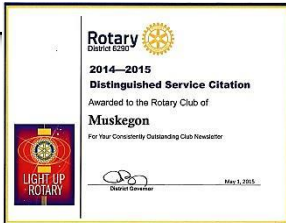




# "Service Above Self" Muskegon Rotary in Motion



<http://www.muskegonrotary.org>

Mark Meyers, President  
Jason Piasecki, President-Elect  
Jane Clingman-Scott, President Nominee  
Tim Arter, Treasurer  
Linda Juarez, Past President  
Kathy Betts, Secretary  
Orville Crain, Director



## Muskegon Rotary Club

Club 16 (2809) – District 6290, Chartered May 1, 1916  
Next Meeting June 17, 12:00-1:00pm

From Your Laptop, Phone, or Tablet  
ReWine Sat Club – Next mtg 6/17 5:15 pm

Mary Anne Gorman, Director  
Jeff Lewis, Director  
Ginny Sprague, Director  
JD Wallace, Sr, Director  
Doug Wood, Director  
Susan Besteman, 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 (6/17/21) — SAGA: Sexuality and Gender Advocates

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

### REFLECTORS

Eric Seifert June 10  
Jim Schiltz June 17  
Jane Mountain June 24

### NEXT WEEK'S BIRTHDAYS

Annette Jack June 22  
Joanie Smith June 22  
Don't forget [Caring Connection Fund!](#)

### PROGRAMS / EVENTS

6/17 "SAGA: Sexuality and Gender Advocates"  
6/24 Muskegon Public Art Initiative  
7/1 Club Assembly/Passing of the Gavel  
Next ReWine meets 6/17 in person  
Wonderland Distillery 5:15 pm

### GUESTS

Meggie Kwiatkowski (whose name was brutally misspelled in last week's RIM by the Editor) was a guest of **Mike Vogas** today. Meggie has been approved by the Board for membership.



Cody (Chip) Chipman, guest of **Nancy Crandall**, has also approved by the Board for membership.



### ANNOUNCEMENTS

#### MEETING IN PERSON

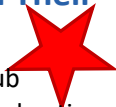
We may once again meet in person as soon as **June 24**, which would allow President **Mark Meyers** the opportunity to host **ONE** Rotary meeting in person before he leaves office. Watch for Signup Genius as it will require 7 days' notice and a head count for in-person meetings at the Delta. These meetings will be hybrid so anyone not able or comfortable with in-person meetings will still be able to join live via Zoom.



**The Seaway Run** registration deadline is **June 14** and the run is **June 26**. [Register](#) or [volunteer](#).

### For New Members and Their Mentors

Incoming Muskegon Rotary Club President **Jason Piasecki** will be hosting a happy hour **June 21 from 5-6 pm** at Revel, 351 W. Western Ave, Suite 200. It is above Boomtown Market and across from Unruly Brewing Company. Let [Jason](#) know if you can make it.



### COMMITTEE REPORTS

#### Diversity, Equity & Inclusion

**Doug Wood** and the DEI Committee are inviting members to become part of Peace Builders effort that the Club is embarking upon. The Board this week approved the idea to pursue the designation of being a Peace Builder Club along with hundreds of other clubs around the world. If you are interested in promoting peace in Muskegon and beyond, contact [Doug Wood](#). You do not need to be part of the DEI Committee to participate. Get all the details [here](#).

"Equality means more than passing laws. The struggle is really won in the hearts and minds of the community, where it really counts."  
- Barbara Gittings

## ReWine Notes from June 3:

### Taking Back Muskegon

Guest Michelle Tyson gave us a brief history of "Taking Back Muskegon". The group was amazed by how much she has accomplished in so many different ways here in Muskegon. It was suggested that we get Michelle at the noon time meeting to share her story. One of her main focuses is in helping out young children in Muskegon Heights, she targets kids in the 7-10 age range but really helps out any children in need. She is always looking for people to bring their skills to share with the kids. If you have a skill you think you might be able to share, please contact Michelle at 231-343-5397 or [takingbackmuskegon@yahoo.com](mailto:takingbackmuskegon@yahoo.com).

