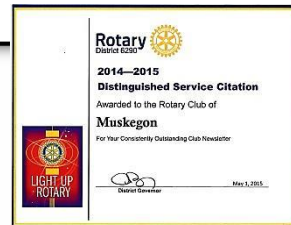


"Service Above Self"

# 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

February 22, 2018 12:00 - 1:30pm

**\*\*Muskegon Country Club\*\***

ReWine Satellite Club 5:15 - 6:30pm Holiday Inn



Jane Clingman-Scott, Director  
Ed Hendrickson, Director  
Mark Meyers, Director  
Jason Piasecki, Director  
Meredith Smillie, 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?



## (2/22) "Nims School Project" Brad Playford

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

Ginny Sprague

### INVOCATOR - REFLECTOR

Rich Houtteman

### THIS WEEK'S MENU

Grilled Salmon with Cherry BBQ;  
Seared Chicken Breast with Marsala  
Cream; Tossed Salad; Wild Rice;  
Broccolini; and Assorted Cookies

### NEXT WEEK'S BIRTHDAYS

Jim Fisher Feb 26  
Esther Ricco (Leap Year) Feb 29

### STUDENT GUESTS

Whitehall Vikings

### FUTURE PROGRAMS/EVENTS

02/16 Dancing w/ the Local Stars  
02/21 Leadership Academy #2  
02/22 Nims Project - Mgn Country Club  
03/01 Youth Empowerment Program  
03/05 Grape Escape Committee 5:30pm  
03/08 Courtyard Concert  
03/10 Mercy Health's "The Ride"  
03/14 After Hours-Walker Arena  
03/15 Medical Uses of Marijuana  
03/22 Baker College Rotaract Club  
03/29 Coalition for Drug-Free Muskegon  
04/12 Mental Health - Lt Gov Brian Calley  
05/17 Meet at Holiday Inn, not Shoreline  
06/?? Parties in the Park  
06/23 Seaway Run  
10-03 Grape Escape



## "SOCK IT TO ME, BABY"



For as serious and image-conscious as we all know Muskegon Rotary is, who would believe its newsletter's front page would ever display, of all things, socks photos. Yet, here we are, proving that either the Club's getting more youth-focused or certain members are casting aside a well-culled geezer image (not that there's anything wrong with that).

What first began as a Gary Nelund foot fetish now involves at least eight obsessed others. Last meeting, the inaugural Rotary SOCKATHON took place, and a Facebook "vote for your favorite" contest began (see socks above). Bob Scolnik, aka "the 'knows how to win' guy," claimed victory, prompting a vote recount. Bob volunteered to chair that committee.

**We're meeting at Muskegon Country Club this week**

## This Week On Stage

A health care video monitoring company, it was reported last summer, wanted to expand its operations into the former Nims Elementary School that closed over five years ago. [AvaSure](#) found success with its AvaSys patient monitoring system used by hospitals, and needed space to expand.

The Belmont-based company owner, Brad Playford from Muskegon, was looking to help with the city's economic development. Plans for the school also called for it to be used as a local business incubator, or "innovation center," and for its grounds to continue to have community gardens and public playfields. The 106-year-old school building is located at 1161 W Southern Ave. And now? you ask. Come see, we say.

## CLUB FACEBOOK - "BENNY" ISSUE Readership Hits New High



Poss. Exposure: 4500 Readers



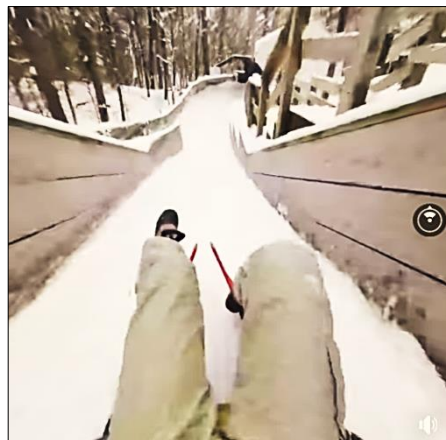
Last week's Muskegon Rotary ReWine Evening Club's 2nd Annual Get Your Chili On Cook-Off was a big success! A huge turnout for 30+ choices of Chili, salad, corn bread and dessert! – organized by our fantastic evening "ReWine Club" with help from the noon Rotarians and Interact students from Mona Shores, North

