



“Service Above Self” Muskegon Rotary in Motion



<http://www.muskegonrotary.org>

Susan Crain, President
Josh Wallace, Pres-Elect
Cathy Brubaker-Clarke, Pres Nominee
Pam Babbitt, Secretary
Tim Arter, Treasurer
Brianna Scott, Imm Past President

Muskegon Rotary Club
Club 216 (2809) – District 6290, Chartered May 1, 1916
April 28, 2016 12:00 - 1:15pm
Muskegon Harbor Holiday Inn
Muskegon Satellite Club 5:15 - 6:30pm



Ed Hendrickson, Director
Linda Juarez, Director
Kathy Moore, Director
Jason Piasecki, Director
Chris Burnaw, 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: “Big Brothers Big Sisters” Lisa Hegenbart

“This is it: the absolute edge of no return: to turn back now and make home or sail irrevocably on and either find land or plunge over the world's roaring rim” - William Faulkner

MEETER / GREETER

Erin Kuhn

INVOCATION - REFLECTION

First Volunteer

THIS MEETING'S MENU

Beef Stroganoff; salad bar w/ 6 toppings 3 dressings; vegetable; bread/butter; assorted desserts

STUDENT GUESTS

Fruitport Trojans

NEXT WEEK'S BIRTHDAYS

Doug Wood Apr 30
Tony Johnson May 2
Robin Henshaw May 3
Lori Rasmussen May 3
Gary Ostrom May 4

UPCOMING PROGRAMS / EVENTS

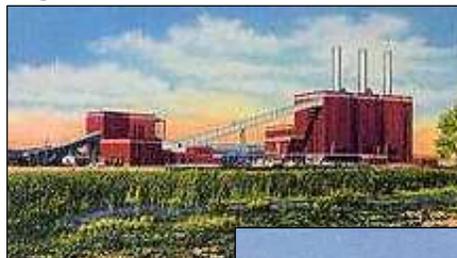
04/30 **100 YEAR CELEBRATION GALA**
05/05 Youth Exchange Students
05/11 **COMMUNITY MIXER**
05/12 Law Day Talks
05/19 New Muskegon Family YMCA

Muskegon Rotary Board

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Longevity stacked against landmark



Years ago, during dinner table discussions following a visit to our Port City, a key subject might likely involve amazement over BC Cobb's 650-foot emissions stack, a landmark

structure that began life as three “chimneys” (see upper left) in 1949. This gigantic “exhaust pipe,” ultimately replacing the initial three, was funnel enough to extract burning fumes from coal delivered via Great Lakes freighters (upper right), some longer than 1,000 feet. That very smoke stack – incredibly, nearly unseen by Lake Michigan mariners whenever fog rolls in just right (above) – is now cold and dark, and will be leveled one day to make way for something else on this valuable lake front property.

But the big pipe didn't go silent quietly;

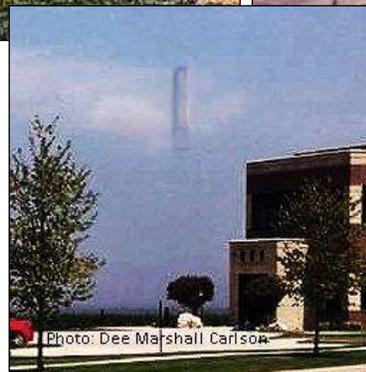
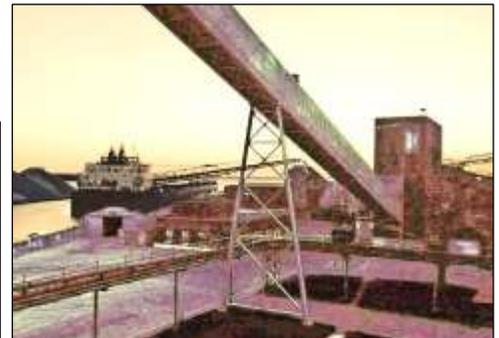


