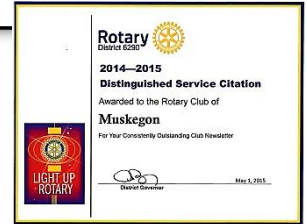


"Service Above Self"

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—December 15, 2022, 12-1:30pm

The Delta - Hybrid

ReWine Sat Club—Next mtg 12/15/22 5:15 pm

John Noling's House



Jeff Lewis, Director
Marty Sytsema, Director
Aaron Maike, Director
Asaline Scott, Director
David Ramos, Director
Marty Gerencer, Director
Roger Morgenstern, RIM Reporter
Roger Morgenstern, RIM Photographer
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 (12/15/22) — Lazarusman Consulting

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 with Kelly DeVos

REFLECTOR

Joanie Smith Dec 8
Eileen Stoffan Dec 15

NEXT WEEK'S BIRTHDAYS

Pam Curtis Dec 17
David Hogan Dec 20
Troy Wasserman Dec 20
Stevi Riel Dec 21
Jules Terry Dec 21
Michael Weessies Dec 21

[Caring Connections Fund](#)

PROGRAMS / EVENTS

Dec 8 – AvaSure
Dec 15 – Lazarusman Consulting
Dec 15 – **ReWine at 5:15 pm**
John Noling's House
2332 View Lane, N. Muskegon
Dec 22 – Holiday Break –
NO CLUB MEETING
Dec 29 – Holiday Break –
NO CLUB MEETING
Jan 5 – Gambia Service Project

Missed last week?

Watch the 12/8/22 meeting [here](#).

VISITORS & GUESTS



Monica Turnbull welcomed her guest **Richard Vanderputte-McPherson** (Resource Development Director Boys & Girls Club of the Muskegon Lakeshore)



Eric Seifert introduced **Jonathan Seyferth** (Muskegon City Manager)

Emma Krichbaum (from Austria through our Rotary Youth Exchange Program) was introduced by **Tom Palmer**



STUDENT GUESTS



Welcome Holton! Introduced by **Marty Sytsema**, Holton High School Counselor **Michelle McCormick** presented seniors **Teagan Bayne** and **Kate Conzemius**. Michelle also mentioned the school's latest highlights including adding Geometry in Construction to the course selections, increasing partnerships with HealthWest and Hackley Community Care, and adding the position of a School Resource Officer.

Teagan is Holton's 2023 Salutatorian and will be heading to either MCC with the Promise Scholarship or Aquinas with the scholarships they have given him. He is undecided other than thoughts of a health-centered career but does desire to continue to positively contribute to the community/society.



Kate is Holton's 2023 Valedictorian. She has plans to attend Michigan State University to pursue a degree in Human Resource Management.

THIS WEEK'S PROGRAM: AvaSure

Speaker: **Mary Boyd**

Reporter: **Roger Morgenstern**



We had another fascinating presentation from one of our own, **Mary Boyd**, who many of us know from her successful career at Mercy Health/Trinity Health here in Muskegon. Since April 2021, she has served as vice president of customer experience of AvaSure.



The company has grown by leaps and bounds since April 2008, when Brad Playford, then the owner of ROK Security Systems of West Michigan,

created and sold a prototype of its "TeleSitter" device to monitor patients remotely to help with ongoing hospital staffing challenges. Playford created the company AvaSys, which eventually became AvaSure. While Playford later sold the company to a private equity group, TeleSitter remains its central product.

In the midst of the onset of the COVID pandemic, Boyd oversaw the TeleSitter installation across Trinity Health's hospitals. With 435 devices, at the time it was AvaSure's largest installation.

"It's been a real change for me coming from a national not-for-profit health care system to a small for-profit company," Boyd said. "But one of the things that draws people to

AvaSure and keeps them there is their commitment to mission and doing meaningful work every day. Our mission is: 'We help people keep people safe.'"

AvaSure manufactures the hardware and software for various virtual care solutions, with the TeleSitter being the primary product. Boyd said the focus is to eliminate patient falls, self-harm of patients, harm to staff and helps with staffing issues for hospitals. AvaSure works with hospitals to install and operate the devices; the hospital typically handles the staffing to monitor the devices, either in-house or through a third party.

Boyd said the TeleSitter system can monitor up to 16 patients at once, so the cost savings are clear. The device allows two-way communication between the patient and the person monitoring them and the monitoring aide can quickly notify medical staff on the hospital floor if assistance is needed.

The TeleSitter is a less expensive solution for hospitals when patients require 1:1 monitoring 24 hours a day. "I think we're all aware of the acute shortage in nursing and other clinical roles," Boyd said. "AvaSure is a solution that helps mitigate those demands on hospitals."

During his ownership, Playford purchased and renovated the historic Nims Elementary School on Southern Avenue in Muskegon as the company's headquarters. With its exponential growth, AvaSure is moving its corporate headquarters to Grand Rapids, where it already has manufacturing facilities, but will lease space in the Nims building. Playford, who has focused his current business



activities in Muskegon, is re-purchasing the Nims building and considering creative future uses for the facility, Boyd said.

