





“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 8, 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
 Lisa Hegenbart, 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?



“From Stem to Steam” Mike Gerstweiler & Tim Coddington

“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

JD Wallace, Sr



THIS MEETING’S MENU

Deli Sandwich Bar; Salad Bar with
 6 Toppings, 3 dressings; Potato
 Chips; Chili/ White Wine Chicken
 Soup; Assorted Desserts

STUDENT GUESTS

Montague Wildcats

NEXT WEEK’S BIRTHDAYS

Mary Anne Gorman	Dec 8
Dennis Harris	Dec 9
Kathy Moore	Dec 9
Jay Wallace, Jr	Dec 9
Josh Wallace	Dec 12
Melissa Moore	Dec 13
Mike Hansen	Dec 14

FUTURE PROGRAMS

12/15 Spectrum Health Introduction
 12/22 Holiday Luncheon – OV Choir

Muskegon Rotary Board

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This Week On Stage

What is STEAM?

In this climate of economic uncertainty, America is once again turning to innovation as the way to ensure a prosperous future.



Yet innovation remains tightly coupled with Science, Technology, Engineering and Math – the **STEM** subjects. Art + Design are poised to transform our economy in the 21st century just as science and technology did in the last century. We need to add Art + Design to the equation — to transform STEM into STEAM.



STEM + Art = STEAM

STEAM is a movement championed by Rhode Island School of Design (RISD) and widely adopted by institutions, corporations and individuals. The objectives of the STEAM movement are to:

- transform research policy to place Art + Design at the center of STEM
- encourage integration of Art + Design in K–20 education
- influence employers to hire artists and designers to drive innovation



Orchard View Rotary Interact raising funds to End Polio Now!

Orchard View High School Rotary Interact has decided to participate in Rotary's End Polio Now efforts this fall. Along with many other Rotary Interact clubs, we are doing a Purple Pinkie fundraiser. We have an End Polio Now banner in



the hallway and are accepting \$1 donations from students and staff to paint their pinkies. This dollar will go to help make polio extinct. Our club is happy to take part in making a big difference for the world. We hope to showcase that students can really make a difference in something so big, such as polio eradication.

Taylor Renick, Co-President
 OVHS Rotary Interact Club

ROTARY FOCUS

Member Recruitment

For those keeping track, Rotary International's membership has lingered around 1.2 million over the previous 10 years or so. That means



for every person who joined during that period, another person left. Last year, membership hit a 10-year low, at 1,185,000, though we've since rebounded, raising the figure now to nearly 1,208,000.

Not good enough, says RI Past President Gary C.K. Huang. "The more members we have," he added, "the more people we can help. A stronger membership base will result in strong communities."

Clubs like Muskegon's are always looking for ways to grow and recruit new members, and we've been more successful than most in our District. But Recruiting Committee Chair **Orville Crain** – a super-recruiter himself – believes we can do even better, and is asking for everyone's help.

Orville's team has been discussing ways to attract and retain members, and will be communicating ideas and success stories in days ahead. In the meantime, adding someone to our roster could be as simple as asking this prospective member to consider joining, right after listening to your best 30-second "elevator speech." Bringing a person to lunch often pays huge dividends as well, especially when our fun and comradery are witnessed firsthand.

As we go forward with Muskegon Rotary's recruiting initiative, please feel free to give Orville a shout at orvilles@comcast.net.

How About Lunch?

Did you ever invite a friend or colleague to one of our meetings? How about hosting a prospective member? For those who haven't, you've missed a fabulous opportunity to share the Rotary experience of "Service Above Self" with a deserving individual, not to mention the Club's education and networking positives.

When recruiting your guest for prospective membership, the host (you) pays the cost of a guest's lunch *after* the first visit; first time guests are covered by the Club.

The new member process can take as little as two weeks, or as long as it takes for the prospect to pay dues (if this is an extended time period, the additional luncheon expenses are sometimes negotiated by host and guest).

The normal process is:

- New member application is sent to **Secretary Nancy Crandall**; →
- Secretary circulates the app to the Board for a vote;
- Upon Board approval, the secretary sends a note welcoming the prospect to Rotary, a dues policy, and an invoice for dues;
- The prospect is invited to attend an orientation session;
- When dues are paid, the prospect is entered into ClubRunner;
- A "Welcome to Rotary" e-mail is sent by ClubRunner for the prospect to update his/her member profile;
- Induction is scheduled when both sponsor and prospect are in attendance;
- Prospect is inducted, receives a red star badge.

