

"Service Above Self"

Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



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—March 10, 2022, 12:00-1:30pm
Hybrid Style – The Delta & Zoom
ReWine Sat Club – Next mtg 3/17 5:15 pm
Walker's (Inside Delta Hotel)

Mary Anne Gorman, Director
Jeff Lewis, Director
Doug Wood, Director
Asaline Scott, Director
David Ramos, Director
Marty Gerencer, Director
Chip Chipman, 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 (3/10/22) — FARM & W. Mi Food Processing Initiative

The FARM is up & running at MCC - Who is "in" & what are they producing?

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

Dan Hartman

REFLECTORS

Joanie Smith	Mar 3
Open	Mar 10
Darlene Collet	Mar 17
Bill Erickson	Mar 24

THIS WEEK'S MENU

Caprese Chicken

NEXT WEEK'S BIRTHDAYS

Timothy DeMumbrum Mar 11
[Caring Connections Fund](#)

PROGRAMS / EVENTS

3/3 Precise Writings
3/3 **ReWine 5:15 PM**
The Salty Pecker
3/10 The FARM
3/17 Harris Hospitality
3/3 **ReWine 5:15 PM**
Walker's (Inside Delta)

March 3, 2022
Muskegon Rotary Club
Meeting Video
[Click Here](#)

VISITORS & GUESTS

Dana Sitzler
(U of M
Assoc. Dir.
of State
Outreach in the Office of VP for Gov.
Relations) - guest of **Cathy Brubaker-Clarke**



Lionel Alexander
(Director of
Recruiting
at HPMLA)
– guest of **Kathy Moore**



Drew Maus (Shelby State Bank
Commercial Loan Officer) and Joanne
Stoneburner (SSB Mortgage Loan
Officer) - guests of **Kris Collee**



Student Guests



Welcome Muskegon Catholic Central
Crusaders! **Marty Sytsema** introduced
High School Principal Matt Callow.
Matt introduced seniors Erin LaVigne
(pursuing Nursing at St. Mary's Notre
Dame or U of M) & Elliot Riegler
(Kinesiology at MSU or U of M)

Muskegon Rotary Board

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ANNOUNCEMENTS



New Members



Emma Peterson

Emma Peterson is the Director of Philanthropy for Mercy Health Muskegon. She's been there just shy of three years and feels lucky to get to do what she does each day — working with donors who want to support our community's health care system and our patients. Prior to this, Emma worked for the Community Foundation for Muskegon County, the West Michigan Symphony and the Muskegon Luge Adventure Sports Park. She said she owes **Heidi Sytsema** and **Bob Chapla** a permanent spot in her bio for getting her into development work. It's incredibly rewarding to know that our community benefits from today's generous donors (many of them Rotary members!), and those that made gifts in the generations before us.

Emma is a life-long Muskegon resident and Muskegon High School graduate. She holds a bachelor's degree in Marketing from Michigan State University and a bachelor's degree in Earth Science with an economics minor, from Grand Valley State University. While at MSU, she studied abroad in Spain, and while unfortunately, she hasn't kept up her Spanish like she would have liked, it now comes in handy helping her 9th grader study.

If this seems like an eccentric combo of education, she wants you to know that in the development world, it makes perfect sense. Everyone seems to fall into this type of work from different backgrounds.

Emma is married to **Frank Peterson**, and together they have five kids. Lila (14), Olivia (14), Elsie (12), Stella (12) and Calvin (9). They live in the Nelson Neighborhood in Muskegon with their two dogs, Bruno and Leni. And yes, the dogs are an important part of her bio as she has very much become a "dog mom." Just ask Frank.



