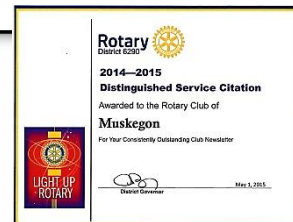


"Service Above Self"

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—February 9, 2023, 12-1:30pm

The Lake House – Hybrid

ReWine Sat Club—Next mtg 2/16/23 5:15 pm

Walker's (in the Delta)



Jeff Lewis, Director
 Marty Sytsema, Director
 Aaron Maike, Director
 Asaline Scott, Director
 David Ramos, Director
 Marty Gerencer, Director
 Susan Besteman, 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 (2/9/23) — 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

Stephanie Tushek & Jeff Bessinger

REFLECTORS

Tom Palmer Feb 2
 Meredith Smillie Feb 9
 Andy Beulow Feb 16
 Roger Morgenstern Feb 23
 (Contact Alan Alpert if you can help)

NEXT WEEK'S BIRTHDAYS

Christine Robere Feb 13
 Marty Ferriby Feb 15
[Caring Connections Fund](#)

PROGRAMS / EVENTS

Feb 2 – Greater Muskegon
 Economic Development
 Feb 2 – **ReWine at 5:15 pm**
 Feb 9 -- Lazarusman Consulting
AT THE LAKE HOUSE
 Feb 16 -- My Heart Safe Program
 Feb 16 – **ReWine at 5:15 pm**
at Walker's (Delta)



VISITORS & GUESTS



Eric Vandernoot –
 guest of **Dave Alexander**



Dominique Bunker & J.J. Lewis
 – guests of **Christine Robere**



Nichole Smith & Eleanor Wilson –
 guests of **Kelsey Rhoda**

CeCe
 Riley –
 guest of
**Julia
 Rupp**



Jon Covington –
 guest of **Sarah Rinsema-Sybenga**



Mark Alpher –
 guest of **Melissa Boughner**



Jose Infante & Bethann Egan – guests of **Gary Nelund**

No Student Guests This Week

Look for the Interactor abroad update from Chloe Wilson at the end or click [here!](#)

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](#):

ANNOUNCEMENTS

Evening at the Museum

The New Member Social Committee is having a gathering at the Muskegon Museum of History and Science on Feb 7th from 5:30 to 7 PM. RSVP Marci via email at marci@lakeshoremuseum.org



ReWine Meeting Location

ReWine Meetings will now continuously be held at the Delta restaurant, Walker's.

ANNOUNCEMENTS

February 9th -- at the Lake House



On February 9th, our lunch meeting will be moved to the Lake house (for that meeting only).

Book Display

President Jane announced at the entrance of the Muskegon Rotary noon meetings on Thursdays, the Rotary Library in collaboration with MADL will have books themed to celebrate Black History Month all month long. Madam President also reminded all to not forget our diversity and history all twelve months out of the year!



Seaway Run Countdown Begins!



<https://seawayrun.com>

Sign-up sheets will be at the meetings.

DEI Updates

Asaline Scott highlighted two upcoming events at the Frauenthal and looking to have a potential Rotary group outing. Contact Asaline for more information. Feb. 26th—Black Violin



BLACK VIOLIN

February 26, 2023 // 7:30 pm

Black Violin is composed of classically trained violist and violinist Wil Baptiste and Kev Marcus who combine their classical training [...]

[TICKETS](#) [DETAILS](#)

March 9th-11th—Detroit '67 (a play by Dominique Morisseau)



Thank you, Jon Covington

Thank you to Jon Covington for your visit on Thursday and your documentary film, Black Man. Kudos for bringing Black History Month in this year with your film at the Frauenthal this past Sunday.



RIM Reporting Team

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

Contact Ginny Sprague or Meredith Smillie for 50/50 District Raffle Tickets

The Rotary Foundation transforms your gifts into service projects that change lives both close to home and around the world.

With your help, we can make lives better in your community and around the world.

