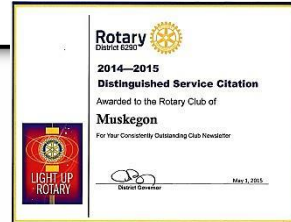


"Service Above Self"

Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



Cathy Brubaker-Clarke, President
Kathy Moore, President-Elect
Linda Juarez, President-Nominee
Nancy Crandall, Secretary
Tim Arter, Treasurer
Josh Wallace, Immediate Past President



Muskegon Rotary Club

Club 16 (2809) - District 6290, Chartered May 1, 1916
August 10, 2017 12:00-1:15pm
Lake House Waterfront Grill
Satellite ReWine Club 5:15 - 6:30pm Holiday Inn



Jane Clingman-Scott, Director
Ed Hendrickson, Director
Mark Meyers, Director
Jason Piasecki, Director
David Manley, 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?



(8/10) "Muskegon Made" Randy Lindquist

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

Diana Osborn

INVOCATOR - REFLECTOR

Jim Schiltz

THIS WEEK'S MENU

Pasta Sampler: classic lasagna and penne with parmesan cream sauce and Marinara; roasted vegetable; served with a Cesar Salad bar; and brownies

NEXT WEEK'S BIRTHDAYS

Bob Chapla	Aug 10
Deni Hunter	Aug 10
Diana Osborn	Aug 10
Willie German	Aug 11
Darlene Collet	Aug 13
Papa N'Jai	Aug 13
Dale Strasler	Aug 13
Asaline Scott	Aug 16

FUTURE PROGRAMS / EVENTS

08/17 Breast Cancer Research
08/24 Frauenthal Management
10/04 **Grape Escape**

Muskegon Rotary Board

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ZOOM!- ZOOM!

Who's the scary lady Rotarian here with a need for speed on Mona Lake and other Muskegon waterways? It's Pam Babbitt, and... your kayak'd better not get in her way.



This Week on Stage

Muskegon Made is a county-wide comprehensive work-based learning system for students in grades 4-12. All students in Muskegon County will have access to the same career exposure opportunities. Elements of employability skills are taught to students throughout the system to ensure successful work-based placements which capstone the overall program. Presenters are **Randy Lindquist**, Lyle Fieberg and Bethanie Swier



Rotarians Comin' /Goin'

Resignations

Melissa Brooks, Tom Hopper, Shawn Taylor

New Members

Jonathan Wilson, Kathy Betts, Meredith Smillie, Cyndi Langlois

In the Works

Kaytie Ely, Kevin Woods

RI CONFERENCE 2018

Please consider registering for the 2018 Rotary International Conference, to be held June 23-27, in Toronto, Canada. Additional information is available at www.riconvention.org

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Hi. Just wanted to share a photo with you. In order to gear up for the next big Baker Rotaract year, I went skydiving!!!

Linda Meyers
Faculty Advisor

BakerProud®

The Harbor Hospice Foundation Event of Events / Regatta

The festive weekend begins Friday night, August 18, with a gala called *The Event of Events*. This unique party includes an evening of food, live entertainment, raffle games, silent and live auctions. All funds raised will benefit the Harbor Hospice Foundation. Hosted at The Event Center at Fricano Place in Muskegon, we expect to welcome 300 enthusiastic patrons.

The next morning, we'll gather with hundreds of sailing fans along the shores of Muskegon Lake to signal the start of the tenth annual Harbor Hospice Regatta at the Muskegon Yacht Club. This hugely popular race is part of the National Hospice Regatta alliance (www.hospiceregattas.org) that has raised more than \$23 million for Hospice Services across the country. West Michigan sailors love this race, and in the past ten years raised over \$300,000 to support local hospice care.

Please join us and purchase your \$40 tickets (www.HarborHospiceMI.org) online or at the Harbor Hospice office 1050 W. Western Ave., Suite 400, or call Ammy Seymour at 231.728.3442 for more information! Thank you for supporting the work that we do!

