





“Service Above Self”

Muskegon Rotary in Motion

<http://www.muskegonrotary.org>




Josh Wallace, President
 Cathy Brubaker-Clarke, President-Elect
 Kathy Moore, Pres-Nominee
 Nancy Crandall, Secretary
 Tim Arter, Treasurer
 Susan Crain, Imm Past President



Muskegon Rotary Club
 Club 16 (2809) – District 6290, Chartered May 1, 1916
Dec 15, 2016 12:00–1:15pm
Muskegon Harbor Holiday Inn
 Satellite ReWine Club 5:15-6:30pm Holiday Inn



Jane Clingman-Scott, Director
 Ed Hendrickson, Director
 Mark Meyers, 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?



“Introduction to Spectrum Health” Kisha McPherson

“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

Bob Chapla

INVOCATOR - REFLECTOR

Annette Jack

THIS MEETING’S MENU

Spaghetti and Meatballs; Salad Bar with 6 toppings/ 3 Dressings; Garlic Toast; Panzanella Salad; Steamed Broccoli; Assorted Desserts

STUDENT GUESTS

Holton Red Devils

NEXT WEEK’S BIRTHDAYS

| | |
|----------------|--------|
| Tamera Collier | Dec 17 |
| Tom Hopper | Dec 17 |
| David Hogan | Dec 20 |
| Linda Jabas | Dec 20 |
| Troy Wasserman | Dec 20 |
| Stevi Riel | Dec 21 |
| Jules Terry | Dec 21 |

FUTURE PROGRAMS

12/22 Holiday Luncheon – OV Choir
 12/29 Holiday Break - No Meeting

Muskegon Rotary Board

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Dec233 — Membership — 250Jun

Recruiting and Retaining

Member Recruiting Chair **Orville Crain** is offering a significant plan for us to look at. Considering the number of current members as well as those who’ve left on a midnight train to Georgia (**WHOO! WHOO!**), our member count is 233 – highest in a long time, if not for forever. And **Secretary Nancy** says three more newbies are working their way in.



“My goal,” Orville is saying, “is to get to 250 this Rotary year. ... Crazy maybe, but possible with all hands on deck. So we need to add 17 new members, net, in the next 7 months: 10 in the noon Club and 7 in the satellite. A stretch goal, for sure.”

Orville will have more to share in the weeks ahead. Meanwhile, please keep your eyes peeled for quality candidates.

Holiday Program December 22

Make a note. Or, the Orchard View HS Choir will... many notes. Spouses and Significant Others are invited.



SPEAKERS, NEW MEMBERS ALWAYS WELCOME

Muskegon Holiday Inn

Thursdays 5:15 – 6:30pm

Click: **ReWine Minutes 12-1-16**

<http://clubrunner.blob.core.windows.net/0000000191/en-ca/files/homepage/rotary-rewine-minutes-december-1-2016/Muskegon-Rotary-ReWind-Minutes-Dec-1.pdf>



December 22

PLATED CHRISTMAS LUCHEON

Quinoa Salad w/ Grilled Carrot, Cranberry, Feta, Leeks, and Arugula. w/ pesto Vinaigrette

Bacon Wrapped Pork Ribeye w/ Rosemary Cherry Walnut Chutney

Roasted Apples and Sweet Potatoes

Roasted Beet Puree

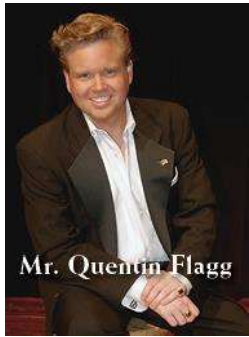
Pea Puree

Grilled Cauliflower

Hot Fudge Pecan Ball

Rockin' Oldies New Year's Bash!