Muskegon and Orchard View High Schools. **(More on page 3)** All proceeds will be used to help with



Rotary building projects in Honduras and El Salvador as well as with water filters  
– **Bob Scolnik**

## Muskegon Obvious Olympics Incubator



How timely! Plenty of snow in PyeongChang, South Korea, as well as Muskegon, where our public luge, one of only four in the country, is now in full operation. Experience the thrill this Pure Michigan winter in Muskegon as you race down Muskegon Sport Complex's 850-ft luge track. What's it like? Click here: [Muskegon Luge & Sports Complex, Muskegon State Park](#)

## Muskegon Rotary Board

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Jason Piasecki [jason@revel.in](mailto:jason@revel.in)



Above, one big honkin' clue as to who's who? Last week's RIM posed to readers: what Rotarian is the guy on the left? The guy on the right, above, is a modest hint. Figured it out? No rush. Clue 2: He's big in Civic Theatre. Finally, Clue 3: He's desperate to remain on the job.



Here's a throwback to 1986. Pictured above is Michael Knight, one of the major influencers, founders and a tireless builder of the Muskegon Sports Complex, as we know it today. The luge track you see behind him is a little different than our current track. It was rebuilt in the '90s. Anyone remember the original luge track?

## RIM Reporting Team

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

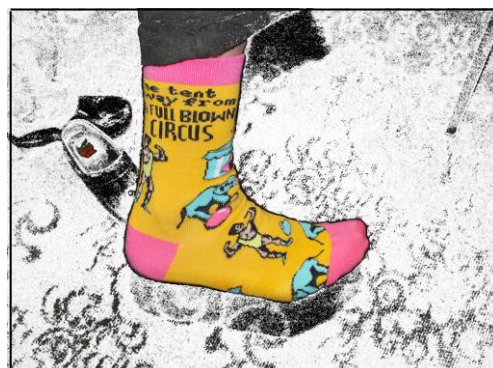
RIM correspondents' reports, meeting announcements, satire (sort of), Club- or member-contributed social media items, and Club-related borrowings from media friends. The deadline for RIM announcements (the timeframe adherence to best guarantee accuracy and publication of a reader's message) is Thursday noon for the following week's issue. Submit brief announcements in writing to Editors Bill Johanson or Dave Manley or one of the RIM correspondents above.

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## Personal Invite from Marty and all Rotarian competitors



dancing  
with the  
local  
stars



**MORE SOCKS. TO WHOM MIGHT THESE BELONG?**



## Chili Cook-Off Wind-Up

By Esther Ricco

The 2nd annual "Get Your Chili On" chili cook-off, held on February 8, was a HUGE success! Over \$4,000 was raised in tickets sales, donations and an auction. The money raised will go towards building supplies in El Salvador and water filters in Honduras.

We had 33 delicious pots of chili and some attending the event had a hard time just selecting one to vote for!



CHILI SERVING LINE

Our Chili Cook-off Winners were: 1st place – Victoria Schnep (**David Manley's** mom, **below**). 2nd place – The Feters Family (daughter Sydney will be going on the El Salvador trip) 3rd place – The Career Tech Center, We want to thank all those who made chili for the event, local businesses who participated in the contest or who donated other food items or auction gifts, those that made monetary donations, and those who volunteered to sell tickets and/or work the event that evening. Thanks to Pastor Bill and Office Manager Laurie at First Evangelical Lutheran Church on Whitehall Road in North Muskegon for providing space for our committee meetings and venue. A big "thank you" to **Annette Smedley** for being our kitchen manager, Annette's brother Craig for helping out with whatever was needed and making sure everyone had electricity, **Kevin Ricco** for being our emcee, and **John Slocum** for rallying his students to help out where needed. And last but not least, a very special thank you to those that put in their time and effort to organize this event: Interact students from Mona Shores, Orchard View and North Muskegon and ReWine Chili Cook-off committee members: **John Noling**, **Kaytie Ely**, **Braxton Gerdes**, **Haley Knight** and **Esther Ricco**. It was a great example of our Interact students and ReWine Rotary members working together and producing a very successful event!