A new ReWine Chair and Note Taker will be selected at the June 17th meeting. If you are interested in either position, please let **Michelle Burley** know.

### Upcoming ReWine Events:

**June 17:** Meet in person at Wonderland Distilling Co., 1989 Lakeshore Dr., Ste. B (weather and COVID restrictions permitting).

**June 17:** Lakeshore Ethnic Diversity Alliance (LEDA) Summit. Virtual, cost \$85.00. Link for more information and registration [here](#).

**KUDOS** To Muskegon Rotarian **Ed Hendrickson** for donating 75 hand-made violins to Muskegon Public Schools. After he heard **Joanie Smith's** plea for donated instruments for the Muskegon band program, Ed reached out and generously provided the violins that, according to him, "were on my shelf and not making any music."



This story was featured on WZZM13. Watch the full story [here](#). Thank you, Ed, for your craftsmanship and your generosity.

## WEEKLY COVID REPORT

**Kathy Moore** reports "we're not out, but we're on the *EDGE* of the woods" with stats looking good this week. We are under the 5% positivity rate at 3.9% and are more in line with the rest of the counties in the West Michigan region. Breakthrough cases (confirmed COVID-19 cases in fully-vaccinated individuals) are to be expected and Muskegon County's confirmed number is 130 and 19 probable. However, it is only 0.002154% of the County population. For up-to-date COVID-19 information, check out Muskegon County Public Health's website.

Public Health: [www.Muskegonhealth.net](http://www.Muskegonhealth.net)

Vaccination coverage is up and 55% of Muskegon County residents have received at least the initial vaccine. This does not include kids 12-15 years old.

<https://www.maskupmuskegon.org/vaccineinfo>

**Christine Robere** reflected on the impact of hiring for nonprofits in the area. They are facing the same struggles businesses are having with staffing and funding shortages. She encourages all of us to keep in mind the needs are still there and many agencies are regulated in how much they can pay; building more housing requires some changes in local regulations; just a few examples.

The United Way Annual Day of Caring is now scheduled for **September 10**. As always, volunteers are needed and Muskegon Rotary usually provides a sizable team. They are looking for projects and ideas. If you have any to share, please reach out to [www.unitedwaylakeshore.org](http://www.unitedwaylakeshore.org).

### New Member Induction

Sponsored by **Jim Fisher, Donata Kidd**



is the newest member of the Muskegon Rotary Club. Donata, a Muskegon County native, has been employed with Muskegon Department of Health and Human Services for more than two decades.

Donata took on the role of Interim Director last year and was officially named Director in January. She has a Business Administration Degree from Baker College and is a United States Army veteran. Welcome, Donata!

### Food Truck Update

**Arn Boezaart** reported another successful food truck last Saturday morning, jointly supported with the Whitehall-Montague club.



We had a good turnout of volunteers, with a dozen Rotarians, and community volunteers. Approximately 70 households were served through a noteworthy collaboration of community organizations consisting of the two Rotary clubs, White Lake Congregational UCC church – facilities and volunteers, WL Arby's restaurant, Feeding America-West Michigan and some dedicated community volunteers who wanted to make a difference. A good effort was made by all.

### June 7-13 is MuseumWeek

It is a worldwide celebration of cultural institutions. Have you been on the hunt for Mini Moxies? The Editor



found one. Can you guess where? Hint: There are 20 of them hidden around the

city. Grab a "Mastodons on the Loose" brochure from the museum or Visitors Center. Use the clues to see how many Mini Mastodons you can find!

If you missed this week's Zoom meeting, a recording is available to view [here](#).

## THIS WEEK'S PROGRAM: Wonderland Distilling Co, Pigeon Hill Brewery Co, and Rake Beer Project

RIM Reporter: **Susan Besteman**

Facilitator: **Dave Alexander**

**Dave Alexander** introduced Allen Serio, co-founder of Wonderland Distillery, Josh Rake, CEO of Rake Beer Project and Joel Kamp, CEO of Pigeon Hill Brewing Co.

