

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

REFLECTORS

Meredith SmillieFeb 17Alan AlpertFeb 24Joanie SmithMar 3

THIS WEEK'S MENU

Cheeseburger Slider Buffet

NEXT WEEK'S BIRTHDAYS

Jackie Farrar	Feb 24
Jim Fisher	Feb 26
Chip Chipman	Feb 28
Esther Ricco	Feb 29
Stephen Olsen	Mar 1
Caring Connections Fund	

PROGRAMS / EVENTS

- 2/17 Maintaining Live Music
- 2/17 ReWine 5:15 PM Unruly Brewing Company
- 2/24 Rapid Response by Law Enforcement
- 3/3 Precise Writings
- 3/3 ReWine 5:15 PM The Salty Pecker

ROTARY REW INE

VISITORS & GUESTS



Frank Cobb (Realtor with RE/Max West) - guest of **Rob Taylor**



Susan Houseman (President/CEO of Harbor Hospice and new member) – guest of **Ammy Seymour**



Dave Collee (world-renowned jazz musician, medical massage therapist) - father and guest of **Kris Collee**



Mark Meyers (on behalf of the World Community Service Committee) brought Interactor **McKenzie Covington** from Orchard View High School who will be heading to Honduras Trip next month. McKensie & Eliza's pre-trip video <u>click here</u>

No Student Guests this week

Muskegon Rotary Board

Jason Piasecki jason@revel.in Jane Clingman-Scott janecs1@comcast.net Ginny Sprague ginny.e.sprague@gmail.com Mark Meyers markm@nortonshores.org Tim Arter tarter@brickleydelong.com Kathy Betts kbetts01@gmail.com Kim Boersema muskegonrotarycc@gmail.com Mary Anne Gorman ma.gorman@hotmail.com Jeff Lewis jeff.lewis@shorelinecity.com Doug Wood doug.wood@orchardview.org Asaline Scott ascott03169@gmail.com David Ramos david@ramosautobody.com Marty Gerencer marty.gerencer@gmail.com

ANNOUNCEMENTS



Rotary International District Raffle Tickets

Our District 6290 50/50 Raffle officially began on January 2, 2022. Tickets are \$20 a piece and the drawing for the six winning tickets will take place on March 11th in Kalamazoo at the President-Elect Training Seminar (PETS). See **Ginny Sprague** for tickets before February 28th. Proceeds will benefit both our Muskegon Rotary Foundation and also the District 6290 Foundation.

RIM Reporting Team

Susan Besteman <u>susan@bestemanproperties.com</u> Chip Chipman <u>codychipman@gmail.com</u> Jackie Farrar <u>farrarjackie@yahoo.com</u> Susan Holkeboer <u>sholkebo1905@aol.com</u> Bill Johanson <u>bill.johanson@yahoo.com</u> Kathy Moore <u>MooreKa@co.muskegon.mi.us</u> Roger Morgenstern <u>rogmorgen@gmail.com</u> Meredith Smillie <u>msmillie@bethany.org</u> Lori Weiler <u>lori.weiler@summitlawncare.net</u>

Update Your Personal Information

Reminder to make sure that if any of your personal information (such as email or address) changes, make those changes in ClubRunner or send them to **Kim Boersma** (our club coordinator) who will make the changes for you. Her email is <u>muskegonrotarycc@gmail.com</u>

> February 17, 2022 Muskegon Rotary Club Meeting Video <u>Click Here</u>

Interact Insider

Oakridge Interact Club



Spotlight on Oakridge Rotary Interact Club

- Club Faculty Adviser: Becky Mathis, Environmental Science/Biology teacher
- Led by President Jacklyn Wei, VP Brayden Davis, Secretary Emily VanderStelt, and Treasurer Grace Latsch
- 17 members currently with \$693.45 in their club account
- Presented at Board of Education last month and did very well
- Board of the four officers works well together
- Club meets twice per month after school, Board meets as needed prior to meetings
- Looking to work with Pound Buddies in March with a school "coin war" to raise funds for the shelter
- Most successful project so far: December canned food drive, 1400 cans to three local organizations helping those in need