Join Mona Lake Productions and Presenter Extraordinaire **Bob Scolnik** for an exciting New Year's Eve Dinner-Show at the new Verdoni's Event Center in Norton Shores. Enjoy Hot & Cold Hors D'Oeuvres and a delicious dinner catered by the Harris



Mr. Quentin Flagg

Group. Dinner includes two entrees, sides, desserts, coffee and soft drinks with an available cash bar. We'll have a celebrity DJ before and after the two night club acts and a

dance floor.

Enjoy the high energy of Mr. Quentin Flagg (watch a clip of Quentin Flagg in our 2011 New Year Show:

https://www.youtube.com/watch?v=1GxjMzpm_R0)

and Detroit's Big Girl Group, "The Whatabouts," as they recreate Girl Group sounds from the '50s and '60s. Party favors, watch the ball drop from Times Square, and have a very enjoyable New Year's Eve! Tickets are \$75 each and only 150 are available! For more, call

Bob Scolnik at (231) 206-4873 or go to:

www.MonaLakeProductions.com

This Week On Stage

Spectrum Health is constructing a 30,000-sq-ft building in Muskegon Twp offering primary care, radiology, endoscopy, laboratory and rehabilitation services. Called an Integrated Care Campus, it is being built on 11.4-acres at 2009 Holton Road.

The new facility, per Spectrum, "will house doctors and serve patients who want a choice, while also helping improve healthcare in the communities."

Spectrum Health is West Michigan's largest employer with 12 hospitals and 184 ambulatory and service sites. Its expansion westward from Grand Rapids is not without controversy.

NEW YEAR'S EVE BALLROOM PACKAGE 2016

ALL INCLUSIVE PACKAGE FOR 2 INCLUDES:
Overnight Accommodation
Champagne Upon Arrival
Dinner Buffet
Open Bar from 5pm - 1am
Ballroom Drop
Champagne Toast / Midnight Snacks
Breakfast Buffet New Year's Day
Late Checkout of 1pm
Live Entertainment by Westside Soul Surfers

PACKAGES START AT \$269.99 + tax

MAKE YOUR RESERVATION TODAY 231.722.0100

Holiday Inn & Conference Center



Red Kettle (Salvation Army) Season Pass pins, in denominations of \$20, \$50 and \$100, allowing you to roll all of your bell ringing donations



into one, are still available from Robin

Henshaw at:

Robin.Henshaw@usc.salvationarmy.org

← Go Zoom In On Third Street Grille

New Year's Eve is just around the corner and we are proud to host the legendary **Westside Soul Surfers** for our 3rd Annual New Year's Eve Ballroom Celebration in Downtown Muskegon! Our all-inclusive packages are limited and selling fast! For more information or to make your reservation call 231-722-0100! We look forward to ringing in 2017 with all of you at the Holiday Inn & Conference Center Downtown Muskegon!
-- Doug Pollock



Speaking Salvation Army (what better time of year to do that), Jamie Hekker (left) and Robin Henshaw recruit bell ringers for December 17 at one of our local Walmart's. This, following a challenge from Big Rapids Rotary. Contact Jamie to ring.



Need some RIM "ink"?

Are you looking for some promotional help or mass communication of an important announcement from your RIM newsletter? Here are some ideas, in descending order of importance, to ensure that your exposure objective is effectively met:

1. Submit your item *in writing* to a RIM staffer by our Thursday noon deadline. Then rejoice and be exceedingly glad with the result.
2. Refer back to and execute #1 above. Smiles galore will again be your reward.
3. Share your *spoken* item with a RIM staffer. Plan on being totally pleased with the result at least 50% of the time.
4. Allow all necessary information to be glommed onto from the meeting or Internet, without your input. Be amazed or disappointed by the result.
5. Consider anything not mentioned above. RIM's not responsible for a bad result. Be afraid! Be very, very afraid!!!