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This publication, Muskegon Rotary in Motion (RIM), is intended for the private, non-commercial use of our members and 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.
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Muskegon Holiday Inn

Thursdays 5:15 – 6:30pm

Walk-In Visitors Invited

Meeting Notes: 7-27-17

<https://clubrunner.blob.core.windows.net/000001911/en-ca/files/homepage/rewine-meeting-notes-7-27-17/ReWine-Meeting-Minutes-7-27-17.pdf>



Auction Asks Your Help

Planning for Muskegon Rotary's 2017 *Grape Escape* is well underway, and the Silent Auction Committee is looking for all Rotarians to help with our premier fund-raising event! It's only two months away.

Please consider donating something to the 2017 *Grape Escape* Silent Auction. We are looking for anything that strikes your fancy that will, in turn, appeal to the many *Grape Escape* attendees. Our diverse membership should help us provide a tempting array of items for the Silent Auction on October 4.



Tricked Cont'd from page 2

For ever so long, Club leaders had the desire to bestow Paul Harris Fellowships upon Amy Heisser, right, HR director at Arconic Inc, and **Cindy Larsen**, our local Chamber president.

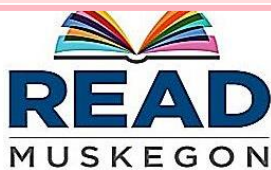
The challenge was getting them to a Rotary meeting.

Amy's not a member and doesn't attend; Cindy is a member but we're thinking she must spend lots of Thursday lunchtimes with Amy off site, doing important business.

Then... in stepped critical strategist and recently retired (with lots of time available) **Jim Fisher**. Bottom line: Jim arranged for the ladies to take part in a panel discussion last week, and snuck in the Paul Harris accoutrements when they weren't looking. Harris Fellowships don't have to be kept secret ahead of time but, if they are, extra chuckles are more easily generated. And chuckle we did at the deception. Congratulations, ladies.



READ MUSKEGON



Partners In Literacy Dinner 2017

Tuesday, August 22nd

5:30 p.m. - 8:30 p.m.

Folkert Community Hub

640 Seminole Rd., Muskegon

5:30 Appetizers & Cash Bar - 6:15 Dinner & Presentation

RSVP: 231-747-7273

Tish.williams@readmuskegon.org

There is no charge to attend this event. Guests will be asked to make a voluntary contribution.

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UW - FILL THE TRUCK

Summer FILL THE TRUCK Event!
July 17 - August 17, 2017

Help us "Stuff the Bus" (or in this case, the truck) with supplies to support a successful school year for our teachers and our kids!

FILL THE TRUCK is a series of giving opportunities throughout the year, sponsored by the United Way of the Lakeshore & Two Men and a Truck.

GIVE.ADVOCATE.VOLUNTEER. unitedwaylakeshore.org

UNITED WAY OF THE LAKESHORE

Drop-off Locations

Upcoming Fill the Truck opportunities:

Fall: winter gear
Winter: birthday kits
Spring: diapers/wipes

<file:///C:/Users/Bill/Favorites/Documents/aa-ROTARY%20CLUB/a-RIM%202017/Fill%20the%20Truck%20Summer.pdf>

MINI-POSTERS ON THIS PAGE HAVE LINKS FOR MORE READABILITY

VISITING ROTARIANS & GUESTS

Disability Network Executive Director Diane Fleser (**Kate Scarbrough**); Healthwest & NMS's Cyndi Blair (**Julia Rupp**); LLC Staffer Landon Fortenberry (**LLC**); Aflac's Adam Birchmeier (**Kyle Harris**); Community Foundation Donor Relationship Manager Emma Torresen (**Bob Chapla**).

NEWS / ANNOUNCEMENTS - PRESIDENT

President Cathy invited us to read the article on "making bells by hand" (pp 38-47) in the current *the rotarian* magazine.

Kathy Betts, right, was greeted warmly with an introduction and new red-starred badge from sponsor **Nancy Crandall**, and other induction goodies and the official Club welcome from **President Cathy**.