 Planning for spring projects of tree plantings and beach clean-up



Youth Exchange Update



Great turnout in Traverse City on February 20th from our Youth Exchange Group. They are going to Estonia/Finland (Tyler), Chile (Chloe),

S. Korea, Thailand (2), Poland, Philippines, Argentina, Belgium or Lux, India, and Taiwan.



New Club Forming at Muskegon Catholic



Pictured left to right are John McCann, Sam Kartes, Braden Gustin, and Eliot Riegler. Rotary Interact student organizers, led by senior Eliot Riegler, are creating a dynamic, new Rotary Interact service club for their high school this month. On this cold and blustery Saturday morning, they created their very first club account deposit of \$185.80, thanks to generous Rotary can donations.

Grape Escape Preview



Grape Escape Preview at Courses will take place on March 24, 2022 at Baker College Culinary Institute. Tickets are \$50 a person which includes a fourcourse dinner and three wine pours. A cash bar is also available and reservations are limited. Purchase tickets on EventBrite at https://www.eventbrite.com/e/grape-escapepreview-courses-tickets-265167120997

They are also looking for committee members for Grape Escape this year. Contact **Meredith Smillie** if you would like dinner on <u>March 24th</u> or are willing to help with Grape Escape: <u>msmillie@bethany.org</u>.

Clubrunner App



Download the Clubrunner App directly to your phone or tablet for easier communication. Search the Muskegon Rotary on speed dial. This app helps integrate members directly to your smart devices (Apple ios 3.1 or later and Android 2.3.3 or better). Download this app from the Apple App Store or Google Play, then enter your username and password for all committee updates and Muskegon Rotary information at your fingertips.

Trivia Question:

In last week's RIM article, "Rotary Becomes Intercontinental" by Bill Johanson, what was the average US wage in 1922?

Answer: \$0.22/hour

2022 MARCH MADNESS and 32 BRAVE ROTARIANS!



March is around the corner, and so is March Madness, our ever-popular 32 Brave Rotarians contest. We need to recruit 32 Brave Rotarians* to fill out our brackets and compete to win a Paul Harris Fellow award either for yourself or as a gift for another deserving individual.

Each Brave Rotarian will contribute \$100 to the Muskegon Rotary Foundation to participate in this

contest. Starting with the Thursday, February 17, Rotary meeting, we will solicit brave Rotarians to fill our brackets each



week until we fill our slots. You can also claim your bracket spot by emailing Ginny Sprague at remsleep1@comcast.net or ginny.e.sprague@gmail.com. Ginny will acknowledge each person who wants to participate in writing.

After completing the first round of tournament games, each Brave Rotarian will be matched with a college or university team still in the big dance and begin the competition in the second round of 32 on March 19 and 20. As your team moves through the brackets, so do you!

Following the final tournament game in New Orleans on Monday, April 4, we will know which team wins the NCAA Men's College Basketball Tournament and which Brave Rotarian will receive a Paul Harris Fellowship prize.

At our meeting on Thursday, April 7, we will draw two names from all 31 Brave Rotarians whose teams did not win the tournament. Each of the two drawing winners will also receive a Paul Harris Fellowship. If you are one of our three lucky winners, your \$100 investment will yield a prize worth \$1000. If you are already a PHF, you can award your prize to another worthy candidate of your choosing or claim your prize to advance your PHF to a plus category.

We appreciate your support of the Rotary Foundation, and let the Madness begin.

ReWine Update

ReWine is focusing efforts on the Adopt-a-Highway initiative and also a fun project for raising money to end polio. The next meeting is at a new location – The Salty Pecker. Join them on Thursday, March 3rd at 5:15pm and contact Blake Cramer for further information.

2022 District Conference



Registration is now open for the 2022 District Conference "Because of the Water" Traverse Bay Resort and Spa MAY 12TH - 14TH, 2022 For help with registrations, call Kathy at the District Office at 616-935-9559. We are offering several meal packages to meet your needs.

<u>REGISTER NOW</u> by clicking Register Now.....did you click it?

