






“Service Above Self” Muskegon Rotary in Motion



<http://www.muskegonrotary.org>



2014-2015
Distinguished Service Citation
Awarded to the Rotary Club of
Muskegon
For Your Consistently Outstanding Club Newsletter




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—January 20, 12:00-1:30pm
Hybrid Style – The Delta & Zoom
ReWine Sat Club – Next mtg 1/20 5:15 pm

Mary Anne Gorman, Director
Jeff Lewis, Director
Doug Wood, 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 (1/20/22) — Muskegon Lakeshore Chamber of Commerce

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

Darlene Collet	Jan 13
Joanie Smith	Jan 20
Eric Seifert	Jan 27

THIS WEEK'S MENU

Honey Mustard Glazed Pork Loin with garden salad, sauteed green beans and garlic mashed potatoes

THIS WEEK'S BIRTHDAYS

Kate Scarbrough	Jan 20
Duane Schechter	Jan 20
Steve Dix	Jan 23
Heather Brolick	Jan 30

[Caring Connections Fund](#)

PROGRAMS / EVENTS

1/13 Consumers Energy
 1/20 Muskegon Lakeshore Chamber of Commerce
 1/20 **ReWine 5:15 PM**
 (At Rake Beer Project Brewery)
 1/27 GVSU Annis Water Research Institute

VISITORS & GUESTS

-Emily Morgenstern, Director of Marketing and Government Affairs with Muskegon Lakeshore Chamber of Commerce daughter and guest of **Roger Morgenstern**



-Tom Palmer, co-worker at Shoreline Insurance and guest of **Josh Silvas**



January 13, 2022
 Muskegon Rotary Club
 Meeting Video
[Click Here](#)

-Josh Burgett (Executive Director of Community Affairs with Consumers Energy) and Roger Curtis (VP of Public Affairs for Consumers Energy) guests of **Richard Houtteman**

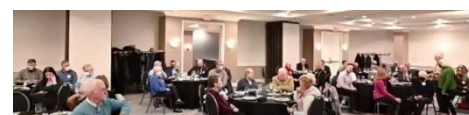


No Student Guests this week.

ANNOUNCEMENTS

Great Attendance

President Jason announced this week's 90-person attendance (64 at the Delta, 26 on Zoom) was the highest Zoom crowd we've had since we resumed meeting in person. Nice turnout, Rotarians! (And, likely, 'thanks Omicron').



Muskegon Rotary's Annual Club Meeting: New officers for Muskegon Rotary were voted on in December 2021 for 2022-2023

President Elect 2022: **Jane Clingman Scott**

President Nominee 2023: **Ginny Sprague**

President Nominee: **Tim Arter**

(approved by vote)

Director: **Marty Sytsema** (approved by vote)

Director: **Aaron Maike** (approved by vote)

Treasurer: Delay for nomination due to Tim as the nominee for president; will be voted on at our January 23, 2022 meeting

President Jason reported that at this week's board meeting, **Kristi Nagengast** was nominated to be the Club's next treasurer. We'll take an official vote next week.

Gary Post Retires

President Jason also let the club know of the resignation of long time (28 years!) Rotarian **Gary Post**, who is retiring. In his letter to the Club, Gary said he greatly appreciated all the friendships and community service work that makes Rotary the gem that it is.

Rotary International District Raffle Tickets



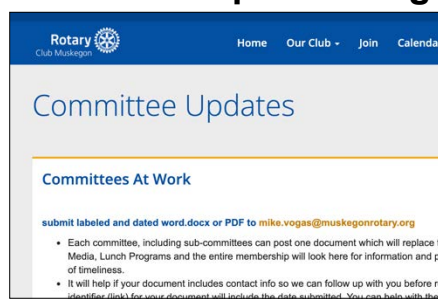
Ginny Sprague made an unabashed plea for money...for a good Rotarian cause, of course! She is selling 50-50 tickets for the RI District Raffle. Proceeds will benefit both our Muskegon Rotary Foundation and also the District 6290 Foundation. The \$20 tickets are available through Feb. 28.

Black Tie for the Y

Randy Lindquist pointed out the Black Tie for the Y invitations on each of the tables, a nice tie in with **Bruce Spoelman's** presentation a week earlier. The fun event is Feb. 5 right at the Delta. Randy said here are opportunities to purchase individual tickets, a table or a sponsorship. Visit www.muskegonymca.org/blacktie for more information. See you there!



New Muskegon Rotary Committee Updates Page



Do you want to know more about what each committee is up to? Head to our website at MuskegonRotary.org and select the drop down menu from the "Our Club" tab. Then click on the "Committee Updates" link to get the latest information on each of our Committees at work. If you are a committee chair or representative, send your committee updates as a Word Document or PDF to **Mike Vogas**. Here is a short video description of how to access this site – [CLICK HERE](#). It's just another thing Mike whipped up in his spare time... Thank you again, Mike! Mike.vogas@muskegonrotary.org

January – Rotary Vocational Service Month



This Week's Spotlight: Greg VanWoerkom



We continued our weekly Vocational Spotlight by watching a video from Greg VanWoerkom, which can also be viewed here – [CLICK HERE](#). Greg, currently a Michigan State Representative serving much of Muskegon County through the 91st District, lives in Norton Shores and has been a Rotarian since 2011. A graduate of West Michigan Christian High School and Calvin College, Greg worked in Lansing and Washington, D.C. before returning to West Michigan in 2010 and working for U.S. Rep. Bill Huizenga. He and his wife have three children, ages 14, 9 and 6. He said being a State Representative is "all about helping people." He enjoys working with fellow Rotarians not only on community projects but also helping folks with issues in Lansing.

