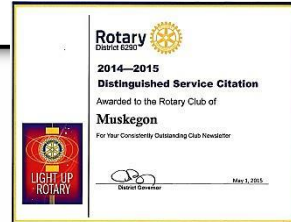




**"Service Above Self"**

# 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 17, 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  
Robin Henshaw Hard, 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?



## (8/17) Surprise Program of Obvious Enjoyment and Enlightenment

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

Heidi Sytsema

### THIS WEEK'S MENU

Chicken Marsala - Served with a garden salad bar, garlic parmesan mashed potatoes, chef selection roasted vegetable and cookies.

### NEXT WEEK'S BIRTHDAYS

Ginny Sprague	Aug 18
Erin Patrick	Aug 19
Tamara Jackson-Gatewood	Aug 20
MikeYoungdahl	Aug 20
John Wahlberg	Aug 21

### FUTURE PROGRAMS / EVENTS

08/24 Frauenthal Management  
08/31 Life Leadership Report  
09/07 MAISD  
09/14 Rotary Awards Program  
10/04 **Grape Escape**

## Muskegon Rotary Board

Cathy Brubaker-Clarke [cbrubakerclarke@gmail.com](mailto:cbrubakerclarke@gmail.com)  
Kathy Moore [mooreka@co.muskegon.mi.us](mailto:mooreka@co.muskegon.mi.us)  
Linda Juarez [juarezl@hccc-health.org](mailto:juarezl@hccc-health.org)  
Nancy Crandall [ncran28@comcast.net](mailto:ncran28@comcast.net)  
Tim Arter [tarter@brickleydelong.com](mailto:tarter@brickleydelong.com)  
Josh Wallace [joshua@mckenzieprice.com](mailto:joshua@mckenzieprice.com)  
Jane Clingman-Scott [jane1@comcast.net](mailto:jane1@comcast.net)  
Ed Hendrickson [clkdr2@gmail.com](mailto:clkdr2@gmail.com)  
Mark Meyers [mmeyers@nortonshores.org](mailto:mmeyers@nortonshores.org)  
Jason Piasecki [jason@revel.in](mailto:jason@revel.in)



## Like a Feather

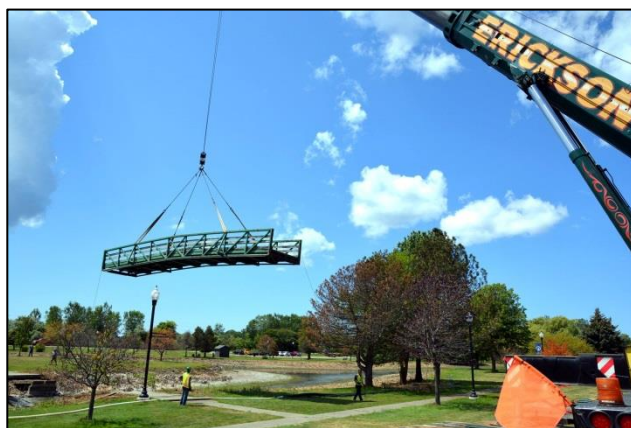
by Bob Scolnik

I'm not sure how many people know about the restoration of Veterans' Memorial Park underway right now. This Park, once known as "Michigan's Most Beautiful Mile" was dedicated in 1937, to those who fought and perished in World War I. Other monuments have been added over the years, honoring those who fought in World War II, Korea and Vietnam. Although the Park has been cared for, many parts of it had fallen into disrepair and work is being completed that will bring back the beauty seen 80 years ago. The ponds on the site are being drained and the water features will be rebuilt, deepened, and the weeds and cattails that clogged the water will be gone.

But Tuesday, a small miracle occurred.



There is an island in the center of the park that links to the land by two pedestrian bridges. These steel bridges were built and donated by the Muskegon Rotary Club over 30 years ago, and they badly needed maintenance. The steel superstructure was



rusting and the wood decking and railings needed to be replaced.