Craft brew beverages have taken a multi-generational movement not only here but across the country, according to **Dave Alexander**. In 2019, craft beverages in Michigan from the Brewer's Association show there were 21,596 employees (pre-COVID) in this industry and the total payroll neared \$1 Billion with an economic impact of \$2.5 Billion which placed Michigan in 10th place nationally for this industry.

Allen Serio, owner of Wonderland Distillery, opened the business doors in October 2020 (beginning the project in



2018). Despite COVID setbacks, Allen is thankful that the Distillery is thriving today. His background

has been in the food and beverage industry almost his entire life, working mainly in the vendor channel with the last ten years primarily with the craft beverage focus. From the early 2000's, he had a front row seat of the boom of craft beer in Michigan.

[Wonderland Distilling](#)  
1989 Lakeshore Dr

Joel Kamp, CEO of Pigeon Hill Brewing Co., went from working as a CPA to the craft



brewery industry. A nice craft brew after tax season must have led to a passion for craft brews,

he jested. In all seriousness, Joel was always interested in business and went to college for business. He then moved his entrepreneurial spirit to the craft brewery movement and started forming a team with others who had similar passions and opened in 2014 after working on it since 2012. He remembers the risk at that time and is grateful for where everything is at today. The production facility now on Shoreline Drive for canning many of their brands and distribute throughout Michigan (especially the Upper Peninsula). Joel is proud to say they just opened up in Central Florida through Miami and are distributing there now too. Through COVID, their keg sales went down a bit but now that places are opening back up, the numbers are coming back up. They also do a little with spirits and wine to give a couple more options at the retail channel. [Pigeon Hill Brewing Company](#)  
Taproom: 500 W. Western Ave  
Brewer's Lounge: 895 4th St

Josh Rake is a more recent entry into the craft brewery industry but is full steam ahead with the Rake Beer Project. Opened since 2019, they are beginning to feel a sense of normal business operation now that COVID restrictions are lifting, and summer is here. Josh was born and raised in Muskegon and has been working with other breweries throughout the state for about six to seven years before opening his business. With his love for Muskegon,



Josh had his sites on following the footsteps that Pigeon Hill Brewery Co. laid down for this business

industry and contributing to the growth and development for downtown Muskegon. Their specialty is a riff off traditional farmhouse brewing and are known for their sour beers (tart in flavor); however, they do produce a little bit of everything). They also are known for connecting the past to the future with their brew flavors and styles. Sour beers are produced through more of a hands-off brewing style and letting nature take control (for example using the natural lactic acid inoculation with fruit, wild

yeast, and/or leaving the lids off for the natural air and natural microbes).

### How did we get to this progression of craft brewing?

Joel mentioned that we were known as a beer tent area and a lot of that drives craft brewing sales. Allen attributed the progression in downtown Muskegon to the openings of Pigeon Hill Brewery Co. and Unruly within a few months of each other. With these businesses, it seemed to open the opportunities for community members and visitors to enjoy craft brewing here in Muskegon. Allen also believes that Muskegon was ripe to become a craft brewing community because of the position and readiness into something bigger. There is a sense of a welcoming community here. Also, they have noticed that people are attending breweries and distilleries daily and when there are a few choices available close to each other, people tend to want to visit the community more. Josh felt Muskegon is different than other areas for this industry because of the choices available here; the opportunity to go to three different breweries and three different distilleries and even the few up in Whitehall and Montague. He hears community members appreciate the different flavor of each space.

[Rake Beer Project](#)  
794 Pine St

### How is distilling different from brewing?

Brewing is the first step in the distilling process, according to Allen. Distilling is brewing first and then extracting that alcohol from the brew. Allen also noted that distilling shows about a seven-to-ten-year lag behind brewing as the next wave of craft brewing with craft cocktails.

Allen also commented that when a customer walks in the door, they know that they are not only representing their business, but they are also representing the community as well. The businesses here are all on this same page and are working together for the growth of their business and community.

