club
Murrieta Rotary Club

Norco Rotary Club
Old Town Temecula Rotary Club

Palm Desert Rotary Club
Palm Desert Sunset Rotary Club

Palm Springs Rotary Club
Palm Springs Sunup Rotary Club

Perris Rotary Club
Rancho Mirage Rotary Club

Redlands Rotary Club
Redlands Sunrise Rotary Club

Rialto Rotary Club
Riverside Rotary Club

Riverside East Rotary Club
Riverside Sunrise Rotary Club

San Bernardino Rotary Club
San Bernardino Crossroads Rotary Club

San Bernardino North Rotary Club
San Bernardino Sunset Rotary Club

San Geronimo Pass (Banning) Rotary Club
San Jacinto Rotary Club

Temecula Rotary Club
Temecula Sunrise Rotary Club

Temecula Valley-New Generations Rotary Club
Twentynine Palms Rotary Club

Wildomar Rotary Club
Yucaipa Rotary Club

Yuca Valley Sunset Rotary Club



JAMIE ZINN
DGE
2023-2024



JUDY ZULFIQAR
DGN
2024-2025



NYRON MCLEAN
DGND
2025-2026

**GREAT LEADERS DO NOT SET
OUT TO BE A LEADER,
THEY SET OUT TO MAKE A
DIFFERENCE.**



*Roger Gutierrez
District Governor
Club: Azusa*



*Michael Soden
District Governor Elect
Club: Green Valley*



*Michael Driebe
District Governor
Nominee
Club: San Marino*



Congratulations

*Club Presidents 2023-2024
Wishing you great success during
your term as Club President*

Alhambra
Altadena
Antelope Valley
Apple Valley
Arcadia
Azusa
Barstow
Boulder City
Boulder City Sunrise
Chino Valley
Claremont
Claremont Sunrise
Covina
Covina Sunrise
Downtown Las Vegas
Duarte
East Los Angeles
Glendora
Greater Chino Hills

Greater San Gabriel Valley
Green Valley
Industry Hills
La Verne
Lancaster
Lancaster Sunrise
Lancaster West
Las Vegas
Las Vegas After Hours
Las Vegas Red Rock
Las Vegas Southwest
Las Vegas Summerlin
Las Vegas WON
Las Vegas West
Mesquite
Mesquite Sunrise
Moapa Valley (Logandale)
Monrovia
Montebello

Monterey Park
North Las Vegas
Ontario - Montclair
Pahrump Valley
Pasadena
Pico Rivera
Pomona
Rancho Cucamonga
Rancho Del Chino
San Dimas
San Gabriel Valley NG
San Marino
Sierra Madre
South Pasadena
The High Desert-Hesperia
Upland
Victorville
Walnut Valley
West Covina
West Covina Tutorial Cause Based



Makiko Nakasone
District Governor Elect

**Congratulations District Governor Elect Makiko Nakasone
and Presidents Elect for Rotary District 5280 | 2022/2023**



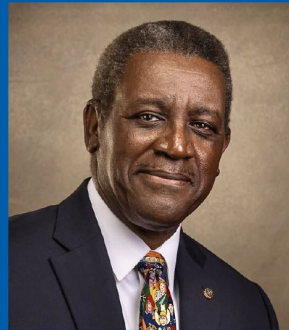
Rotary
District 5320



Governor Line



Dan Ouweleen
DG 2022-23



Roy Jefferson
DG 2023-24



Chris Skorina
DG 2024-25



John Taylor
DG 2025-26

Congratulates our Class of 2023-24 Presidents.
We are looking forward to this journey with you!

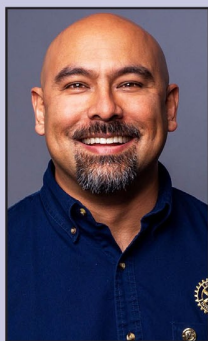
Congratulations!

District 5495 Club Presidents 2023-2024

Thank you for your leadership!