Photo: Dee Marshall Carlson

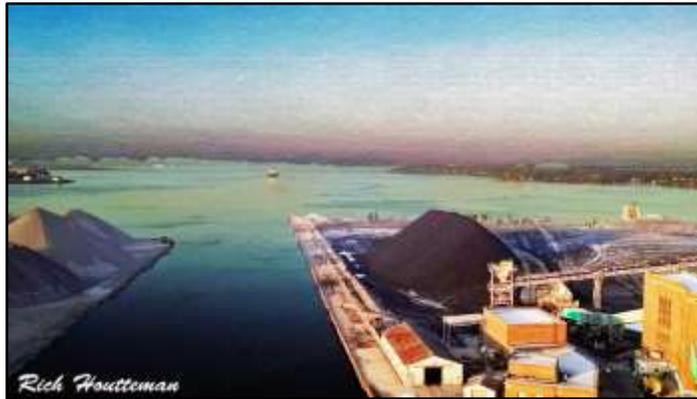


Photo: Dan Frein

unusual black smoke belching skyward (above), instead of typically white steam vapor, seemed a final and sad farewell to us all. Cobb's stack had performed admirably for decades, quietly monitoring from above a community intent and working hard to improve its lot in life. In fact, the entire plant will remain a recognizable symbol of Muskegon for decades to come, a reality worthy of RIM's mention of respect.

A Site Now Belonging to the Ages →

April 15 was the last day of generating power at the B.C. Cobb Plant after 68 years. Consumers Energy is grateful to have had so many dedicated employees who have produced megawatts for Michigan regardless of what was happening outside. Within a couple of years, the eastern end of Muskegon Lake will look much different than it does today. The Jackson Gas Plant is now on line and will help back fill the Classic Seven plants' retirement. Consumers Energy greatly appreciated the community's interest in the last coal boat arrival in November and community tours in January. Company generation for Michigan is evolving with technology and policy development - **Rich Houtteman, Area Manager**



Seeking Speakers/Participants

Thursday Nights
Rotary Satellite Club:
Holiday Inn
5:15-6:30 pm
"Great Make-Up Meeting"
 Seeking New Members

NEWS / ANNOUNCEMENTS – PRESIDENT

The family of past president and 50-plus year Rotarian **Richard Morgenstern** ask for your thoughts and prayers. Dick is at Harbor Hospice's Poppen residence. Short visits are welcome.



Dick, right, was at Club about a month ago for a gathering of past presidents celebrating our centennial and really enjoyed the fellowship. He and **Roger Andersen** are the longest-serving Muskegon Rotary members, both since January 1965.

This Week On Stage

Big Brothers Big Sisters of the Lakeshore is united in concern for the welfare of children who are lacking a significant role model in their lives. We believe that if our communities are to have a brighter future, we must begin with our children. Therefore, it is our mission to help children reach their potential through professionally supported mentoring relationships. It is our goal to reach as many children with our programs as we possibly can.



'Round
Rotary's
RIM

Rotary Park Progress

- All permits including soil erosion have been issued.
- The site has been surveyed.
- The site work contractor is on site grading for walks and playground equipment.
- The concrete contractor is scheduled to place concrete over the next few weeks.
- The playground equipment is scheduled to be installed in approx. 3-4 weeks. The equipment colors were chosen by Connie Maxim-Sparrow and are aligned with Rotary's colors for branding.
- We are on site today (4/20) working with Wyatt from the City and John Warner from the County on identifying the storm drain structure that runs through the property. Once we identify its elevation we will be running the future sewer line. Coordination for the sewer and water line tie-in has been ongoing over the last several weeks.
- The pile driver is scheduled to be on site in the next week. We are using steel piles.

-- **Connie Maxim-Sparrow**

Recent Rotary Resignations

On the move



Rich Berry
Cindy Brady
Al Kochka

Visiting Rotarians and Guests

Kids' Food Basket Operations Director Christine Lentino (**Destinee Keener**); daughter Christy Schultz (**Mike Schultz**); parents Bev and Joe Wilson, and Muskegon County EEO Officer Tim Brabey (**Jonathan Wilson**); COGIC Community Center Director Aaron Pulsifer; parents George and Dawn Walker (**George W Walker III**); visiting Comstock Park Rotarian Kent Gagnon (**John Noling**); Choice One Bank exec and possible member Ileana Orr (**Club**); and City of Muskegon Outstanding Citizenship guests City Clerk Ann Marie Meisch, Councilman Willy German, Jr, and awardees Renae Hesselink, Bob Fountain, George Washington Carver III, Allen Serio, plus citizenship guests for whom blue attendance cards were lost.