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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-related borrowings from media friends. The deadline for RIM announcements – the timeframe adherence to best guarantee publication of a reader's message – is Thursday noon for the following week's issue. Submit brief announcements in writing to Editor Bill Johanson or an above RIM Correspondent.
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President Josh Wallace gave kudos to the 1 in 21 Leadership Committee for their work on the new strategic plan and direction for our healthy community initiative, presented to the community at the GVSC Innovation Hub (formerly MAREC) on December 7, above. For more, read the MLive/**Chronicle** article: <http://tinyurl.com/1in21update2016>; or get involved in 1 in 21 by contacting coordinator **Jamie Hekker** at hekkerja@co.muskegon.mi.us.



One in 21 Leadership Team including Rotarians, above from left, **Linda Juarez, Bruce Spoelman, Julia Rupp, Josh Wallace, Kathy Moore, Jim Fisher, Jeff Fortenbacher, Jamie Hekker, John Severson and Stevi Riel**.

We extend thoughts for a speedy recovery to **Don Crandall** and **Tom Powers** after their recent surgeries: knee replacement and vertebrae fusing, respectively.

Merica Dobry is now in charge of Rotary's involvement in *Parties in the Park*, thanks to being "voluntold" by **Josh Silvis**, so she is seeking additional help from fellow Rotarians.

Linda Juarez reminded us of the Community Services Committee's planned help on the Habitat build **this Sat, from 9:00 am to 12 noon** – dress warmly if you are signed up to help!

Melissa Moore shared the Literacy Committee survey results; the following three items were identified as our priorities in this effort:

- 1) Supporting volunteers who working with students on literacy.
- 2) A Social Media campaign with action items for Club members.
- 3) Rotary participation in/convening of a literacy summit.

Mona Shores High School Interact Co-Presidents **Kaitlin Hermanson**, below on left, and **Isabel Grace** reported on the success of their Polio Day effort – they raised \$130 from students, each donating \$1 to have their pinkie nail colored purple. **President Josh** presented the Interactors a check for \$400 from the Irish Festival – students from Mona Shores Interact were "lavatory techs" for the festival to earn money towards their projects. They were selling Aldea Coffee after Rotary to support the micro farming effort and



to raise money for their Honduras trip. This busy group will be back after the winter break to tell us about their annual InterArt fundraiser!

Our New Member Get Together will be at Orville and Susan Crain's home, 349

Terrace Point Circle, this next Thursday, December 15, in combination with the Thursday evening ReWine Club.

Below, the Montague-Whitehall Rotary Youth Exchange team kibitzing a bit, from left, sponsor Rotarian **Ed Kaminski**,

Jaو Ugnojananan (Thailand), **Pelin Zorba** (Turkey) and **David Caicedo Chavez** (Columbia).



Annoesjka Soler, below, and the Social Committee are looking for Rotarians to sign up for Whiskey School at Hennessy's, an opportunity for Rotarians to network and have fun with friends and family while sampling different whiskeys and whatver.



Regarding "Rotary rings the bell! On December 17," our competitor Big Rapids Rotary has last year's trophy after raising \$5,500 in a single day last year. Contact **Jamie Hekker** to sign up, or plan to come out and donate... stay tuned for the location!

Our "10 Brave Rotarians" winner is not only in the running for a Paul Harris Fellowship, but also a two-night stay at the Holiday Inn, to include breakfast and \$100 to spend at the Third Street Grille, courtesy of **Doug Pollock**. Each week, a "hero" will reluctantly leave the competition after an act of bravery. Last week's hero was **Tim Arder**, who rescued someone stuck in the elevator.

New Members Celebrated



Induction ceremony last week featuring, from left, **Kathleen Batchelder**, sponsor **Annoesjka Soler**, sponsor **Doug Pollock**, **Lisa Grossenbacher**, and inductor **President Josh**. Welcome aboard, ladies.

