



Muskegon Rotary in Motion



Brianna Scott, President
Susan Cloutier-Myers, President-Elect
Josh Wallace, Pres Nominee
Pam Babbitt, Secretary
Kathy Byma, Treasurer
Don Crandall, Past President

Muskegon Rotary Club

Club 216 (2809) - District 6290, Chartered May 1, 1916

April 2, 2015 12:10pm

Muskegon Harbor Holiday Inn

<http://www.muskegonrotary.org>

Cathy Brubaker-Clarke, Director
Larry Larsen, Director
Kathy Moore, Director
Dave Sipka, Director
Lee Coggin, RIM Reporter
Bill Johanson, RIM Editor

THE FOUR WAY TEST THAT ROTARIANS USE IN MAKING ETHICAL DECISIONS:

Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?



Program: "Hilt's Landing Update" John McGarry

MEETER / GREETER

Josh Wallace

INVOCATION

John Snider

THIS MEETING'S MENU

Chicken Parmesan; steamed broccoli; salad bar with 6 toppings, 3 dressings; assorted desserts

STUDENT GUESTS

Oakridge Eagles

NEXT WEEK'S BIRTHDAYS

Bruce Spoelman Apr 2
Jerry Wiersma Apr 5
Dave Alexander Apr 6
Orville Crain Apr 6
Gwen Williams Apr 6

PROGRAMS / EVENTS

04/09 Marsh Baseball Field/
Outstanding Citizen Award
04/16 Institute for Healing Racism/
06/12 Party in the Park
09/23 Grape Escape

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Rotary Pals: Who We Are

When talking to an acquaintance about Rotary, or recruiting a colleague into membership, how often have we yearned for a few quick facts on the tip of our tongue to establish that Muskegon

is indeed *thee* "Rotary Club of Clubs" in West Michigan, maybe even in the entire state.

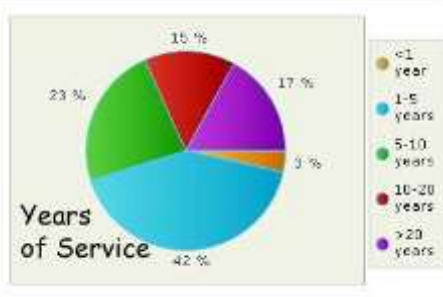
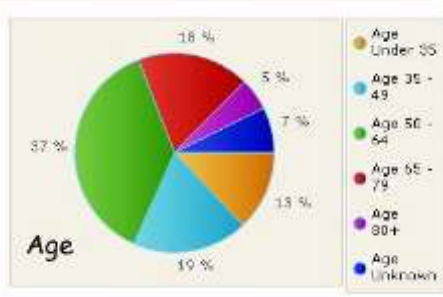
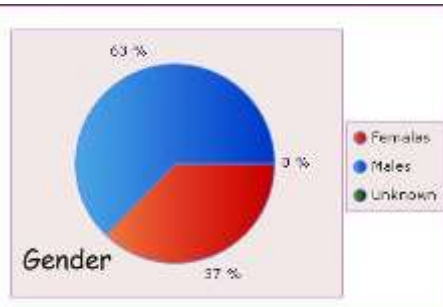
Below are a couple of fact-gathering ideas: First, the charts to our left depict Muskegon Rotarians now. Ladies constitute 1/3rd of our membership, a growing number; 1/3rd of us are 49 or younger; and about half of us have been Rotarians no more than 10 years. We've seen plenty of dynamic change in recent times and, from our District's 62 clubs in the US and Canada, Muskegon's is now first or second largest.

Our second idea is to develop 30-second, neatly rehearsed "elevator speeches." What are those? Click on the following District 6290 newsletter link for an elevator lift to help tell your story: <http://ridistrict6290.org/stories/what-39-s-your-rotary-elevator-speech/>. Then proceed to p.2.

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This publication, *Muskegon Rotary in Motion* (RIM), is intended for the private, non-commercial use of our members and friends. RIM content includes correspondent reports, meeting announcements, and member-related social media items. The deadline for RIM announcements is Thursday noon for the following week's issue. Submit brief announcements in writing (ie, notes, brochures, flyers, PSAs, news releases) to Editor Bill Johanson or one of the RIM Correspondents above.



Last Week's Program

A Category of One: Branding Rotary in Our Community

by Lee Coggin

"Rotary is no longer a household name," according to Rotary Zone leader Mary Berge, right, who visited Rotary this week to assist with strategic planning and to address the Club's weekly lunch meeting. Berge, a member of the Johnstown, Pennsylvania, Rotary Club, reported on Rotary's global efforts to strengthen its brand and refine its messaging, so the Club can accomplish its mission for many years to come.

To develop a plan to address what Berge called an "identity crisis" both externally and internally, Rotary International has hired a marketing firm to help guide the organization's branding efforts. Step one was to determine who we are, what we do, and why we do it. Regardless of where Berge travels, she said the answers are the same when she asks what Rotary is all about: service, networking, community, fellowship, friendship, LUNCH!