This Week's Spotlight: Randy Lindquist



Randy Lindquist is the Associate Superintendent for Academic Services at Muskegon ISD. Randy has been a Rotary member since 2014 and joined to provide more service to our community and have better connections with the great leaders in Muskegon County.

He grew up in Montague and went to Alma College. Randy began his teaching career with the Elementary School in Mackinaw City and pursued administration early on there for six years before transferring to Greenville as the Elementary School Principal for nine years. He moved back to the Muskegon area in 2007 and started as the Technology Director for Muskegon Area ISD before transitioning through a few other positions before his current role where he oversees everything instructional related (provide training or supports to schools around instructions, teachers, etc.) and oversees the technology department too (for multiple schools in the county including the student information systems, financial systems, and other technology supports). Randy also oversees the Career Tech Center which provides programming for multiple career options for students. His connection with Muskegon Rotary allows the Muskegon Area ISD to do more with Education and programs around schools in the county with better connections to leaders for our schools and service. Randy chairs the Interact Committee which is youthoriented and includes Interact leaders throughout the county and with this connection, he is able to be a vehicle to connect Rotary leaders to schools for service they can provide.

To view Randy's video, click here.



New Members



Susan Houseman

Ammy Seymour was pleased to introduce Susan Houseman President/CEO of Harbor Hospice and Harbor Palliative Care. Susan was hired as the Clinical Director of Harbor Hospice in September of 2017, appointed as Interim President/CEO in March of 2020. and promoted as permanent President/CEO in June of 2020. Combined with her extensive leadership and management experience, and clinical expertise, Sue is a thoughtful and strategic leader that has been tested during the pandemic.

Graduating from Eastern Michigan University with a Bachelor of Science in Nursing, Sue is a licensed registered nurse and Nursing Home Administrator in the State of Michigan. Sue has extensive non-profit administration experience and is passionate about Hospice and Palliative Care and is an advocate for patients facing serious illness in all care settings.

Sue grew up in downtown Muskegon (Nelson Neighborhood) and graduated from North Muskegon High School. Sue is married to Jon (who works in manufacturing in Grand Rapids) and they have four sons (Sean, Rob, Dan and Tim), four grandchildren (Athena, Liam, Caleb and Ellery), two horses (Cody and Danno), and a dog (Beemer).

Her hobbies include both indoors and out - she loves to hike in the dunes (ALL YEAR) and go trail riding and camping with her horses. She also enjoys cycling long distances and cooking.

Aa a former Rotarian in the Middleville Club, Sue is looking forward to giving back to our community and meeting new people.



Sandra A. Gaddy

Sandra Gaddy is sponsored by Asaline Scott and serves as CEO of the Women's Resource Center in Grand Rapids. Additionally, the Women's Resource Center (WRC) recently opened their New Beginnings Program at the Muskegon County Jail and is in the process of opening an office near downtown Muskegon. Sandra previously served as vice president of advancement for Inner City Christian Federation (ICCF) and chief communication and development officer for Mel Trotter Ministries. Prior to her nonprofit work, Sandra spent 15 years in banking including serving as a Vice President in Retail, Business Banking and Wealth Management.

Sandra is a passionate servant leader and social justice advocate to her core. With over 20 years of executive leadership experience, she brings extensive expertise in team development, strategic planning, forming collaborative partnerships and fund mobilization. She earned her executive MBA degree from Grand Valley State University and her Bachelor of Science in Business Administration from Cornerstone University.

Some of her professional and community activities include:

- Hope College Board of Trustees and Executive Committee
- Inforum of Michigan Regional Council, West Michigan, Vice-Chair
- Grand Rapids Black Women
 Connect Council
- Grand Action Advisory
 Committee
- Member of Delta Sigma Theta Sorority Inc., Grand Rapids Alumnae Chapter



Arlen-Dean Gaddy

Arlen-Dean Gaddy is the Director of Marketing and Strategy at Erhardt Construction and is transferring his membership from the Grand Rapids Club to our Muskegon Club. Arlen attended Ferris State University and later graduated from The Ohio State University with a Bachelor of Science Degree in Operations and Production Management. After graduation he joined AT&T where over the course of 20 years he worked in Network Services, Directory Operations and New Media - leading sales divisions across Grand Rapids, Saginaw, South Bend, and Kalamazoo.

