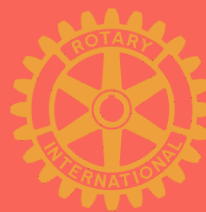




Mary Harvey, District Governor 2022-2023

Rotary  
District 6510



*This is our third letter in the series, and I want to discuss Membership as an important initiative during your year as club president.*

### UPCOMING TRAINING DATES: HAVE YOU REGISTERED?

**FEBRUARY 19, 2022** PRESIDENTS ELECT TRAINING (PETS) ORIENTATION  
DOUBLETREE BY HILTON, MOUNT VERNON

**MARCH 18-20, 2022** LAND OF LINCOLN PRESIDENTS ELECT TRAINING (LOLPETS) (DISTRICTS 6490, 6510, 6560, 6580)  
HOLIDAY INN, EFFINGHAM

**APRIL 9, 2022** DISTRICT ASSEMBLY  
DOUBLETREE BY HILTON, MOUNT VERNON

TO HELP PREPARE FOR YOUR YEAR, WE RECOMMEND YOU VISIT [MYROTARY.ORG](https://myrotary.org) TO ACCESS THE LEARNING CENTER MODULES RELATED TO MEMBERSHIP. THIS WILL GIVE YOU IMPORTANT BACKGROUND INFORMATION SO YOU GET THE MOST OUT OF THE MARCH LOLPETS TRAINING EVENT IN EFFINGHAM ON MARCH 18 - 20, 2022.

WE ENCOURAGE YOU TO TAKE THE TIME TO REVIEW ALL OF THE AVAILABLE RESOURCES ON MEMBERSHIP. YOU CAN RETURN AS A REFERENCE DURING YOUR YEAR AS WELL AS DIRECT OTHERS IN YOUR CLUB TO FOCUS ON SPECIFIC TOOLS.

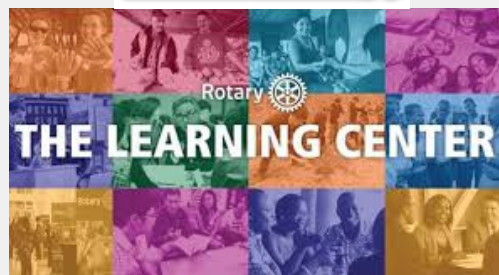
YOU WILL SIGN IN USING THE SAME INFORMATION THAT YOU USE TO ACCESS YOUR MYROTARY ACCOUNT AND FIND A CATALOG OF AVAILABLE COURSES.

## Membership Plan

There are several components to developing your membership plan:

- **Attraction** - attracting members to your club.
  - [Strategies for Attracting New Members](#)
- **Engagement** - providing opportunities for your members to participate in service to your community and the greater Rotary world
  - [Enhancing The Club Experience](#)
- **Retention** - keeping members interested and involved in club activities
  - [Improving Your Member Retention](#)

**SAVE  
THE DATES!**



### MyRotary, the Learning Center

Go to The Learning Center and explore the courses available to you on being a Club President and the various other club leadership roles.

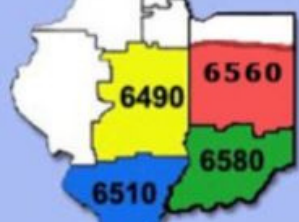
Create an Account on MyRotary at the link below (<https://my.rotary.org/en/>)

- gain access to the latest reports, information and tools. Your account lets you do Rotary business quickly and efficiently and ensures that Rotary International has accurate records for your club.
- enter goals and track progress, record service projects and Foundation goals
- **Access the Learning Center ([How to Access the Learning Center](#))**
  - learn at your pace and convenience
  - choose learn by topic: Membership
  - [Strategies for Attracting New Members Course](#)
  - [Best Practices for Engaging Members Course](#)
  - [Improving Your Member Retention Course](#)



Each one of these areas will provide opportunities for you to grow Rotary in your club and your community. Please be ready to continue with our membership discussions at our PETS Orientation meeting on February 19th and at the LOLPETS training in March. Looking forward to meeting and getting to know you!