Announcements and Committee Reports

UW - DAY OF CARING

MUSKEGON COUNTY DAY OF CARING
SEPTEMBER 8, 2017
OPERATION UNITED
SUPPORTING OUR VETERANS & THEIR FAMILIES

Day of Caring is the day we work together with hundreds of volunteers giving their time and talents to improve our community.

United Way of the Lakeshore's 2017 Day of Caring is to help 10,000 people working ALICE families about their basic needs by 2025. Many of these families are U.S. Military families, who have given so much to our country by serving our country. United Way of the Lakeshore's 2017 Muskegon County Day of Caring is your way of paying special tribute through a day of service for them.

The day will include minor outdoor home repairs/improvements, landscaping/hard work, and creating care packages.

UNITED WE FIGHT. UNITED WE WIN.

GETTING EARLY BY SEPTEMBER 1, 2017 (Each neighborhood will coordinate the day of the week)

TO REGISTER: online at unitedwaylakeshore.org/day-of-caring (or see the form below)

Form fields: Name, Phone, Email, City, State, Zip, etc.

ALICE Asset Limited, Income Constrained, Employed

played FAMILIES ARE IN NEED.

In Muskegon County, ALICE (Asset Limited, Income Constrained, Employed) represents nearly 15,000 households led by men and women of all ages and races who get up each day to go to work, but who aren't able to meet their family's basic needs - housing, transportation, food, healthcare, childcare, and others.

AVERAGE HOUSEHOLD EXPENSES

Psychics don't cover the high costs of household expenses for employed families just above the poverty line.

United Way partners with programs in our community to:

- Build an essential workforce
- Improve financial literacy and credit
- Improve health and safety

[file:///C:/Users/Bill/Favorites/Documents/aa-ROTARY%20CLUB/a-RIM%202017/Day%20of%20Caring%202017%20Flyer%20\(2\).pdf](file:///C:/Users/Bill/Favorites/Documents/aa-ROTARY%20CLUB/a-RIM%202017/Day%20of%20Caring%202017%20Flyer%20(2).pdf)



Kathy Moore spoke about the volunteer needs for "Operation United" serving veterans, and asked everyone to consider signing up >>> (Cont'd on page 5)



Last Week's Program

Downtown Development

Panel Perspectives from (l-r below)

Cathy Brubaker-Clarke, Chris McGuigan, Cindy Larsen and Amy Heisser

by RIM Reporter David Manley

For the program presentation last week, **Dave Alexander** introduced the panel to discuss "How did we get here since the downtown Muskegon Mall closed?"

In the year 2000, it was becoming more and more clear that the downtown Muskegon Mall was losing its ability to survive. With most of its core stores looking to relocate, the future of this flagship property was bleak. Shortly after its closure, the community rallied to use the vacant buildings as community centers, which also proved to be short lived.

Then along came these brave women who had a vision for the future of downtown Muskegon. They took the initiative to organize, partner, and raise capital to move forward rebuilding this property. They started with a survey of what might come next for downtown Muskegon. The study revealed we should focus on our lakes and the historic aspects of our city. They were successful in purchasing the property from the bank during its foreclosure. The vision they created was focused on building an "urban village" that was welcoming to all people groups, beliefs, and ethnicities.

Chris McGuigan shared that in 2002 "it was recommended to tear down the mall's entire structure," but they ended up keeping five of its standing buildings. They listed and sold the remaining properties and vacant land. During this time, many people and business owners left the downtown Muskegon area after the mall came down and the city was faced with a new problem now that needed to be addressed. Fortunately,

these women heard the call and responded with perseverance through the many ups and downs ahead.

During the years that followed, they continued to partner within their professional organizations and leveraged their leadership positions in the community to push through various projects and initiatives. One of the largest challenges was making it feasible for developers to come into our downtown space by offering tax incentives. **Cathy Brubaker-Clarke** said, "the numbers just have to make sense" and, over those years, they worked with the state, Urban Land Assembly, and



other agencies to push for grants and alternate funding to relieve the pressure of stagnation. During this time the Renaissance Zone was established along with Brownfield redevelopment grants and other initiatives, which have been crucial to the development we see existing today.

