



THE NORMAL SPOKE

The weekly newsletter of the *only Normal Rotary Club* in the world
Chartered June 17, 1949
RI No. 3282 District No. 6490



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APRIL 19, 2023

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Reporter: John Bishop	Editor: Larissa McIlvain	Photographer: Fred Hahn
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President Ryan Fleming convened the April 19, 2023, meeting of the Normal Rotary Club at the ISU Alumni Center. President Ryan also gave the invocation.

Guests: Julie Payne from Sunrise Rotary brought prospective new member Jane Schurter

- A presentation of 100 Paul Harris Fellow points was made to Ron Timmerman for his work organizing Oktoberfest.
- A presentation of 100 Paul Harris Fellow points was made to Andy Copenhaver for his work organizing poinsettia sales.



Julie Payne, guest



Jane Schurter, guest



Nancy Brokaw and Jeff Mavros



Announcements:

- Next Safe Harbor volunteer event will be Wednesday, May 10. Friends at Safe Harbor are in need of new or gently used bath towels
- April 29 District Assembly for Current and Future Officers. The Forum at Carle in Urbana.
- May 20 is Rotary Leadership Institute at Richland Community College in Decatur
- The Normal Rotary Club Scholarship Banquet will be held May 10.
- July 1, Cornbelters Game - \$10 ticket price includes general admission for a double-header and fireworks with a meal voucher (sandwich, side and drink)
- Saturday, July 29 is Rotary Day at the Ballpark. Busch Stadium, Cubs vs. Cards. 6:15pm. \$60 per ticket with a percentage of each ticket sold coming back to the club.
- We are still collecting eyeglasses for Lamu - please bring them to meetings through June 20.



Judge David Taylor



Bill Semlak and David Taylor



Alan Chapman

Mystery host: Nancy Brokaw presented the \$2 to our guest speaker Jeff Mavros

Birthdays: Happy birthday to Matt Wyss (4/19) and Matt Riehle (4/21)!

Lottery: Bill Semlak wins the small pot of \$17 but draws the 7 of clubs - the big pot rolls over.

Judge: His Honor David Taylor accepted happy fines:

- Alan Chapman got his first career hole-in-one and Sunday Pantagraph, Randy Kindred had a great write-up of the Tee-It-Up event. The picture included did not have a Rotary pin so Alan paid a fine. Continue to appeal for support for Tee-It-Up - Happy Hour reception at Destihl on 5/18 and online auction from 5/14-5/21.



- Dayna Brown is happy that Julie Payne, from VisionPoint is here. Vision Point does vouchers for Unit 5 students to get an eye exam and glasses. Recently a student that was reading at a very low level - after getting new glasses they were reassessing the student's reading level - with amazing improvement.
- Greg Anvik was happy to have gotten to see his granddaughter perform in the recent Jr High Music Extravaganza and looking forward to her upcoming strings extravaganza.
- Larry Dietz was happy to have just gotten back from Kansas City to see family, including his grandson's soccer match and granddaughter inducted into National Honor Society. He is also pleased to see Jeri Beggs named interim director of athletics at ISU. He is also glad to see Jeff Mavros at the meeting.
- HankCampbell is pleased to have three granddaughters in college at the same time, two at Heartland (with one graduating with Honors in May) and one taking online classes.



Dayna Brown-Nielsen



Greg Anvik



Larry Dietz

Program: Our speaker was Jeff Mavros. Jeff is the Executive Director of Admissions and Recruitment Marketing at Illinois State University. Jeff's role is to recruit students to the undergraduate programs. Admissions and Recruitment has short term goals of targeting an enrollment of 20-21,000 students, increasing the university's academic profile and increasing diversity on campus. The historic market for recruiting has been Illinois residents, primarily white, public high school graduates, academically prepared and mid-to high income. Top competition for recruits has traditionally been UIUC, UIC,





DePaul, NIU, Iowa, College of DuPage, Bradley, Loyola, SIUE and EIU. Recruiting uses messaging that includes: Comfortable, warm and welcoming, fun, exciting, big school opportunities, affordability, preparation for the future, return on investment.

The total cost for ISU is in the lower half of the Illinois public universities with the ROI in the top half. Target Audiences include high school students, starting with sophomore year, parents (single greatest influence on recruits) and families of recruits, community college students, underrepresented and high achieving. Recruitment efforts include the ease of application, digital marketing, direct mail and on campus experience.

Fall of 2022 was the University's largest incoming class with 200+ students from McLean County and also earned the title of most diverse freshman class. Challenges to recruitment include heightened price sensitivity, student out-migration, perceived value of degrees and fewer high school graduates.

Thought for the Day: "There is no elevator to success. You have to take the stairs." – Zig Ziglar

The Normal Spoke is a publication of the Normal Rotary Club of Illinois - P.O. Box 333, Normal, IL 61761
Club meetings are on Wednesdays at noon at the ISU Alumni Center, Normal, IL

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Rotary International President 2022-2023
Jill Jones a, member of the Rotary Club of Windsor-Roseland, Ontario, Canada



Members:			
Adanri, Bayo PHF* HH PP	Cranston, Robert PHF* PHS HH GWRY PP DHH	Hirst, David	Schultz, Dianne
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Bidner, Gordon PHF* PHS MD BS GWRY HH PP PDG DHH	Drake, Art PHF* HH PP	Jontry, Mark PHF	Smith, Kevin PHF
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Brokaw, Nancy PHF*	Gentry, Connie PHF HH	McIlvain, Larissa PHF	Taylor, David
Brown-Nielsen, Dayna PHF	Goeckner, Becky PHF* HH PP GWRY	Mesdag, Elleke PHF*	Timmerman, Ron PHF* HH
Bubon, Angie (Fulton) PHF	Goss Kinzy, Terri HM	Moffett, Dan	Varner, Carson PHF*
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Chapman, Alan PHF* PHS MD HH GWRY DHH	Haugo, Ann PHF PP	Ropp, Ray PHF* HH PP DHH PDG	Wyss, Matt PHF
Copenhaver, Andy PHF PP	Healy, Linda PHF* HH PP DRY	Rosenlund, Jim PHF PP	Zimmerman, Drake PHF* PHS MD BS HH PP DHH
Cornille, Keith HM			
PHF – Paul Harris Fellow HH – Hall of Honor PHF* - Paul Harris Fellow/Stone PHS – Paul Harris Society	DHH - District Hall of Honor HM – Honorary Member MD – Major Donors PP – Past President	DNRY- District New Rotarian of the Year PDG – Past District Governor	BS – Bequest Society Member DRY-District Rotarian of the Year GWRY – George Wolf Rotarian of the Year