






“Service Above Self” Muskegon Rotary in Motion



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

http://www.muskegonrotary.org

Jason Piasecki, President
Jane Clingman-Scott, President-Elect
Ginny Sprague, President Nominee
Mark Meyers, Immediate 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 Meeting July 22, 12:00-1:30pm

Hybrid Style – Delta Marriott & Zoom

ReWine Sat Club – Next mtg 8/5 5:15 pm

Mary Anne Gorman, Director
Jeff Lewis, Director
Doug Wood, Director
Asaline Scott, Director
David Ramos, Director
Marty Gerencer, Director
Susan Hoelkeboer, RIM Reporter
Lori Weiler, 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 (7/22/21) — Muskegon Museum of Art Expansion Project

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

Jane Mountain

REFLECTORS

Alan Alpert	July 22
Michael Miller	July 29

NEXT WEEK'S BIRTHDAYS

Eric Messing	July 23
Ryan Rozycki	July 23
Greg VanWoerkom	July 24
Don Crandall	July 27

Don't forget [Caring Connection Fund!](#)

PROGRAMS / EVENTS

7/22 Muskegon Museum of Art Expansion Project
7/29 Remarkable Service
Next ReWine meets 8/5 in person most likely [Rake Brewery](#) (794 Pine St) 5:15 pm

Sign up deadline for July 29
Rotary Lunch is now NOON
July 23. Sign up [HERE](#).

YOU WILL RECEIVE A CONFIRMATION EMAIL. Any questions contact [Kim Boersma](#) or [Kathy Betts](#)

Due to technical difficulties the Zoom recording of this week's in-person meeting is not available. You can check out this week's program in its entirety [here](#).

VISITORS & GUESTS

Club Coordinator **Kim Boersma** made an in-person appearance for the first time!

Craig Wickander is retired from



Mastertag and was a guest of **Tim Arter**.

Justin Kitcha is the owner of Shoreline



Communications and on his way to becoming a Muskegon Rotarian.

Justin was the guest of **Jamie Hekker** and his application for membership has been approved.

In his first meeting as a full-fledged



Rotarian, **Chip Chipman** is already bringing guests. He recently met

Brandon Esleck at the Burl & Sprig Fest where they discussed our downtown's growth and their mutual love for our city.

ANNOUNCEMENTS

The Club Directory needs any updates you have by **July 31**. Please reach out to [Kim Boersma](#) with any changes.

Thank you to the Social Committee and everyone who came out for Rotary Night at the Muskegon Clippers game last Wednesday! **Susan Besteman** snapped photos of all the fun. Go to [Pages 5-6](#) to see them all.

Parties in the Park this year is putting on a two-day event in August instead of its traditional party lineup. Chairperson **Merica Dobray** has been asked to help arrange volunteers.

Merica is also looking to see how much interest there is for 2021-22 for

Rotary apparel or other items.

Contact Merica directly merica.dobry@gmail.com.

The next **Food Truck** is scheduled for **July 27** in Muskegon Heights and needs 15 volunteers. Please contact [Arn Boezaart](#) to help. There will also be trucks on September 22 and November 17; and in Whitehall on August 7 and October 9.

Meal and Dues Reminder:

- a) Meals are included in your dues.
- b) It's meaningful to sign up.
- c) The Friday deadline is firm because that's what the Delta requires.
- d) The club pays if you sign up and don't show up.
- e) Knowing the number of attendees also helps with food waste.

Vocational Spotlight

This week's member spotlight was on



Gary Nelund. Watch the entire video [here](#) to learn more about Gary's introduction to Muskegon

Rotary by his sponsor **Bob Scolnik**, his 3rd term as Mayor of Norton Shores, and his day job as a State Farm agent.

ReWine Meeting Notes from July 15:

Merica Dobry is putting together another swag order. Esther said she would reach out to Merica to see if we could get ReWine logo items as well.

PIP is scheduled for August 20 & 21. Volunteers are needed. Some discussion of a Rotary PIP on August 27 is happening. Stay tuned.