### How has the Rake Beer Project come out of opening during a pandemic?

Josh feels they have come out as an opportunity to think about who

they really want to be and be lean right from the start. Although he wouldn't recommend opening during a pandemic, he feels the positives of what they went through have made them better off for going through the difficult times initially. Allen's first product they ever sold was hand sanitizer because of the pandemic. He also reiterated that he also learned very quickly how dynamic your company is and how to overcome obstacles. Within a 72-hour period, they pivoted their business model, had to find new supply chains and vessels almost overnight. As quickly as it came, it seemed it left just as quickly and was a very strange experience overall, but they learned a lot in a very short time.

**Is the craft brewing industry now oversaturated or is there still room for more?**

Joel did not feel it was oversaturated at this point. The more players come in, the more scrutiny the quality and innovation will become. Joel also believes this will be the same scrutiny the stores will use for their shelves. If the quality and innovation aren't at the top, the stores will look at the shelf-stock turn-around times.

**Burning Foot is back on!** Allen is "scrambling" since being delayed due to the shutdown, but it is coming together quickly and just fine.

**BURNING FOOT BEER FESTIVAL**

Community engagement is huge and they are excited to be able to highlight Muskegon again this year with around 80 different breweries. Save the date-- **August 28th 3-9:30 PM** with a similar format to previous years.

**How important is the use of infrastructure to your industry?**

Joel replied that infrastructure is very important, but they personally are not at the size that wastewater facilities any bigger than currently available are necessary. They are fortunate to have the infrastructure and capacity they do have now including all the freshwater around. All three appreciated the infrastructure and especially the freshwater around and Allen even commented that for them, "water is life."

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**Community Mosaic Project Lakeshore Art Festival**

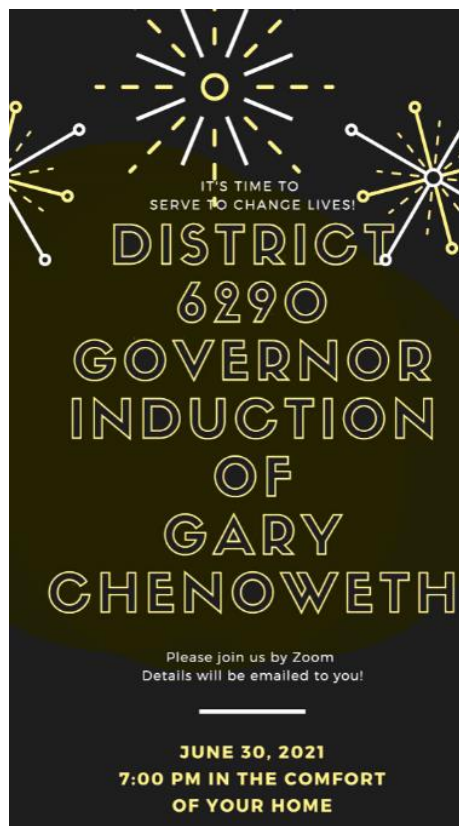
Take part in the first ever Lakeshore Art Festival, Community Mosaic Project! Reclaimed wooden 4x4 square tiles will be available to the community as mini canvases to create art upon between **June 1-24**, while supplies last.



(photo credit VisitMuskegon.org)

Pick your tile up at one of these participating locations during their regular business hours:

- Art Cats Gallery
- Arts Council of White Lake – Nuveen Center
- Blended Furniture
- City Center Art Gallery
- City of Muskegon – City Clerk's Office
- Muskegon Museum of Art
- Read Muskegon



**Thank You John Severson for Your Service as United Way of the Lakeshore Board Chair!**



"Behind every changed life is someone like you who made it happen". –author unknown

One of my favorite quotes and one that is certainly true for our retiring board chair John Severson. John came into our community several years ago with a passion to serve. As our Muskegon Area Intermediate School District Superintendent, he was instrumental in getting the Muskegon Promise funded and realized. He and his team through the Thrive initiative have collaboratively engaged in improving the graduation rates and career readiness of our youth, expanding early childhood preschool and other early childhood supports like Read Early Read Often. He worked closely with Healthwest to expand mental health services and trauma-informed care training in the schools. His efforts have led to the expansion of school counselors and literacy coaches throughout the school districts to support our kids. He has collaborated with our County Prosecutor and others to reduce truancy, one of the greatest challenges to student success. And over the last few years, he has led efforts in the schools to bring diversity, equity, and inclusion training to his team and other school districts in the county. A champion. A leader. For sure.

