



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

APRIL 5, 2023

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Website Links:

[Rotary International](#)

[Normal Rotary Club](#)

[District 6490](#)

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Editor: Larissa McIlvain

Photographer: Larissa McIlvain

President Ryan Fleming convened the April 5, 2023, meeting of the Normal Rotary Club at the ISU Alumni Center. Hank Campbell gave the invocation.

Guests: Gordy Warren, guest of Drake Zimmerman. Gordy is a former band teacher for District 87. Ashley Zobrist, guest of Linda Healy. Ashley is one of Linda's colleagues at Marcfirst.



Drake Zimmerman and Gordy Warren



Ashley Zobrist

Announcements:

- Safe Harbor still needs new or gently used bath towels.
- April 29 will be the District Assembly for current and future officers at the Forum at Carle in Urbana.
- Our club scholarship banquet will be May 10.

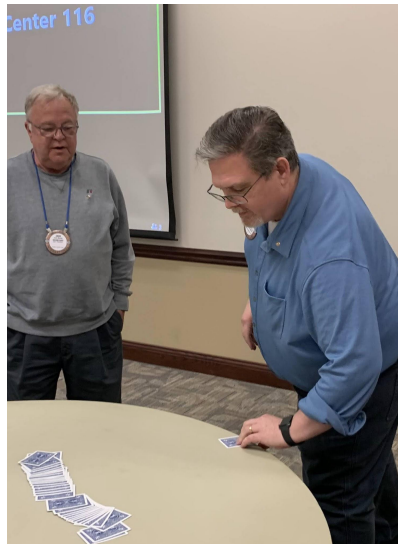


- On Friday, April 14, Women of Rotary speaker series will feature Rochelle Finzel, a leadership coach, writer, speaker and outdoor adventurer. She will share tips and tools used in her coaching business and describe what it took to blaze her trail.
- May 20, the Rotary Leadership Institute will be held at Richland Community College in Decatur. RLI sessions offer an opportunity to learn about Rotary and how to make your club more effective.
- July 1 is the Rotary Night at the Cornbelters game.
- [Rotary Day at the Ballpark](#) will be held July 29 at Busch Stadium. Cards v. Cubs, 6:15 p.m., \$60 per ticket. \$20 of that will come back to our club for literacy projects.
- Hank Campbell attended the RI Foundation banquet April 1. Our club encourages all members to support The Rotary Foundation.
- Hank and Drake Zimmerman plan to go to Melbourne, leaving May 22 – arriving a little early for the congress on malaria. District 6490 will have good representation at the RI Convention.
- Hank said our club received a \$2,000 district grant for the Lamu Center of Preventative Health in Kenya. He and Mary will go to Kenya in July, participating in a clinic for eyeglasses. If you have eyeglasses that are no longer used, the Campbells are eager to put them in a suitcase and take them to Kenya where they can be put to good use.
- Hank thanked our members who voted for Mary in her successful re-election to the Heartland Community College board.
- Hank and Mary Campbell were among those selected as McLean County History Makers. The award notes their work on behalf of Habitat for Humanity and for various initiatives supporting formerly incarcerated women and organizations addressing food insecurity, according to WGLT.





Judge John E. Bishop



Jack Moody and John E. Bishop



Dayna Brown - Nielsen

Mystery host: Jack Moody presented the \$2 to Dayna Brown-Nielsen for all the work she does for Unit 5 and Normal Rotary.

Birthdays: Happy birthday to Kevin Smith, Mark Jontry and Marcia Dennis! We missed you at the meeting.

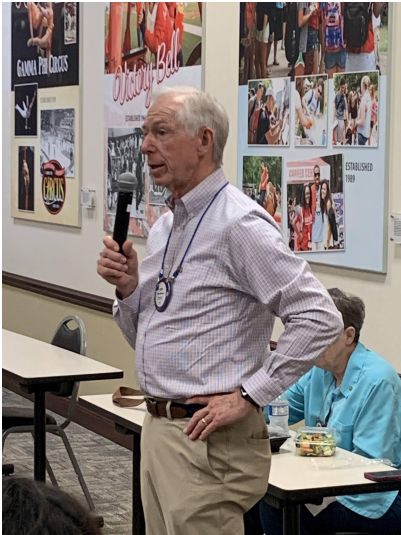
Lottery: Jack Moody won the day's prize of \$27 but drew the wrong card and missed out on the \$327 jackpot.