So Tuesday, Erickson Crane & Rigging of North Muskegon, brought over a 550 Ton crane, a large crew of riggers, trucks of equipment and a trailer. After hours of setup...the crane was huge and safety is always first...they lifted the 20,000 pound bridge...with the crane a long way away and parked on the Causeway...like it was a feather, and carefully loaded it on a large, heavy duty trailer. The Northside Lions Club, who have been helping maintain and upgrade Veterans' Park for years, will now refinish the bridge, coating it with a special industrial finish and install new decking. All volunteers doing the work, fundraisers to pay for materials and a fantastic Lions Club behind the scenes. I'll write more about the park and pond restoration later, but I had to show this part of the work. It deserved attention!

**MORE "BRIDGE" ON PAGE 2.**

**From our District Governor  
Be a Guest. Learn and Share**



"I encourage you all to go visit at least one other club in a neighboring community soon, while you are on business or vacation, or just visiting for fun another local club that meets at a different time than yours. We're no longer worried about attendance requirements or make-ups because Rotary International has caught up with 21<sup>st</sup> century reality. But seeing how Rotary can be a different experience in a different Club or meeting Rotarians from somewhere else can give us all new ideas and show us ways to get more engaged as Rotarians."

Edward C Swart (and Carol)  
Governor (1<sup>st</sup> Lady), District 6290

**PS** - New District Governor Ed Swart will be in town on September 21, says **President Cathy**, to meet Rotary members and present our after-lunch program. Earlier, beginning at 10:30am, Ed has asked to meet with Board Members, Council Chairs, Committee Chairs and members who'd like to attend. That meeting will be in the Sunset Board Room at The Lake House. In addition, we are also lucky to have in attendance our own members, **Asst District Governor Susan Crain** and **District Membership Chair Orville Crain**.

# ROTARY REWINE

**Muskegon Holiday Inn  
Thursdays 5:15 – 6:30pm  
Meeting Notes: 8-3-17**

<https://clubrunner.blob.core.windows.net/00000001911/en-ca/files/homepage/rewine-meeting-notes-8-3-17/ReWine-Meeting-Minutes-8-3-2017.pdf>

## THIS WEEK ON STAGE

There was an interesting occurrence which concluded our meeting last week. Program Committee Co-Chair **Dave Alexander** announced the cancellation of this week's scheduled speaker. Such things happen from time to time, and Rotary is nothing if not flexible.

Dave has since been unavailable for comment (busy guy) and a big festival in town has him involved, no doubt. But here's what RIM's thinking'll happen:

Like one time before, we'll make speaking opportunities available for members - 10 minutes max. Only a half-dozen or so will be able to deliver a message; if you want to be called on, get to Club early, reserve a spot on the speaker's stand, and don't hesitate to mention you're all clean and pretty after such a recommendation in RIM.

Good luck with your message, which better have value lest you get the "big hook" from emcee Alexander lurking in the shadows backstage.

## Joining the Bridge Crew

by John Noling

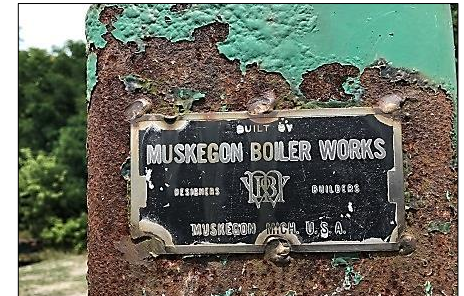
Rotary's first official work bee with the Northside Lions is next Thurs, Aug 17 from 5-8 pm at the site. We will bring our Rotary sign and refreshments. Meanwhile, photos on Wednesday...

Anyone who wants to come out Friday this week, from 9 to 12 noon or Saturday, 2-5pm, is welcome to get the idea and meet some



Lions; also this coming week... Monday and Tuesday, from 9 to

noon. Painting will be the order of the day on the 17th for the joint work-bee, so wear painting clothes and bring gloves. Sanding and



sandblasting until the 17th.

Money from our Club went for primer and paint for both bridges.

I announced this again at Rotary last week, and now ask to RIM it (which, as you can see, has happened).

## Visiting Rotarians and Friends

Muskegon Area Career Tech Center's Kyle Fiebig and Bethanie Swier (**CLUB**); Salvation Army Intern Crystal Payton (**Robin Henshaw**); and North Muskegon Interactors Emilia Tallent and Andrea Lindback (**John Slocum**).