- ◆ Anthem ◆ Buckeye
- ◆ Bullhead City ◆ Chandler
- ◆ Chandler Horizon
- ◆ Hispanic Club of Phoenix
- ◆ E-Club of the Southwest
- ◆ Estrella (Goodyear) ◆ Flagstaff
- ◆ Fountain Hills ◆ Four Peaks (Fountain Hills) ◆ Gilbert
- ◆ Glendale ◆ Grand Canyon
- ◆ Goodyear Pebblecreek
- ◆ Kingman ◆ Kingman Route 66
- ◆ Kyrene ◆ Lake Havasu City
- ◆ Lake Havasu Sunrise
- ◆ Laughlin ◆ London Bridge
- ◆ Mesa ◆ Mesa Sunrise
- ◆ Mesa West ◆ Mohave Sunrise
- ◆ Paradise Valley ◆ Parker
- ◆ Peoria ◆ Peoria North
- ◆ Phoenix 100
- ◆ Phoenix Arcadia
- ◆ Phoenix Camelback
- ◆ Phoenix West ◆ Poston
- ◆ Prescott ◆ Prescott Frontier
- ◆ Prescott Sunup
- ◆ Rim Country-Payson
- ◆ Scottsdale ◆ Scottsdale North
- ◆ Scottsdale-Paradise Valley
- ◆ Scottsdale Sunrise
- ◆ Sedona ◆ Sedona Red Rocks
- ◆ Sedona Village ◆ Silver Creek
- ◆ Sun City ◆ Sun City West
- ◆ Sun Lakes
- ◆ Superstition Mountain/Apache Junction/Gold Canyon
- ◆ Surprise ◆ Tempe Downtown
- ◆ Tempe Rio Salado ◆ Tempe South ◆ ASU Thunderbird
- ◆ Valley of the Sun Passport Club
- ◆ Verde Valley (Cottonwood)
- ◆ White Mountain ◆ White Tanks
- ◆ Verrado ◆ Wickenburg
- ◆ Williams ◆ Winslow



Larry Horton
District Governor
2022-23



Kevin Pitts
DGE 2023-24



Michelle Holcomb
DGN 2024-25

"Whatever Rotary may mean to us, to the world it will be known by the results it achieves."

*Paul Harris,
Founder of Rotary*



ARIZONA ROTARY WEEK OF SERVICE
— April 15-22, 2023 —

District 5495
Rotary
Arizona



**IMAGINE
ROTARY**

Congratulations to our 2023-2024 Presidents

We look forward to working with you!



Anita McDonald
DG 2022-2023



Don Jorgensen
DG 2023-24



Sue Krahe-Archibald
DG 2024-2025



Bob Grady
DG 2025-2026

Rotary

District 5500



Thank You



**PDG Gianna Richards for leading a
successful 2023 Southwest Rotary
Presidents-Elect Training Seminar (PETS)**



PDG Bob Duistermars

PDG Barry Valdez

PDG Wade Nomura

PDG Naomi Masuno

PDG Bill Chase

PDG Mel Gallegos

PDG Joe Ramos

PDG Miles Petroff

PDG Marc Aarons

PDG Joe Hentges

***PDG Diane Ventura-
Goodyear***

PDG Elizabeth Mahoney

PDG Steven Weitzen

PDG Bette Hall

IPDG Guity Javid

IPDG Dan Goodrich

IPDG Dana Moldovan

IPDG Cisca Stellhorn

IPDG Sandra Matsui

IPDG Daniel Gensler

***DG Olivia Patterson-
Ryan***

IPDG Betsy Barry

IPDG Bret McKeand

IPDG Henrietta Huisking

DG Randy Hart

DG Scott Phillips

DG Roger Guterrez

DG Dan Ouweleen

DG Don Casper

DG Chuck Pretto

DG Larry Horton

DGE Marta Brown

DGE Michael Soden

DG Anita McDonald

DGE Makiko Nakasone

DGE Roy Jefferson

DGE Jamie Zinn

DGE Kevin Pitts

DGE Mark Merriam

DGE Don Fipps

DGN Sherry Sim

DGE Don Jorgensen

DGN Ted Faigle

DGN Albert Hernandez

DGN Christopher Sikorina

DGN Judy Zulfiqar

DGN Susan Archibald

DGN Diane Crawford

DGN Michelle Holcomb

DGN Michael Driebe

CONGRATULATIONS TO THE 2023-24 PRESIDENTS!