Our Rotary Team, representing four Rotary Clubs and four Rotary Interact Clubs, were Honduras-bound on Thursday for a nine-day Rotary Work Trip.



## BENNY BACK, HALFWAY THRU HER YEAR HERE

By Joanie Smith and John Noling

Last Thursday night, February 15, Benny Cherchi, Rotary Youth Exchange student from

Sardinia, Italy, presented to our ReWine meeting a re-do of the wonderful discussion of her country at our noon

Cub a week ago. There was almost a "standing room only" crowd of interested Rotarians and Rotaractors from Baker College who enjoyed hearing all the details about the history, geography, culture, and customs of Sardinia,



DAVE MANLEY'S MOM



Benny mentioned how she missed Italian food and fashion, but also expressed how much she has matured and learned in such a >>>

>>> wonderful and beautiful town with such friendly people and great experiences. She is halfway through her year and she's having a great time with new experiences and new friendships. She has had wonderful host families, first at the Crow' Nest with **Dakota** and family, and presently with **Chris McGuigan** and Gary Neal!

Benny was presented with a huge jar of peanut butter by one of the Baker College students, as she remembered Benny saying that this was a new food for her, and she loved peanut butter!

We wish Benny a terrific second half of the year with many further exciting adventures in store. The next trip will be the annual Wawa, Canada trip, along with students from all over our Central States Rotary! Our Muskegon Rotary Club's outbound student, Carleigh Wilson, will join her on this exciting time in late January, and they are both bound to be experiencing some cold Canadian air!



Benny Cherchi, our distinguished inbound from Italy, received the gift of a big jar of peanut butter (favorite!) from Baker College Rotaract as a token of appreciation for her great program at ReWine.



## LAST WEEK'S PROGRAM

# SkeeTown CrossFit Challenges Rotary: Average to Awesome

**SPEAKERS:** Nate Broersma  
and Erica Luchies, below

**By Meredith Smillie**

SkeeTown CrossFit presented to Rotary the benefits of maintaining a healthy lifestyle and how fitness prevents chronic illness. Nate and Erica shared how SkeeTown CrossFit can provide custom coaching that focuses on



individual goals each person has regarding illness prevention, fitness desires, nutrition and weight management. SkeeTown CrossFit can provide accountability and support for Rotarians desiring to be the best possible version of themselves as they begin working towards their personal goals.

SkeeTown CrossFit is family friendly and fun! They offer a variety of programs for age and fitness levels; for example, personal training, boot camps, nutrition counseling, yoga and six-week challenges.

Nate and Erica are ready to offer Rotarians a six-week Average to Awesome Challenge.

## What you get:

- Customized meal plan
- Group classes 3x per week for 6 weeks
- Personalized, hands-on coaching with coaches that are dedicated to your success
- Support and motivation you need to be propelled in the right direction
- Accountability: Tracking and focusing your diet and fitness with our in-depth system produces results that are simply not possible on your own.
- Structure: You know where to start, how to make changes, and see exactly how much your body performance improves. The Challenge eliminates guesswork and excuses.
- Community: Sharing a common purpose will help you build relationships
- Education: Learn what you can and can't eat when it comes to a healthy lifestyle.

"Together, we can change the health of Muskegon. Lead the way in living a healthier lifestyle and encourage others to do the same!"

The total cost is \$49 with a Money Back guarantee if you complete all 18 Workouts.



If you're Interested, come to our Launch Party at SkeeTown CrossFit, March 10 @ 10am (Saturday) for a Meet and Greet, Q and A, weigh-in, measure, and to go over nutrition.



Contact us for more information  
[Info@skeetowncrossfit.com](mailto:Info@skeetowncrossfit.com) or  
231.577.9253

## CrossFit PowerPoint

<http://bit.ly/2EKhf4M>



## NEWS / ANNOUNCEMENTS – PRESIDENT CATHY AND HER MOST TRUSTED MINNIONS

Check out your most recent *Rotarian* magazine regarding Rotarians serving in extraordinary situations. You can share your

own Rotarian story (see page 53) and it may be published in the January 2019 *Rotarian*.