Where are the northernmost Rotary Club meetings in the world held?

The Artic Circle—Rotary Club of Barrow, Alaska.



THIS WEEK'S PROGRAM:



Consumers Energy – Why Hometown Service Matters

Speaker: Roger Curtis (VP of Public
Affairs Consumers Energy)

RIM Reporter: **Roger Morgenstern**



We were pleased to
welcome Roger
Curtis, vice
president of public
affairs for
Consumers Energy.
(This RIM
correspondent

must reveal he is recently retired
from Consumers Energy and
enjoyed working for and with this
other Roger since he arrived in
2018!)

Curtis said he learned the
importance of customer service
when he ran Michigan International
Speedway (MIS). One of the
reasons he decided to join
Consumers Energy was because of
the company's focus on what it
calls "Hometown Service."



"So what is Hometown Service? It's
a way of serving customers that
meets them where they are," Curtis
said. "Hometown Service done
right, keeps customers coming back
– even when times are toughest."

Curtis admitted that people going
to MIS had a choice to attend; for
the most part, Consumers Energy's
customers don't have that option.
But he said Hometown Service
matters even more.



"I can tell you with all honesty, at
Consumers Energy, from our CEO
Garrick Rochow on down, we
believe that is an even greater
reason to provide excellent service
and deliver exceptional customer
value," Curtis said.

Jackson-based Consumers Energy is
one of Michigan's oldest and
largest companies, with 8,000
employees and serving all 68 Lower
Pensinsula counties. Curtis said the
company uses that size and
resources to focus on the
customer. In fact, each of those
employees (and this reporter can
confirm this) carries customer
service as an annual performance
goal, or "metric."

"We don't always get it right, but as
one of Michigan's biggest
companies, it's our privilege...no,
it's our responsibility, to strive to
do more – and to be a force for
good," Curtis said.



It's About HOW We Show Up.
Hometown service is leaving it better than we found it.

He said many big companies will try
and convince you that they're not
big. But, at Consumers Energy
"because we are a big company, we
want to lean into being big so we
can go big with Hometown Service
in real, tangible ways."

Many things Consumers has to do,
fix lines, install meters, make
various repairs, etc., disrupt
people's lives, and they know that.
"So it's important to leave our
customers' homes, businesses and
lives better than we found them –
down to the last detail," Curtis said.
For example, Curtis recalled an
outage in Northern Michigan's Fife
Lake. When crews got done with
their work, they took the time to
pick up a number of flower pots
knocked over during the severe
storm.

"It's an incredibly small example,
but it's emblematic of a larger
commitment to hometown service
that's embedded in our culture,"
Curtis said.

He said this Hometown Service
focus translates to other company
initiatives, including its response to
the COVID 19 pandemic, its Our
Town program and its Clean Energy
Plan.



It's About Stemming COVID-19's Impacts.
Hometown service in energy and beyond.

- When COVID crippled
Michigan's businesses, Consumers
Energy trained its Business Center
representatives to be well-versed in
federal and state COVID relief
programs, helping them stay open
or get back on their feet. In 2020,

the company, its employee and retiree volunteers and its Consumers Energy Foundation contributed over \$19 million to Michigan non-profits.

- The Our Town program provided 1:1 matches through local chamber of commerce's gift card programs. For the Muskegon Lakeshore Chamber, that meant 2,500 additional gift certificates that put money back in the community this past holiday season.



It's Making Lives and Livelihoods Easier.
Because this is Our Town, too.

- As part of the company's Clean Energy Transformation, the company is using its successful community transition plan from the 2016 closure of the B.C. Cobb Plant here in Muskegon as a blueprint as it works to be coal-free by 2025 and have net zero emissions by 2040. This includes closing the J.H. Campbell Complex in nearby West Olive 15 years earlier than originally planned. As it did in the Cobb closure, Curtis said the company is committed to finding new roles for Consumers Energy employees who want to remain, helping local leaders pursue new economic futures and fulfilling the company's environmental responsibilities at each of the closed sites.



It's About Leaving No One Behind.

Preparing coal plant employees and communities for new possibilities.

RIM Reporting Team

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Lori Weiler lori.weiler@summitlawncare.net

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.



Pop Cans for Interact!



Please help Rotary Interactors **Eliza Piper** and **McKenzie Covington** with their upcoming March 11-20 Honduras service trip expenses by donating your cans and bottles this month. Please call, text, or email **John Noling** or **Blake Cramer** for drop off or pick up. THANKS ROTARY!

Hosted by Honduras Compassion Partners (HCP) and the Rotary Club of La Paz, Honduras, they will:

- Install and inspect bio-sand water filters
- Prep and install engineered latrines
- Visit a Chispa Project elementary school library
- Tour HCP's vocational training center in La Paz
- Visit an HCP project community and learn how projects are organized
- Attend meeting of the Rotary Club of La Paz



Club Directories Available

Club directories are in and available. For pickup at future meetings. If you're joining via Zoom and would like a directory mailed, please email Kim at muskegonrotarycc@gmail.com