... While no one person can do it all, he was at the forefront engaging to listen, guide, and support wherever he could help. He is a true servant leader. For this, we commissioned a poster drawing to reflect his heroic service for our community given to him as a token of our appreciation from the United Way of the Lakeshore Board and staff.

---Christine Robere, President, United Way of the Lakeshore

## THE Obvious “Burning Question” for Wannabee Muskegon Rotary Club Presidents

By Bill Loxterman

There is an important question over which aspiring Muskegon Rotary Club Presidents undoubtedly fret: Is there life before and after ascension to the throne of leadership? Fortunately, for those future Club leaders, the Club RRRR (**R**oving **R**otary **R**esearch **R**eporter) – self-appointed – offers some newly acquired information for the benefit of future Club Presidents.

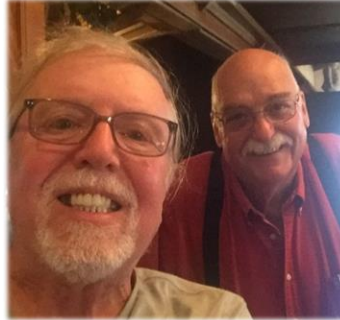
The short answer to the question is YES! And here is some evidence to support this all-important proclamation: Folks may be surprised that your noted RRRR’s recent research travels uncovered an amazing U.P. (as in Upper Peninsula) connection! Indeed, no fewer than TWO former Club Presidents have direct ties to the Upper Peninsula--- and this involves WAY more than just a love of the popular and ubiquitous PASTY!



The girlhood home of Nancy McCarthy appears on the Iron Mountain hill in the background.

Amazingly, former club president (2002-2003) **Nancy McCarthy** grew up in Iron Mountain—so close to Wisconsin that, reputedly, her high school graduation headgear was a triangular chunk of yellow foam. In search of corroborating evidence, your reporter managed to photograph the house in which she lived prior to moving to the civilized world of Muskegon.

Her house, coincidentally, is conveniently located just up the hill from the famous Romagnoli’s Italian Restaurant (try the Roman Holiday plate.) Further evidence of McCarthy’s past life was verified by speaking with her friend and restaurant owner Dwight Romagnoli (pictured below with your reporter while taking a break from concocting excellent cocktails.)



Dwight Romagnoli acknowledges a longtime friendship with former president McCarthy.

Indeed, Dwight noted that they have been friends since high school, although she attended Iron Mountain schools while he went to neighboring Kingsford. All righty then—life BEFORE becoming a Muskegon Rotary President has been verified.



Your reporter enjoys craft (Keweenaw Brewing Co., Houghton, MI) beer with Ken Krause and Suzanne Bohjanen at the top of the Keweenaw Peninsula in Copper Harbor.

Life AFTER Rotary presidency can involve the Upper Peninsula as well--- just ask Ken Kraus (Rotary Pres. 2009-2010) who now lives in Laurium (adjacent to Calumet, just north of Houghton.) Ken and his lovely and talented wife, Suzanne Bohjanen (yes, she is 100% Finnish), live in a terrific vintage home replete with a backyard sauna.



A view inside the inner sanctum of Ken Kraus’s very own wood-heated sauna in his backyard in Laurium, MI.

They have acquainted themselves over the past four+ years with exceptional knowledge of the Keweenaw Peninsula’s storied history. Needless to say, Ken and Suzanne provided an outstanding tour of Copper Harbor and its Brockway Mountain, which is just 45 minutes north of Laurium. Excellent hosts that they are, a visit to their home included an awesomely delicious breakfast of Finnish Oven Pancakes!

And so it goes (that line seems oddly familiar) that indeed, there is definitely life BEFORE and AFTER the wonderful experience of serving as president of the Muskegon Rotary Club.

\*\*\*\*

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