

Dear Presidents-Elect,

Our focus this week is Promote Rotary. How do you increase the visibility of your club in the community? The public learns about Rotary when Rotarians make a conscious effort to share their community and world involvement. This chapter will help you plan how to help your club deal with internal motivation of members and the external promotion of the club.

Promoting Your Club Study Questions:

- How can I improve the public relations efforts of my club?
- What club service projects are worthy of community recognition?
- Do we have a journalist as a member of our club?

Please review, prior to our 2017 PETS, Chapter 5 from the Club President's Manual. It will help you learn more about Promoting Rotary. You may download a copy from the High Country PETS web site at [www.highcountrypets.org](http://www.highcountrypets.org).

**If you have not yet registered, please do so before February 3rd.** Room reservations at the Renaissance need to be made before February 3rd. Please use the group reservations link available on the PETS website just under the banner and on the right. Reservations made outside the room block or at another hotel may not be eligible for reimbursement from the district.

If you are a newly elected PE or PEN, you can access all PETS letters that have been distributed to date by visiting [http://rotary5440.org/event/2017-president-elect-training-seminar-\(pets\)/](http://rotary5440.org/event/2017-president-elect-training-seminar-(pets)/). If you have any questions on the materials or need assistance during registration, please contact either Kellie Tovar, our District PETS registrar, or me at: 970-217-6340 or [emslie.bill@gmail.com](mailto:emslie.bill@gmail.com).

Yours in Rotary,

Bill Emslie  
Rotary District 5440 Governor 2017-2018