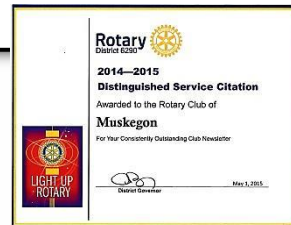


**"Service Above Self"**

# Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



Josh Wallace, President  
Cathy Brubaker-Clarke, President-Elect  
Kathy Moore, Pres-Nominee  
Nancy Crandall, Secretary  
Tim Arter, Treasurer  
Susan Crain, Imm Past President



## Muskegon Rotary Club

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

**Mar 16, 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  
Kathy Moore, 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?



## (3/16) "First Tee Golf Program" Tyler Smies

"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

Jamie Hekker

### THIS WEEK'S MENU

Taco Bar; salad bar w/ 6 toppings and  
3 dressings; chips and salsa;  
sliced fruit; and assorted desserts

### STUDENT GUESTS

Oakridge Eagles

### NEXT WEEK'S BIRTHDAYS

Tim Lipan Mar 20  
Steve Edwards Mar 21  
Shawn Jenkins Mar 23

### FUTURE PROGRAMS / EVENTS

03/12 **Build Your Burger**  
03/16 First Tee Golf Program  
(Meet at Holiday Inn)  
03/16 **New Member Get Together**  
03/23 3 Minute Member Updates  
(Meet at Lake House)



Jamie Hekker, President Josh, above, and others have partnered recently to promote the Green Apple Award, encouraging Rotarians to

take up one or more healthy activities. If you are interested in signing-up, click below to start the Green Apple process:  
<http://muskegonrotary.org/green-apple-challenge/>

## ON THE MOVE

THIS WEEK, ROTARY'S TRAVELING ROAD SHOW DURING MARCH IS BACK AT THE HOLIDAY INN. AS ALWAYS, THURSDAY NOON. NO REWINE MEETING; INSTEAD, EVERYONE'S INVITED TO THE NEW MEMBER GET TOGETHER AT 5:30PM →

## This Week On Stage

The First Tee golf program started as a way to bring an affordable junior golf program to youth and communities that did not have them. What The First Tee soon discovered was that blending the rules of

the game with life and leadership skills, kids and teens didn't just learn how to putt - they were learning important values.

## NEW MEMBER GET TOGETHER: THURS

### THIS THURSDAY, MAR 16

5:30 TO 7:30 PM AT THE  
SUSAN & ORVILLE CRAIN ABODE  
49 TERRACE POINT CIRCLE  
PHONE 231-282-1818

COME TO OUR SOCIAL AND MEET COMMITTEE CHAIRS AND OTHER MEMBERS, NEW AND VETERAN. PLEASE RSVP SO WE HAVE A COUNT AND ENOUGH FOOD.

[Click: susancloutier@yahoo.com](mailto:susancloutier@yahoo.com)

## Muskegon Rotary Board

Josh Wallace [joshua@mckenzieprice.com](mailto:joshua@mckenzieprice.com)  
Cathy Brubaker-Clarke  
[Cathy.Brubaker-Clarke@postman.org](mailto:Cathy.Brubaker-Clarke@postman.org)  
Kathy Moore [mooreka@co.muskegon.mi.us](mailto:mooreka@co.muskegon.mi.us)  
Nancy Crandall [ncran28@comcast.net](mailto:ncran28@comcast.net)  
Tim Arter [tarter@brickleydelong.com](mailto:tarter@brickleydelong.com)  
Susan Crain [susancloutier@yahoo.com](mailto:susancloutier@yahoo.com)  
Jane Clingman-Scott [janecs1@comcast.net](mailto:janecs1@comcast.net)  
Ed Hendrickson [ekdr2@gmail.com](mailto:ekdr2@gmail.com)  
Mark Meyers [mmeyers@nortonshores.org](mailto:mmeyers@nortonshores.org)  
Jason Piasecki [jason@revel.in](mailto:jason@revel.in)





## Big RIDE Saturday →

Mercy Health's "The RIDE" returns to the Lakes Mall **THIS SATURDAY**, March 11, at noon. **President Josh** reported that Rotary has one excited team participating in this indoor stationary bike ride fundraiser. Riders only need to ride for 25 minutes competing for a sparkling trophy. More important, all proceeds will support heart & vascular services at the new medical center, opening in 2019; for this, see Rotary's First Lady Amber Wallace in Mercy's Office of Philanthropy at 231.672.6976.



