



# Muskegon Rotary in Motion



Brianna Scott, President  
Susan Cloutier-Myers, Pres-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 23, 2015 12:10pm

Muskegon Harbor Holiday Inn

<http://www.muskegonrotary.org>

Cathy Brubaker-Clarke, Director  
Larry Larsen, Director  
Kathy Moore, Director  
Dave Sipka, Director  
Kathy Moore, 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: "Farmers Market Kitchen" w/ Dana Gannon & Rich Thorstenson

### MEETER / GREETER

Josh Wallace

### INVOCATION

Jane Clingman-Scott

### THIS MEETING'S MENU

Chicken Alfredo w/broccoli and mushrooms; salad bar with 6 toppings, 3 dressings; assorted desserts

### STUDENT GUESTS

Muskegon Big Reds

### NEXT WEEK'S BIRTHDAYS

Rem Sprague Apr 26  
Gina Lister Apr 27  
Frank Marczak Apr 27  
Kelly Richards Apr 27  
Doug Wood Apr 30

### PROGRAMS/EVENTS

04/30 Honduras Report  
05/07 Rotary Kenya Farm Project (Meet at Lake House)  
06/12 Party in the Park  
09/23 Grape Escape

### Muskegon Rotary Board

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Dave Sipka [dsipka@muskegonisd.org](mailto:dsipka@muskegonisd.org)

### Rotaractor of the Month



Samuel Wynn is a first year member of the Rotaractor Club of Baker College of Muskegon. He is

majoring in Entrepreneurship and loves to swim when he has free time. Throughout his first year, Sam has been busy volunteering at Kid's Food Basket and has attended multiple Rotary Business Connections, in addition to a Rotary Lunch. Recently, Sam volunteered at the United Way Read-a-Thon held at Baker College where the Rotaractor Club partnered with United Way to promote literacy in school-aged children. Thanks for all you do, Sam!

### This Week On Stage

Kitchen 242 is a certified commercial kitchen in downtown Muskegon located at the Muskegon Farmers Market on Western Avenue next to the Post Office. The kitchen provides a rentable facility for food business entrepreneurs to prepare their products in an approved kitchen. Community kitchen space is also available where cooking classes and culinary events can be held to enhance community awareness of good nutrition.



Some (but maybe not many) call Sarasota, FL the Mature College Coed Spring Break Capital of the World, which may explain Ron Gossett at his local beach from early morning to late evening this time of the year, with lovely Shirley always close by, ready to rein in "His Friskiness."

MAY 14 MAY 14 MAY 14 MAY 14 MAY 14  
15th Annual Lakeshore Business Expo



<https://www.facebook.com/events/819453478125277/> (click above for EXPO details)

### Recent Newbie Members



Justin Clark

Kelly Richards

## Almost Ready to Open Michigan Heritage Park Report

by John H. McGarry III

CEO, Lakeshore Museum Center

It's been a great pleasure to have provided you with progress reports (click bottom link below for final report) to bring the friends, donors, supporters, volunteers, Board Members and staff up-to-date on how we have built



the Park. I am excited to see you all on your first visit to experience the project in person. To keep current on events at the Michigan Heritage Park and all of the Museum sites, please visit...

[www.lakeshoremuseum.org](http://www.lakeshoremuseum.org).

Here are the Special Events at the Michigan Heritage Park in Summer 2015:

**June 13 & 14.** Civil War Camp with the 3rd Michigan Volunteer Infantry.

**July 18.** Voyageur Family Fun Run

**August 22.** A Taste of History

**September 12.** Flat Head Car Reunion and Car Display

**October 17 & 18.** Michigan

Associations of Blacksmith Artists

Final report: <https://us-mq5.mail.yahoo.com/neo/launch?.rand=9qgcbqlgn6svdf#8148986914>

## Famous Day and Year

(RIM sets an historic stage) Longfellow's 1860 poem "Paul Revere's Ride" contains the line "...On the eighteenth of April, in 'Seventy-Five; Hardly a man is now alive..." Those who memorized that poem in school



should have little trouble recalling that Saturday, April 18, at the Overbrook Theatre (MCC), "Storm," a compelling film and live music experience is being presented. Never before

have the compelling stories of shipwrecks in gales been better told. Musician Dan Hall and historian Ric Mixer team up >>>

## RIM Correspondents

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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 correspondents' reports, meeting announcements, occasional satire, 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 to Editor Bill Johanson or one of the RIM Correspondents above.