Arlen serves on the executive team for Erhardt Construction. Founded in 1962, Erhardt is a high performing, Commercial & Industrial Construction Management firm based in Grand Rapids with a newly opened office here in Muskegon.

Arlen is an active member of several community Organizations including:

- Kappa Alpha Psi
- The Grand Rapids Rotary
- Ferris State University Foundation Board (Chair-Elect)
- Broadway Brand Rapids
- Muskegon Chamber Government Affairs Committee
- Make-A-Wish Michigan (Committee-Chair)
- Inner City Christian Federation (Board Secretary)
- Hope College Parent Council (Council Chair)

He has been married to Sandra Gaddy for 29 years and they are the proud parents to three adult children: Marissa, Garrison & Angelique.







Please welcome potential new members:

Jeffrey Bessinger who is the Exhibits & Collections Director and Archivist at Lakeshore Museum Center. Jeffery is sponsored by **Melissa Horton** and has been approved by the Muskegon Rotary Board and will be inducted this month.

Tom Palmer, Shoreline Insurance. Tom is sponsored by **Joshua Silvis** and has been approved by the Muskegon Rotary Board and will be inducted this month.

Carethea Caviness who is The Director at The Hope Project. Carethea is sponsored by **Meredith Smillie** and has been approved by the Muskegon Rotary Board and will be inducted this month.

Tuesday – what a day this week By: Bill Johanson

It's the most random day of the week. Usually. All the other days have something going for them, but not Tuesday. Except this week.

Monday is always the start of the week. Everyone hates Monday...or else. Wednesday is the middle day, the day when you can start looking in the direction of things to come. Thursday is...well, as someone said: "The real start of the weekend, and only one day 'til Friday." Friday is the day before the weekend. And certainly, the best days – Saturday and Sunday – are The Weekend. Usually.

But this Tuesday is special – 2/22/22 – a numbers sequence not available again... ever? And Tuesday, this week alone, is 2's DAY.

THIS WEEK'S PROGRAM:



West Michigan Symphony: Adapting to presenting the arts and music in today's economy.

Speakers: Andy Beulow RIM Reporter: Susan Holkeboer

With a moratorium on large indoor gatherings in effect for 15 months in 20-21, West Michigan Symphony created an entire new online concert format that made it the first orchestra in Michigan to begin performing again and kept its core audience engaged. Now, since November, WMS is back to performing live again, but the lessons learned during the pandemic are reshaping its future direction.



Kris Kollee introduced and gave us some background on Andy Buelow. He is the President and CEO of the West Michigan Symphony. He has dedicated his professional life to revitalizing orchestras and building strong connections between patrons, communities, and orchestral organizations. Since his arrival in 2018, he has instigated a new three-year strategic plan and vision, revamped the organization's marketing and audience development programs to attract new subscribers and single ticket buyers and launched a campaign to increase the organizational endowment from \$500,000 to \$4.5 million. During the COVID 19 pandemic, he and his team kept the artistic mission intact with a groundbreaking series of virtual concerts - retaining more than ninety percent of subscription revenue and keeping the majority of patrons engaged and supportive. He also spearheaded a yearlong process with board and staff to create an instrumental roadmap for diversity, equity and inclusion. Currently the organization is preparing to launch a new student orchestra program in area schools based on the international model of systema. Tune Up will be the tuition free part providing students with the use of free instruments along with intensive daily ensemble and group learning and collaboration with the impact after school program. As executive director of the Symphony Tacoma from 2007 to 2017, Andy instigated board team building and governance best practices, established a cycle of three-year strategic planning and annual operating planning, revised the business model to focus on patron revenue, and led a national search for a new musical director

as executive director of the Traverse City Symphony Orchestra. Prior to that he spent 16 years with Milwaukee Symphony Orchestra culminating as director of public relations. He holds a BA from Lawrence University and is an avid sailor, Great Lakes historian and keyboardist.