**Randy Lindquist and Marty** → **Gerencer** refuse to let a laptop computer get the best of them.

## Auction Asks Your Help

Rotary's 2017 *Grape Escape*'s Silent Auction Committee would appreciate additional Rotarian donations.

Please consider contributions to this, our biggest fundraiser annually. 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.

SUNDAY

**SEPTEMBER 10, 2017**

ANNUNCIATION GREEK  
ORTHODOX CHURCH

**PILAF DINNER**

Authentic Greek Cuisine  
Professional Greek Dance Team

**11 AM to 5 pm**  
Continuous Serving

Drive-thru Take-Outs  
Available

Greek Lemon Chicken

Greek Pastry Sale  
Pre-Sale Tickets \$10.00  
At the Door \$12.00

185 E. PONTALUNA ROAD  
Muskegon, MI 49444



## Last Week's Program

# Muskegon Made

by RIM's Robin Henshaw Hard

Rotarian **Randy Lindquist** introduced "Muskegon Made" by stating, "This initiative was born out of many conversations between educational and business leaders in Muskegon. It is similar to the Co-Op model we may have experienced when we were attending high school. The Co-Op programs of the past allowed students to discover different career paths by working in part-time jobs during school hours providing real world experience and soft skill development. These programs were eventually discontinued in schools because of over regulation and adherence policies."

Muskegon Made gains its strength and framework from an old model, but with a new goal and a collaborative focus. The goal of Muskegon Made is to provide access to all students with a concrete framework. Its comprehensive approach can be replicated in all schools in Muskegon County from kindergarten to graduation. This is an important development in the structure of the program, as it ensures every school follows the same structure so measuring and monitoring student progress can be accomplished. Of course, this new model embraces technology and relies on specific software. The software programs encourage the student to explore options based on preferences and aspirations expressed by the students' choices.

The goals of Muskegon Made focus on key areas that have been identified as growth opportunities. The most important of these areas are: students should gain employability skills; gain real life career related experiences; and also graduate with a plan. All of this is possible if Muskegon Made is utilized early enough in the

education system to allow for change and growth in the students' interest and ability. If a student chooses a career of interest and experiences, the career through job shadowing, job fairs or talent tours, the student will understand and acknowledge their aptitude and passion for that specific career. Early career exploration allows students to truly design their life path and develop the necessary skills for a successful and satisfactory outcome.



**Speakers, from left: Bethany Swier, Randy Lindquist, and Kyle Fiebig. Randy's from the MAISD; the other two from the MACTC.**

Muskegon Made represents an innovative solution to compounding workforce issues. With a collaborative focus on careers, the Muskegon Made program, allows schools and business to better partner and build local talent that will improve the quality of life for our children. It represents a community working together to solve the needs of all through strategy and a comprehensive approach. Isn't this what community is all about?

## NEWS / ANNOUNCEMENTS – PRESIDENT

**President Cathy Brubaker-Clarke** congratulated the *Parties in the Park* Committee for making the best of a rainy night. We cannot control the weather but our spirits were not dampened (although our clothes were). Great job to **Merica Dobry** and the committee.

In the *Rotarian* magazine an article citing new studies and recent research confirm that pets are overweight. As caregivers to our family pets, we are responsible for keeping them healthy and happy so that they too may enjoy a long life.

**10 Brave Rotarians – Susan Crain** received delicious

## NEWS / ANNOUNCEMENTS



**Red Star Removal—Congratulations to Robin Henshaw Hard**, right, (married July 8 to Stephen Hard II) who had her Red Star removed last week! Star ripper-offer this colorful ceremony was **Darlene Collet**.

Induction —> Welcome **Cindy Langlois** as our newest Rotarian ☺ Cindy's sponsor was **Jeanette Hoyer**.



**Jamie Helsen Hekker—**announced that Rootdown chose 1 in 21 as a charitable partner and provided a \$500 to continue with the work to ensure a healthier Muskegon.

Walk Muskegon begins next week too! It is an 8 week program that will track your activity through a pedometer. You will have an assessment at the beginning and end of the program to determine your progress. You can get healthy by walking. Contact

Jamie for more information.



MCC-96595\_WalkMichigan\_Flyer\_v1 (1).pdf

Click link for poster.