When the economy crashed, all pending and exciting momentum came to a halt. "Everything died," but on the horizon was a shining example of the progress to come. These brave women and community leaders worked with the City and the Chamber of Commerce to make the hard choice "despite much community pushback" to relocate the Farmer's Market downtown from its long standing Yuba St location. The success of this completed project now draws over 10,000 people a day into our downtown district which has proved to be the new cornerstone source of economic force.

Cindy Larsen made it a point to

emphasize the strong partnerships with city officials such as the City Manager **Frank Peterson** who has been a "key partner and point" working with the Chamber in how to best utilize the remaining vacant lots that used to be the downtown mall, which now host our featured chalets, and have been a huge success in drawing in the public to support our current and future local retail downtown establishments.

The initiative and leadership these women displayed in nothing short of commendable. **Amy Heisser** of Arconic Corp said, "It's about legacy" referring to her

organization's contributions and partnerships with the City and Chamber. The commitment from Arconic and many other local organizations have proved to be essential to the growth of our County and Downtown District especially. Progress has been made by "allowing local leaders to make decisions and having a checkbook to support them," which is a necessity in order to get things accomplished.

On the horizon in downtown, these leaders predict more residential units, retail, beautiful architecture, art, grocery, parking ramps, and more beautiful sunlight. These projects and other progress still continue to be in the hearts and minds of these leaders, as they work to make Muskegon an inclusive place, where people are valued like the "urban village" they envisioned and worked to ensure nearly 20 years ago.

In summary, there could easily be a 300 page book telling the stories and struggles that these women have endured, along with a chapter for each stating their individual accomplishments. But, in this short report, it must be noted that if you have an opportunity to sit and speak with any one of these community leaders, don't waste the chance to be inspired, informed and encouraged about the future of our great Downtown Muskegon District.

A most unusual

Party in the Park

"We had a great time"

- John Severson



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Cont'd from page 3)

>>> on the volunteer sheets being passed around for the September 8th event which begins at 8:00am at 560 Mart Street in Muskegon, and ends same place at 4:00pm.

Joanie Smith announced the first Youth Exchange student will be arriving Tuesday, August 29, at 8:30am. The student's name is "Benny" who hails from Italy. If you would like to join a handful of others to welcome her to her new home in Muskegon, please see Joanie for details.

John Noling made a few announcements starting with the find-your-place bulletin board which displays all the committees, their members and chair, and asked everyone who is on a committee, or who wants to be on a committee, to please review that board and find

your place whether on or off a committee.

John's second announcement was about the Northside Lions' partnership volunteering for Veterans' Park bridge repairs on the North Muskegon Causeway. The next scheduled day for volunteers to participate is Thursday, August 16, at 5pm. If you would like to participate please contact **John Noling**.

Lastly, John welcomed LLC staffer Landon Fortenberry and asked him to speak briefly on how Rotary has impacted his perspective and opportunities. In recent years, he has been in Brazil via the Life Leadership program and most recently has come back from China, and with fluent cadence of Mandarin, he shared his gratitude to Rotary members. As a junior at Michigan State University, majoring in Mandarin and International Relations, Landon has many future opportuni-

ties. He shared "words cannot express my appreciation for Rotary."

Ginny Sprague with Chris McGuigan and Jim Fisher

introduced the newest Paul Harris Fellowship recipients. First, Chris introduced the "lifelong Fruitport girl who brought a global perspective back home," Amy Heisser of Arconic Corp. who gracefully accepted this great achievement for her extensive support, involvement, and contributions over the last few decades. Next, Jim who introduced, with much gratitude, the person that many would call the voice of Muskegon with over 40 years of communications and community leadership, **Cindy Larsen**.

Last week, **Pam Babbitt** recruited the newest set of 10 Brave Rotarians in the first draw of elimination from the Trader Joe's bag was **David Manley**. One down, eight to go!