Rita Caviness

The last four and a half years, Rita has worked alongside the dynamic team at The Hope Project. Rita's responsibilities are to oversee case management and social workers on staff. She also oversees the mentoring program and the housing programs at The Hope Project. Rita is also a life coach and recovery coach and ensures that direct support services to clients and families is always accomplished and done with the care and respect they need. Rita is a powerful force in the workplace and uses her positive attitude and energy to encourage others to work hard and succeed. Rita is also inspired by her best friend and husband of twenty-five years, Pastor Daryl Caviness, and their two adult sons. Rita loves the Lord, Jesus Christ, and has worked alongside her husband in ministry many, many years. She has also been a board member of various organizations throughout Muskegon County. She roots for the underdog constantly and those who are less fortunate. She is also the perfect combination of a tom-boy and a lady. She is at home in any crowd and comfortable in her own skin. She is always able to find a friend in anyone, in any environment, and no one is ever a stranger to her. Rita is known for laughing loudly and enjoying every moment of every day. She has high energy and gives 100% in everything she does. She enjoys dates with her husband, exercise, and reading great books in her free time. She is looking forward to serving with all of her fellow Rotarians and getting even more connected and involved in our Muskegon community. Rita is sponsored by **Meredith Smillie**.

Emma is on the Board of Directors for the West Michigan Symphony and The Block, and is a committee member for the Big Red Education Fund. And, she's already been recruited to be a part of the Rotary Pints for Polio event committee. While most of her free time is spent driving kids around, she also likes skiing, traveling, good food and wine, and hitting up as many community events as possible!

Emma is excited to be joining Rotary because the people, the conversation and the service are top notch. She has a heart for Muskegon, and knows that her fellow Rotary members do too. Emma is sponsored by **Kristi Nagengast**.

New Potential Members

Please welcome potential new returning members:

Sarah Rinsema-Sybenga (Muskegon Distict Library Program Director) and **Horia Neagos** (Gravis Law Managing Attorney)

Unsung Hero & Honduras Trip Update

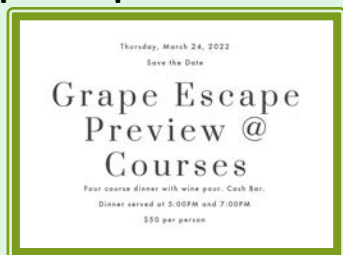
John Noling, with books in hand and a suitcase by his side, announced the Honduras Trip will happen next week. Our Muskegon Rotary travelers this year are **McKenzie Covington**, **Eliza Piper**, and Eliza's dad Dr. Travis Piper. **Darlene Collett**, our unsung hero, has been going to thrift shops every year to get school uniforms and books for our trips overseas. She has managed to pack 50-100 pounds of school uniforms and books for the kids in need in Honduras. Darlene, humbled by the experience of her trip to Honduras in 2008,



mentioned that if you ever go to Honduras, you will never be the same.



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 four-course 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-escape-preview-courses-tickets-265167120997>

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

Rotary International District Raffle Tickets

Record-breaking Muskegon Rotary Club sale of tickets this year! Our District 6290 50/50 Raffle drawing for the six winning tickets will take place on March 11th in Kalamazoo at the President-Elect Training Seminar (PETS). Proceeds will benefit both our Muskegon Rotary Foundation and also the District 6290 Foundation.

ReWine Updates

Blake Cramer reported there will be a beach cleanup on



Saturday, April 23rd from 9am to Noon. ReWine is spearheading this along with some of the Interact groups. More information to come regarding the meeting location for that cleanup project.

Also, the ReWine Club is donating roughly \$300 to help the group going to Honduras to further their mission there. Next meeting will be at Walkers inside the Delta Hotel.

2022 MARCH MADNESS & 32 BRAVE ROTARIANS!



5 Brave Rotarians Still Needed!

March is here and so is March Madness, our ever-popular 32 Brave Rotarians contest. We need to recruit 5 more 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. You can 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.