Grape Escape is planned for Spring 2022.

John Noling gave an update on our Interact and Rotaract clubs. Some are still hanging in there while others are not.

If you haven't already done so, get your ClubRunner information up to date.

Food trucks in July looking for volunteers.

Next ReWine meeting is August 5 in person at Rake Beer Project (serves both beer and wine) 794 Pine St., Muskegon. We will meet outdoors at the brewery, weather permitting.

THIS WEEK'S PROGRAM: The Boys and Girls Club of the Muskegon Lakeshore

Reporter: **Susan Holkeboer**

Moderator: **Nancy Crandall**

Panelists: **Dakota Crow**- CEO of BGC
Chris McGuigan - former Community Foundation President & supporter of BGC

Crystal Hunter- BGC Area Operations Director (makes sure all the programs at each and every site are rocking and rolling)

The Beginning of the BGC (The Boys & Girls Club of the Muskegon Lakeshore): **Chris McGuigan** told us that while she was at the Community Foundation there were a couple of community attempts to create a place for kids, especially after school. United Way started the lights and **Jim Fisher** star lights after school. Those efforts answered some of the desires for a place for kids, but most things that happened at the foundation involved a staff member. First people from the community (including Jack Kennedy) came to the Foundation asking for leadership. Teresa Williams was with the Foundation and said, "We should be doing this!" The Foundation and the group kept talking and Chris asked the Foundation Board to support making an attempt to look at the actual Boys and Girls Club of America. They were supportive. John Swanson signed a letter with Chris asking for members for our first BGC board. Fifteen community leaders were asked to be on board. All said yes, they would sign on. To begin they would need \$1 million so that they could comply with what the BGC of America said was best practices of having three years of operating revenue on hand. The Foundation staff then found \$250,000 that could be used toward the goal if the rest of the million was raised by the 15 leaders. The BGC of America sent fantastic help. Dana Pink was at our side, the Holland BGC

helped us, also the Grand Rapids BGC helped. They sent us applicants for the Executive Director. **Dakota Crow** was first on their list and ended up first on our list. In 2015 we took off.

Dakota talked about how the club has grown and evolved in its six years of existence. It's been a really beautiful ride and a lot of it stems around a couple different things. The relationship piece - the founding board and working with the BGC of America, the other regional agencies, school districts, other agencies in town - has created a foundation for some successful things to happen for kids. Really it started in the basement of Nelson Elementary School with 30 kids on day one in that tiny basement. When Dakota first walked into the basement, it was just pretty much all storage and about a layer of dust on everything. It was basically an open canvas. They cleaned it up in about two months. Ryan Bennett, Jack Kennedy, and Lasko helped pull together some plumbing. Dakota learned how to plumb that day (Dakota says he's not good at it yet, but it was a really neat start).

One of the original members, the first couple days in, said "This is real cool you know, how long is it going to last?" That really made for the realization that there was a lot of turnover of programs and people in and out of kids' lives. So they have been committed before they got here, his family, himself and the board. Those kinds of messages were sounding throughout the years. It's what kind of inspired the ability and desire to move into Muskegon Heights Academy and start the second site back in 2016 and then move to Timberland.

There are two sites at Orchard View, both middle and elementary schools; Oak Ridge has two sites, middle and elementary; and BGC has a great partnership with the City of Muskegon who didn't operate the parks program.

"The date-to-day impact is a kid running through the membership door with their spelling test one week. With encouragement, they keep improving."

You get to collaborate with others on activities during the evening times and other opportunities. It started from that day one and evolved into a multi-site organization and it's been beautiful as far as the impact on kids. You hear of the grade impact and the truancy impact but what equates to the date-to-day impact is a kid running through the membership door with their spelling test one week. With encouragement, they keep improving. You keep seeing success from week to week. It's been a really neat ride. Crystal and the team have done such a great job of building the foundation of what it takes to give great opportunities to kids - out of school time and getting to partner with multiple school districts and pull that out on the day-to-day and the other school time. It's the most that you can possibly have because it's opportunity after opportunity.

