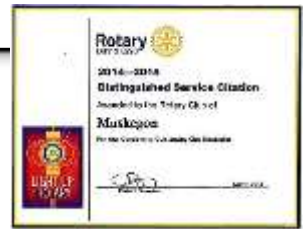




Muskegon Rotary in Motion



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

Muskegon Rotary Club

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

July 16, 2015 12:10pm

Lake House Waterfront Grille

<http://www.muskegonrotary.org>

Linda Juarez, Director
 Larry Larsen, Director
 Kathy Moore, Director
 Jason Piasecki, Director
 Jonathan Wilson, 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: “Foster Parents” Erin Matuz & Mary Jo French

MEETERS / GREETERS

Marty Sytsema and
 Jane Clingman-Scott

INVOCATION

Luke Seward

THIS MEETING’S MENU

Pasta Sampler Buffet with three pasta options – penne in classic Italian meat sauce, penne with chicken and fresh tomatoes in vodka cream sauce, and penne with marinara (meatless) – offered with garlic bread, Caesar salad bar, and brownies

NEXT WEEK’S BIRTHDAYS

Kathy Betts	Jul 18
Wayne Clock	Jul 19
Julia Koch	Jul 19
Bill Marietti	Jul 19
Mort Kantor	Jul 20
Dick Morgenstern	Jul 21

PROGRAMS/EVENTS

07/23 Lyman Davis Sailing Vessel
 07/30 Rotary/MSU Peru Project
 08/06 E-merge Update
 08/13 Empowering Ex-Offenders
 08/20 TEDx Renae Hesselink
 08/27 Every Woman’s Place
 09/03 Life Leadership Conference
 09/23 **Grape Escape**

Her Gong was Strong

July 9, 2015 is a date to vividly remember. New President **Susan Crain** → leapt upon the stage alone for the first time, banged her bell with vigor and aplomb, and showed the results of high energy, remarkable dedication, and sophisticated training in District 6290, Brazil, and nefarious spots in between. Welcome, President Susan!



This Week on Stage

“Foster care is a system in which a minor has been placed into a ward, group home, or private home of a state-certified caregiver referred to as a ‘foster parent.’”

Visiting Rotarians & Guests

Independent graphic artist Amy Gustin (Bill Johanson); Tom Burger (Tom Powers); new Montague Area Public School Superintendent Jeff Johnson (Holly Hughes); Image Committee Manager Carla Flanders (Cindy Larsen); State Attorney General Bill Schuette (Brianna Scott); 5/3 Bank Business Banking exec Jimmie Liggins (Bill Kordupel); Polish Emissary Bogumila Hladki (Frank Marczak); Hurst Mechanical VP Greg Doerr, and Sales exec Mellissa Brooks (Ryan Bennett); and Chamber of Commerce Governmental Affairs Director Rachel Stewart (Cindy Larsen). Welcome to all these folks. Our Club enjoyed your being with us and, hopefully, we’ll meet again along the many avenues of Rotary.

RIM Correspondents

Jenna Blamer blamerje@co.muskegon.mi.us
 Chris Burnaw cburnaw@cffmc.org
 Lee Coggin lee.coggin@baker.edu
 Stacey Cornell staceylee826@gmail.com
 Bill Johanson bill.johanson@yahoo.com
 Peg Maniates margaret.hennelly.maniates@gmail.com
 Frank Marczak mccprez@aol.com
 Kathy Moore MooreKa@co.muskegon.mi.us
 Jerry Morlock jmorlock@charter.net
 Garry Olson g.olson@lakeshoredoc.com
 Jason Piasecki Jason@revel.in
 Jonathan Wilson wilsonjo@co.muskegon.mi.us

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

Last Week's Program

Watch Muskegon/Watch Us Go Campaign

by Jonathan Wilson

Cindy Larsen, right, president of the Muskegon Lakeshore Chamber of Commerce presented the Watch Muskegon campaign, a program launched by community leaders with the objective of improving the overall image of the Muskegon area and understanding the positive changes that have

already taken place.

Left, Dave Alexander introduces the program.



This positive community pride will attract new residents, tourists, business and capital investment

to the community. The plan is multifaceted and focuses on three main components including: Education, Beautification and Marketing.

The Education component includes Muskegon Star. This is a training program that will educate the participants on all the wonderful things that Muskegon area has to offer. Once training is complete, the participants will receive their certification which acknow- >>>



Cindy Larsen and Carla Flanders



>>> ledges that they know and can speak to others about our community.