### **Our Politician's Petition Rule**

To any politician wanting to have their petitions signed by Club members, please invite them to announce same during Committee Reports, pay \$1.00, then be out in the hall after the meeting to collect signatures from anyone wishing to sign. Thanks.

## NEWS / ANNOUNCEMENTS – COMMITTEE MEMBERS, GUESTS, OCCASIONAL OTHERS

**Ginny Sprague** introduced members who introduced: Muskegon Lumberjacks Account Exec **Chris Collier (David Ramos)**; Five Star Real Estate Realtor **Lisa Metzdorf (Ammy Seymour)**; Lakeshore Museum Center's **Katie Van Doeselaar (Annoesjka Soler)**; Rykes' Bakery Executive Chef and prospective member **Adam Bell (Diana Osborn)**; and Visiting Colorado Springs-Downtown Rotarian **Dr Steven A Kidd. Marty Sytsema** introduced two student guests from Fruitport High School: **Trojans Blake Jonason** and **Natalie Kelly**.



Red Star Removals: none this week  
Inductions: none this week

**Ginny Sprague** again: Tickets are still available for the Rotary Foundation raffle. \$20 apiece.

A "32 Brave Rotarians" contest will kick off in March in concert with the March (basketball) Madness brackets. Please email **Josh Wallace** if you wish to participate. \$100 checks can be made out to "Muskegon Rotary."

**Jim Fisher:** Rotary Leadership Academy #2 will take place this coming Wednesday, February 21, 4 – 7pm at the Lakeshore Museum Center. If you didn't attend the first session in January, no problem; all Rotarians may feel free to attend the second session this week! A Rotary email with more information regarding registration was sent your way on Friday. **Jim Fisher** would be happy – even ecstatic, we hear – to answer additional, easy questions.

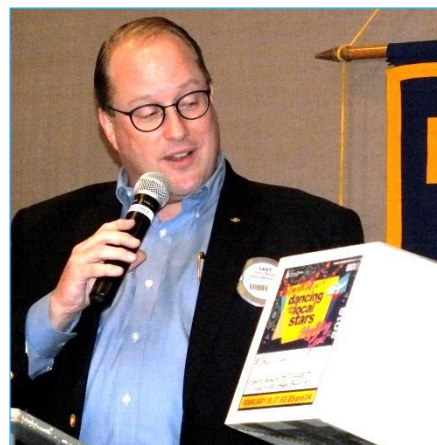
**Tim Lipan:** Another Social Committee "Rotary After Hours" will convene at Smash Bar on February 27 from 5:30 to 7:00pm. Incentives will include free appetizers, beverage discounts and 20% off meal coupons, if you stay for dinner. On March 14, another



"Rotary After Hours" gathering will adorn the Muskegon Lumberjacks Party Deck. Tickets for Rotarians and guests will be \$10, including the game later; Rotaract and Interact student tickets will be discounted to \$5. If you can't attend, you'll probably get Tim's evil eye, above.

A thank-you card was received from Baker Rotaract students for our Trivia Contest support.

"Dancing with the Local Stars" begins this week and several Rotarians are participating in the event. Please show your support for them and the money they raise for charity.



**Gary "Twinkle Toes-a" Nelund** brought his DWTLS money catcher to Club, looking for donations and promising no insurance sales pitch if you pay him a visit with cash.

Again, Rotary's next weekly meeting will be held at the Muskegon Country Club – that's this Thursday, February 22. As you probably know already, the Country Club is quite fancy-schmancy, and things there are done in a sophisticated East Coast manner. For instance, the word "salmon" is pronounced with the letter "l" prominent. Please remember that when standing in the chow line and lifting some delicious, sweet-fish-aroma "saLmon" to your plate. For sure, your friends will listen to that uttering and notice without doubt your new Fifth Avenue persona.

Hey, we can't make this stuff up.

**IF WE FORGOT YOUR RIM  
ANNOUNCEMENT, GIVE IT TO US  
IN WRITING NEXT TIME.**