Crystal told us about what makes up a successful out-of-school program. There are four themes for that.

It just has to be safe. We have strived through COVID this year, environmental circumstances, societal and cultural circumstances so first and foremost it has to be safe in a place where kids can feel safe both physically as well as emotionally.

It also has to be accessible.

Somebody has to find a way to get to these wonderful safe places. Intentional programs also make for success of after school, not that babysitters aren't wonderful and amazing, but we do more than babysit. We do more than just have young

people in our care. They are learning, they are exploring, they are developing, they are being exposed to new opportunities that they normally would not have the chance to see.

Crystal said that out of all of the successful after school programs that she's seeing across the state the one thing that's going to set them apart, is that **there are caring adults who work with the youth day-to-day**. We don't know the circumstances our young people are coming from, sometimes they come because of a need and then sometimes they come because of a desire like mom is strict she would rather hang with you or dad is doing all they can to provide for our family or they may be homeless. The number one need in the program is for caring responsible adults that are never going to give up on the young person that they see every day.

Crystal said that some of the biggest successes with our members has been an increase in academic success, an increase in math and reading proficiency, and an increase in attendance in school day activities.

One of the favorite increases is in social emotional awareness. When she talks about those targeted programs, they are helping young people learn at an early age what it means to be a responsible decision maker, what it means to be an advocate for their own education, or an advocate for their community, what it means to build relationships in healthy ways.

With our work we may not see success right now, but you just wait. Ten years from now when we have a President of the United States and they say who made the difference in your life? We're hoping, wishing and praying that BGC of Muskegon Lakeshore will

produce a president and just all-in-all those that are productive and caring individuals in our society.

Chris told us that the BGC board is made up of exceptional committed people, they're passionate about the BGC and Muskegon. Every person is unbelievable. Our staff - Dakota Crow is a remarkable person. He started this at 25. Chris has huge trust in him. He has attracted people like Crystal, like Michaela Taylor, like Deborah Santiago-Sweet, all these young people who are so smart and so committed.



Thoughts on the new building from Dakota.

I think we need to start with kind of honoring tradition. We can look around the audience. **Jack Briggs** was on the original committee back in 1977 or 78 that started the campaign for the building which has served the community incredibly well since 1978.

"...the building is a tool to reach kids."

I think starting by honoring that legacy and then continuing on in several different ways we have planned. As far as programs go BGCwise, the building is a tool to reach kids. Whether it's site-based in the school, whether it's a park site, or whether it's the clubhouse, we've been looking for a home for quite some time and many of you have probably had input on ideas for the site. I think the kids won fairly big here by the clubhouse being at the former YMCA building (former

Lakeshore Fitness Center) so as far as the use of the community piece you know our first priority is obviously youth and I can't think of a better place to give our kids in the out of school time, summer and during the school year. The 5½ beautiful acres with an incredible facility right on the waterfront with a robust transportation plan so kids can get safely home and where schools can transport to the building directly after school. So really this building becomes an incredible tool to serve kids and when you think about that tool being used to access opportunities - the bike path and the waterfront. Thanks to people who have been supportive.

Brad and Kathleen Playford talked to us about their philanthropy and their adventures which started the adventure sports program which today is everything from kite boarding which starts with swimming, goes to kayaking and biking and everything. So you've got the bike trail, the waterfront, all these incredible opportunities.

Howmet is it going to help put in a STEM lab which is state of the art. Mr. Tom DeVoursney is going to put in an art studio. We'll have all the rec rooms. Check out the website for all those that are making it happen www.BGclubmuskegon.com.

The other piece that's going to serve the community really well, honor the legacy, and frankly be a very big support to the community is this community-based center. Using the building in that format, essentially half of the building will be utilized to give kids a great experience because that clubhouse experience is what it's all about. When I talk to a lot of people, like the Friends of the Lakeshore Fitness Center, trying to find out what makes the place so special, really what it was was the same thing - the sense of belonging which is essentially the club experience just for adults in that case. Thanks to Chris and Gary and a lead gift we are going to be able to pull

off a health club-type center whether we can operate that ourselves or partner up with other folks. It's something we're very proud of, we're still working out the logistics. We'll have some more information as it comes. We're definitely excited to start the renovations, which we hope will start in January 2022, to really be able to fulfill what we're attempting to do - opportunities for kids and then the other side of the community health center as well. Having a location for all is what this is all about.