Andy begin his presentation with a short video showing the symphony and some of the people who work with it. He told us he had arrived in Muskegon in 2018 in the middle of a snowstorm and it feels like we've been in a snowstorm ever since. The past four year have been wonderful. Many people present at the program have been very supportive of the arts - the symphony, the museums, the Frauenthal Center. Muskegon is a wonderful community to live and work in and has the best Rotary of any city he's been in.

Andy expanded on info in the video. The Mission of the Symphony: West Michigan Symphony connects and enriches

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that culminated with the hiring of

came from Tacoma after six years

Sarah Ioannides in 2014. Andy

transformative power of music. The mission has three legs -



*Professional, live symphonic performances in a welcoming environment (this is the most visible)

THE

*The Block, a gathering place that sparks curiosity, inspiration and fellowship through the shared experience of uncommon live music (opened in 2014, it is a small intimate gathering place, a listening room for the musically curious located above Unruly. Place where jazz, classical chamber music, crossover music are played)



*Music Education that enriches the lives of children and adults through exploration, participation and performance.

The Vision of the Symphony ties in with the Mission: We are a catalyst for a music-infused West Michigan: leading, facilitating, connecting and collaborating with the community to stimulate cultural vibrancy, inclusivity and pride of place. (We believe a music- infused community is a connected community, we're one of the founders of the Muskegon Area

our diverse community through the Culture Coalition which has been in existence for a few years)

> It's now nearly two years since our world was turned upside down and during the dark days of the pandemic they actually had to cancel a concert they had already rehearsed three times and had one more to go. That morning Andy had to have his staff call all the musicians and audience to let them know the concert was off. Since then there was a period of time where we were all sequestered in our homes and couldn't do much of anything, but we knew it was going to start to open up soon and we wanted to be ready to do video concerts. These had only been done by larger organizations. We needed to figure it out. Fortunately this is part of the magic of community connections here. Kirk Hallman of the Muskegon Museum of Art had connected Andy with an amazing local videographer, Arvin Candelaria (he did the video we saw at the beginning of the program). Arvin had never done a music video before, but Andy told him not to worry about the sound because we have a great relationship with Blue Lake Public Radio. They'll provide the sound, you provide the video and let's figure out how to do it.



FRI 04.01.22 | 7:30 PM Virtual Cherish the Ladies WMS Virtual Concert Hall

TICKETS

LEARN MORE

So we started doing video concerts and figured out how to put them online and keep it all within our budget and get our subscribers into it and get everyone able to watch.

That's basically what we did for a year. It was a wonderful experience and we're still doing them. But now we're also back to live performances and we've found our audience was so hungry for this during the pandemic.

Another important aspect of our program is Education. That's much less visible than the Frauenthal series, but it is an equal leg of the mission stool. We have a very progressive menu of education programs. It starts with toddlers and goes all the way up into the high school and includes two programs for the very young children (Instrument Petting Zoo: mobile public programs that provide toddlers with their first opportunity to handle and play instruments.



Click Clack Moosic: Original musical storytelling series for young children and families that introduces basic music concepts) and then two student ensembles (WMS Children's Choir: A tuitionbased choral music opportunity by audition for children ages 8 - 13



Debut Strings: A tuition-based intermediate orchestra program by audition [students must have 1 year or more orchestra experience and supply their own instrument])



Right in the middle is our flagship program Link Up (a classroom partnership with Carnegie Hall curriculum teaching 3rd-5th graders to read music and play recorders along with the symphony). This is most familiar because kids come downtown in the spring to play with the symphony. It's actually a year long program and includes visits from our musicians. We have done this program for 18 years without a pause. During the pandemic we had to do it online. However, we couldn't do the group recorder playing during pandemic. We will be doing the program with the recorders on May 3rd this year. This is just an example of how we're learning to live with this pandemic as it lingers on. We're back to live concerts, everyone is wearing masks, and we're asking for proof of vaccine. We are preforming again. In November we started under our Safe Night at the Symphony Protocol. We still have some people who are not ready to come back and are watching the video concerts. We're at about 60% of our pre-pandemic capacity right now.



The Block is a very different story. It's a small and has very tight-knit

group of people who subscribed to those concerts and as soon as we reopened they came roaring back and we were sold out.

