

The Weekly Newsletter of the
Only Normal Rotary Club in the World
Chartered June 17, 1949



The Normal Spoke

SERVICE ABOVE SELF

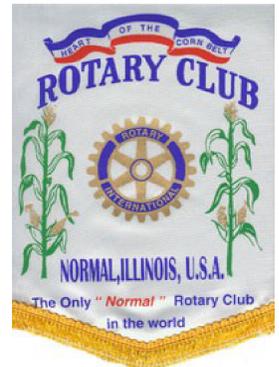
RI No. 3282 District No. 6490

October 28, 2020 Volume No. 72 Issue No. 19

Link to Rotary International <http://www.rotary.org/>

Normal Rotary Website: <http://www.normalrotary.org/>

District 6490 Website: <http://rotarydistrict6490.org/> (The District Newsletter is on the left side of the main page)



Reporter: Ann Haugo	Editor: Art Drake	Photographer: TBD
----------------------------	--------------------------	--------------------------

President Fred Hahn called the Oct. 28 meeting of the Normal Rotary Club to order at 12:01 p.m. Gordon Bidner provided the invocation.

President Fred reminded us that there are only 64 days remaining in 2020. Other important happenings of the day in history:

*On October 28, 1886, President Grover Cleveland dedicated the Statue of Liberty, a gift from the people of France, on Bedloe's Island in New York Harbor. Exactly 79 years later, the Gateway Arch was completed in St. Louis.

*In 1962, the Cuban Missile Crisis ended. Fred recalled his father having built a shelter in the basement and stocking it with one month's worth of food. When the crisis was over, his mother then had to creatively incorporate the stockpiled food into their menus.

*Born on this date in 1955 was Bill Gates, who wrote his first program as a freshman in high school at the age of 13 and computerized the school's payroll system and developed and sold traffic-counting systems to local governments. He left Harvard in his junior year to concentrate on his newly formed company, Microsoft.

*Other birthday celebrants include Jonas Salk [1914], Julia Roberts [1967], and Anna Elizabeth Dickinson [1842], an early advocate for women's rights and known for her blistering rhetoric.

Student guest: A student guest for today's meeting was ABW Thomas, who is a senior at Normal Community High School. ABW has three younger brothers and a sister. She plans to study marine biology, and the schools that she is considering include Stanford.

Announcements:

***Spoke and invocation volunteers:** Volunteers are needed to serve as Spoke editors and reporters and to give the invocation, etc. Our weekly emails include links to sign up. To sign up for the *Spoke*, go here: <https://www.signupgenius.com/go/10C044CAAAD2AA3FA7-thespoke>, and to sign up to give the invocation, go here: <https://www.signupgenius.com/go/10C044CAAAD2AA3FA7-normal>,

***Speakers:** We are also in need of speakers. If you have ideas for speakers, please send them to Dayna Brown (brownda@unit5.org) or Ann Haugo (ahaugo@ilstu.edu).

***Poinsettia Sales:** Andy Copenhaver provided information about this year's poinsettia sales. He shared that this may be a smaller year than usual, but this is the club's largest fundraiser and *needs participation*. It relies on a small number of people who routinely sell a high number of plants. We will especially feel the loss of Gordy this year, as he was a strong supporter.

- Emails were sent to all members, asking each of us to reply about our willingness to either help with the sales or provide a donation. Please reply to that email, and please consider helping with deliveries if you are not selling.
- Tickets are available at Andy's office, Alan Chapman's house, and Ryan Fleming's office at Commerce Bank.
- Poinsettia prices for us have gone up due to rising costs.
- Plants again will be available in red, white, and pink.
- Linda Healy is updating the flyer and it will be available soon.
 - Bruce suggested that the flyer could include information about how the club is using its money during the COVID crisis, i.e., prioritizing local response to the virus.
- Other tasks:
 - B-N clubs will be contacted about the sales.
 - Ann Haugo will post the flyer to Facebook when it's completed.
 - Art Drake will send out press releases for the district newsletter, the *Normalite*, etc.
- Our location will likely be the Chateau once again. Andy is still working out details with them. Schedule will be one week later than our typical schedule:
 - **Final Sales Date:** Monday, November 30.
 - **Delivery day:** Friday, December 11.
 - **Pickup day/time:** Saturday, December 12, 9 a.m. – noon pickup.

***Veterans Day:** Greg Anvick announced that Veterans Day One On One will not be in person this year. A notice will be put in the paper.

***Dreams Are Possible grant:** Hank Campbell asked how the recently received grant would be distributed. Gordon Bidner suggested that we make it a program for a meeting. Hank will work on setting something up, perhaps from the Dreams Are Possible location.