TeleSitter sales began to take off in 2011. In 2014, the company had 36 employees. Today that stands at 249 employees, "and I can tell you," Boyd said, "this number is going to be much higher in next 12 months."

Currently, TeleSitter is in 5 to 10 percent of the beds in hospitals where its installed. Boyd said with technological enhancements and lower costs, it's AvaSure's goal to have monitoring equipment available in each room of a hospital it serves.

Today, the top 10 health systems in the U.S. all use AvaSure, as do 80 of the top 100 health systems. What began with one hospital in 2009 (St. Mary's Mercy in Grand Rapids) is now a company with devices in more than 1,000 U.S. hospitals. Boyd said the company is looking at possible Canadian expansion.

"We're 25 percent ahead of our sales plan this year, but there's also increasing competition so we're not resting on our laurels," Boyd said.

One of the areas AvaSure is moving into is virtual nursing. With their systems, the virtual nursing system can monitor up to 38 patients at a time. They're working on an accelerated program to help hospitals now overwhelmed with critically ill RSV pediatric patients.



This Week's Spotlight: Annette Jack



We heard from **Annette Jack**, who joined Rotary in 2000 after being invited as a guest by **Jim Fisher**. While Annette worked for Manpower when she joined our Club, she and her husband John are now enjoying retirement but busy as ever. One of the original Rotarians involved with the Club's work with the Institutes for Healing Racism, Annette is now very involved with our Club's Peacebuilders initiative, saying "What is more important in the world right now than building peace." To see the entire spotlight, click [here](#)

ANNOUNCEMENTS

ReWine Announcements City Boi Food Truck Volunteers Needed

Michelle Burley is asking for volunteers for Friday, Jan. 13 (3:30-6:00 pm): 25 volunteers needed to help with City Boi Corp. food truck. It is located at the 4 corners in North Muskegon (across from Bernie O's), 318 Center St, Suite 8.

If you are interested in signing up to volunteer, here is the link to sign up. <https://www.signupgenius.com/go/10c0e49aaa923abf5ce9-citi>

New Member Induction:

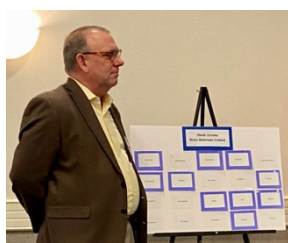


Andrea Riegler

Melissa Horton was pleased to introduce our newest member, **Andrea Riegler**. A Muskegon native, Andrea has worked as an architect not only here but Ann Arbor, Salt Lake City and Denver. She has been back in town for 20 years and has three children. She is passionate about her community and loves living downtown to enjoy all that it offers.

Brave Rotarians Poetic License Contest

Andy Beulow assisted **Ginny Sprague**. This week's



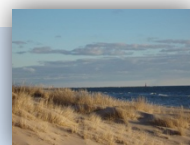
two Rotarians who were thanked for their contributions and eliminated were **Melissa Moore** (ironically, the head of Read Muskegon!), under the category onomatopoeia, where words sound like they read, such as the "boom" of fireworks. The second was **Brandon Davis** under soliloquy, the act of speaking one's thoughts aloud when by oneself, often used in dramas. (This week's categories sent your RIM correspondent scurrying to the dictionary for spellings & definitions, and exclaimed with delight when he found them!)

Dec. 15th Meeting Reminder



President Jane reminded us that our Dec. 15th noon meeting will serve as our annual holiday dinner. Rotarians are invited to bring their spouse or another guest to join us. The gathering will also be our Annual Meeting, where a slate of board of director members will be voted on. Director **Jeff Lewis** is so busy in his new retirement that he will be leaving the board and nominations for new board members include **Dave Alexander**, **Roger Morgenstern**, and **Brandon Turnbull**. Please contact **President Jane** if you would like to bring forward additional nominees.

Reflectors Needed



Alan Alpert is looking for Reflectors for January through March. Please let him know if you can help!

North Muskegon Interact



In a Rotary combo of Interact and Youth Exchange, we heard a great report from **Emma Krichbaum**, our "inbound" from Austria who is attending North Muskegon High

(N. Muskegon Interact Continued)

School. Here are the highlights from Emma:

Turkey trot

- Thank you Muskegon Rotary for donations
- Over 5,000 food items

Midan

- North Muskegon interact club has had Midan "adopted" for many years now
- Voted to continue to support him through this academic year
- Entails paying \$38 a month to support him and his education

Coat drive



- Our club is collaborating with the middle school student council to collect coats which will be donated to the One Warm Coat organization
- We would like to collaborate with Muskegon Rotary so if you have any coats that you don't need anymore, please bring them to the Rotary meeting December 15th and **John Noling** will bring them to our school.