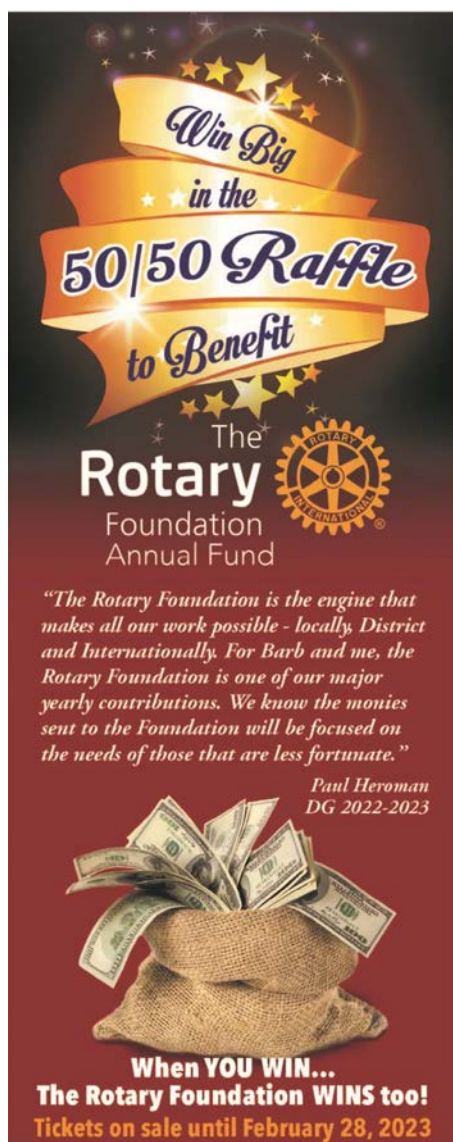
Our mission

The Rotary Foundation helps Rotary members to advance world understanding, goodwill, and peace by improving health, providing quality education, improving the environment, and alleviating poverty.

For as little as 60 cents, a child can be protected from polio.

\$50 can provide clean water to help fight waterborne illness.

\$500 can launch an antibullying campaign and create a safe environment for children.



Win Big
in the
50/50 Raffle
to Benefit
The
Rotary
Foundation
Annual Fund

"The Rotary Foundation is the engine that makes all our work possible - locally, District and Internationally. For Barb and me, the Rotary Foundation is one of our major yearly contributions. We know the monies sent to the Foundation will be focused on the needs of those that are less fortunate."

Paul Heroman
DG 2022-2023

When YOU WIN...
The Rotary Foundation WINS too!
Tickets on sale until February 28, 2023



Please welcome potential new members:

Cathy Blackburn who is with Grand Valley State University. Cathy is sponsored by **Arlen-Dean Gaddy** and has been approved by the Muskegon Rotary Board. Cathy will be inducted in the next few weeks.

Alexandre Fonseca who is the owner of Fonseca Enterprises LLC. Alexandre is sponsored by **Contessa Hood** and has been approved by the Muskegon Rotary Board. Alexandre will be inducted in the next few weeks.

Julia Straley who is self-employed. Julia is sponsored by **Mary Anne Gorman** and has been approved by the Muskegon Rotary Club Board. Julia will be inducted in the next few weeks.

Sean Burns who is self-employed. Sean is sponsored by **Eric Seifert** and has been approved by the Muskegon Rotary Club Board. Sean will be inducted in the next few weeks.

Interested in Solar?



Doug Wood would like to invite you to an informational party for the residential solar curious person and is being put on by the Solar Up Network (S.U.N.) in collaboration with Srienenergy. This will take place via zoom on Thursday, February 16, 2023 at 7-8:30 PM. Contact Doug Wood for more information or click the link to register directly for the zoom meeting.

<https://www.eventbrite.com/e/502583228967>

Community Survey

Since 1937, The Lakeshore Museum Center (LMC) has been serving the Muskegon community. We're asking the people of Muskegon and the surrounding areas what they think about LMC as it is today. Our sites include the Muskegon Museum of History & Science, the Hackley & Hume Historic Site, the Fire Barn Museum, the Scolnik House of the Depression Era, and the Muskegon Heritage Museum of Business & Industry, as well as a Collections Center & Archives.

Will you spend five minutes answering the following questions, using the survey links below, to help us gain a better understand of how the community sees this Muskegon-area family of museums?

For your time and effort, you'll be entered to win a \$100 Amazon gift card. We'll announce the winner the day the survey closes.

Thank you for your time and feedback!

[Survey in English](#)

[Survey in Spanish](#)

THIS WEEK'S PROGRAM: GMED 2023



Speaker: **Marla Schneider**

Introduced by:

Cathy Brubaker-Clarke

RIM Reporter: **Susan Besteman**

President and CEO of Greater Muskegon Economic Development (GMED) since June 2022, **Marla Schneider**, was born and raised in Fort Wayne, Indiana. She has a degree in IT from Rochester Institute of Technology, worked in Economic Development in Fort Wayne from 2006-2015 as Vice President of Marketing and Communications, and was President of Three Rivers Distilling Co. before coming to Muskegon.

In the short time that Marla has been with GMED, **Cathy Brubaker-Clarke** said, "She has brought stability and positive change. She is known for leading the GMED board in the establishment of unified goals for the upcoming year, improving fundraising with partnerships and grants, overseeing the establishment of major projects and developments, and becoming overall part of our Muskegon County community."