Education is continuing to do well. We have the largest enrollment right now in our youth string orchestra program.



Funding has been very challenging during the pandemic . We lost a lot of our ticket revenue and it will probably be several years before it's back to normal. The community has been incredibly supportive and has continued to be supportive through the pandemic. If anything, the support even increased for which we are very grateful. For years we've had a robust annual fund campaign (Keep the Music Playing). During the pandemic we launched the Play Your Part endowment fund campaign to raise funds for the endowment as well as start a new string orchestra program in the schools.



At the present time, 64% of our funding comes from contributions, 34% from earnings, and 2% from endowments. We want to be able to pay our musicians as much as possible. By increasing the funding from endorsements we'll be able to stabilize our funding.



To reinvent ourselves during the pandemic, we got extremely serious about DEI work. We had started prior to the pandemic. We know music and the arts increase belonging and connection. We believe very much and yet clearly we and other symphony orchestras have been historically a majority white art form. There was a time when classical music was deliberately exclusive. We're now paying the price of that legacy and we need to correct it. Last year we started working with an outside facilitator and are still working with her to develop the diversity, equity and inclusion plan. We have basically five goals for this to become external. Goal I: Become a community leader

in equity and inclusion through advocacy, dialogue and partnerships.

Goal II: Become a welcoming organization that encompasses a plurality of voices and reflects our diverse community.

Goal III: Offer an inclusive musical repertoire for a broad audience. (Most of what symphony orchestras have played was the old joke "dead white Europeans". We'll still continue to play those but there's a lot of other good music out there also. They are having so much fun discovering some of the repertoire they didn't even know was out there. Later this spring we're going to be playing the Afro-American Symphony by William Grant Still which was written back in 1930 [according to Wikipedia it was, until 1950, the most widely performed symphony composed by an American] and it is a stunning piece and we had never done it.) Goal IV: Increase access to instrumental and choral music education, especially for underrepresented youth. Goal V: Make DEI an organizational value through ongoing learning, questioning and applying. (We need to change our internal culture to make the symphony more welcoming.)



Looking beyond, we're exploring ways in which all of these initiatives that we started can supply a blueprint for the future. We'll continue to emphasize DEI, we'll continue to work on expanding our educational offerings and we'll continue to develop our online digital presence. These will help make all our offerings much more accessible and welcoming. In pursuit of a music Infused West Michigan we'll continue to work to provide equal access to music education for all the community's youth.



The symphony is here to be enjoyed. You should be so proud of this community for nurturing this orchestra. I'm here to tell you that I've never ever seen an orchestra of this quality in a community of this size, just as I've never seen a theater of the quality of the Frauenthal Center. So even if it's not what you listen to on the radio driving in, come and enjoy it and hear that big huge sound that you get there. It's there for all of us. https://westmichigansymphony.org/



PONDERISMS Contribution from Bill Johanson

Why do peanuts float in a regular coke and sink in a diet coke? Go ahead and try it...

How important does a person have to be before they are considered assassinated instead of just murdered?

Why do you have to "put your two cents in".. but it's only a "penny for your thoughts"?

Once you're in heaven, do you get stuck wearing the clothes you were buried in for eternity?

What disease did cured ham actually have?

Why is it that people say they "slept like a baby" when babies wake up like every two hours? If a deaf person has to go to court, is it still called a hearing?

Why are you IN a movie, but you're ON TV?

Why do people pay to go up tall buildings and then put money in binoculars to look at things on the ground?

Why do toasters always have a setting that burns the toast to a horrible crisp, which no decent human being would eat?

If the professor on Gilligan's Island can make a radio out of a coconut, why can't he fix a hole in a boat?

If electricity comes from electrons, does morality come from morons?

Why do the Alphabet song and Twinkle, Twinkle Little Star have the same tune?

Why did you just try singing the two songs above?

Did you ever notice that when you blow in a dog's face, he gets mad at you, but when you take him for a car ride, he sticks his head out the window?

HOW DID THE MAN WHO MADE THE FIRST CLOCK, KNOW WHAT TIME IT WAS?