## Muskegon Holiday Inn

**Thursdays 5:15 – 6:30pm**

Click below for ReWine Mtg notes 2-23-17  
<https://clubrunner.blob.core.windows.net/0000001911/en-ca/files/homepage/rewine-meeting-notes-2-23-17/ReWine-Meeting-Notes-2-23-17.pdf>

The 3-2-17 ReWine notes link follows:  
<https://clubrunner.blob.core.windows.net/0000001911/en-ca/files/homepage/rewine-meeting-notes-3-2-17/ReWine-Meeting-Notes-3-2-17.pdf>

## RIM Reporting Team

Chris Burnaw [cburnaw@cffmc.org](mailto:cburnaw@cffmc.org)  
 Jane Clingman-Scott [janecl1@comcast.net](mailto:janecl1@comcast.net)  
 Tamera Collier [tamerac@dcilmi.org](mailto:tamerac@dcilmi.org)  
 Lisa Hegenbart [lisa@bbbslakeshore.org](mailto:lisa@bbbslakeshore.org)  
 Jamie Hekker [helsenja@co.muskegon.mi.us](mailto:helsenja@co.muskegon.mi.us)  
 Bill Johanson [bill.johanson@yahoo.com](mailto:bill.johanson@yahoo.com)  
 Peg Maniates [margaret.hennelly.maniates@gmail.com](mailto:margaret.hennelly.maniates@gmail.com)  
 Kathy Moore [MooreKa@co.muskegon.mi.us](mailto:MooreKa@co.muskegon.mi.us)  
 Jason Piasecki [Jason@revel.in](mailto:Jason@revel.in)  
 Robin Henshaw  
[robin\\_henshaw@usc.salvationarmy.org](mailto:robin_henshaw@usc.salvationarmy.org)  
 Diane VanEpps [dianemvanepss@gmail.com](mailto:dianemvanepss@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

## Visiting Rotarians & Guests

Visiting Montague-Whitehall Rotarian Ed Kaminsky; David Strasler (**Deni Hunter**); Prospective member Jeanette Hoyer (**Dick Carlson**); Terrance Williams (**Club**); Miranda Taylor (**Dakota Crow**); Lou Ann Shawver (**Roger Andersen**); Austin Stine (**Chandra Nichols-Wilson**); Glen Gray Jr (**Tamera Jackson-Gatewood**); and Steve Miedema (**James Line**). Student guests were Ravenna Bulldogs

## Our March Meetings

**Mar 16 – Holiday Inn**  
**Mar 23 – Lake House**  
**Mar 30 – Holiday Inn**

## NEWS / ANNOUNCEMENTS – PRESIDENT

Below is the link to the 1 in 21-centered article in *Politico* magazine – "Can a Whole Town Lose Weight Together? – A report from a bold experiment in Michigan" – that President Josh referenced at Rotary.

<http://www.politico.com/agenda/story/2017/03/national-obesity-tracking-experiment-000335>

Rotarians and their families are invited to join Muskegon's St. Patrick's Day festivities by participating in the **6<sup>th</sup> Annual Muskegon St. Patrick's Day Parade**, this Saturday, March 18, stepping off at 11:00 a.m. from 4<sup>th</sup> and Clay and marching east along Clay to Jefferson Street. Bring your family and friends to watch, or march in the parade by filling out an application at... [www.muskegonjaycees.org/parade](http://www.muskegonjaycees.org/parade). Contact **Jamie Hekker** or **Bob Lukens** for more information.



Baker College of Muskegon  
**ROTARACT CLUB PRESENTS**  
**BUILD YOUR BURGER**  
 ALL PROFITS GO TO THE BOYS & GIRLS CLUB  
**AT THE STATION GRILL**  
**VARIETY OF TOPPINGS**  
 COMES WITH BUFFALO WINGS  
 CLASSIC TEXAS FRIES  
**AND SOFT DRINK** **\$15**  
**ON MARCH 12<sup>TH</sup> FROM 11-4PM**  
 910 W BROADWAY AVE, MUSKEGON



## LAST WEEK'S PROGRAM

### West Michigan Power Cleaning Equipment by RIM Reporter Kathy Moore

**Speaker: Jerry Wiersma**  
**Assistant: Mary Muir**  
**Mentor: Dick Witham**

**Jerry Wiersma** is more than just a funny guy! He is the owner of two local businesses: West Michigan Power Cleaning Equipment and West Michigan Small Engine Repair. Wiersma presented a "power"ful program using nothing but "clean" language.