We're grateful for information above supplied by Secretary Nancy Crandall

ZOOM IN

Rockin' Oldies New Year's Bash!

Verdoni's Event Center
311 Seward Blvd • Muskegon, MI
December 31, 2016
6:30 p.m. (Dinner at 7:00 p.m.)

"Welcome to 2017 with two fantastic night club acts!"
Live on Stage at 9:00



Mr. Quentin Flann
The Flann Brothers



Dennis & Carl Group
The Flann Brothers

The Flann Brothers' high energy, hit to hit 40's & 50's Rock & Roll. He has performed in Las Vegas, New York, Chicago, all over the USA, Europe and numerous other venues.

Joining the Carl Flann Group at the show, including Joe Clark, The Stragles, The Stragles, The Stragles as well as Mary, Rick, Penny Stragles, Barbara Lynn and The Stragles. Don't miss this special talented women!



Come to your Village 30's or 40's night as you wish!

Open Dance Floor with Celebrity DJ
before and after the Night Club Show!

Hot & Cold Hors d'Oeuvres
Served on the house!

New Year's Eve Dinner
A delicious dinner including
York Potatoes and dressed
cottage and fresh bread
served at 7:00 p.m.

Weekly 40's & 50's New Year's Bash
Live on Stage at 9:00 p.m.

Call for more details
http://www.1-800-451-1111.com/zoomin

Tickets are \$25 per person
Only 200 tickets are available!

Buy early before they are sold out!
www.zoominmuskegon.com
Or call the GVSU Event Services office:

Event Services Office
4400 Perrywood Ct.
Muskegon, MI 49441

For more information:
Call Gene Hekker at 616-226-4875

Small Street & Live Auction will be held
in conjunction with the Zoom In
GVSU Event Services



Bob Scolnik Nancy Crandall Jamie Hekker

1 in 21 Healthy Muskegon County Community Update

Join us on **December 7** at the GVSU Innovation Hub (formerly MAREC) for an update on the Muskegon Rotary Club's 1 in 21 Healthy Muskegon County Initiative.

Learn about how Muskegon is working towards becoming *one in twenty-one* and other innovative work to improve the health and lives of everyone who lives, works and plays in Muskegon County.

8:30am – Coffee and Networking
9:00 – 10:30am – Community Update

Please share this invitation with others who may want to attend.

RSVP as soon as you can to Jamie Hekker: hekkerja@co.muskegon.mi.us
Best, Jamie

LAST WEEK'S PROGRAM

Community Engagement: Formula for Positive Change

Speaker: Chief Jeff Lewis
jeff.lewis@shorelinecity.com

By RIM Reporter Lisa Hegenbart

As director of Public Safety for the City of Muskegon Police Department, Chief **Jeff Lewis**, below, shared facts about changes in policing from the mid 1970's, when he began his career, to now. He came to Muskegon after extensive training and experience in law



enforcement, and feels fortunate indeed that our community was ahead of most in its organizing for possible eventualities. Included was having 14 community organizations in place and involved. This January, Jeff begins his 6th year in Muskegon.

Engaging the community and having open communications has changed the scope of work of our local police department. Muskegon is ranked as one of the top 50 safest cities in Michigan, having seen crime rates drop in the last five years. As Public Safety Director, Jeff is in charge of the police, fire and inspections departments which helps ensure that all departments are working together to accomplish

common goals. But, he feels, the real key to crime reduction Muskegon is the partnerships and shared resources between the community and police.



INTRODUCER DAVE

They communicate and listen to each other to a rare degree with positive results in the community; sadly, it's a luxury destined for less effectiveness as neighborhood community representatives get older, get less involved, move away, or pass away – a worldwide trend. And lasting impact on the quality of life in Muskegon cannot be accomplished by one entity but by having residents remain engaged in partnerships with police and other governmental entities.

The many effective outreach activities happening from the Public Safety Department include "Conversations with a Cop" to community clean-up events to show that, working

together, we can continue to make Muskegon a fabulous and safe place to live. Chief Lewis did leave us with words of wisdom on "Surviving a >>>



Under intense discussion following the meeting are Denny Powers, Darlene Collet, and Chief Lewis.