>>> to present an incredible journey of story and song of shipwrecks on the Great Lakes from 1905 to the wreck of the Edmund Fitzgerald. This is a live concert and feature film performance that highlights underwater footage and interviews from storm survivors involved in several Great Lakes gales.

Tickets are available by calling Muskegon Community College, 231-777-0324, or they will be available "at the door."

\$20.00 General Admission

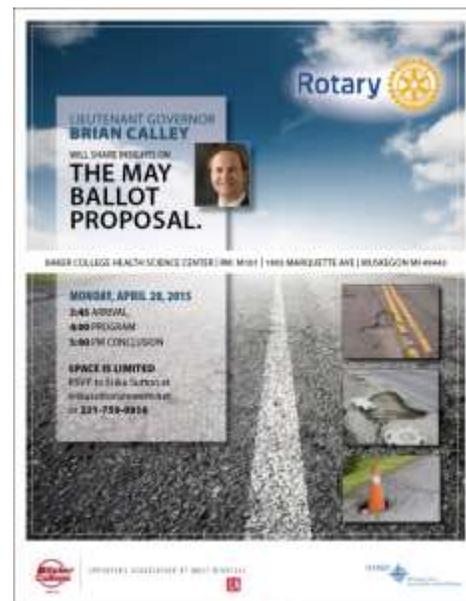
\$15.00 Student/Museum Member

<http://silversidesmuseum.org/calendar/storm-movie-and-live-music-at-the-overbrook>

Movie and Live Music at the Overbrook Theatre, Muskegon Community College

April 18 @ 7:00 pm - 10:00 pm

## Rotary Business Connection



For poster: <http://clubrunner.blob.core.windows.net/00000001911/en-ca/files/homepage/lt-gov-brian-calley-mq-bus-connect/Lt.-Gov.-Calley-RBC-4-20-15.jpg>

## 'Round Rotary's RIM



Danielle Woodring, Sam, Stephanie Stewart in Baker Rotaractor of the Month Celebration

## Being Heard in a Bitter World

So say you're connected to a business, community or governmental organization and you want to distribute an important announcement to as many local readers as possible this week, on a very tight media budget. (Sound familiar?) What's your best option? Well... many PR professionals first consider the often reliable (and free) news release or public service announcement

(PSA) with its "what, where, when, who, and why" built-in formula – brief, easy to write, easy to read. Such submissions also work well for RIM, whose deadline is Thursday noon for the following week's issue. Questions? Contact one of our helpful "RIM Correspondents" (listed at the top of the middle column). Oh, and that "Bitter World" headline mentioned above? Just another cheap journalism plea for attention.



## This Monday

The next Rotary Business Connection welcomes special guest Michigan Lt Gov Brian Calley to discuss The May Ballot Proposal. This event is next Monday at 4pm at Baker College. Seating is limited and going quickly; please RSVP to Erika Sutton at the Employers Association 231-759-0916 or [erikasutton@eawm.net](mailto:erikasutton@eawm.net) or <mailto:erikasutton@eawm.net>



## “Promise” of College

Fellow Rotarians and Friends...

On Wednesday, our community publicly launched the brand new "Muskegon Area Promise Scholarship." Unlike the Kalamazoo



Promise, which is funded by a small number of very

wealthy individuals, the Muskegon Area Promise will need to be funded by a "grassroots effort."