Environmental Project in Gambia

- Bella Lindsay has raised thousands of dollars to support the implementation of solar panels and water pumps in a hospital in Gambia
- Bella is coming to speak to North Muskegon Interact December 16th and to Muskegon Rotary January 5th
- Our club will be fundraising throughout the year to donate to

this same hospital in collaboration with Bella

El Salvador trip

- Service trip to El Salvador over the first week of April 2023
- **Jack Erne, Jacinda Patrick, and Sophia Lindsay** will be attending
- Our club has decided to sponsor our attendee's by paying an undecided amount (at least a few hundred dollars) to chip in on the \$1300 per person fee



More on the El Salvador Trip – Returns in 2023!

Contributed by Past President **John Noling**

Preparations are now underway for the much-anticipated return of the Rotary District 6290 sponsored annual service trip to Talnique, El Salvador, March 29-April 6. The most recent trip planned for 2020 had to be cancelled due to the pandemic, but interest is now running high to resume the work to provide decent housing for people who have never known the safety and security of a decent home.



Rotary Interactors from six Muskegon County high school clubs and three Muskegon Rotary chaperones will join over 40 other Interactors and

chaperones from around our District and the nation to build concrete slab houses in the mountain village of Talnique, El Salvador. Over 145 new homes and other village infrastructure improvements have been built by Interactors with Rotary support in 23 years of annual service trips involving hundreds of Rotary Interactors. Bakery and sewing school startups, a chicken farm, and improvements to the village childcare facility were also made over the years by Interact support.

Donated shoes, clothing, and hygiene supplies are also brought and distributed by Interactors to those in need in surrounding cantons and enclaves. Interactors also raise money for the house building supplies and work with their Rotary Clubs to do so. Plans for this year include building at least four new homes for families that work right along with the Interactors each day.



Many of the students below are looking for more work, working more hours in various jobs, and collecting as many pop cans or other donations as possible to pay their \$1300 trip costs. If anyone in our Rotary Club would like to donate any amount to help those in need, please contact John Noling who will make sure it gets to those with the most need.

Interact Insider



We congratulate these students who are giving up their Spring Break to make a huge difference in the lives of others. For an up-close look at Talnique and the service project go to: <https://vimeo.com/642147682>.

| | |
|-----------------|----------------|
| Megan Adams | Reeths Puffer |
| River Creed | Orchard View |
| Lauren Douglas | Reeths Puffer |
| Jackson Erne | North Muskegon |
| Kylee Foster | Muskegon High |
| Erin Kanaar | Montague |
| Elita Kennedy | Montague |
| Zuri LaBrenz | Muskegon High |
| Sophia Lindsay | North Muskegon |
| De'Antae Mayhew | Muskegon High |
| Carina Nunez | Orchard View |
| Jacinda Patrick | North Muskegon |
| Connor Smillie | Mona Shores |
| Valeria Zuniga | Muskegon High |

Local Chaperones:

Michelle Burley
John Noling
Esther Ricco



Orchard View Rotary Interactors were able to get together on Dec 4 to shop for a family of 6 through United Way's Adopt a Family program.

Our service project was headed by Senior Advisor Ace Bordeaux, junior

Brooklyn Gould, and freshman Jurnee Johnson. We spent \$643 and everyone was very excited to help. We look forward to wrapping the gifts soon to present to United Way for the family at Christmas.

Submitted by **Ace Bordeaux**

Muskegon Rotary Board

| | |
|---------------------|----------------|
| Jane Clingman-Scott | Ginny Sprague |
| Tim Arter | Jason Piasecki |
| Kristi Nagengast | Don Hutchins |
| Marty Sytsema | Kim Boersema |
| Jeff Lewis | Asaline Scott |
| David Ramos | Marty Gerencer |
| Aaron Maiké | |

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

RIM Reporting Team

| | |
|--------------------------|------------------|
| Susan Besteman | Lori Weiler |
| Chip Chipman | Jackie Farrar |
| Susan Holkeboer | Bill Johanson |
| Kathy Moore | Meredith Smillie |
| Roger Morgenstern | |
| John Noling, Contributor | |

HACKLEY & HUME HISTORIC SITE

HOLIDAY TOURS

NOVEMBER
26 KICK OFF EVENT | 3-7 PM
27 | 3-7 PM

DECEMBER
3, 10, 17, 27, & 28 | 3-7 PM

Experience the Hackley and Hume Houses this holiday season! Join us for our kick-off on Saturday, November 26, from 3-7 p.m. for ornament & postcard decorating, a chance to pose in an authentic carriage, and tours of the Houses. Perry's Pines will also be selling Christmas trees and wreaths in the courtyard.

NEW this year:
Place your vote for the best-decorated room!
All dates are walk-through tours where visitors can experience the houses decorated for the Holidays.

For more information visit:
lakeshoremuseum.org/event/holiday-tours-2022/all

ADMISSION: \$12 ADULTS / \$10 SENIORS (65+) / \$5 KIDS (3-12)
484 W. WEBSTER AVE. / MUSKEGON, MI 49440 / (231) 722-7578 / HACKLEYANDHUME.ORG