






“Service Above Self” Muskegon Rotary in Motion




<http://www.muskegonrotary.org>

Jane Clingman-Scott, President
 Ginny Sprague, President-Elect
 Tim Arter, President Nominee
 Jason Piasecki, Past President
 Kristi Nagengast, Treasurer
 Don Hutchins, Secretary
 Kim Boersema, Club Coordinator



Muskegon Rotary Club

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

Next Mtg—April 6, 2023, 12-1:30pm

The Delta – Hybrid

ReWine Sat Club—Next mtg 4/6/23 5:15 pm

Walker's (in the Delta)



Marty Gerencer, Director
 Aaron Maiké, Director
 Roger Morgenstern, Director
 David Ramos, Director
 Asaline Scott, Director
 Marty Sytsema, Director
 Meredith Smillie, RIM Reporter
 Mark Alpher, RIM Photographer
 Lori Weiler, 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?

Next Meeting (4/6/23) — Restoring Muskegon Lake

An update on local efforts to improve the quality of Muskegon Lake (including removing Muskegon Lake from the Great Lakes Areas of Concern) and the Great Lakes.

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

Daniel Hartmann

REFLECTORS

Heidi Sytsema	Mar 30
Eric Seifert	Apr 6
Joanie Smith	Apr 13
Darlene Collet	Apr 20
Emily Morgenstern	Apr 27

(Contact Alan Alpert if you can help)

Click the link for [Speak Up](#) and more information from Heidi Sytsema's 3/30/23 reflection.

NEXT WEEK'S BIRTHDAYS

Dave Alexander	Apr 6
Michael Ramsey	Apr 7
Jamie Hekker	Apr 8
J. Griffith	Apr 10
Eric Seifert	Apr 11

[Caring Connections Fund](#)

PROGRAMS / EVENTS

Mar 30—Swanson Pickles
 Apr 6—Restoring Muskegon Lake
 Apr 6 – **ReWine at 5:15 pm**
 at Walker's (Delta)
 Apr 13—Paws with a Cause
 Apr 20—Muskegon County Biking Coalition
 Apr 20—**ReWine at 5:15 pm**
 Apr 27—Interact & Life Leadership Updates

VISITORS & GUESTS



Kevin Even – guest of **Andrew Buelow**



Chad Davignon – guest of **Marjorie Jones**

Student Guests



Muskegon High School was welcomed today! **Marty Sytsema** introduced Brielle Dean and Jorden Briggs. seniors at Muskegon High School. They were accompanied by Josh Wall to lunch.



Melissa Boughner introduced **Milton Roy**

Miss a week? Click [here](#) to watch the 3/30/23 program.

THIS WEEK'S PROGRAM: Swanson Pickles:



Speaker: Katie Hensley
RIM Reporter: **Meredith Smillie**

The Swanson Pickle Company is located in Ravenna. Swanson Pickle was founded in 1949 to procure pickles and provide labor for the harvest. In the 1970's, Swanson farms had 1,400 acres of pickles and 800 acres of corn. Their pickles are brined in wooden tanks. Current process flow remains the same but advances in technology have assisted in the harvesting of cucumbers and allows for more cucumbers to be processed.

The majority of pickles in the United States are grown in Michigan (30,000+ acres)

Swanson Pickle employs 25 full time and 40 seasonal employees. Swanson plants 1,500 acres cucumbers and 1,500 acres of corn/soybeans/wheat. Pickling cucumbers are a specific type of cucumbers which are ideal for fermenting due to their thin skin and stomata which allows salt to penetrate them. Michigan is a huge producer of pickles and approximately 30,000 acres are dedicated to pickling cucumbers. Cucumbers are harvested and graded on site. There are over 1,300 pickle tanks that are used for fermenting the cucumbers. Fermenting of pickles takes approximately two to eight weeks. They run fermenting from the end of July to mid-September. Sunlight is huge part of the fermenting process, and the pickles

are fermented outdoors. Katie noted that E. coli and salmonella cannot exist in the fermenting process. Pickles go straight from the fermenting tanks into trucks for processing. Swanson pickles are not refrigerated or fresh pack. They are fermented, such as what you may see on a fast-food hamburger and have a longer shelf life than fresh pack or jarred. Fermented pickles are one of the healthiest pickles and have a strong distinct flavor.



Katie also noted that regulatory systems can become very complex and is something that Swanson Pickle embraces for food safety. Katie also noted that harvesting of pickles requires hiring of seasonal staff. They do provide housing for their seasonal staff, and they do have staff that return year after year to work at Swanson. They report providing housing for employees that are seasonal and that is what helps them retain their workforce. Katie noted that they do provide a lot of training and supporting of their migrant staff; and teaching them the technology to improve their skills and retain their workforce. Swanson is also a family-owned business and multiple generations (five) of Swansons are employed at Swanson Pickle. They also have seasonal employees that have returned year after year and are like family.