The marketing firm conducted extensive surveys and determined that there is no other service club like Rotary. In fact, they identified Rotary as existing in a "category of one." The firm found that Rotary provides a unique value proposition for its members

President Brianna, left, presents thank you gifts to Mary and her traveling companion, Past District Governor Chris Etienne.



and the communities it serves by providing hands-on service opportunities, trusted connections among members, and life-long friendships. Rotary has a clear niche of bringing together leaders who use their expertise to take on the toughest challenges in their communities.

With the survey data, Rotary has defined its voice with a unique tone. It is smart by applying the expertise of its members; it is compassionate because it takes on the tough issues that intimidate others, like ending polio throughout the world, and it is persevering because it provides a lasting impact.

Berge encouraged the members to use this unique Rotary voice to tell their own stories and create enthusiasm for Rotary's mission.

The Muskegon Rotary Club is positioned to do this successfully, according to Berge. Following the strategic planning meeting with Club leaders and members, Berge said the Muskegon Rotary Club is good at engaging new members, being flexible, and providing strong leadership that is not stuck in old traditions.

Reaching out to the younger generation will be challenging but not impossible. Berge said young adults are looking for hands-on projects that produce an immediate positive impact. They want to involve their children in these projects as well. Furthermore, they are heavily invested in social media and may prefer shorter weekly meetings that are sensitive to the time constraints they face with family and job responsibilities.

Likewise, Rotary needs to do a better job of keeping new members. A decade ago, Rotary had 1.2 million members globally. Since then, Rotary has added 1.2 million new members. Yet, today its total membership remains at only 1.2 million. Retention is an obvious challenge for Rotary to address.

One of the Muskegon Club members asked if service clubs are fading away in the American landscape. The answer: not for many years to come if Mary Berge and Rotary have anything to say about it.



**'Round
Rotary's
RIM**

President Brianna stumped the Club with last week's version of *Guess the Rotarian*. The "mystery" Rotarian always wanted to be a member of the Club, considers the birth of his children the most important event in his life, would title his autobiography "Be Careful What You Wish For," and makes a great clam chowder. The answer: **Gary Nelund!**

Orville Receives Harris Fellowship

Josh Wallace presents **Orville Crain**, left, with a coveted Paul Harris Fellowship Award. Orville has been leading the Club's recruiting efforts and has lifted the Club to the first or second largest in the District, depending upon which week it is. His energy and enthusiasm combined with his sincere heart makes him the consummate Rotarian. Thank you, Orville, for all that you do!



Announcements from President Brianna

Gene Fethke was recently named insurance agent of the year. Congratulations, Gene! For more on Gene's honor, click on the follow link for his recent media coverage:

http://www.mlive.com/news/muskegon/index.ssf/2015/03/muskegon_insurance_executive_n.ht ml#incart_river

By **Brandon Champion** | bchampion@mlive.com

If you have not done so, please "like" Muskegon Rotary on Facebook. Ask all of your friends to "like" us, too!

Visiting Rotarians & Guests

Transferring Rockford Rotarian **Connie Taylor (Dan Hartmann)**; ITEX Trade Exchange Franchise Secretary **David Turner (Orville Crain)**; and Clare Root-Benson (**Connie Maxim-Sparrow**).

Student Guests

This week's student guests come from Orchard View High School and included the top two graduates in this year's class. Aaron Ward participates in

Marching band and completed the Jobs for America's Youth program sponsored by MiWorks! Aaron, right, will complete the Early College program in Muskegon before going on to Western Michigan University to study geology.



Trevor Ferry, left, is the drum major at OVHS, quiz bowl team captain, and a member of the chess and robotics teams. He earned a 35 on his ACT and will be attending



Princeton courtesy of a full academic scholarship, where he hopes to study physics before pursuing his PhD in quantum physics.

The Club is striving for more than 50% attendance by all members. If you attend committee meetings, New Generation meetings like Interact or Rotaract, or other Rotary Club meetings as a visiting Rotarian, let the Club secretary know, so you can be counted.

Club Cell Phone Infractions

A blue ribbon Rotary ad hoc committee, charged with determining cell phone use during our regular lunch meetings, reported back that cell phone usage is rampant especially during our programs, which certainly is disrespectful and unRotary-like to guest speakers. The committee has recommended certain penalties for "cell infractors," not the least of which would be



public recognition via RIM and other means. All Rotarians would be invited to submit cell phone infractor photos such as the one above; in all honesty, that fine subject is either *staging* cell phone usage or taking a little nap... he's definitely NOT an infractor... we think.

But, now scan the photo below. See if you can find two "cell mates" caught red-handed. So obvious.



DUES COLLECTION POLICY ANNOUNCED

As we briefly discussed last issue, Club Bookkeeper **Kathy Betts**, with Board approval, has developed a Rotary Dues Collection Policy (click on link below) to take effect immediately. Please take a few moments to look it over. Feel free to bring any questions/ comments to a future meeting.

<http://clubrunner.blob.core.windows.net/00001911/en-ca/files/homepage/dues-policy-february-2015/Dues-Policy-Feb-2015.pdf>