Scott Phillips
District Governor



Sherry Peckhoon Sim
District Governor
Nominee



Marta Golding Brown
District Governor Elect

Rotary

District 5240



HO'OMAIKAI'I HAWAI'I ROTARY'S DG Mark Merriam



& 2023-24 Incoming Presidents

Rotary  Southwest
PETS  WE CAN
DO IT 

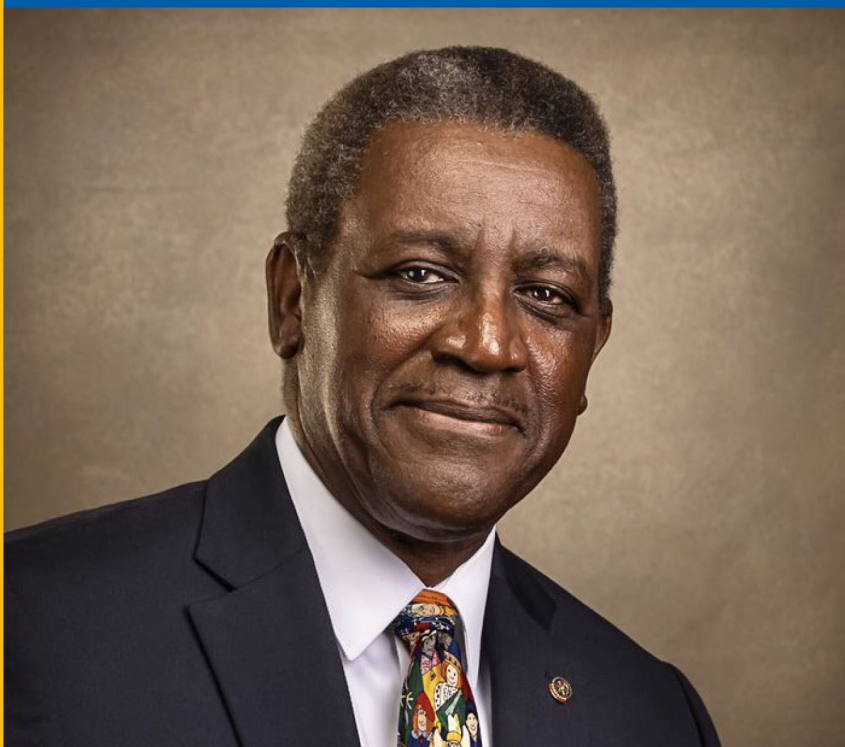


**CREATE HOPE
in the WORLD**

The Rotarians of



Salutes and Congratulates



2023-2024 District Governor
Roy Jefferson

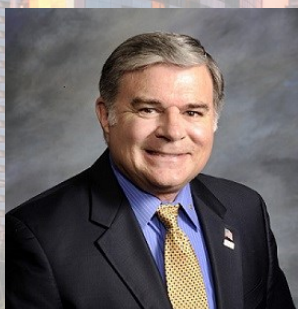
Thank you for your dedication and leadership

Rotary

District 5340



Congratulations to the 2023-24 Presidents



Charles Pretto
District Governor



Don Fipps
District Governor Elect



Dianne Crawford
District Governor Nominee

The Rotary Rose Parade Float Committee

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Rotary



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NOVEMBER 2023

Rotary 
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Congratulations District Governors Elect!



**Don Jorgensen, Mark Merriam, Roy Jefferson,
Kevin Pitts, Michael Soden, Don Fipps, Makiko
Makasone, Marta Golding Brown & Jamie Zinn**
Have an amazing year! PDG Gianna & Reece



2023 Rotary International Convention

IMAGINE
WHAT'S
NEXT



IMAGINE WHAT'S NEXT

27-31 MAY 2023 | MELBOURNE, AUSTRALIA



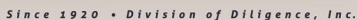
REGISTRATION CATEGORY	4 JUNE TO 8 JUNE 2022	9 JUNE 2022 TO 15 DECEMBER 2022	16 DECEMBER 2022 TO 31 MARCH 2023	1 APRIL TO 31 MAY 2023
Club member, nonmember, or guest, age 31 or over	\$425	\$475	\$575	\$675
Club member, nonmember or guest, age 30 or under	\$105	\$125	\$175	\$225
Guest age 5-18	\$20	\$20	\$30	\$40
Guest under age 5	Free	Free	Free	Free
Saturday, House of Friendship only	\$60	\$60	\$60	\$100



Register today at convention.rotary.org

#Rotary23

EN



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