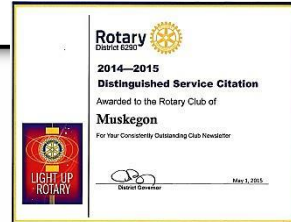


"Service Above Self"

Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



Muskegon Rotary Club

Club 16 (2809) – District 6290, Chartered May 1, 1916

March 30, 2017 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?



(3/30) "Rotary International Foundation" PDG Al Bonney

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

Dan Hartman

INVOCATOR - REFLECTOR

Carla Skoglund

THIS WEEK'S MENU

Sautéed Chicken with garlic parmesan sauce; salad bar 6 toppings, 3 dressings; steamed broccoli; dessert

STUDENT GUESTS

Muskegon Heights Tigers

NEXT WEEK'S BIRTHDAYS

Marty Gerencer Apr 2

Bruce Spoelman Apr 2

Jerry Wiersma Apr 5

FUTURE PROGRAMS / EVENTS

04/06 The Hope Project

04/13 Trip to Cuba

04/20 Appalachia Srvs Project

04/27 Peake Performance

05/04 Girls on the Run

05/11 Law Day Speech Winners

05/18 KL Outdoors

Muskegon Rotary Board

Josh Wallace joshua@mckenzieprice.com

Cathy Brubaker-Clarke

Cathy.Brubaker-Clarke@postman.org

Kathy Moore mooreka@co.muskegon.mi.us

Nancy Crandall ncran28@comcast.net

Tim Arter tarter@brickleydelong.com

Susan Crain susancloutier@yahoo.com

Jane Clingman-Scott janecs1@comcast.net

Ed Hendrickson ekdr2@gmail.com

Mark Meyers mmeyers@nortonshores.org

Jason Piasecki Jason@revel.in



FROM THE EDITOR

Another Page Turned

As our Club membership keeps increasing – and keep it up! – I'm sometimes stunned at how many new and increasingly unfamiliar faces I see each Thursday. Similarly, as a rock musician for half a century (proof below: my group in 1963) I'm also taken aback when a delightful



newbie Rotarian claims not to know or remember Elvis, the Beatles, or other rock 'n roll icons from the '50s or '60s. Well...

Chuck Berry died last Saturday at 90; a pioneer singer/guitar player who inspired an Oldies-era generation of beginning guitarists to learn their instrument by copying his solos from 45rpm records. Talk about an icon deserving recognition. For fun, then, and to fix history for younger folks, the link below is Berry's 1958 presentation of "Johnny B Goode," a tune often modernized but still prominent on many bands' set lists: <https://www.youtube.com/watch?v=6R0WVrF0Ceg>

THIS WEEK ON STAGE

Al Bonney is the Rotary Foundation



Committee Chair for District 6290. He joined Rotary in 1996, was club president of the Traverse City Rotary Club in 2008 – 2009 and our district governor in 2014 – 15. To relax, he plays the

banjo, directs the Rotary Chorus for the Traverse City Annual Rotary Show, and builds wooden boats. His topic for us will be, "What do they do with my money?"

We all recently received a memo from Al, offering a District match of 500 Rotary Foundation Recognition Points for every **new** donation of \$500 to the Rotary Foundation Annual Fund between **April 1, 2017 and May 15, 2017**. This could result in a Paul Harris Fellowship for you or your designee. All other information you'll need is available by clicking the following:

Match Program Application

<https://clubrunner.blob.core.windows.net/00000001911/en-ca/files/homepage/2017-rotary-foundation-500-match-program/trf-district-match-program-special-promotion-2017.pdf>

Understanding Recognition Points

<https://clubrunner.blob.core.windows.net/00000001911/en-ca/files/homepage/understanding-foundation-recognition-points/understanding-rotary-foundation-reconition-points.pdf>



Not every guy is blessed to have an active and independent 91-year-old mom. And Irene Alexander loves the Pistons. Here's Mom at her last game in The Palace.

— Dave Alexander



Above, the vacationing Flipper and a boat-chasing recently in the Gulf of Mexico.

Tim Arter, Treasurer
Susan Crain, Imm Pa

WHERE THIS WEEK?

THIS WEEK AND NEXT AND NEXT, ETC...
ROTARY'S TRAVELING ROAD SHOW IS AT
THE HOLIDAY INN. TELL FRIENDS & FOES.

Motto: We're capable of great violence...