Judge: His Honor Bruce Bergethon collected happy fines that included the following celebrants: Gordon for a grandson who was just married; Andy for attending a Zoom meeting after a bit of

an absence; Hank for his one-month-old granddaughter; Art for a FB message from his daughter, sharing a very giggly moment with his three-month-old great-granddaughter; Dayna for her involvement with the Rotary women's group that was started by Julie Dobski, working toward getting more women involved in Rotary.

Membership question: Art followed Dayna's happy fine about the Rotary women's group with a question about what they are doing to engage people in Rotary, since it has been difficult recently to recruit members. Alan encouraged Dayna to follow up with our speaker, Dr. Becky Achen, after the meeting.

Speaker:

Rebecca Achen, Ph.D., is in her sixth year as an assistant professor of sport management in the School of Kinesiology and Recreation at Illinois State University. Becky lives in Normal with her husband Tyler, their son Lincoln, and their dog Rudy. They are expecting their second child in February.

Dr. Achen graduated with her Ph.D. in Sport Management from the University of Kansas, where she was also a graduate teaching assistant. Prior to that, she received her master's degree from Winona State University in Educational Leadership with an emphasis in sport management and her bachelor's degree from Southwest Minnesota State University in Physical Education with an emphasis in sport management. She has many years of work experience in higher education administration and sport marketing and sales.

Her research focuses on the effectiveness of social media as relationship marketing tools in professional sport. She is also an active contributor to the Scholarship of Teaching and Learning literature. She has been a Certified Personal Trainer and Group Fitness Instructor for ten years and currently trains at MyLeanBody Boot Camp in Bloomington.

Dr. Achen provided a short overview of her field and then opened the meeting for dialogue. She teaches primarily in the sports management program, which is one of several graduate programs within the School of Kinesiology and Recreation at Illinois State. Other graduate programs include Applied Community and Economic Development, Athletic Training, Biomechanics, Exercise Physiology, Physical Education Pedagogy, Psychology of Sport and Physical Activity, and Recreation Administration.

Most graduate students in the sport management want to work in college athletics, but they do turn out graduates who work in other fields in the context of sport - law, finance, sales, for example. Sport Management is the business side of sport, not the "athlete" side, so the curriculum that Dr. Achen teaches is similar to what we would find in the College of Business, but with sport as the context.

The pandemic has had far-reaching impacts on the field, and she reports that they are continuing to see changes that will shape the job market for some time. Some students have started to consider graduate school because the job market isn't looking good, so that may have a positive effect on enrollment in the short term. Dr. Achen observed that with the transition to online teaching, she has been impressed by the resilience of the students.

Bruce asked whether the current political climate has had any impact in the field. Dr. Achen does teach about the intersection of politics and sport and social media and sport. Because

sport is an integral part of people's lives, any clean separation of sport and politics is probably difficult. An interesting development in the modern world has been the influence of social media on the athlete's role. Athletes now have the capability to speak regularly and directly to fans, and to have closer access to them. They're tending to be less guarded, which is interesting as well.

Dayna asked about the influence of early youth participation in sport. Dr. Achen shared that data bears out what we might see locally – that early youth participation occurs in very high numbers now, and then drops off fairly noticeably into the teen years. Some research has investigated the factors that may cause that attrition, from inefficient structures or coaching to social pressures. Students in sport management are often those who continued to enjoy sport at an amateur and perhaps high school level but for whatever reason are not following the traditional athletics path. At the undergraduate level, there's a high demand for sport management programs, and if Illinois State had an undergraduate program, it could probably easily recruit students. We're also seeing the impact now of Title IX, with more women involved in sport and then moving into administration and other areas in the industry.

Jack asked how far back we can trace organized sport, historically. Dr. Achen's answer began with the example of the Olympic games and Roman gladiators, cultural demonstrations of physical prowess.

Fred asked about placement rates, and Dr. Achen replied that a solid alumni network helps them with a very high placement rate. The faculty encourage professional networking while students are in the program, often with alumni.

Ann observed a familiar logo on the wall behind Dr. Achen, and she shared that it was indeed the Vikings. Dr. Achen is originally from South Dakota but did her undergraduate and master's work in Minnesota and is an avid Vikings fan. Her husband, however, is a Packers fan, which makes the season interesting.

Bruce shared that he had just watched *Moneyball*, a film about the management of professional baseball that kind of crushes romantic notions of sport. Do students enter with those nostalgic or romantic feelings about sport? Dr. Achen confirmed that they indeed do. Those feelings are often connected not to the sport itself, but to family, home, or other factors that create an affinity. She often tells students not to work in their favorite sport, because they will be unable to enjoy it as much. As an example, she worked in baseball for a period of two years and never saw a complete game.

