



# Flint Rotary World

Charter No. 220 – **Rotary Club of Flint, Michigan** – Organized April 7, 1916  
Rotary theme for 2021-2022 “*Serve to Change Lives*”

Shekhar Mehta, from the Rotary Club of Calcutta-Mahanagar, India, Rotary International President  
Erin Shankie, Rotary Club of Greater Flint-Sunrise, Flint, Michigan, Governor, District 6330

**Economic Forum – On ZOOM only**  
**Join us on Zoom!**

## Speaker Round-Up Nov.:

Musician-entrepreneur Brandon Corder has been brightening the culture of Flint with fests and feasts for the past several years. The Southwestern Academy alumnus shared details of his success story with the Rotary Club of Flint at its Nov. 12 meeting.

Brandon’s enterprise Beats X Beers (pronounced “Beats And Beers”) originally took root in 2015 at the annual SXSW Music Festival in Austin, Tex., then its growing tentacles reached Los Angeles, Houston, Dallas, Las Vegas, Atlanta, Seattle and beyond, including his hometown.

On the Flint scene the Beats X Beers brand organizes cocktail parties, BBQs, brunches and outdoor festivals among other events, often taking advantage of the success of downtown Flint as a destination venue and drawing in some of the area’s prime vendors. Some events have attracted thousands. The company even has its own line of clothing.

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## THE ECONOMIC FORUM

December 10, 2021 / 12:00 – 1:30pm

Zoom Link: [go.umflint.edu/EconForum](https://go.umflint.edu/EconForum) or  
<https://us02web.zoom.us/j/3354976306>  
Meeting ID: 335 497 6306

UM-FLINT’S SCHOOL OF MANAGEMENT  
AND THE ROTARY CLUB OF FLINT  
WELCOMES THE COMMUNITY

### Featured Speakers

- Christopher Douglas, Ph.D Associate Professor of Economics UM-Flint Department of Economics
- Yener Kandogan, Ph.D Interim Dean & Professor of International Business UM-Flint School of Management
- Thomas O’Rourke, CFA Director & Senior Portfolio Manager BlackRock Private Investors

FREE for all UM-Flint students, faculty staff, alumni, and all other attendees

## OFFICERS AND DIRECTORS 2021-2022

President – Kyle McCree  
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 Director - Christina Church  
 Director – Mia McNeil  
 Director – Joe Martin  
 Past President – Ray Gist  
 Club Administrator – Amy van der Putte  
 Treasurer – Stu Kelly

MEET YOU IN PERSON  
OR ON ZOOM!



## Speaker continued from pg 1

Brandon's events have been backed by such stalwart institutions as Mott Community College and Kettering University. Halo Burgers offered for a limited period a version of Brandon's favorite kind of sandwich – meat or bean base with just enough heat for interest without overwhelming flavor. Plans are to offer it again sometime next year.

While ever on the lookout for entrepreneurial opportunities and networking, Brandon also sees his work as humanitarian and community-building. He is the 2021 recipient of 2021 Gift of Life Michigan Multicultural Difference Maker award, and in 2020 was inducted to the Hall of Achievement of the American Advertising Federation of Greater Flint. His love of music began when he got his first keyboard at the age of 12.

## More Nov. 19 Speaker Round-up

David Gaines was our speaker Nov. 19. He spoke about the evolution of his family's business, Gaines Jewelry, beginning with the story of how his father came to Flint. Bob (Robert) Gaines, founder of Gaines Jewelry, was so poor growing up he had no lunch to eat, and only one set of clothing. He picked cotton to help his family and left school at 8th grade. Bob enlisted in the military in WWII, but he did not see action due to atomic bomb being dropped. He used the GI bill and went to watch repair school, starting his own watch repair shop in Missouri. To help pay the bills he also developed film and sold lighters – whatever it took to take care of his family.

His transition from craftsman to merchant came when he started selling things out of watch repair shop. His customer base began dwindling, and while visiting family in Flint, he saw growing community. He decided to relocate to Flint in the 1950s and worked for Hirsch's Jewelry Store for a 3.5 years.

