

NIKKI LADEUR



I am Nikki LaDeur serving as your District Public Image chair this year. I'd like to take a moment to introduce myself.

I am currently a member of the Petoskey Rotary club and serve on the club's board as the International Service chair as well as the PI co chair. I have been working with our club on Marketing and Public Relations for 3 years now. I want to be here as a resource for you to better promote, market, and share the impact your club is making in your community and abroad. I am sure some of you have led public relations for your club much longer than I have and I look forward to learning from you.

Your committee, sometimes of 1, presents the face of your Rotary club to your community. As committee leaders, we have to balance the Rotary International brand standards with the individual uniqueness for your club. This can sometimes be daunting as there are several channels people learn about your club, social, website, print, and word of mouth. I am here to help!

I'd like to put out the call for District PI committee members. While I can provide the direction for the district, I can not do our district justice by myself without the district PI committee's help. I am looking to establish a District PI team and need volunteers.

Please let me know if you'd like to help or have experience in the following:

- Webmaster (district website updates)
- Trainers and training updates for the district learning sessions on PI
- Social media champions (yes we have more than Facebook)
- Marketing materials/publications
- Rotary International Brand Champion

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