Judge: John E. Bishop collected happy fines. Let's just summarize a little that many of our members were very happy about recent election results. Otherwise:

- Dayna Brown-Nielsen was happy about the election and wanted guest Ashley Zobrist to know that Normal Rotary members enjoy soccer. Ashley was an accomplished soccer player herself.
- Alan Chapman was happy about the election results and pleased that our club and community have made wise decisions pointing to future success. He also was happy about Mary and Hank Campbell's designation as history makers.
- Linda Healy was happy about the election and happy that her son will visit for Easter.
- Drake Zimmerman was happy to have guest Gordy Warren's voice to help us struggle through singing, "Happy Birthday."
- Bruce Bergethon was happy about the election and happy to hear from a friend (an unsuccessful candidate) who, in turn, was happy to live in an environment where candidates who fall short in the voting actually concede.
- Miranda Johns-Cummings was happy to have been in the Southwest last week and happy to have been admitted to the Illinois Bar.



- John E. Bishop was happy to have celebrated his birthday with his kids and asked all Rotarians who were happy about Hank and Mary's History Makers designation to show it with cash.



Alan Chapman



Lina Healy



Miranda Johns-Cummings

Club Business: Our program was the topic of club membership presented by Bruce Bergethon, Normal Rotary's vice president. President Ryan assigned Bruce to look at our membership recruitment and retention and how our members view their experience with the Normal Rotary Club. This is an important topic for our club's future. Normal Rotary's membership has declined from 90 in 2000 to 50 in 2023. 36 members responded to Bruce's study.

Here are some of Bruce's questions and his findings. Numbers in parentheses indicate the responses of our club members:

- Describe a club activity that makes you feel good about being a member. Safe Harbor/HSM meals (14); Oktoberfest (10); Coats for Kids (8); poinsettia sales (6); meeting fellowship (6); "hands-on projects" (5); student scholarships (5).
- Describe a club activity that you don't like or that makes you feel bad. Bruce notes that there were very few responses. Under-representation of women (3); whether or how we give away the money we raise (2); programs and food (1 each).





- What sort of members would you like to see in the club?
 - Eager to serve (12 mentions with people using the words “engaged,” “passionate,” “altruistic,” “visionary” and “connectors”).
 - Young (9)
 - Diverse (7)
 - “Breathing” (4)
 - a blend of ages, newly retired, with skills, representative of the community (3 mentions each)
- Obstacles to recruiting new members: time commitment; businesses don’t support membership the way they used to; inability to articulate benefits of membership; we don’t do a good job of caring for new members.
- Ideas for recruiting: new local businesses (Rivian, Ferraro); Town of Normal employees; labor groups; ISU Center for Civic Engagement; State Farm newcomers; young ISU and HCC faculty/staff, particularly with international backgrounds; multicultural leadership program; cricket club other interest groups; Interact/Rotaract/foreign language clubs at high schools.
- What was it like to recruit a new member?
 - “People with previous Rotary Club experience are at an advantage compared to those coming to their first club at NRC.”
 - “For newer members, the quality of programs is a real attraction.”
 - “Look for new professionals seeking to get to know the community. They are probably most interested in the aspects of social justice and the environment”
- Other ideas about membership:
 - If you can get people to the meetings, and they’re interesting, then maybe you can get them involved in service.
 - Partner on projects and events with ethnic chambers of commerce. Have Rotarians set up info booths at street festivals and community events. (From Paul Galvin, Rotary Club of Portland, OR, quoted in Rotary Magazine.)
 - We have to be able to evolve to accommodate young, engaged and passionate people and their energy.
 - The things that are the most important are where you immediately see the impact.
 - --It was a good group project, tangible and easy to see the end result.
- (Erik Cempel, Rotary Club of Chicago)
 - Younger members want to roll up their sleeves, get their hands on it. (Diane Netzel, Rotary Club of Los Angeles, quoted in Rotary Magazine).
 - Geezers tend to get overlooked – they still want to contribute.
 - The secret sauce for membership growth is: 1) invite people to join; 2) connect with them; 3) engage them in projects.



Outreach:

- Pay attention to the attractiveness of programs for both current and prospective members.
- Scan lists of past speakers, people in the news, business and professional leaders for potential members.
- Read Rotary Magazine for good ideas.

Projects:

- --Hands-on service opportunities are a must.
- --Seek partnerships with other Rotary Clubs and service organizations.
- --Create more opportunities for social and family participation.

