

“Service Above Self”

Muskegon Rotary in Motion

<http://www.muskegonrotary.org>

Jason Piasecki, President
Jane Clingman-Scott, President-Elect
Ginny Sprague, President Nominee
Mark Meyers, Past President
Tim Arter, Treasurer
Kathy Betts, Secretary
Kim Boersma, Club Coordinator

Muskegon Rotary Club

Club 16 (2809) – District 6290, Chartered May 1, 1916
Next Mtg—December 9, 12:00-1:30pm
Hybrid Style – The Delta & Zoom
ReWine Sat Club – Next mtg 12/16 5:15 pm

Mary Anne Gorman, Director
Jeff Lewis, Director
Doug Wood, Director
Asaline Scott, Director
David Ramos, Director
Marty Gerencer, Director
Chip Chipman, RIM Reporter
Susan Besteman, 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 (12/9/21) — MAISD: Updates in these Complicated Times

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

Joanie Smith

REFLECTORS

Alan Alpert	Dec 2
Bill Johanson	Dec 9
Annette Jack	Dec 16

THIS WEEK'S MENU

Dec 9 - cheeseburger sliders with coleslaw, french fries, salad and a cookie

NEXT WEEK'S BIRTHDAYS

Kathy Moore	Dec 9
Meredith Smillie	Dec 9
Jay Wallace	Dec 9
Joshua Wallace	Dec 12
Melissa Moore	Dec 13
Michael Hansen	Dec 14

[Caring Connections Fund](#)

PROGRAMS / EVENTS

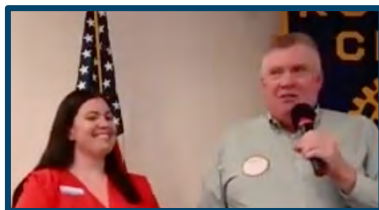
12/9 MAISD
 12/16 Singing Christmas Tree
 (Spouses/Friends Welcome!)
 12/16 **ReWine 5:15 PM**
 12/23 No Meeting
 12/30 No Meeting



What special meeting feature did the Rotary Club of Oakland, California first introduce?

The first regular luncheon meetings were in Oakland, California, chartered in 1909.

VISITORS & GUESTS



-Emily Morgenstern (Communications Manager for Muskegon Lakeshore Chamber of Commerce) was introduced by her father **Roger Morgenstern**



Student Guests

Welcome Muskegon Big Reds! High School Academic Advisor Josh Wall announced Hackley Field was renovated last year, a new auxillary gym is coming this year, new bleachers & floors in the main gym along with fresh paint, and new HVAC (central air) next spring. Josh introduced three top student athletes: Damari Foster, Maury Sain (Jr), and Jasmine Goins.

Reminder that you now have until the Monday before our meeting to sign up for lunch.

December 2, 2021
 Muskegon Rotary Club Meeting Video
[Click Here](#)

Muskegon Rotary Board

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ANNOUNCEMENTS

Mural – “What Defines Muskegon” Update

The Rotary Foundation is a major contributor to the mural entitled “What Defines Muskegon” by artist Hubert Massey. This mural is planned for the exterior of the Mercy Health Arena facing West Western Ave.

Judy Hayner updated us that the plan is for the 13 panels (each 12'x5' Aluminum) should be delivered some time this week of 12/6/2021 depending on the weather. Graftix house will be installing it. If you'd like more information, contact Judy or stay tuned for further details. Thank you, Rotary Foundation and this club, for your support and understanding of art's importance to our community.



Save Your Pop Cans for Interact

Our five interact clubs have appreciated the \$5000 that was spread over the last two years and would continue to appreciate the continued support. If you have any that you would like to donate, contact John Noling at johnnoling65@gmail.com.



Purple Pinkie Project

Our Purple Pinkie End Polio Now fundraiser totaled \$642.63 from noon plus ReWine! Thanks to all those, including ReWiners, who contributed last week!

We will still gratefully accept any money. Checks can be made out to Muskegon Rotary Foundation (put Purple Pinkie in the memo line) or cash will continue to be gratefully accepted by Kim Boersma or Kathy Betts. Mona Shores Rotary Interact will continue a Purple Pinkie school campaign in coming weeks to add more to this noble effort.



Check out this short video clip to see why we in Rotary must not and will not give up the fight:

<https://youtu.be/xKLCzqn3COU>

- Polio mainly affects children under age 5.
- There is no cure, but polio is preventable with a vaccine.
- Only two countries remain endemic.
- We've reduced cases by 99.9% since 1988.
- Until we end polio forever, every child is at risk.



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Digital Photo Archives

Muskegon Rotary now maintains a digital archive of photos to be used for marketing the club, honoring members and friends, as well as creating video content to share our good works with the world. So share the best photos you take of our activities by sending them to **Mike Vogas**.

Mike.vogas@muskegonrotary.org

He will file them on our Microsoft One Drive so that the communication teams have access to great photos of our activities. Just send the best and the highest resolution you have. If you can, name the photos so they can be well organized.

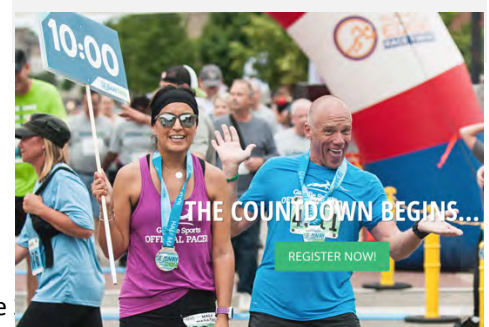
Seaway Run



It's not too early to sign up for the 2022 Mercy Health Seaway Run. This year's race will be on Saturday, June 25, 2022. Registration opened last week.