This will require **many** individuals who care about kids in



our community to invest **small sums of money** to help us reach our initial goal of **\$250,000 by May 15**, allowing us to begin issuing scholarships THIS FALL!

**ACTION NEEDED:** Please consider investing today through our new GoFundMe web page at <http://www.gofundme.com/promisescholarship> or make a more private investment directly through the Community Foundation for Muskegon County – information about both options is available on our GoFundMe web page. Any amount is welcome!

Most importantly, **whether you choose to invest or not**, please share the GoFundMe link via your personal and work related social media pages so that **everyone** in Muskegon County will have the opportunity to help our community THRIVE educationally and economically!

The official press release is attached or can be viewed on the MAISD website at: <http://www.muskegonisd.org/downloads/news/pr46muskegonpromisescholarship.pdf>

Sincerely,  
*Megan Byard, MAISD College Access Specialist, 231-750-4105 or [mbyard@muskegonisd.org](mailto:mbyard@muskegonisd.org)*

## Last Week's Program

### Muskegon Manufacturers Health & Wellness Clinics by Kathy Moore

Dawn Johnson presented Lighthouse Insurance Group executive Dave Young who then introduced the program and guest speaker. Amy McCulloch, below an account executive at ProMedico LLC., delivered a

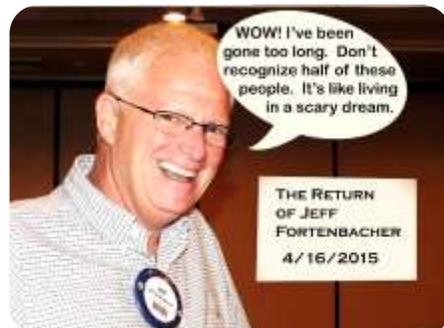


passionate presentation about an innovative approach to help employers counteract drastic increases in health care costs. Three local companies (Eagle Alloy, Port City

Group and Fleet Engineering) are collaborative partners of the Muskegon Manufacturers Health and Wellness Clinics which provide free, convenient, one-on-one, on-site access to expert medical services for employees and their dependents.

The goal of the clinics is to create a greater continuum of care that will have a positive impact on the health and wellbeing of the employees. Staffed with mid-level practitioners, the clinics are not meant to replace primary care physicians, but they help avoid or minimize costly visits to urgent care facilities or emergency departments to treat routine or easily treatable conditions.

McCulloch stated "Health care is changing dramatically...it's inevitable and it's the law." These clinics have the added benefit of being quickly accessible by employees pressed for time. Workers can visit the clinic quickly before or after work, thereby saving the company any potential loss in productivity from the employee leaving the facility for a routine doctor appointment. The clinics are staffed and operated through ProMedico LLC, a third-party firm that >>>



>>> manages the day-to-day operations. The services include a 24/7 hotline for personalized support that is different from traditional tele-help lines because the employees talk to their own familiar clinician.

ProMedico clients (employers) must be self-insured. Fees are based on the number of hours the clinic is operational and the number of employees that are seen by the health professionals. According to McCulloch, "These clinics decrease corporate healthcare costs by pinpointing chronic health conditions, limiting gaps in care, and boosting medication adherence."

## From Chief Jeff Lewis

### Straight Talk:

#### Cops & Community

This event is being held on April 29 at 6:00pm at Christ Temple Apostolic PAW in their Multi-Purpose Center located at 412 E Sherman Blvd, Muskegon. Law enforcement officials from various agencies will be there to talk with citizens about their



concerns one-on-one.

Also covered will be what to do and what not to do when you interact with police officers.

This is a FREE community event presented by the Muskegon Rotary Club's Diversity & Inclusion Committee.