Retention:

- Show commitment to younger members by considering financial options, encouraging new ideas, and actively recruiting clusters.
- --Improve club orientation process.
- --Mentoring is crucial.
- --Meetings should be FUN.

Thought for the Day: "This is a changing world. We must be prepared to change with it. The story of Rotary will have to be written again and again." -Paul Harris

Rotary

Normal Rotary Club



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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217-493-0930

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



**IMAGINE
ROTARY**

Members:			
Adanri, Bayo PHF* HH PP	Cranston, Robert PHF* PHS HH GWRY PP DHH	Hirst, David	Schultz, Dianne
Alexander, Kathy PHF* HH PP	Danenberger, John	Hunt, Robert PHF*	Seaba, Seth
Anvick, Greg PHF	Dennis, Marcia PHF* HH PP DNRY DHH GWRY	Johns-Cummings, Miranda	Semlak, Bill PHF* PHS HH
Bergethon, Bruce PHF* HH PP	Dietz, Larry PHF	Jontry, Gene PHF* HH	Sethi, Surinder PHF* PHS HH PP DHH DRY GWRY PDG MD
Bidner, Gordon PHF* PHS MD BS GWRY HH PP PDG DHH	Drake, Art PHF* HH PP	Jontry, Mark PHF	Smith, Kevin PHF
Bishop, John A. PHF* PP HH	Enchelmayer, Paul	Koos, Chris HM	Strassheim, Dale PHF* PP HH
Bishop, John E. PHF PP	Fleming, Ryan PHF	McClellan, Stephanie B. PHF	Tanton, Ed PHF* PP H
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*
Caisley, Bill PHF* HH PP	Gudeman, Gene PHF* HH	Moody, Jack	Varner, Iris PHF*
Campbell, Hank PHF HH DRY PP	Hahn, Fred PHF PP	Riehle, Matt	Weigelmann, Rod PHF HH
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

Normal Rotary Membership

A report
and a
Way Forward

The problem

- Normal Rotary Club membership 2000:

90

- Normal Rotary Club membership 2023:

50

methodology

- 8 point open-ended questionnaire
- Phone or face to face administration
- Starting with most senior and junior members and working toward the middle
- Administered September 2022 to January 2023

*You've been a member of the Normal Rotary Club since _____.
Right now, do you feel your level of involvement in the club is
HIGH, MEDIUM or LOW?*

What level of involvement do you want, or feel good about?

Describe a club activity that makes you feel good about being a member.

Describe a club activity that you don't like or that makes you feel bad.

What committees have you served on?

How was that experience?

What sort of new members would you like to see in the Club?

Have you ever recruited a new member, and what was that experience like for you? For them?

responses

36 of 50 members (72%)