Thought for the Day

“Try not to be a person only of success, but rather try to be a person of value”

-Albert Einstein

The Normal Spoke is a publication of the Normal Rotary Club of Illinois - P.O. Box 333, Normal, IL 61761
 Editorial Staff: Art Drake, and Larissa Mcllvain
 Meetings are held Wednesdays at noon in the Circus Room at the Bone Student Center, ISU.

Officers 2020-2021:

President - Fred Hahn

E-mail : fredhahnpe@gmail.com
 Phone : 309-750-0326

President Elect – Ann Haugo

E-mail : ahaugo@ilstu.edu
 Phone : 309-825-1534

Vice President – Vacant

Secretary – Jack Moody

E-mail: jack-moody@comcast.net
 Phone: 309-310-4868

Treasurer - Ryan Fleming

E-mail : ryan.fleming@commercebank.com
 Home phone : 815-739-5498 - Work phone : 309-823-7289

Sergeant At Arms- Bill Semlak

E-mail: wdsemlak@ilstu.edu
 Phone: 309-359-8172

Past President - John E. Bishop

E-mail: JEBii.bishop@gmail.com
 Home phone: 309-663-0677 – Work phone: 309-663-8436

Directors 2020-2021:

Community Service – David Taylor

E-mail : dtaylor@uwaymc.org
 Work phone : 309-828-7383

Rotary Foundation & International – Angie Bubon

E-mail: angela.fulton@gmail.com
 Phone: 309-530-0396

Publicity – Larissa Mcllvain

E-mail: Larissa.Mcllvain@heartland.edu
 Home phone : 309-338-7362 - Work phone : 309-268-8125

Director of Club Administration - Dayna Brown-Nielsen

E-mail: brownda@Unit5.org
 Work phone: 309-454-2850 Home phone: 309-862-3385

Assistant Governor: John Meek

E-mail: jmeek@fdco.com
 Phone: 1-309-275-9386

District Governor – Michael D. Step

E-mail: Michaelstep1953@gmail.com
 Phone: 217-264-6817



Rotary International President

2020-2021

Holger Knaack
 Member of the
 Rotary Club of
 Herzogtum- Mölln,
 Germany

Members:			
Adanri, Bayo PHF* HH PP	Cranston, Robert PHF* PHS HH GWRY PP DHH	Jontry, Mark PHF	Smith, Kevin PHF
Alexander, Kathy PHF* HH PP	Dennis, Marcia PHF* HH PP DNRY DHH GWRY	Koos, Chris HM	Smith, Lindsey
Anvick, Greg PHF	Dietz, Larry PHF	Kunze, Todd	Strassheim, Dale PHF* PP HH
Bergethon, Bruce PHF* HH PP	Drake, Art PHF* HH PP	Lindsay, Jeff	Tanton, Ed PHF* PP H
Bidner, Gordon PHF* PHS MD BS GWRY HH PP PDG DHH	Enchelmayer, Paul	McClellan, Stephanie B. PHF	Taylor, David
Bishop, John A. PHF* PP HH	Fleming, Ryan PHF	Mcllvain, Larissa PHF	Timmerman, Ron PHF* HH
Bishop, John E. PHF	Gentry, Connie PHF HH	Mesdag, Elleke PHF*	Varner, Carson PHF*
Brokaw, Nancy PHF*	Glover, Rob PHF HH	Moody, Jack	Varner, Iris PHF*
Brown-Nielsen, Dayna PHF	Goeckner, Becky PHF* HH PP GWRY	Riehle, Matt	Weigelmann, Rod PHF HH
Bubon, Angie (Fulton) PHF	Gudeman, Gene PHF* HH	Rolley, William	Wyss, Matt PHF
Caisley, Bill PHF* HH PP	Hahn, Fred	Ropp, Ray PHF* HH PP DHH PDG	Zimmerman, Drake PHF* PHS MD BS HH PP DHH
Campbell, Hank PHF HH DRY	Haugo, Ann PHF	Rosenlund, Jim PHF	
Chambers, Jason PHF	Hawkins, Sherry	Runyon, Art PHF* HH	
Chapman, Alan PHF* PHS MD HH GWRY DHH	Healy, Linda PHF* HH PP DRY	Schultz, Dianne	
Copenhaver, Andy PHF PP	Hunt, Robert PHF*	Schultz, Mel PHF HH PP	
Cornille, Keith HM	Johns-Cummings, Miranda	Semlak, Bill PHF* PHS HH	
Cotton, Barb	Jontry, Gene PHF* HH	Sethi, Surinder PHF* PHS HH PP DHH DRY GWRY PDG MD	
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

