

District Learning Assembly

March 14, 2026 7:30 a.m. until 12:00 Noon]

Messiah University (Boyer Hall)

Let's GROW in Rotary and make OUR CLUBS STRONGER!

Why Should I Attend the DLA?

- Gain an understanding of club level knowledge in the areas of membership, computer systems support, foundation, and legal issues.
- Foster dialogue with other Rotarians! Exchange ideas and offer mutual support to build a Rotarian network. This increases member passion, engagement, and output.
- Improve club and inter-club operations to strengthen Rotary!

Schedule

- 7:30 a.m. – 8:15 a.m. Registration and breakfast (Boyer Hall Atrium)
- **8:15 a.m. – 8:25 a.m.** **Opening session (Boyer 131)**
- 8:25 a.m. - 8:30 a.m. Transition
- **8:30 a.m. - 9:20 a.m.** **Session 1**
Using AI (Boyer 134)
Mentoring (Boyer 131)
Legal Issues for Clubs (Boyer 130)
- 9:20 a.m. – 9:30 a.m. Break and transition
- **9:30 a.m. - 10:20 a.m.** **Session 2**
Membership Growth Innovations (Boyer 134)
RI Apps (Boyer 131)
The Rotary Foundation (Boyer 130)
- 10:20 a.m. – 10:30 a.m. Break and transition
- **10:30 a.m. - 11:20 a.m.** **Session 3**
Membership Drive Success (Boyer 134)
Assistant Governor Forum (Boyer 131)
Small Club Forum (Boyer 130)
- 11:20 a.m. – 11:30 a.m. Break and transition
- **11:30 a.m. – 12:00 Noon** **Summary discussion and closing (Boyer 131)**

Class Details – Session #1

Using AI - Using AI in Your Club and Personal Life

This class will discuss current trends in AI Development, available tools useful for Rotarians, and give practical examples of AI usage in clubs. There will be a few hands-on examples of useful AI capabilities. Bring your phone, tablet, or computer to class.

Instructors: Jim Griffith (RC Carlisle-Sunrise) and Tom Jones (RC Hershey)

Mentoring - Mentoring in Rotary – Developing our Members for the Long Term

This class will discuss the role of coaching and mentoring in Rotary to improve club performance and grow future leaders.

Instructor: Mike Zick (RC Carlisle-Sunrise)

Legal Issues - Legal issues for clubs – What's that?

This class will provide an overview of legal requirements for rotary clubs and how to prevent making mistakes along the way. Topics will include reporting requirements, liability issues, fundraising and spending actions, and insurance needs.

Instructor: Dave Getz (RC Mechanicsburg-North)

Class Details – Session #2

Membership Growth Innovations

This session explores how clubs in our district are taking different approaches to growing their membership by exploring non-traditional ways to keep Rotary relevant to various parts of our communities. Panelists will share key initiatives that they have developed and executed as well as the results that their strategies have created.

Instructor: DGN Aaron Jacobs (RC York) with panel members:
Shaun Eng, RC Harrisburg - Corporate Memberships
Joe Bachman, RC Eastern York County - Membership Drives
Eric Spangler, RC Palmyra - Companion Clubs

Rotary Apps - Using Rotary apps to ensure club success

This class will demonstrate various computer applications that are useful to Rotarians and club leaders. Key apps are the D7390 web site, Club Runner and Rotary.org for membership management and club operations. Participants should bring a phone, tablet, or computer to class to follow along in real time.

Instructors: Jim Gainer (RC Hershey) and Melissa Kopp-Smith (RC Passport)

Rotary Foundation - The Rotary Foundation and the Club

This lesson will review key Rotary foundation topics that are useful for clubs to understand and use. Discussions will cover both fundraising for the foundation and grant requests from the foundation. Participants will better understand the use and impact of the Rotary Foundation in District 7390 clubs.

Instructor: DGND Elizabeth Wolf (RC York-East) and DRFC Kathleen Stoup (RC Carlisle)

Class Details – Session #3

Membership Drive Workshop - Membership Drive Workshop– Building Successful Recruitment

This class will explore how to create a successful membership drive for a Rotary club. Key topics will be how to conduct membership drives, explore past successful efforts, some do's and don'ts, and available support for club membership drives.

Instructor: DGN Aaron Jacobs and the District Membership Committee

AG Class - Being a Successful Assistant Governor

This class is a forum for current, past, and prospective Assistant Governors (AG) in District 7390. Discussion will focus on the role of the AG and how to improve the effectiveness of AGs in District 7390. Participants will understand the AG role better and the district leadership will understand how best to use the AG going forward. Participation is open to anyone interested in understanding the AG role in the district and support of clubs.

Instructor: DG Mary Brunski and DGE Rebecca Zalit

Small Clubs Forum - Small Clubs Forum – Small but mighty!

This class will explore the unique challenges and opportunities of the smaller Rotary clubs, those with less than 25 members. This will be a facilitated dialogue to explore the current situation in small clubs and develop opportunities for growth and effective service. Participation is open to any Rotarian with interest in understanding and supporting small clubs.

Instructor: Karen Anthony (RC Passport)