Since most people are interested in her work with the distillery, Marla wittily began with this background. She was hired by an entrepreneur who owned a large, medical wire company (he had over 1000 employees) to develop businesses and assets in Fort Wayne. She found two gentlemen distilling in their garage who wanted to start a distillery. After an investment in their business and a year later, they found the two co-founders were not the two to bring the business forward so Marla's boss asked her to improve it and bring it back into the black. Marla's

work helped with improving products, relationships, branding/labels, and adding a 7000 sq ft tasting room. COVID hit and the distillery had to shift to hand sanitizer production (which most did during that time) but since re-opening, they have returned to distilling spirits and it continue to move forward.



With a diverse resume, Marla's past experiences led to her work today. Her inspiration in Economic Development came from comments from her fellow Fort Wayne citizens who had a negative opinion of their own community with comments like, "We hate it here, why would you ever want to be in Fort Wayne?" This inspired Marla, community leaders, and community stake holders to begin to shift that perception and mindset. The city began to change conceptually (which we are seeing in Muskegon presently) which finalized to fruition as pictured below. Per the census bureau, Fort Wayne is now the fastest growing market in the Great Lakes Region.



Economic development, Marla explained, is improving a community's economic well-being and quality of life by attracting and expanding businesses

to our County through connecting them with resources and incentives. Thereby creating and retaining "good jobs" to foster the growth of the tax base and provide more revenue to municipalities and local companies. The focus is growing base employers (companies providing exports from the local area to the rest of the world and companies that generate a critical mass of good paying jobs in a local or regional area).

Base Industry vs. Retail Company



- | | |
|---|---|
| <ul style="list-style-type: none"> • La Colombe Coffee Roasters • Manufacturing & Food Processing • Distribution Nationwide • Exporting goods & bringing in income to our economy | <ul style="list-style-type: none"> • Starbucks (unless we are Seattle) • Market-driven investment • Retail locations locally • Not exporting goods from retail locations • Important for quality of life |
|---|---|

GMED helps our community through visits with local employers (describe what/who they can connect them to for additional resources), marketing and attracting new businesses, and supporting start-ups and entrepreneurs (those determined risk takers). Job creation, Marla explained, is important because employer payroll flows through the local economy, an expanded and diversified tax base lowers tax rates for residents, and community improvements (downtown and in neighborhoods) create vibrant places where people want to live, work, and play. Marla added that infrastructure (roads, rail, air travel, and most recently broadband access), education & workforce development (training and connecting business to education), and placemaking (mixed-use developments, vibrant downtown, walkability, transportation, housing, arts, recreation, inclusivity, and community pride) are all positive efforts that affect job creation. An inspiration for Marla's move to Muskegon was our placemaking happening in real time.

Placemaking – Job Well Done



Our current Muskegon County Economic Development numbers:

- 111 Retention Visits
- 24 Active Projects
- \$53M Local, State, Federal Incentives

Project Averages:

- 91 New/Retained Jobs
- \$111.43M Capital Investment
- 50% Advanced Manufacturing
- 50% Pharmaceutical

New Investments & Job Growth:

- \$445.7M Capital Investment
- 245 New Jobs
- 120 Retained Jobs

For every \$1 invested in GMED, there is a return of \$854 in capital investments for our community. Marla also gave kudos to Cathy Brubaker-Clarke for her work in helping obtain Community Grants.

Community Grants



The three key priorities for GMED are:

1. Business retention, expansion, & attraction (Objective #1)
2. Talent & workforce development, (Objective #2) and
3. Muskegon Heights redevelopment (Objective #3).

Objective #1:

GMED has only met with manufacturing companies in the past; however, they are changing that to begin meeting with a more diverse base of industries including marketing companies, financial services, etc. and will also help foster and grow entrepreneurs. They are looking to meet with 400 businesses within Muskegon County this year and become the widely recognized point-of-contact for business growth. This is a substantial goal for the size of their staff which consists of **Marla, Morgan Carroll, Cathy Brubaker-Clarke**, and their West Michigan Apex Accelerator Team to connect businesses with government contracts (sub-set of GMED **Kelsey Rhoda**, Nichole Smith, and Eleanor Wilson).

Objective #2:

The main concern facing industries today is workforce attraction, retention, and training. If we do not work to change our strategies, we will find ourselves left behind, so GMED is working with local employers to identify and overcome talent attraction and retention struggles. GMED intends to become the convener between industry and education to identify gaps and build programs in our County.

Objective #3:

GMED is working alongside the Muskegon Heights community to develop a plan making their vision of tomorrow happen. Marla stressed *their* vision and that this is a hands-on and entirely collaborative approach where they convene, listen, advocate, and advise for the city's vision. They are working with Muskegon Heights residents and community leaders to identify and implement redevelopment projects that support growth. Their final goal is to become the convener between funding mechanisms and the public to provide grant administration and project management on behalf of the community.