Last Week's Program

Moving from **STEM** (Science Technology Engineering & Math) to **STEAM** (Science Technology Engineering Arts+Design & Math)

Speakers: Mike Gerstweiler and Tim Coddington

By RIM Reporter Chris Burnaw

Three years ago, Tim Coddington, below, Senior Regional Technical Manager at Mercy Health, was invited to be a judge for a First Robotics competition. First is a nonprofit organization founded in 1989, designed to inspire young people's interest and participation



in science and technology, and to motivate them to pursue education and career opportunities in STEM field. After being involved in this event, he realized he could help further in our community with First Robotics. It started with a donation of computers, which led him to connect with Mike Gerstweiler. Tim became more interested in helping and is now coaching an elementary Lego Robotics team. He noted that kids today do not always have the same exposure to fixing things the way some of us did growing up; First Robotics is a way to get kids hands-on learning opportunities, to help

decrease that gap in knowledge of the physical world. The organization also has millions of dollars in scholarships available to students involved in the program.

Michael Gerstweiler, below, is an electrical and computer engineer by profession and a student mentor and technology advocate by choice. In his youth the path to his engineering profession was laid out thanks to some caring teachers and mentors. His goal is to return that favor for today's youth. He recently gave a talk at TEDxMuskegon, titled "We're Running Out of Steam", about how in an age of technology and convenience our country is downright ignorant to the future need of engineers,



technologists, thinkers and makers, that our education system has steered away from individual creative thinking and replaced it with guided theoretical abstracts, and that it's time to get our hands dirty again when it comes to learning.

Adding Arts and Design to the traditional STEM programs is necessary, because creativity is needed for new inventions. Schools do not have as many technical arts classes that teach students how to build and create, leading to a generation of engineers who have never built things with their hands. Students go through college then realize that this career path is not the right choice for them after all.

Michael says that he is a man from M.A.R.S. – Muskegon Area Robotics Students that is! In M.A.R.S., elementary and middle school students start with FIRST LEGO League, a robotics program for 9 to 14 year olds, designed to get children excited about science and technology — and teach them valuable employment and life skills. Teams are composed of up to 10 children with at least one adult coach – and contrary to popular belief, coaches don't need any

technical experience. In FIRST LEGO League, the children do the work of programming an autonomous robot (using the LEGO® MINDSTORMS® robot set) to score points on a thematic playing surface, creating an innovative solution to a problem as part of their project. The M.A.R.S. Middle School team just won the regional competition and is advancing to state! High School students are part of the M.A.R.S. Rovers, a FIRST Robotics Competition team made up of students from North Muskegon, Orchard View, and Oakridge Public Schools. Once a year they are given six weeks to design, build, and program a fully functional robot to compete in a series of sports-like competitions. Like any other organized "sport", teams also fundraise, create a team identity, and go on field trips.

Michael's challenge to all of us is to do more to help students discover and achieve the skills needed to help our country grow on the technological front. Area schools are trying to start programs, so coaches and sponsors are needed.

Muskegon Community College is helping by providing space for the Lego League; MAISD is on board to get more students involved; the USS Silversides Museum is offering space for prototyping; and the Lakeshore Museum Center will be launching a hands-on STEAM experience soon. How can you help?

Learn more at these links:

M.A.R.S. Muskegon Area Robotics Students: <http://muskegonrobotics.com>

Michael's TEDx talk: <http://tinyurl.com/TedXMuskegonSteam>

FIRST: <http://firstinspires.org>

Visiting Rotarians and Guests

Bridgett Knight (**Andrea Fearnley**); **Lisa Grossenbacher** and Janda VanDyke (**Doug Pollock**); Nathaniel O'Brien (**Susan Crain**); Diane Keenan (**Tom Keenan**); Jackie Engle (**J Griffith**); Jackie Huss, Kate Batchelder and Mellissa Horton (**Annoesjka Soler**); **Mona Shores Interactors Kaitlin Hermanson and Isabel Grace (MS Club)**; and visiting Montague-Whitehall Rotarians Ed Kaminsky and **Dave Sipka**.