In 1963 bought a small 500 square foot gift shop and some contents for \$1000. He and Mrs. Gaines made up the two person company.

***Continued in next column***

He was committed to making it work. Having a business is like having another child – whatever the business needs – you respond to the need.

Eventually the business expanded to 1000 square foot store and then they moved to Beecher Road in 1989 – expanding the business even further. In a few years Bob and David were able to build a new, 2000-square foot store. It was the first time we owned our own building instead of renting. It put us in the driver's seat. He was proud of the plaza we were able to create – moved in in 1998.

In 2019 a relator approached the family with property on Linden road that was for lease, They turned down lease but a year later the owner was interested in selling. The Gaines family decided to make the move. Then the world turned upside down. The March 18 mandated state shut down meant they had lot of decisions to make. They decided to pay employees as long as financially able. They also switched they web site to accommodate e-commerce, sold gift card on social media, David shot an ad on his iPhone, and they applied for federal PPP. It all paid off – they were able to open the week before Mother's Day 2020.

COVID has caused some changes to the jewelry business, for example, it used to be on Halloween couldn't let anyone in the store with a mask on, now they can't let them in without one. It used to be insurance wouldn't let them take product out of store – now David takes trays of jewelry out of store and hands them to people in running cars to look at.



I'M TELLING YOU, THERE'S NOTHING WORSE THAN BEING STUFFED WITH CANDY AND HUNG ON A MANTEL.



## NEW Hybrid Meeting format

We are now offering meetings in a hybrid format. We hope see many of you in person at the Food Bank, while others will be joining via zoom.

Please remember that if you are feeling sick, believe you may have been in contact with someone who has tested positive for Covid-19 or you suspect you may have symptoms of the virus, please seek medical care and do not attend the meeting in person.

Whether you are attending in person or via zoom, please be patient and understanding as we launch our new hybrid meetings. If attending in person, remember that we are getting our food first prior to sitting down. Also, we need to be mindful of the Food Bank's safety protocols.

### Coming Up –

12/17/21: Vocalist, Lateena Martin accompanied by Pianist Demetrius Murchison - Rotary Club of Flint's Holiday Program  
 12/24/21: **Christmas Holiday - NO MEETING**  
 12/31/21: **New Year's Holiday - NO MEETING**  
 01/07/22: Presidential Roast of Past President George Ananich  
 01/14/22: Nick Godlesky, "Dart Man Dave" etc... - Kearsley Street Week  
 01/21/22: Genesee Health System - Building a Brighter Future Campaign  
 01/28/22: Vince Lorraine, Publisher/Editor in Chief of My City Magazine

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## Where to make up: AFTER COVID QUARANTINE

### Monday

Saginaw Valley NOON  
*Horizons Conference Center*  
 Grand Blanc (1st & 3rd Monday) NOON  
*Aubree's Pizzeria and Grill*

### Tuesday

Clio 7:30 AM  
*Roger's Lodge*  
 Durand 11:30 AM  
*Durand Union Station*  
 Fenton 7:15 AM  
*Spring Meadows Country Club*  
 Genesee Valley (Flint) 12:15 PM  
*Redwood Lodge, Hill Rd.*  
 Lapeer 12:10 PM  
*Lapeer County Center Building*

### Wednesday

Greater Flint Sunrise 7:00 AM  
*Foodbank of Eastern Michigan*  
 Owosso 12:15 PM  
*Owosso Memorial Hosp. Annex*  
 Saginaw NOON  
*Saginaw Club*

### Thursday

Davisburg (1st & 3rd Thursday) 7:00 AM  
*4H Fair Grounds Community Room*  
 Burton 12:15 PM  
*IMA Brookwood Golf Club*  
 Corunna NOON  
*Corunna Community Center*  
 Flushing 7:00 AM  
*Sorrento's Restaurant*  
 Frankenmuth 12:10 PM  
*Zehnder's Restaurant*



## The Rotary Four-Way Test

Of the things we think, say or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?"