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This publication, Muskegon Rotary in Motion (RIM), is intended for the private, non-commercial use of our members and friends. Content includes RIM correspondents' reports, meeting announcements, satire sort of, Club- or member-contributed social media items, and Club- or member-related borrowings from media friends. 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.
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City of Muskegon Award Winners

Four Outstanding Citizens

by Chris Burnaw



City of Muskegon Council Member **Willie German Jr** and **Bill Loxterman** (above, left and right, respectively) announced the 2016 Outstanding Citizenship Awards, a proud tradition of the City of Muskegon and the Muskegon Rotary Club for the past eight years. Three awards were presented this year to four outstanding individuals:

Renae Hesselink and Bob Fountain are co-recipients of the first award. They both exemplify the meaning of outstanding citizenship, working countless hours to promote the Muskegon Farmer's Market and ensure its success, while serving individually on other programs and organizations within the City. Renae established the "Power of Produce Kids Club" at the Farmer's Market, including getting corporate sponsors on board; she is a familiar face during the six-month program. She also sits on the advisory board for Kitchen 242, is the liaison for culinary chefs and managers, and wrote the grant for the USDA Farmer's Market Promotional Program. Bob is the volunteer

administrator for the Muskegon Farmer's Market, Flea Market, and Kitchen 242 websites, monitoring the sites, updating the calendar of events, music schedule, and culinary class schedule. He patiently teaches market staff how to effectively utilize their software, troubleshoots IT issues, and tracks weekly products and growth within the market. Bob also promotes the City by snapping photographs and posting them to various Facebook pages.

Award recipient George Washington Carver Walker III participates in the CASA (Court Appointed Special Advocate) program, which watches over and advocates for abused and neglected children, making sure that they don't get lost in the legal and social service system, ensuring that they don't languish in an inappropriate group or foster home, remaining the child's advocate until their case is closed and the child is placed in a safe, permanent home. He also helped launch "Shepherd's Table Soup Kitchen" which feeds free, nutritious meals to community members in need, and is credited with starting the class "The History of Food and Regional Culture" which provides nutritional education to youth 12 to 18 years of age

Award recipient Allen Serio's passion for Muskegon began at an early age. Shortly after graduating high school, he helped manage the Main Street Car Show, fulfilling his dream of improving vendor relationships within City events, nurturing relationships to help make the car show bigger and better. In 2006, along with a group of friends, he helped create "Taste of Muskegon", now celebrating its tenth year. Most recently, Allen was the driving force

behind the Burning Foot Beer Festival; the very successful inaugural event featured breweries from around Lake Michigan. He also finds time to participate in Nims Neighborhood Association activities, and supported the group's fundraising efforts to build a new playground.

Click on the following link for Citizenship Awards' news release:

<http://clubrunner.blob.core.windows.net/000001911/en-ca/files/homepage/news-release-2016-city-of-muskegon-outstanding-citizenship-awards/Outstanding-Citizenship-News--Release-Recipients--002---002-.pdf>

The Mercy Health Seaway Run was awarded a 2016 Sustainability



Champion Award from the Muskegon Sustainability Coalition for its efforts to promote health in our community.

Last Week's Program

Starting from Scratch: The John Barfield Story

by Chris Burnaw

Jack Briggs brought in an old friend to introduce our speaker. Tony Derezinski, a member of the Ann Arbor Rotary Club, took a moment to trade flags with President Susan Crain before bringing his friend John Barfield to the podium. Tony told the Club that his friend John epitomizes "service above self" through his generosity to others. Rotary International thinks so too - The Rotarian recently ran an article about John; you can read it here:

<https://www.rotary.org/myrotary/en/news-media/entrepreneur-and-gentleman>

The four recipients of this year's City of Muskegon Outstanding Citizenship honors in the attached photo are, from left: Renae Hesselink, Bob Fountain, George Washington Carver Walker III, and Allen Serio. The awards were coordinated by City Clerk Ann Marie Meisch.