RIM Reporting Team

Chris Burnaw cburnaw@cffmc.org
Jane Clingman-Scott jane1@comcast.net
Lisa Hegenbart lisa@bbbslakeshore.org
Jamie Hekker helsenja@co.muskegon.mi.us
Bill Johanson bill.johanson@yahoo.com
Ammy Johnson ajohnson@harborhospicemi.org
Peg Maniates margaret.hennelly.maniates@gmail.com
Kathy Moore MooreKa@co.muskegon.mi.us
Jason Piasecki Jason@revel.in
Robin Henshaw
robin_henshaw@usc.salvationarmy.org
Diane VanEpps dianemvanepps@gmail.com

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 accuracy and 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 one of the RIM Correspondents above.

2017 Rotary Club of Muskegon

... but will not harm you in any way - RIM

ROTARY REWINE

Muskegon Holiday Inn
Thursdays 5:15 – 6:30pm
Click below for ReWine Mtg notes
Notes on Vacation
Back to the Grind Soon



State Rep **Holly Hughes** was honored to be named Tourism Legislator of the Year for 2017. "It was wonderful to have friends



there," she said, "who are attending the largest tourism conference in the nation." Above, from left are: **Camille Jourden-Mark**, Michigan's Adventure GM; Jim Rudicil, Muskegon State Park known for its Olympics luge; **Holly**; David Lorenz, VP Travel Michigan (from Norton Shores); Amy VanLoon, White Lake Area Chamber Director; and **Bob Lukens**, Muskegon Convention and Visitor's Bureau meeting at the Governor's Tourism Conference in Detroit. "Thanks, everyone, for all of your work in Muskegon County!!!"

Winning a Paul Harris Fellowship

NCAA Basketball Raffle

Prior to this weekend, here's who remained in our Raffle: **Gone Thursday**

- 1 Wisconsin/ **Babbitt** vs Florida/ **Arter**
- 2 Baylor/ **Kantor** vs S Carolina/ **Van Epps**
- 3 Kansas/ **Wiersma** vs Purdue/ **Gerencer**
- 4 Oregon/ **Silvis** vs UofM/ **S Crain**
- 5 Gonzaga/ **D Crandall** vs W VA/ **Fethke**
- 6 Xavier/ **VanWoerkom** vs Arizona/ **Wood**
- 7 UNC/ **Severson** vs Butler/ **Seward**
- 8 UCLA/ **Meier** vs Kentucky/ **Hardesty**

2017 Rotary Peace Conference soon in Ann Arbor! (click arrow)

RI President John Germ and a host of world-class speakers will be at the 2017 Rotary World Peace



Conference in Ann Arbor, Michigan this March 31 and April 1. Especially exciting to hear from will be famed economist Jeffrey Sachs, a leader in sustainable development and a UN Advisor. *The NY Times* has twice named him "the most important economist in the world". Also speaking, Nobel Laureate Jody Williams, Peace Corp Director; Carrie Hessler-Radelet and Bobby Ghosh, the Editor-in-Chief of the *Hindustan Times*. Previously, he was a Global News Analyst on CNN and worked for 16-years at TIME International.

Here's who's going from our area:

Mona Shores Rotary Interact
Niral Patel, Hyunjik (Kevin) Kim, Kaitlin Hendrickson

Muskegon High students
Dae-Shawn Owen, Keilon Crowley, Darius Ricks

North Muskegon Rotary Interact
Liam Lidstrom

Baker College Rotaract
Stephanie Stewart, Katie Ely, Megan Dickson

Montague-Whitehall Interact
Jaeven Aylor, Emma Ruzicka, Leanna Burns, Mika Smith.

ADULT/ Rotary Attendees
Jim Rausch, Lead Chaperone
Corey Watson, Bernard
Loudermill MHS, Susan Crain,
Orville Crain, Kate Kesteloot-Scarborough, Mary Anne Gorman



Standing nostalgically in what was once their journalism stomping grounds and West Michigan lakeshore's prime news center, from left, Paul Keep, Penny Larson, and Mike Walsh share memories of *The Muskegon Chronicle's* old newsroom. Muskegon Community College is renovating the building and repurposing it for education.

"It was an uplifting experience," Mike summarized, "to know that this iconic space will have meaning for generations to come."

NEWS / ANNOUNCEMENTS – PRESIDENT

Here are three of the world's newest Rotarians, from left, **Dave Alexander, Ken Rasp, Joan Schmitt, Dave Mamey, Brianna Scott, and Justin Jennings.**



SEEKING: COMMUNITY GRANT RECIPIENTS

Fellow Rotarians and Friends...

Our Muskegon Rotary *Community Grants* Committee is announcing that we are seeking applications from charitable, 501(c)3 organizations to be our beneficiaries from our Community Grants Funds. These funds are derived from annual earnings held in the Muskegon Rotary Foundation and various fundraising activities, including Grape Escape, Parties in the Park, and the 50/50 raffle held at weekly club meetings. We have approximately \$12,000 from the Foundation for our Community Grants.