Katie notes that they have done some major improvements in their technology and how they are able to harvest cucumbers in a quick and efficient manner. Katie also noted that they will be a part of the new wastewater infrastructure that will run from Coopersville to the Muskegon Wastewater facility.

New Member Inductions Cathy Blackburn & Amy Hosford



Cathy Blackburn has lived in West Michigan her whole life. She was born in Holland, grew up in Hudsonville, graduated from Hudsonville High School, and then attended Hope College. She graduated with a BA in Communications, Education and English. She has lived in Holland since that time. She also completed the Institutes for Organizational Management program through Notre Dame.

Cathy is passionate about making a positive difference in the lives of others and that has been evident throughout her career. Her first job was with the Ottawa Area Intermediate School District. She was there for 7 years doing marketing and communications for the Careerline Tech Center, Ottawa Area Center, and local school districts. She then worked at the Holland Chamber of Commerce as their Communications Director for 9 years. After that she was the Public Relations Director for Freedom Village Retirement Community for 10 years. Her career path changed a bit after that and she took a position as a Senior Philanthropy Advisor for Hope College for 7 years. Almost exactly 1 year ago, she moved to Grand Valley State University as a Major Gift Officer in the University Development Office.

In addition, for the past 17 years, Cathy has served as the president of Senior Marketing Group-The Lakeshore Area. It is an all-volunteer group designed to bring together senior serving businesses to benefit the senior citizens in West Michigan. Previous board

positions have been with Community Action House in Holland and with the Children's After School Achievement program run through Hope College.

Cathy is also a graduate of Leadership Holland and has completed the Institutes for Healing Racism program, both of which were incredibly impactful on her.

Cathy is married to Tim Blackburn, who works for Agewell. They have 3 children. Abbie is 27, Noah is 25 and Sophie is 21. She is grateful they all live in West Michigan. During the summer, she has a seasonal campsite in Bear Lake (north of Manistee) and loves spending time there.

In her role with Grand Valley State University, Cathy covers the lakeshore from Muskegon to Holland. She is excited to get to know the Muskegon community better through Rotary and is sponsored by **Arlen Dean Gaddy**.



Amy Hosford is the Owner/Founder of Hosford House, LLC. Amy was introduced by Jim Fisher. Born in Muskegon, Amy spent 80% of her life living in the state of Michigan. She was raised within a closeknit family and developed a deep appreciation for our many natural resources, especially the charm of living on the lake or going for a grounding hike in the woods or on the dunes.

Amy loves to work, and there are two key themes that continue to flow in and around her career: healing and literary arts. Amy went to Reeths Puffer schools, then attended the Kalamazoo Center for the Healing Arts, where she studied massage therapy and holistic health. After launching a small practice

and working alongside a chiropractor for many years, she joined her uncle's electronics company to learn something new, and to put it bluntly: make more money. After six years there, Amy stepped into a sales role with Brilliance Audio in Grand Haven.

Working for a publisher was a dream job, as she got paid to read and promote a wide range of books while continuing her love of 'learning while doing'. Amy held many different roles in sales, marketing, editorial, and author experience; and when Brilliance was acquired by Amazon in 2007, she decided to stick around and see what they were all about. Amy spent a combined twenty-three years at Brilliance and Amazon, and half-jokes that is where she received her Amazon MBA.

Amy could tell you all about the different roles she played, and the incredibly talented authors she worked alongside and published over the years, and the cool tech projects she helped launch. But what she would really like you to know about is her biggest lesson learned: when you prioritize people over projects and profits, you can never get it wrong.

Amy retired from Amazon in 2022, and after taking some much-needed time off to travel and begin deprogramming herself from one of the largest corporations in the world, she recently launched Hosford House, LLC. This is an intentionally small healing and literary arts business that combines her personal passions of guided breathwork and self-inquiry, alongside her professional publishing experience and expertise. As Amy will often say: "Breathing and storytelling is essential to a well-lived life!"

If you're still reading this bio, you may be thinking that all Amy does is work, and yes, that was mostly true. But as Amy approaches her fiftieth year of life, she's writing a new chapter that puts her biggest lesson learned front and center: people over projects and profits. Amy spends as much time as

she can with Allen, her husband of 23 years, her dog, Piper, and her closest friends and family. And now that Amy controls her own schedule, she's scheduling plenty of time for service, both locally and globally. This includes her work as a board member and audience committee chair for the West Michigan Symphony, and supporting the healing arts communities that she belongs to. Amy is thrilled, and quite honored, to be adding the Muskegon Rotary community to her areas of focus.

Member Spotlight: Marla Schneider



Marla Schneider, Greater Muskegon Economic Development President and CEO, joined Rotary because she was new to the Muskegon community--a transplant from Fort Wayne, Indiana and Rochester, New York. Marla likes West Michigan for bike riding, hiking and kayaking. She has family still in Fort Wayne. She enjoys networking and communicating with the community and connecting businesses to governmental supports that will allow businesses to grow and expand in the Muskegon community. View the video [here](#).