Chris was asked about how BGC aligns with her philosophy of philanthropy. She said that this project rang some chimes with her.

#1 - 2020 was horrible for a lot of people and really great for some people - people who didn't have kids at home, people who didn't have a job to lose, people who didn't have to get up and try to figure out every day how to run their business in this new environment.

"...seeing everyday people do things they don't have to do, it's not their job to do, it's the thing that makes Muskegon great and better every day."

I got my philosophy from a lot of philanthropists that I've met and worked with over the years. One said "When your kids are out of college, it's like getting a pay raise". Another who said "American capitalism doesn't work without philanthropy. If you're making all this money, you've got to give it away." Just seeing everyday people do things they don't have to do, it's not their job to do, it's the thing that makes Muskegon great and better every day. So we saw this project - it rang the beautifying the lakefront bell, it rang giving our kids home, leveling the playing field for all

kids, every kid can be on the waterfront.

Be sure to contact Dakota with your thoughts on the project. Dakota told us that to become more involved talk to him one-on-one. He's in the directory, give him a call or email. Get that set up. You can also donate. For more information check out their Facebook page [here](#) or their [website](#).

Throughout the program, Dakota made us laugh and smile with his antics.

Please send your committee reports to [President Jason](#) by end of business day Tuesdays to make sure they are included in the Thursday meetings.

The Trivia Question from



President **Jason Piasecki** this week is, "Who is the tallest

Muskegon Rotarian?" Coming in at 6'7", this honor goes to **Jim Rausch**.

Rocket City Rotary Interact VP Miranda Hudson and President Sonja Schmidt are

cashing in for the upcoming Interact year by building up the club treasury. Thanks Rotarians for your generous donations! Keep them coming!



Contact **Blake Cramer** or **John Noling** to donate your cans and bottles and help Rotary Interact.

Interact Insider

Life Leadership Conference Reflection

Bret Hosmer, Holton High School

With the conclusion of the 2021 Life Leadership Conference, I was overcome with absolute inspiration. I learned so much about myself, and how to lead and bond with people significantly better. I learned about my personality type and how to respond to other personality types. The list really goes on, but to shorten this up, I'm going to tell you about some of my favorites.

The first thing that stands out to me is the "flip your 20" mindset. When Molly first went over the meaning of "paradigm", I immediately loved the thought of it. I've recently discovered myself that everything really is only as big of a deal as I make it, and the way Molly put it into words was fantastic. The "pair of dimes" relation is a great way to give the philosophy of paradigm a physical form, and it makes it almost impossible to forget. I will definitely explain the concept of paradigm and flipping your 20 to all of my friends, and anybody that I think needs to know it.



The second message I was left with is that you should never let somebody else "live in your head

without paying rent". If I recall correctly, Molly is the one that said that too. I just absolutely love Molly. The things she said really stuck with me, and she brought so much value to the conference. Although Molly really moved me, I can't say that I didn't love everybody there. Dave, Kaytie, Anne, Pinky, and everybody else that joined us were all really amazing people. Anyway, simply put, I learned that you have to be the pilot of your own mind.

The 2021 LLC was unusual from the rest, however the messages delivered were just the same. I learned so much over those 4 days, I can't imagine that in-person could be that much better, although I've never attended one in person. Point being, the Muskegon Rotary program did an outstanding job of adapting to the virtual setting. If the opportunity of me attending a conference in person appeared, I would be elated. The Muskegon Rotary is such a great organization, and being a part of it in any way is a major goal of mine.

Muskegon Rotary Clipper Carload Party Wednesday, July 14, Marsh Field



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More Clipper pics





Great big thanks to the organizers of this event, everyone who attended, and Susan Besteman for photos.