- Members over 20 years

- 17 of 22

77%

- Members 5-10 years

- 11 of 14

79%

- Members 11-20 years

- 6 of 12

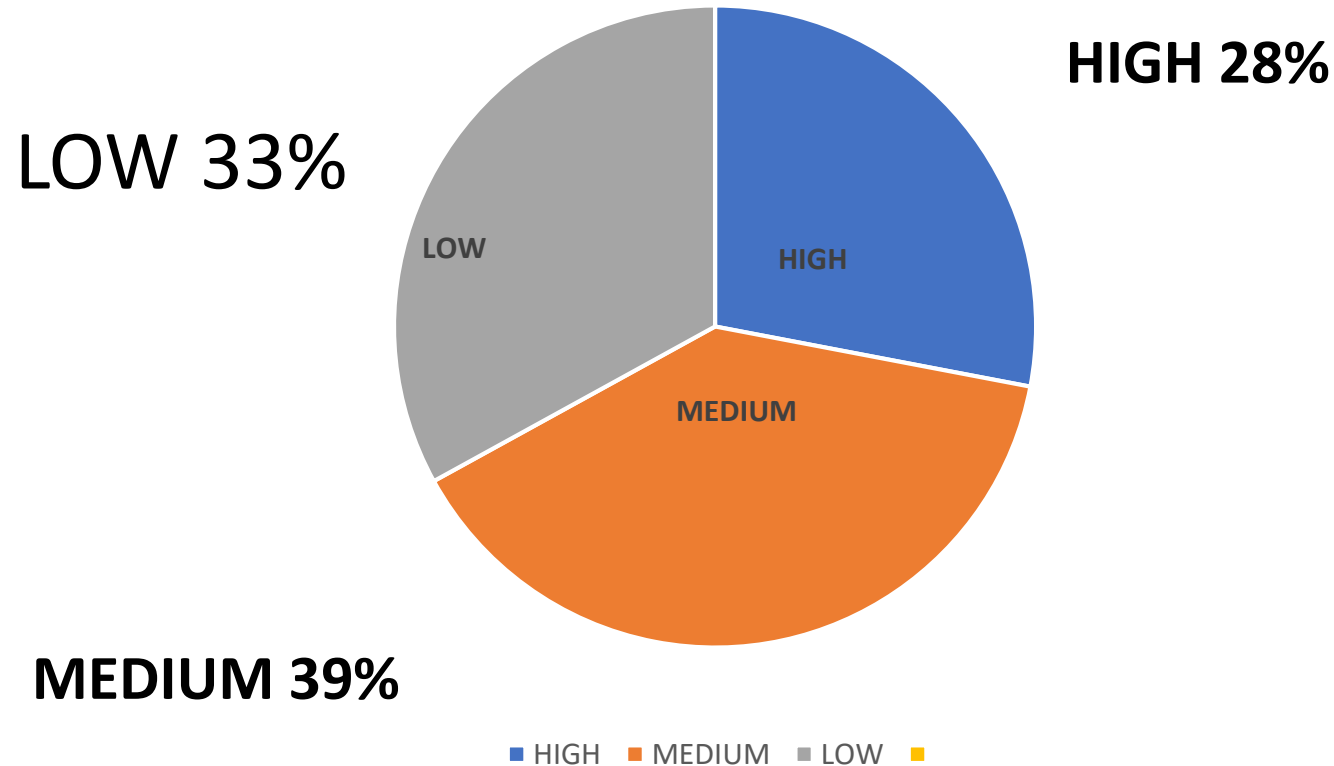
50%

- Members less than 5 years

- 2 of 2

100%

Right now, what do you feel is your level of involvement with the Normal Rotary Club?



Describe a club activity that makes you feel good about being a member.

- SAFE HARBOR/HSM MEALS (14)
- OKTOBERFEST (10)
- COATS FOR KIDS (8)
- POINSETTIA SALES (6)
- MEETING FELLOWSHIP (6)
- “HANDS-ON PROJECTS” (5)
- STUDENT SCHOLARSHIPS (5)

Describe a club activity that you don't like or that makes you feel bad.

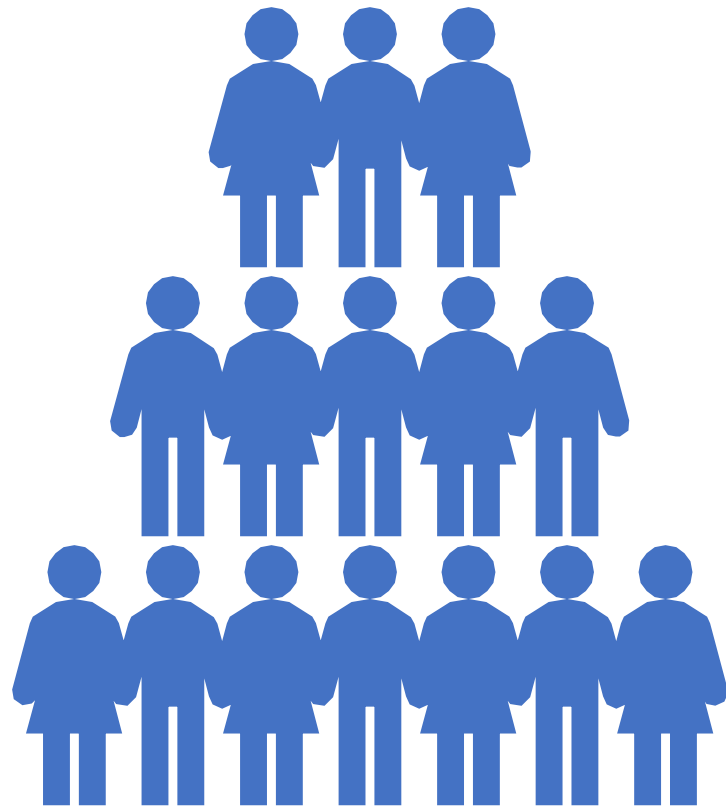
• **VERY**

FEW

RESPONSES:

- Under-representation of women (3)
- Whether or how we give away the money we raise (2)
- Programs and food (1 each)

What sort of new members would you like to see in the Club?



