**Rotary District 5495**

**Club Leadership Academy**

Saturday, April 25, 2020

Black Canyon Conference Center

9440 North 25th Avenue • Phoenix, AZ 85021

**“Taking it to the Next Level”**

Registration Fee: $75

*Featuring 24 elective courses for club leaders, including recommended training tracks for 6 leadership areas, plus 2 outstanding speakers!*

**CLA Schedule**

- **8:00 - 8:30** Registration/Check-In
- **8:30 - 9:10** Continental Breakfast Session with DGE Elizabeth Mahoney
- **9:10 - 9:50** Keynote Speaker: Jim Bell, RPIC - “Taking Your Club’s Public Image to the Next Level”
- **10:00 - 11:00** Electives with Recommended Training Tracks *
- **11:15 - 12:15** Electives with Recommended Training Tracks *
- **12:30 - 1:30** Buffet Lunch with Keynote Speaker: Coach Chantal Vallée - “Creating A Winning Team”
- **1:45 - 2:40** Electives
- **2:50 - 3:45** Electives
- **3:50 - 4:30** Club Clusters with DGE Elizabeth Mahoney and Assistant Governors

* Recommended Training Tracks during the morning Electives are for:

1. Club Secretary
2. Club Treasurer
3. Membership
4. The Rotary Foundation
5. Rotary Youth Services
6. Public Image/Brand

Register on-line via the District 5495 Website

[www.rotary5495.org](http://www.rotary5495.org)
2020 CLA Electives

10:00 - 11:00
1. The Club Secretary's Role & Responsibilities - Part 1
2. The Club Treasurer’s Role & Responsibilities - Part 1
3. Membership - Assess, Adapt & Attract
4. The Rotary Foundation - Making It Work for your Club - Part 1
5. Rotary Youth Services - An Overview of the Amazing Programs in Our District
6. Building A Stronger Brand for Your Club - Part 1

11:15 - 12:15
1. The Club Secretary’s Role & Responsibilities - Part 2
2. The Club Treasurer’s Role & Responsibilities - Part 2
3. Membership - Energize, Empower & Engage
4. The Rotary Foundation - Making It Work for your Club - Part 2
5. Rotary Youth Services - A Closer Look at What We are Accomplishing
6. Building A Stronger Brand for Your Club - Part 2

1:45 - 2:40
1. What is Your Club’s Public Image/Brand?
2. Rotary Youth Services — How to Better Connect & Energize Your Club
3. Being a Vibrant Club
4. A Rotary Club’s Fiduciary Responsibilities
5. Breaking New Ground: With Our Rotary / ASU Partnerships
   Rotary/ASU/Thunderbird Partnership and Rotary/ASU/Creighton Initiative
6. Current International Projects in our District
   Micro-Credit Project in Mexico, “Jazz My Chair” Wheelchair Repair Project in Mexico, and
   “Baking for Beds” Project in Kenya

2:50 - 3:45
1. Increasing Your Club’s Outreach via Social Media
2. Our District’s Updated Youth Protection Guidelines
3. TRF Domestic Grants Projects in Our District
   The Navajo Water Project and Utilizing the USA-Mexico Friendship Conference
4. Tapping the Power & Resources of The Rotary Foundation
5. Maximizing ClubRunner to Benefit Your Rotary Club
6. The Club President’s Toolbox