Didn't know the gun wasn't loaded
Story goes: firearm deer season is over for the year and beards on the Wallace 3 – Josh, JD, Jay, below – help the boast to their wives of a successful week away at deer camp, with all of their venison given to the less fortunate. Hmm, to our knowledge, no Wallace boy owns or can borrow a firearm, so... it's sounding like there might be a skunk in the wood pile.



Hey we couldn't make this stuff up!!!

>>> Police Contact." If you are stopped by a police officer, it's "strictly business" to the officer; don't make the situation worse. Cooperate by remaining calm, keeping your hands where the police can see them, and be truthful in your response to questions. There are ways that a person can protest a ticket; for example, but it is not the best decision to do that when you are stopped. >>>

To Us

"We have the best club,"

John → Severson said last week.

"Where else, in our busy lives, can we have lunch and fellowship with great people who



are all focused on making Muskegon and our world a better place? I always look forward to our time together...the energy and most importantly the people make it the bright spot in my busy week. Thank you fellow Rotarians for all you do and what you represent... Service Above Self."

>>> On a lighter note... according to the chief, the only type of driver that can't be



stopped by his people is a "screwdriver." And when you're finished processing that one... the only attack that officers don't attack back for – a "heart attack."

NEWS / ANNOUNCEMENTS – PRESIDENT



It was Red Star removal day for **Jeff Lohman**, Lakeshore Fitness Center director, above on right, and his sponsor **Bob Scolnik**.

President Josh charged all members, new and long-term, to get involved. "We need to make sure that our members are happy, utilizing their skills for the mission of Rotary," he said, and are seeing that other members feel welcome and included."

NEWS / ANNOUNCEMENTS –



Big Rapids Rotary threw down the gauntlet challenging us to raise \$5000 from ringing holiday bells. The date to do that is December 17, 10am-8pm at Walmart. The Salvation Army is looking to sign-up individuals for 1-hour shifts. **Mike Schultz** has the sign-up sheet. **Robin Henshaw**, in a shameless but lovely plug, has "feel guiltless" Salvation Army pins, inset, for sale which, when worn, allows the wearer to just pass by those red kettles knowing you've already been a big contributor.

Here's the new "hero" list of signees for "10 Brave Rotarians" at the Holiday Inn, as solicited by **Pam Babbitt**: **Dave Alexander, Tim Arter, Ed Hendrickson, DJ Hilson, Bill Johanson, Bill Pennington, Frank Peterson, Josh Silvis, Josh Wallace, and Pat Walstra**. The next "Brave" adventure, the big one, is themed for March Madness.

Grape Escape planning meeting is this Monday, December 5, from 5:30-7pm. For more, see **Diane Van Epps**.

New Member Get Together is December 15, beginning 5:30pm at the Crain's home. See **Susan Crain**.

Work on the Habitat for Humanity house continues; it's looking beautiful. Two additional dates have been added in January for volunteer opportunities. See **Kathy Moore** to sign up.

Coming up on December 22 is our annual **Holiday Luncheon**. Spouses and Significant Others may attend as guests of the Club. The Orchard View HS Choir will provide festive music of the season.

Rotary ReWine Minutes – Dec 1, 2016

Visiting Rotarians and Guests

Lakeshore Museum's Ryan Videtich and Melissa Horn (**Annoesjka Soler**); Muskegon Police Community Liaison Denny Powers (**CLUB**); AFLAC's Fawn Graber and Ken Arraut (**Kyle Harris**); the lovely and retiring Michelle Morgenstern (**Dave Alexander**); and Sparkle-and-Shine owner Jameia Patterson (**Kathy Moore**). Student guests were from Muskegon Catholic Central.



Speaking of MCCentral, we had a great opportunity to witness three mature and articulate high schoolers, above from left, **Mason Convercini, Nick Morgenstern and Emily Lytinski**. If you hadn't figured it out already, **Nick's parents are Michelle and Roger; grandad is Richard**.

<http://clubrunner.blob.core.windows.net/00000001911/en-ca/files/homepage/rotary-rewine-minutes-december-1-2016/Muskegon-Rotary-ReWind-Minutes-Dec-1.pdf>