Muskegon Rotary provides funding for programs and projects primarily in Muskegon County. Our priority areas for funding are based on priorities

established both by Rotary International (global areas of interest)



and Muskegon Rotary's 2013 Visioning Process (local areas of interest).

The Muskegon Rotary Community Fund Committee will meet this May and grant making decisions will be made at that time. Applications are downloaded on Rotary's website: <http://muskegonrotary.org/our-club/guidelines-for-grantmaking/>.

Application deadline is April 30. More than \$400,000 has been granted out over 23 years for programs that impact our community.

Susan Crain

Past Muskegon Rotary President

EL SALVADOR TOUCHDOWN



Working Together for a Better World! are, from left Michael Koch, Robin Spielberger, MCC Rotaract, and Luis Jovel, and Jacobo Santos, Rotaractors from San Salvador Noroeste club. We'll be building 6 or more homes for families who really need them. That's 13 of us from Muskegon with 60 others from 5 states!

John Noling, Landed Safely

Whoa! Who...me?



Bob Scolnik was awarded a sapphire Paul Harris lapel pin, recognizing his multiple financial and community contributions to the Rotary Foundation and Muskegon, respectively. Bob was really surprised at this award, but not so surprised that he was lost for words.

Visiting Rotarians & Guests

Lloyd Banks (**Christine Robere**); Braxton Gerdes (**John Noling**); Kim Martin (**Tony Johnson**); Alexander Mark (**Camille Jourden-Mark**); Todd Geerlings (**Lyle Harris**); Dale Strasler and prospective member (**Deni Hunter**); Angela Kange (**Dawn Johnson**); Trunette Lottie Harps and prospective member (**Orville Crain**); Jordan Meagher (**Frank Peterson**); and Phyllis Watson Loudermill (**Nancy Crandall**). Muskegon Heights School Academy provided student guests.

LAST WEEK'S PROGRAM

Three Minute Updates from the Membership

**by RIM Reporter Chris Burnaw
Leader: Dave Alexander**

Instead of a guest speaker this week at Rotary, members were given an opportunity to share a three minute update on what's going on with their organization. It was a fast paced, roving microphone atmosphere that let us know of some great things happening in our community!

Dave Alexander – Downtown Muskegon



Now: Dave shared news of the various projects underway or soon to be underway in our core downtown: Terrace Point Landing, Terrace Plaza apartments, HighPoint Flat Apartments,

Berkshire Senior Housing, Muskegon Community College Downtown Center, a new 6 story mixed use building on Western, Rad Dad's Taco and Tequila Bar at the LC Walker Arena, Heritage Commons, and demolition at the Shaw Walker building in preparation for the next phase of development there. On April 27 from 4:30 to 6:00 pm, there will be a 2017 Summer Activities Downtown Roundtable at the Chamber office. To learn more, visit downtownmuskegon.org.

Dawn Johnson – Muskegon Lakeshore Chamber of Commerce:

Dawn brought us up to date on the Watch Muskegon campaign. Billboards promoting the Muskegon area were first focused along the Lakeshore and now are being expanded to the Grand Rapids region. Under the Education section of the plan, the Muskegon Star training is a great way to learn more about our community – those

who have attended have all learned new things, even those who have lived here for a long time. Graduates of the 4 hour training receive a Muskegon Star certificate and pin, and can go on to fun volunteer opportunities like greeting cruise ship passengers. The Beautification projects are well under way also, focusing first on the Sherman Boulevard corridor, from Seaway Drive to US 31. There will be an opportunity to volunteer at community clean up days soon. To learn more, visit muskegon.org and watchmuskegon.com.

Marty Ferriby – Hackly Library: Marty spoke about the work being done on the front of the historic building, which will make the front entrance accessible to all library visitors. Previously, anyone who was



unable to navigate stairs was required to use the back alley entrance. With the approval of the Historic Society, support from Muskegon Public Schools, and the talents of Port City Construction, a new entrance is being created that will enable everyone to enter through the front door – the way it should be. The work on the front entrance is part of the multi-million dollar library renovation project that has been going on over the past few years. The initial \$1,200,000 needed for library renovations was raised from the community through

fundraising efforts; another \$3,200,000 will be covered by the millage approved by voters in 2014. To learn more, visit www.hacklylibrary.org.

Melissa Moore – Read Muskegon:



Melissa shared some very exciting news – Read Muskegon will be moving to a new

location in downtown Muskegon Heights, at 26 E Broadway, right across from the Strand Theatre. In partnership with the

Muskegon Heights Downtown Development Authority, and working with City Manager Jake Eckholm and Mayor Kim Sims, they will be creating a Literacy Center with plenty of space for all of their programs. They will still be serving the entire county, which will give people another reason to visit downtown Muskegon Heights, increasing activity there. The building does need some work, including painting and moving an interior wall, so if you can lend a hand, let Melissa know. To learn more about Read Muskegon, visit www.readmuskegon.org.