The Beautification component centers on beautifying key community entry points, parks and scenic vistas. Research has shown that beautification of the community can lower crime rates by as much as 35%.

The third and most visible element to this campaign is the marketing piece which includes the Watch Us Go branding message that was unveiled in May 2015. This message and logo was designed by Revel to attract visitors, residents and businesses as well as develop a sense of pride for residents.

Anyone who is interested in participating in the Watch Muskegon image campaign can do one or all of the following:

- Visit www.watchmuskegon.com and sign up for the E-newsletter
- Enroll and complete the Muskegon Star Certification
- Volunteer with one of the beautification projects like Heights In Action
- Become a Community Stakeholder
- Make a donation to the campaign. The goal is \$250k for 3 years

Also don't forget to "Like" the Watch Muskegon Facebook page. The Watch Muskegon campaign is more than just a slogan. We need the engagement of Rotary and the

rest of the community to keep up the great momentum that has been started by the Chamber.

Cindy can be reached at: CLarsen@muskegon.org



'Round Rotary's RIM



President Susan, above, congratulated the City of Muskegon on their recent \$400,000 grant from the Environmental Protection Agency. The city will use the money to contract with an environmental consultant to provide "phase 1" and "phase 2" environmental assessment to some key Muskegon Lake properties. More information [HERE](#).

Grape Escape Sept 23



A strong candidate for Rotary "happy face of the year," **Merica Dobry** got her licks in about the Social Committee meeting at

Holiday Inn on July 21 at 5pm. This will be followed by the Happy Hour on October 20. from 5:30-7:30pm. Please mark calendars.

In a clever tag team approach to promoting, three Rotary ladies



backed each other up to make *Grape Escape* our main topic of discussion in the weeks ahead. From left, the team is **Julia Koch, Mary Beth Ramos, and Kathy Betts**. They covered ticket sales and how members can help. Tickets can be purchased from a link that will be e-mailed to Rotarians. Sales are due Sept 10. We need Silent Auction items for this event. Please consider being a silent (or at least quiet) auctionator. We also heard from Kathy Betts how Silent Auction items can easily be paid for.

Josh Wallace reminded Club members of the 2015-16 "Every Rotarian Every Year" goal – \$100 per member. **President Susan** tagged on that she'd appreciate a contribution from *every member*, whatever the member feels comfortable giving.

Muskegon Rotary Board

Susan Crain susancloutier@yahoo.com
Josh Wallace joshua@mckenzieprice.com
Cathy Brubaker-Clarke
Cathy.Brubaker-Clarke@postman.org
Pam Babbitt pbabbitt@babbittsonline.com
Tim Arter tarter@brickleydelong.com
Brianna Scott brianna@briannascott.com
Linda Juarez juarezl@hccc-health.org
Larry Larsen llarsensurf@gmail.com
Kathy Moore mooreka@co.muskegon.mi.us
Jason Piasecki Jason@revel.in

Frank Marczak introduced his guest, "Polish emissary" Bogumila Hladki, right, who exchanged Rotary flags with **President Susan**



and offered a medal to the Club, shown above.



Jeff Johnson, new Superintendent for Montague Area Public Schools, attended Rotary as **Holly Hughes'** guest last Thursday. Jeff has come full circle; he is a graduate of Montague. Talk about someone who knows his district! He was in school when Holly was on the Montague School Board. Welcome home, Jeff!



"Thanks, **Roger Morgenstern,**" said the Muskegon Museum of Art's **Kirk Hallman**, above left, "for making a special delivery of the Consumers Energy Foundation's grant supporting the Manierre Dawson: Engineering Abstraction exhibit at the MMA."

Michigan Irish Music Festival

September 17 - 20, 2015

Get your shopping fix at The Irish Market & The Irish Store, eat at the Celtic Kitchen & find festival favorites in the Food Court. Relax with a treat and sip of tea in our Tea Room. Enjoy activities for all ages at our Cultural Area, Dance Stage & Wee Ones Area. Bring your instrument & join in at the Session Tent & take part in Sunday's Catholic Mass, followed by a traditional Irish breakfast.

Performances from: [SLIDE](#), [The High Kings](#), [Sharon Shannon](#), [Seamus Kennedy](#), [Blackthorn](#), [The Moxie Strings](#), [Kennedy's Kitchen](#) & many more exciting entertainment announcements on the way!