Muskegon Rotary Board

Jane Clingman-Scott	Ginny Sprague
Tim Arter	<u>Jason Piasecki</u>
Kristi Nagengast	Don Hutchins
Marty Sytsema	Kim Boersema
Jeff Lewis	Asaline Scott
David Ramos	Marty Gerencer
Aaron Maike	

Please email Club Board Members through this [link](#):

Interact Insider

Safe Arrival to El Salvador and Off to a Great Start!



42 Interactors (13 from Muskegon County), 16 Rotarians from Michigan, and 3 from other states will start building up to 7 houses Thursday 3/30/23 in Talnique, El Salvador. It was 87 degrees and sunny on Wednesday (3/29/23) and they have lots of work ahead!

They presented our club's \$1300 contribution for more building supplies to Noroeste Club President **Quetta Ramos** when we were greeted at the San Salvador airport.



Interactors are bonding well as we spend time getting to know one another on our first day.



More photos and reports coming soon!

Carina Nunez, Senior & President at Orchard View Rotary Interact Club, wrote, "This experience so far has been something far beyond I could have imagined. Everyone from the Interactors and Rotarians to the flight attendants and Alamo hotel staff have been so generous and kind.

I am so incredibly grateful to have the opportunity to meet so many people who are as passionate about helping others as myself. El Salvador is so beautiful it is unreal!! Everything is bright and it looks and feels like a rain forest!

I am happy to be away from the Michigan snow, but I do miss ice cold water. I miss my mom and my friends and wonder what they are doing without me, but I can't wait to tell everyone about my adventure when I return. I know that tomorrow will be difficult as we begin building but I am so excited about what else is in store for us."



Thank You

Dear Muskegon Rotary,

THANK YOU for the donation of \$200 for my El Salvador service trip. This money will help me greatly. Money is always a concern in my household, and I know this will give my mother peace of mind. I highly appreciate this money.

THANK YOU!

Sincerely, Valeria Morales
MHS Rotary Interact Club



Dear Muskegon Rotary,

Thank you so much for the \$200 for my El Salvador Interact service trip. It honestly means a lot to me. I was struggling a lot trying to come up with the money for the trip and it took a lot of discipline to get it. I took every drop of money I got from each paycheck for the trip for two and a half months straight.

I was a little iffy about going. Then I talked to people that went on the trip, saw videos of the trips and my heart felt whole. I can't wait to help them out and make their smiles even brighter. This means the world to me that you were generous enough to help me afford the trip.

Zuri LaBrenz
11th grade
MHS Rotary Interact



(go to pages 5-6 for
project photos)

ANNOUNCEMENTS

MUSKEGON ROTARY CLUB 2023 MARCH MADNESS BRAVE ROTARIANS CONTEST

FINAL FOUR ROUND

2023 MEN'S TOURNAMENT

BRAVE ROTARIAN	TEAM
Turnbull, Brandon	San Diego State
Snider, John	Florida Atlantic
Arter, Tim	Miami
Meyers, Mark	U Conn

2023 WOMEN'S TOURNAMENT

BRAVE ROTARIAN	TEAM
Hayner, Judy	South Carolina
Holkeboer, Susan	Iowa
Robere, Christine	LSU
Rupert, John	Virginia Tech

Congratulations to Tim Arter, Judy Hayner, Susan Holkeboer, Mark Meyers, Christine Robere, John Rupert, John Snider, and Brandon Turnbull, whose teams are in the Final Four for either the Women's or the Men's tournaments.

The Women's Final Four Tournament games are on Friday, March 31, and the Men's Final Four games are on Saturday, April 1. The National Championship games are Sunday, April 2, for the Women, and Monday, April 3, for the Men. We will know our 2023 March Madness Brave Rotarians contest winners and their teams when the competition concludes.

Due to Spring Break next week, the drawing for the two other winners will be on Thursday, April 13.

Best of luck to all of our Brave Rotarians!

Seaway Run Countdown!



Trinity Health

SEAWAY RUN
5K | 10K | HALF MARATHON | 5K WALK

<https://seawayrun.com>

Sign-up sheets will be at the meetings.

RIM Reporting Team

Susan Besteman
Jackie Farrar
Susan Holkeboer
Kathy Moore
Roger Morgenstern
Meredith Smillie
Lori Weiler
Mark Alpher, Photographer
Bill Johanson, Contributor
John Noling, Contributor

QR Code for Youth Programs



Dear Rotarians Serving Youth,
Here is a visual that can be included anywhere an image can be sent. Please save it and you will be surprised at how many places and times it will become a valued asset. It connects to the Muskegon Rotary website Youth Programs page. If you don't yet know how to use it, you will soon per fantastic Mike Vogas.

Interact Insider

Day one: A long work day
and success in Talnique,
El Salvador



Working to get at least 7 homes built by next week!