*1. EAGER TO SERVE (12 mentions)
words used included
“engaged, passionate,
altruistic, visionary, connectors”*

2. YOUNG (9 mentions)

3. DIVERSE (7 mentions)

4. “BREATHING” (4 mentions)

*5. (3 mentions each)
A BLEND OF AGES
NEWLY RETIRED, WITH SKILLS
REPRESENTATIVE OF THE COMMUNITY*

OBTACLES TO RECRUITING NEW MEMBERS

- THE TIME COMMITMENT
- INABILITY TO ARTICULATE THE BENEFITS OF MEMBERSHIP
- BUSINESSES DON'T SUPPORT MEMBERSHIP THE WAY THEY USED TO
- WE DON'T DO A GOOD JOB OF CARING FOR NEW MEMBERS

IDEAS FOR RECRUITING

- NEW LOCAL BUSINESSES (Rivian, Ferrero)
- TOWN OF NORMAL EMPLOYEES
- LABOR GROUPS
- ISU CENTER FOR CIVIC ENGAGEMENT
- STATE FARM NEWCOMERS
- YOUNG ISU AND HCC FACULTY/STAFF, PARTICULARLY WITH INTERNATIONAL BACKGROUNDS
- MULTICULTURAL LEADERSHIP PROGRAM (MCLP)
- CRICKET CLUB, OTHER “INTEREST GROUPS”
- INTERACT/ROTORACT/FOREIGN LANGUAGE CLUBS AT HIGH SCHOOLS

Have you ever recruited a new member, and what was that experience like?

“People with previous Rotary Club experience are at an advantage, compared to those coming to their first club at NRC.”

“For newer members, quality of programs is a real attraction.”

“Look for new professionals seeking to get to know the community. They are probably most interested in the aspects of social justice and the environment.”

Membership RECRUITING

- *If you can get people to the meetings, and they're interesting, then maybe you can get them involved in service.*

- Partner on projects and events with ethnic chambers of commerce. Have Rotarians set up info booths at street festivals and community events.”

Paul Galvin, membership chair, Rotary
Club of Portland, OR

Rotary Magazine, Sept '22

- *We have to be able to evolve to accommodate young, engaged and passionate people and their energy.*

PROJECTS: the key to member involvement

- *The things that are the most important are where you immediately see the impact.*
- It was a good group project, tangible and easy to see the end result.
Erik Cempel, president, Rotary Club of Chicago 2020-21
- Younger members want to roll up their sleeves, get their hands on it.
Diane Netzel, member, Rotary Club of Los Angeles
Rotary Magazine, August '21
- *Geezers tend to get overlooked – they still want to contribute.*



ROTARY values

- We should never be afraid to share with our fellow Rotary members what we expect to get out of our membership, and have an open discussion about how to make that happen.

Jennifer Jones, president, Rotary International, Rotary Magazine, Jan '23

- *A goal is projects or social activities that we can do across our differences. Rotary is transcendent in its apolitical nature.*

- My mentor in Rio Grande Rotary used to tell me that we were put on Earth to pay it forward.

Terra Winter, current president,
Rio Grande Rotary, Las Cruces, NM

Membership RETENTION = attention to detail

We need to do a better job of taking care of our members.

Our future depends on younger members, and our present younger members need to spearhead this effort.

The secret sauce for membership growth is: 1) invite people to join 2) connect with them 3) engage them in projects

- Brian Goerd, President, Rotary Club of Bettendorf, IA
- Rotary magazine, Feb '23

You can only have so much fun with a cow.

10 recommendations (from me)



outreach



Pay attention to the ATTRACTIVENESS
OF PROGRAMS for both current and
prospective members



SCAN LISTS (past speakers, people in
the news, business and professional
leaders) for potential members



Read ROTARY MAGAZINE for good
ideas

PROJECTS

- HANDS ON SERVICE opportunities are a must
- Seek PARTNERSHIPS with other Rotary Clubs and service organizations
- Create more opportunities for SOCIAL AND FAMILY PARTICIPATION



retention



Show COMMITMENT TO YOUNGER MEMBERS by considering financial options, encouraging new ideas, and actively recruiting clusters



MENTORING is crucial



Improve club ORIENTATION process



Meetings should be FUN



thank you!