Christine Robere – United Way of the Lakeshore: Christine reminded us that supporting early reading efforts benefits our entire community, giving kids a strong start to their education as we build an educated workforce. Nichols is generously matching any donations made in March to support early literacy programs, including expanding Dolly Parton's Imagination Library throughout the county and placing specially trained Reading Corps tutors in area preschools to help all children be reading proficient. There are

currently 1,000 children enrolled in the Dolly Parton Imagination Library program in our community, which delivers books each month to children 0-5 years; the cost of the program is about \$25 per child. To learn more and to donate, visit www.unitedwaylakeshore.org/luckycharm.

Kelly Richards – Muskegon Area District Library: if you like movies and audio



books, and have a library card, you can now choose from over 500,000 titles on the MADL website. You can download them onto your favorite device, and then once your time is up, the file just

disappears – no need to remember to drop it off or incur late fees! Kelly also spoke about the MADL's work on their Strategic Plan. Watch for a Patron Survey coming soon as they seek to gather input from the community on their current services and what might be needed. They will also be holding a work retreat on April 29 from 8:00 am to 2:00 pm – if you would like to participate, just let Kelly know (he mentioned something about a free lunch and candy all day long!). The community input will help the MADL chart their future course. Putting on another hat, Kelly noted that the Lakeshore Ethnic Diversity Alliance's Summit on Race and Inclusion for 2017 will be held at the Frauenthal Center on May 23. The summit will feature keynote speakers Dr. Phil Goff, National Expert on Policing and Race, and Dr. Charles H.F. Davis III, National Expert on Strategies for Achievement for Students of Color. To learn more and to register, visit www.ethnicdiversity.org. More information on the MADL (including how to rent those movies!) can be found at www.madl.org.

Ricki Levine – Frauenthal

Center: It's a busy weekend at the Frauenthal! Friday night is the Alley Door Club featuring the Crane Wives, while the Beatles' "1964" *The Tribute* band takes the main stage. Saturday you can get a taste of Ireland with Gaelic Storm. Visit www.frauenthal.org to learn more and see what's coming up.

Bill Johanson – Rotary RIM: In the teeny time available, Bill heaped praise upon his nine excellent RIM reporters and others who regularly support our newsletter. He reminded everyone that when he's aiming his trusty camera at you, please smile or at least don't turn your face away! The RIM continues to receive accolades across the District, most recently at last weekend's PETS (presidents-elect training seminar) attended by **Cathy Brubaker-Clarke** and **Kathy Moore**. A new and updated *Membership Roster* will be published sometime after July 1, with the changing of the presidents, so please update your personal profile and photo online. If you'd like Bill to shoot a new photo of you, let him know. If you've entered online your own photo, since July 1, 2016, kindly provide Bill with a copy for best *Roster* printing results.

NEWS / ANNOUNCEMENTS – NOT FROM THE PRESIDENT

MCC Rotaract is having a Volleyball Fundraiser for End Polio Now, with proceeds going towards the purchase of hand cranked wheelchairs. Teams will include members from Muskegon Rotary Club, Muskegon Rotary ReWine, MCC and Baker Rotaract Clubs and several of our Interact Clubs. The event will be on April 29 from 12 – 3:30 at the Lakeshore Fitness Center, so get your team of 12 together and get ready to play! There is no cost to participate, but donations are encouraged – the group hopes to raise at least \$300.



Above, Red Star removal group, from left, **Jon Gale, Mark Meyers, Heidi Sytsema and Darlene Collett.**

The Rotary Literacy Committee has identified their first project – the Rotary Guest Reader Corps. Volunteers will receive training in the art of reading aloud in an engaging manner, and then will read to youth this summer at the Muskegon YMCA program at Muskegon High School. The summer program is a pilot – if all goes well, the project will continue into the fall and beyond. Contact **Melissa Moore** to sign up.

Grape Escape has chosen Love INC as the event's non-profit partner this year. Co-chair **Diane Van Epps** noted that it was a difficult decision with so many worthwhile partners applying for the role. Co-chair **Marty Gerencer** invited those interested in helping with *Grape Escape* to attend the next planning meeting on April 3, 5:30 pm, at the Third Street Grille.

Darlene Collett offered help from the Red Star Committee to both Red Star wearers and their mentors, so that we can continue to get those Red Stars removed from newbie badges in a timely fashion.

The Scholarship Committee will be reviewing the 6 applications that came in for the 4 scholarships Rotary will be awarding this year. The results of their tough decision will be announced at next week's meeting.