2022 Project Highlights include the wastewater pipeline, Cytiva locating a manufacturing company here in Muskegon County, and a \$500k EPA Grant. The Wastewater Pipeline project has been going on for over a decade and is now approved legislatively. This would connect Muskegon's wastewater treatment plant to Coopersville which would keep Fairlife from moving their facilities and jobs to Texas. This pipeline also will allow five other companies to expand operations once connected including Swanson Pickle. The Muskegon County Resource Recovery Center was built to handle a large capacity of wastewater and is currently underutilized. The expansion of agri-businesses is critical to retention versus relocation and will also benefit consumers with lower rates. Cytiva is a Life Sciences company headquartered in Sweden and their facility here in Muskegon County was the first time they located operations outside of Sweden with a \$430M investment. This will create 200 new "good jobs" for our area and construction began this fall at the former BASF facility with a completion target in 2025. Cathy wrote a grant to help with Brownfield Development assessments for environmental clean-up so they can help identify what needs to happen to entice developers and property owners to develop that land. One example they worked on with Parkland Properties and the City of Muskegon was the Shaw Walker building where they funded \$88,000 for environmental assessments. As a result, they purchased the building and are moving forward with redeveloping it.

Together, we will Develop a Greater Muskegon!

Muskegon Rotary Interact Abroad – Chloe Wilson's Update

Hi!! I am Chloe Wilson and for the past 5 months I have been a Rotary Youth Exchange Student in Talca, Chile. As you probably know, I am from Muskegon, MI and I chose to do Youth Exchange because I have a love for traveling, learning about different cultures, and seeing how other people live their lives in different parts of the world.

I arrived in Chile on August 26th, 2022, and honestly, if you ever want to see the true culture of Chile, I recommend arriving during this time. Chileans use September to celebrate their independence from Spain; the 18th and 19th being the days the Chilean government first gathered to organize their independence. The whole month of September you will see street performers dancing Cueca (traditional Chilean dance) at spotlights and in the

streets, lots of local vendors selling traditional foods like empanadas de pino and terremotos, and huge fairs with music and food and dancing called Fiestas Patrias which are during the days of the 18th and 19th.



Chloe in the traditional dress for Cueca during a performance at school on Sept. 18th

Another fabulous way for me to learn the culture was going to school. School at first was hard for me because I was put into a school that is very strict and also has never had an exchange student before. I struggled with the language and the work because the school in Chile starts in March and ends in December, so I entered in the middle of the curriculum. But what I really liked about the school was that I was with the

same class every day with the same people, so I got to make friends really fast and we quickly built strong bonds. It was also cool to be able to use uniforms in school and to try new sports like handball!

Another cool thing about Rotary is that most clubs will have you switch host families at least one time. In my club we rotate families two times, so we have three host families in total. I am super glad I got to switch host families because the difference between my first host family and the host family I have now is so interesting to see! My first host family lived right in the middle of the city in a small townhouse with almost no yard. Now I live in a nice house in the middle of the country, surrounded by olive farms and vineyards and a field of cows right across the street. I also have four dogs now and a nice pool for the 95° summer days.

Now that it is summertime here and I don't have school, I have a lot of free time. I spend lots of time with my host family and both my exchange friends and Chilean friends. With my host family, I watch Chilean telenovelas (TV dramas) with my host sister and host mom while they crochet and I go swimming in the pool with the dogs. With my Chilean friends, we always go dancing at birthday parties or at carretes (which is basically a Chilean way of saying a party that involves lots of dancing and reggaeton style music). My exchange friends are the people I really bond with. In Talca, we are lucky to have eleven exchange students in total, and we all get along just like a makeshift family, because our families are all on different continents. We really like exploring the city together and finding hidden gems that not many people know about. We also really like to share each other's cultures (mostly through making food 🍴).



Exchange students in Chile in the Torres Del Paine National Park



Chloe on a hike with classmates

I also have been lucky to be able to travel all around Chile. If you didn't know, Chile is on the west side of South America, is the longest country in the world, and is considered part of three different continents (South America, Oceania, and Antarctica). With Rotary, I have traveled to the coast of Chile and to the Cordillera de los Andes. I have also traveled to the very south of Chile famously known as Patagonia and gotten to hike thirteen miles to the base of the Torres del Paine. My host family has also taken me to the North to the driest desert on earth, the Atacama, and I will get to go again sometime in March or April with another Rotary trip. Traveling has been one of my favorite parts of exchange because I have gotten to see even the differences in culture within the country itself.

Overall, exchange has not been easy, it comes with a full package of difficulties that will constantly knock you down. There is homesickness, culture shock, struggling to make friends, host family struggles and many more. But there is always someone there to help you, especially in Rotary. And in the end, you will have realized that you have made yourself a life in someplace you never could have imagined. That you have grown to love the people and the culture and grown too as a person. And as I am finding out now, with just over 4 months left until I come home, that going back home seems just as hard as it was leaving in the first place.