Early bird pricing applies: Half Marathon (\$65), 10K Run (\$50), 5K Run (\$35) and Community Walk (\$15).

Go to the race website at <https://runsignup.com/Race/MI/Muskegon/MercyHealthSeawayRun> to sign up today.





THIS WEEK'S PROGRAM:

The Leonard Development

Speaker: Corey Leonard

RIM Reporter: **Chip Chipman**

Rotary had the great honor of hosting Corey Leonard this week. Corey Leonard has long been a part of the Muskegon community. He is graduate of Reeths-Puffer, he then went on to get his degree in advertising from Ferris State University.



Corey previously ran Leonard and Associates, an advertising marketing firm, on Western Avenue, before migrating south with BigSigns.com. Big Signs is a web based company he founded and has been President of for the last 14 years. The focus of the company is to create stadium

graphics, and event signage. Some of the clients include Ohio University, University of Arkansas, University of Michigan, and Ferris State University. Corey says one of his biggest accomplishments is having done the block M on the back of the Michigan Stadium scoreboard.

Corey joined us today to talk about his latest project The Leonard, which is his first venture into new construction real estate development. The building, which you can see going up right now on the corner of 2nd Street and Western Avenue.

His first venture into real estate development happened around years ago at the old Muskegon Hardware Building on Western Avenue. At the time he was told the building was beyond restoration and the best bet was to “knock it down, and start over.” Corey was stubborn though, and worked through the project for several years, before selling the space.

Shortly after that project is when he founded Big Signs. Big Signs found its office space in Grand Haven, Michigan, but Corey has long had his eyes set on returning to Muskegon.

About four years ago, he saw the opportunity in the corner lot on Western and Second to step up and “do something that scares [him].” Corey decided that rather than simply setting up his own office space on the corner, he would develop a building that would elevate the entire city.

The Leonard is six stories tall, with 24 apartments, one floor of office space, with Big Signs taking up



some of it, and a second office space of 3,000 sq ft available for lease. The ground floor will be taken up with retail space. The Rake Beer Project and The Rolling Stone Wood Fire Pizza are taking on a joint project to develop the retail space.



The top of the building will also have a roof deck with a fire pit, and space for people to gather. It will be open to reservation through the retailers on the ground floor, who will also cater for events.



The construction of The Leonard in itself is actually unique with it being a precast concrete building, meaning all the panels, and beams

were prefabricated in Zeeland, Michigan, and then shipped to the site for final assembly. The time frame currently is to have apartments ready for occupancy by March 2022, and retail space open by April 2022. Beyond that, Corey is looking into doing two more developments on the adjacent properties, with those projects becoming a focus in 2023. Keep an eye out, and be sure to stop by The Leonard in the Spring!



<https://www.theleonardbuilding.com/>

The Lions and Bears Thanksgiving Day Game Is Born

Thanksgiving football dates to at least 1876, when Yale defeated Princeton, 2-0, on a cold, bleak afternoon in Hoboken, New Jersey. By the 1890s, many college and high school teams played on the holiday. But the tradition didn't become a bonafide institution in professional football until 1934, when the Detroit Lions hosted the powerhouse Chicago Bears in a Thanksgiving game broadcast nationally.

In March 1934, Lions owner George A. Richards, a Detroit radio executive, headed a group that purchased the Portsmouth (Ohio) Spartans and moved the team to the Motor City. Eager to boost ticket sales and improve his team's profile in a city dominated by the Tigers, Richards persuaded Chicago Bears owner and coach George Halas to play on Thanksgiving morning. He also persuaded the 94-station NBC Radio Network to broadcast the game nationally.

Ticket sales spiked for the game between the 10-1 Lions and 11-0 Bears, who were led by future Hall of Famers Red Grange and Bronko Nagurski. A sellout crowd of roughly 26,000 fans attended the game at the University of Detroit Stadium—the largest crowd at the time to watch professional football in Detroit. Many more tickets could have been sold, and the national radio broadcast—an NFL first—was wildly popular.

"It was a masterful exhibition of offensive football," the *Detroit Free Press* noted in a Page 1 story on the defending NFL champion Bears' 19-16 win. "Two of the greatest lines in the game waged a fierce struggle to make way for dozen and more versatile backs who could plunge, pass, run and place-kick; dropkick, block and tackle."

Pro Football Hall of Fame historian Jon Kandle says the dramatic, well-played game was a major boost for the league. On their way to an NFL title the next season, the Lions defeated the Bears, 14-2, on Thanksgiving to clinch the Western Division title.

"[T]he fact that you had really good teams playing one another early on in this series helped bring the excitement to playing NFL games on that day," Kandle says. "I don't know if the reach would have been as good or had the amount of staying power that it has had throughout the years had there been these really bad, really struggling teams playing each other on Thanksgiving."

Except from 1939-44 during [World War II](#), the Lions have hosted a Thanksgiving game every year since 1934. The first nationally televised Thanksgiving game was the 1953 Green Bay Packers-Lions game, broadcast by good or had the amount of staying power that it has had throughout the years had there been these really bad, really struggling teams playing each other on Thanksgiving."

Courtesy: Inside History & Bill Johanson