**[LOLPETS.ORG](https://lolpets.org)**



# Land of Lincoln PETS



Rotary Districts 6490, 6510, 6560 and 6580

Registration Information can be found [HERE](#) for Land of Lincoln Presidents Elect Training Seminar  
Thelma Keller Conference Center Effingham, IL  
March 19-20, 2022

## Hotel Information

Hotel Block - Please call the Hotel's direct line to lock in your room and RATE.

Be sure to ask for the "LLP", "Land of Lincoln PETS" discount rate.

### Holiday Inn Effingham

1301 Avenue of Mid America, Effingham Illinois, USA 62401

Tel: 217-540-7777

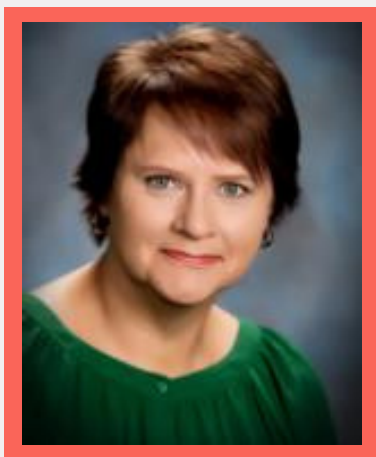
Rate: \$119.00 plus taxes (connected to the Conference Center)

### Country Inn & Suites

1200 North Raney, Effingham, Illinois, USA 62401

Tel: 217-540-5555

Rate: \$95 plus taxes (next door to the Holiday Inn)  
Includes complimentary breakfast



District Governor, 2022-2023

**Mary Harvey**

Rotary Club of Mt. Vernon

Mary joined the Mount Vernon Rotary Club in 2011 and has served in multiple capacities including Club President, Club Secretary, Club Membership Chair, and Board Director. Mary is a Facilitator with Rotary Leadership Institute, a member of the Paul Harris Society, a Level 3 Major Donor to The Rotary Foundation and was chosen Rotarian of the Year in District 6510 for Rotary year 2018-2019. As a consultant for small business management and human resources for 30+ years, Mary has worked within a variety of industries including healthcare, construction, and manufacturing with an emphasis on employment law. She joined her husband, Lane, in his law practice in 2010 serving as the firm's financial director. Mary is originally from Northeast Wisconsin (Go Packers!) where she raised her family who still reside in Green Bay, Wisconsin. She met her husband, PDG Lane Harvey in Chicago Illinois and Attorney Harvey was able to use his powers of persuasion to lure her to Southern Illinois in 1999. When not visiting with clubs around District 6510 as the District Membership Chair, she enjoys traveling, visiting her 12 grandchildren, handbell ringing, and floral design. She loves her family, her beautiful blue-eyed husky Beau, Riesling wine, Door County Wisconsin, football and Rotary.

## 2022-2023 Theme Announced

At the 2022 International Assembly, Rotary International President-Elect Jennifer Jones announced Imagine Rotary as the upcoming year theme. The theme graphic was designed by an Australian indigenous artist to link with the Melbourne convention in 2023.

Circle - connections to one another

Dots around it - Our People

There are 7 Dots because of our Rotary's 7 areas of focus

Circle + dots around it - Navigation star, our guiding light

Green solid line - digging stick (used when doing hard work);

for us it's People of Action, represents the tools for getting things done

Colors: Purple, Green & White -

Celebrate DEI- Diversity, Equity and Inclusion.

Freedom to express ourselves differently but still with a special connection.

Purple- Polio

Green- the Environment

White - Peace

Represents Empowerment and Newness and also the colours were utilised for the women's movement giving us the opportunity to grow our female membership.



Rotary International President

2022-2023

**Jennifer Jones**



**IMAGINE  
ROTARY**