First he shared a little history. "West Michigan Power Cleaning Equipment was started in 1991 by long-time Rotarian Dick Witham who was looking for a pressure washer and couldn't find a high quality machine >>>

### George and Jerry © RIM Newsroom



**Beloved speaker Jerry Wiersma** is a handy guy and quite a wit. Relatedly, some of his friends argue he's a full wit; others state that's only half of the story.



From left, Jerry Wiersma, Mary Muir, and Dick Witham

>>> pressure washers.

Jerry briefly touched upon his second business, West Michigan Small Engine Repair, which he started in 2004

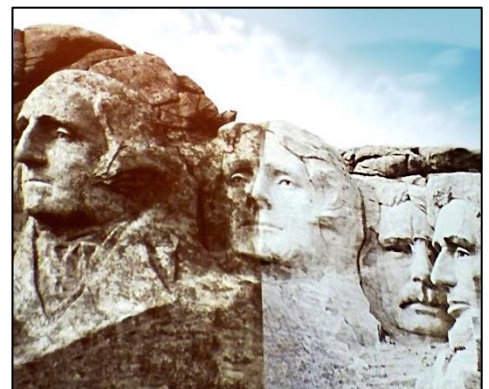
>>> in the area." Witham hired Wiersma as the company salesman and, a few years later, sold the business to Wiersma and his dad, the late Jerry, Sr. The business specializes in power cleaning solutions for commercial, industrial, agriculture and residential customers. They sell new, used, reconditioned and refurbished power cleaning equipment and supplies, and have a full service facility with certified technicians.

Their main line of cleaning equipment is Karcher, which is the largest manufacturer of cleaning equipment in the world. Karcher holds 1,600 patents; ships out over 10,000 machines a day; and captures 87% of the worldwide market. Headquartered in Winnenden, Germany, Karcher's brand is so dominant that the name "Karcher" has become a verb meaning "to clean". West Michigan Power Cleaning Equipment is recognized as a "Preferred Karcher dealer" for its outstanding customer sales, service and support.

Also impressive is the range of niche machines they provide such as escalator cleaners, dry ice blasting equipment, battery operated window washers, and 93% efficient hot water >>>

after he couldn't find anyone to fix his lawn mower. "It's been growing ever since," he stated. This company will help clean, repair or replace lawn mowers, snow blowers, chain saws, and more. They also offer pick-up and delivery service.

So, what does **Jerry Wiersma** do for fun? He restores muscle cars... mostly special edition or rare models. Wiersma and a long-time buddy meticulously clean, restore and/or replace every part of the vehicles they restore; this may involve removing, sandblasting, painting, replacing or recreating unique pieces. Not sure that counts as "fun", but Wiersma's sense of humor was sprinkled throughout his presentation. And although he is involved in some serious businesses, **Jerry Wiersma** is still a funny guy.





## NEWS / ANNOUNCEMENTS – PRESIDENT

**President Josh Wallace** extended kudos to **John Noling** for his non-stop work with New Generation youth, specifically recognizing his unwavering loyalty and commitment during the Chili Cook Off, youth leadership activities, and now the Peace Conference to be held in Ann Arbor.

**Joe Bush** was introduced by his sponsor **Jim Fisher** and

inducted into membership by **President Josh**, who pronounced Joe the newest Rotarian on the planet.



**FROM LEFT, JOSH, JOE, JIM**

Josh thanked Club members for helping raise over \$4,000 in response to two short requests.

Our president also invited members to cheer our bike team at “The Ride” event this Saturday, March 11, at the Lakes Mall. More on page 2.



← What a tremendous day, when you get the Red Star removed from your badge and receive a key to the executive powder room. Removees, from left, are Tiffany Lenertz, her sponsor Mike Schultz, and Jules Terry (Prez Josh not shown).

## NEWS / ANNOUNCEMENTS – FROM EVERYONE EXCEPT THE PRESIDENT (UNLESS OF HE WANTS TO ANNOUNCE)



**Dakota Crow**, left, and Baker College Rotaract students encouraged participation and ticket sales for the “Build Your Burger” fundraiser event at the

Station Grille this Sunday, March 12, from 11 AM to 4 PM.

**Pam Babbitt**, right, reminded us that the Crains will host a New Member Get Together at their home on March 16 at 5:30 PM. All new members, committee chairs, and anyone who wants to come are invited. Y’all come!



**Kathy Moore** was the voice for **Darlene Collet** and informed members that the Red Star Program form is always available at the back table and is



be placed this RIM’s cover page and on the Club website soon.



**Kaitlyn Hermanson**, left, **Mona Shores Interactor**, gave an update on the Honduras trip. She said that they

installed 23 filters and “the entire trip was a life-changing experience.”