**Merica Dobry—**recognized and thanked all the *Parties in the Park* volunteers! The night did not go as planned (we can't control the weather) but Merica shared news that the Kari Lynch will play at the next *Parties in the Park* for Rotary without charge! Yay...in every cloud there is a silver lining.

**cookies, was plucked from the race. Defeat tasted good.**



**Grape Co-Chair Marty Gerencer**

## Five ways to detect a malicious 'phishing' email

**Mark Brunelli, Carbonite Senior Writer**

**Ed Note: Computers are a part of most American lives. The following article may help you with your computer's security.**

For as long as there's been email, there have been email scams. At least since the time email first started gaining widespread popularity in the 1990s, phishing scams have been showing up in email accounts. They're called 'phishing' emails because the cybercriminals who send them are *fishing* for victims.

These fraudulent emails, which may appear to come from a legitimate company or even a personal acquaintance, are designed to trick people into giving up personal information, such as credit card and social security numbers. They may also be designed to scam unwitting victims into opening a harmful attachment or clicking a link that unleashes [ransomware](#) or some other type of malicious computer virus.

Back in the early days of the internet, phishing emails were full of typos, and laden with obvious clues—appeals from faraway princes or rich relatives you never knew you had. These were very easy to

OVER  
HERE

NEED  
YOUR  
HELP

spot. But cybercriminals have upped their game since then. For example, some cybercriminals go to great lengths to match the branding, color schemes and logos associated with the companies they are trying to impersonate.

Phishing email scams generally fall into one of these categories:

### Traditional phishing attack

The traditional [phishing](#) attack casts a wide net and attempts to trick as many people as possible. A classic example of this is the Nigerian prince [advance-fee](#) scam.

### Spear phishing

[Spear phishing](#) attacks are designed to target a specific individual or small group of individuals. For example, a spear phishing attack may use information about a particular restaurant or small business to target one or more employees at that business. Or it could look like an email from a friend.

### Whaling

[Whaling](#) attacks, which have become increasingly popular in recent years, are targeted at high-profile victims like C-level executives and their teams. A typical whaling email may look like it was sent from the CEO of your company. But it's really a fake designed to get you to share valuable information about the company.

### Protect yourself from phishing scams

Phishing emails may be more difficult to identify these days, but there are some important steps you can take to avoid

Muskegon Rotary  
**GRAPE ESCAPE**  
*hors d'oeuvres • libations • philanthropy*  
Muskegon Rotary's Largest Fundraising Event  
Wednesday, October 4, 2017  
6:00 – 9:00PM  
at the Frauenthal Center

PROJECTED INCOME 2017		as of August 10
• TICKETS \$15,000/300 <a href="http://www.frauenthal.org">www.frauenthal.org</a> Contact: Kathy Betts		\$0.00 (on sale Aug 1)
• SPONSORSHIPS \$23,500/47 Contact: Nancy Crandall and Eric Gielow		\$16,000/32
• SILENT AUCTION \$10,000/100 items Contact: Ginny Sprague		25 items
<b>TOTAL \$48,500</b>		

any of the questions below, there's a very good chance that you're looking at a phishing email.

### 1. Does the message ask for personal information?

Always remember that reputable businesses do not ask for personal information – such as social security and credit card numbers – via email.

### 2. Does the offer seem too good to be real?

If it seems too good to be true, it's a fake. Beware of emails offering big rewards – vacations, cash prizes, etc. – for little effort.

### 3. Does the salutation look odd?

Reputable companies will use your name in the salutation – as opposed to "valued customer" or "to whom it may concern."

### 4. Does the email have mismatched URLs?

If you receive an email from an organization that includes an HTML link in it, hover your mouse over the link without clicking and you should see the full URL appear. If the URL does not include the organization's exact name, or if it looks suspicious in any other way, delete it because it's probably a phishing email. Also, you should only visit websites that begin with 'https' because the 's' at the end indicates advanced security measures. Websites that begin with "http" are not as secure.

### 5. Does it give you a suspicious feeling?

Trust your instincts when it comes to email. If you catch yourself wondering whether it's legitimate, and your instinct is to ignore and delete it—then pay attention to that gut check.

Get more tips on [how to protect yourself from phishing and ransomware](#) scams.