John Barfield is an engaging speaker, beginning his talk by noting that Muskegon Rotary seemed one of the most vibrant clubs he's ever visited and that he loves our spirit!

John was born in Tuscaloosa in 1927 to a poor family, with a hardworking father who took on whatever work he could to support his family, including dangerous coal mining work. John experienced a miracle when he was six years old, when very ill with a fever. As he lay on what appeared to be his deathbed, two white ladies in long dresses came into his home and handed his father a note with an



address, telling him to find the house, and to hurry. The doctor came to the house and sat with John through the long night, and in the morning he began to get well. John's family believes these ladies were angels and that he was spared because God had a purpose for his life. John found that purpose in entrepreneurship, and in providing opportunities to others through his work.

After the family moved to Pennsylvania when he was young, John went to work selling newspapers and met a man who hired him to work for him. This second angel, as John refers to Bert Lutton, inspired him to dream of a future as an

entrepreneur. However, at 16, John made what he calls the biggest mistake of his life - he quit school. After serving in the armed forces, he took a job as a custodian at the

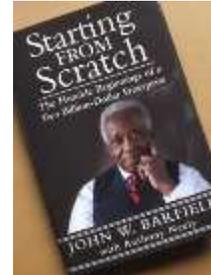
University of Michigan making less than \$2 an hour. After meeting his wife Betty (the most beautiful woman in the world!), convincing her mother to let him marry her, and beginning a family, John needed to earn more to support them. He approached builders who were constructing new

homes in Ann Arbor about cleaning the homes before the new owners moved in. Soon he was making more in one day cleaning homes than he made in a week as a janitor. That cleaning business was the starting point to making his entrepreneurial dreams come true. He grew the business by adding commercial accounts, eventually selling the business in 1969 to International Telephone and Telegraph for a sum that was large enough to provide him and Betty with security for the rest of their lives. He didn't stop there though, going on to develop the Barfield Companies, one of the nation's largest African-American-owned business organizations.

Throughout his career, John has given back, by providing jobs to those who needed them and through good works and philanthropy. In the 1960s, he joined the Rotary Club of Ypsilanti and was "floored" when they announced the polio initiative in 1985 along with the mission to eradicate the disease. In 1995, Barfield challenged his club to

raise enough money to immunize a million children in developing countries. The club raised enough to vaccinate 497,000 children.

His goal in writing his memoir at 90 years old is to raise funds to help finish that challenge. John is donating \$15 from every copy of *Starting From Scratch: The Humble Beginnings of a Two Billion-Dollar Enterprise* to the Rotary Foundation to help eradicate polio. Plus, the Bill and Melinda Gates Foundation is matching that with another \$30! So, spending \$28 to purchase a copy of John's inspirational memoir means that \$45 goes towards saving another 500,000 children from polio. Our club has copies of the book available - let's get them all sold and help John make polio a thing of the past. What an amazing way to help John leave a wonderful legacy!



About Ben Adhem

by James Henry Leigh Hunt

...was John Barfield's closing poem. It has portrayed the heavenly feelings of a devotee or a strong believer. This poem clearly explains that the poet who addresses himself as Abou Adhem is a strong believer in God. He believed that not only loving God, but also loving people who believed in God is great.

About Ben Adhem (may his tribe increase!)
Awoke one night from a deep dream of peace,
And saw, within the moonlight in his room,
Making it rich, and like a lily in bloom,
An angel writing in a book of gold:—
Exceeding peace had made Ben Adhem bold,
And to the Presence in the room he said
"What writest thou?"—The vision raised its head,
And with a look made of all sweet accord,
Answered "The names of those who love the Lord."
"And is mine one?" said Abou. "Nay, not so,"
Replied the angel. Abou spoke more low,
But cheerly still, and said "I pray thee, then,
Write me as one that loves his fellow men."

The angel wrote, and vanished. The next night
It came again with a great wakening light,
And showed the names whom love of God had blessed,
And lo! Ben Adhem's name led all the rest.