Join us for one-to-one conversations with representatives from the:

- Muskegon Police Department
- Muskegon Heights Police Department
- Muskegon Co Sheriff's Department
- Michigan State Police
- Muskegon County Jail
- Juvenile Transition Center
- Muskegon County Prosecutor's Office
- Muskegon County Public Defender's Office

April 29, 2015 at 6:00pm

Christ Temple Apostolic PAW  
Multi-Purpose Center  
412 E Sherman Blvd, Muskegon MI  
Refreshments, Light Snacks

Ages 12 through adult encouraged to attend

## FRAUENTHAL CENTER SUPPORT REQUESTED



There's a contest going on to determine the favorite historic theater in Michigan – click on the link below to vote now for the Frauenthal, to help keep our beautiful crown jewel in first place! Currently, it's barely in second place, but your vote can change that.

[http://www.mlive.com/lansing-news/index.ssf/2015/04/help\\_pick\\_michigans\\_favorite\\_h.html#incart\\_river](http://www.mlive.com/lansing-news/index.ssf/2015/04/help_pick_michigans_favorite_h.html#incart_river)

## Visiting Rotarians & Guests

Michigan Guns & Hoses' Lacey Koens and Chris Wilks (**Mary Beth Ramos**); Retired educator Dave Wagner, Hoop Happy Hoop Healthy's Merri Davis, and Beachfit, LLC owner Brenda B (**Orville Crain**); and Shoreline Vision Marketing Manager Jennifer Scofield (**Chanda Wilson**);

 **'Round** Continued from page 2



After an unusually rousing vocal leading into the Happy Birthday Song, the normally demure **President**

**Brianna** announced that the funds raised through our weekly raffles will now go to the Polio Plus fundraiser instead of water filters for the adequately funded World Community Service activity.

**Gwen Williams** announced a Way to Wellville Town Hall meeting scheduled for April 23, from 5:30 to 7:00pm at the Norton Shores Library Community Room.

## News/Announcements

Two new Rotary members were → inducted: **Teri Gust**, left, (sponsor **Dawn Johnson**) is the Manager/Director of the Muskegon Civic Theater. **Joe Finkler**, right,



(sponsor **Orville Crain**) is a Financial Advisor at FSC Securities Corp. He is also an inventor extraordinaire and past president of the Muskegon Inventor's Network. Welcome you two!



**John Noling** shared impressive service and accomplishments of Interact Clubs' El Salvador trip. John also provided an updated list of the nine students selected for the Life Leadership Conference.



**Jane Clingman-Scott**, left, asked Rotarians to prepare to be dazzled and solicited for a Mother's Day themed fundraiser by the Polio Plus Committee who will present beautiful jewelry sets at the May 7<sup>th</sup> meeting for sale and as a raffle prize.

**Dave Sipka**, right, titled his five-fingered announcement "Minor Miracle on 3<sup>rd</sup> Street" to inform us that the Club has applied for a grant that may match 100% the donations raised from our Holiday Food Drive.



**Don Crandall** reiterated the importance of the per member contributions to Rotary International (Every Rotarian Every Year). The District announced a 1-to-1 match for donations up to \$500 between April 25 and May 25. So a Paul Harris Fellowship could be had, right now, for only \$500.



Dawn, Teri, Brianna, Joe, Orville

## Hockey for Charity in Two Days

Muskegon Guns and Hoses is a group of local police officers, corrections officers, fire fighters and paramedics that actively serve Muskegon County residents by providing support to families and children in need through an annual charity hockey event. They do this with the same compassion, honor, integrity, pride and service they provide as public servants.



This year, the game will be played THIS SATURDAY, APRIL 18, at Lakeshore Sports Center. The puck drops at 7pm. A beneficiary will be Mason Martineau, above, an Orchard View second grader who lives with a severe form of Osteogenesis Imperfecta, or brittle bone disease. He's in desperate need of handicap accessible housing and a wheelchair accessible vehicle.

There are many ways you can help, even at this late date. Feel free to contact Lacey Koens – 231-638-2323 – or Chris Wilks – 231-638-0045. Both are pictured below with **Mary Beth Ramos**. The 501c3 organization's website can be found at:

[www.muskegongunsandhoses.com](http://www.muskegongunsandhoses.com) .