Interact Insider



North Muskegon Rotary Interactors continue to serve the community and their world despite the Covid conundrums we have all experienced in the last two years. Among their projects this year:

- sponsored a needy local family with wonderful Christmas gifts
- currently exploring partnership with Dayton, Ohio group to work with troubled youth
- very successfully completed Winter Clothing Drive
- helped with Turkey Trot food-raiser to total over 7,000 cans
- raised \$720 to help support two students' families dealing with cancer
- beginning to sell headbands for the WRAPS ministry supporting women in Ethiopia
- continuing to support 10 year old Midan in the Dominican Republic with \$38 per month
- considering Beach Clean Up and Earth Day/Arbor Day activities for Spring
- considering leading a planned Interact Reunion event this spring for all local clubs and Rotarians

Rotary Interact clubs continue to make life meaningful at an early age by empowering youth leaders to take action to make a positive difference in their schools, communities, and in the world. Thank you North Muskegon Rotary Interactors and your terrific Advisor, John Slocum. We salute all of our Rotary Interactors in the Muskegon area and appreciate your Service Above Self!

This Week's Spotlight: Lisa Tyler



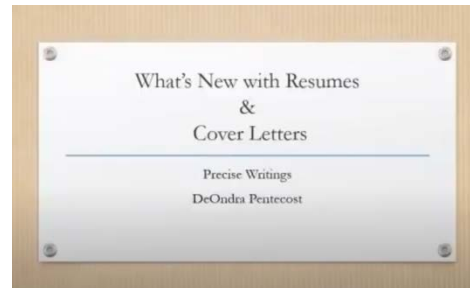
Lisa Tyler joined Rotary in 2018 because she enjoys the service-above-self motto and thought it was one of the best ways to give back to the community. Lisa and her husband of 25 years, Aaron, have three wonderful children. Lisa enjoys traveling, taking photos, scrapbooking, playing games, hanging out with friends and she also enjoys giving back to the community through Rotary, the MAISD Board of Education, Greater Muskegon Service League, Call 211 Board, and as the Advisory Chair for the Kids Food Basket here in Muskegon. Lisa's service above self comes from a strong history with her parents. Her dad was on the Board of Directors for the United Way in Ionia for 25 years. Lisa is the Communications Director for Senior Resources of West Michigan (the Area Agency on Aging) and serves Muskegon, Ottawa, and Oceana Counties. She loves her job and has been there for six years. Her passion for helping older adults continues to grow. Lisa's skills and passion for work transfers to the Rotary Outreach Committee through being involved in the community and getting the word out about Rotary and the great work Rotary has done.

To view Lisa's video, [click here](#).

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THIS WEEK'S PROGRAM:



Precise Writings: What's New with Resumes & Cover Letters

Speaker: DeOndra Pentecost
 RIM Reporter: **Chip Chipman**

Rotary Club this week was grateful to have DeOndra Pentecost as presenter this week. DeOndra was born and raised in Muskegon and is a graduate of Muskegon High School. She has an Associates Degree from MCC, and BA in Criminal Justice from Grand Valley State University.

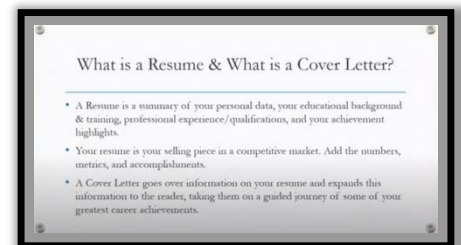
For eight years she has been employed by Mercy Health Project as a certified community health worker. As a young professional, DeOndra saw the need to help other young professionals, and has dedicated her career to helping others strive in a professional setting.

In December of 2020 she launched Precise Writings. Precise Writings is her business to help job seekers write resumes and cover letters. The goal of her business is to lend a helping hand in communicating the strengths of candidates to prospective employers, and land an interview.

Her services are ideal for anyone who is seeking a career change, but doesn't know where to begin. Whether it be someone jumping industries and trying to find a way to explain their market advantage in new situations. Or someone who simply needs a coach to help them best communicate the daily actions, and careers goals they have already achieved to new employers.

More than just a career, this a passion for DeOndra. She spends her spare time teaching nontraditional students at Hackley Public Library basic computer skills.

DeOndra in her presentation gave us the most practical tips and updates on the standards for resumes and cover letters.

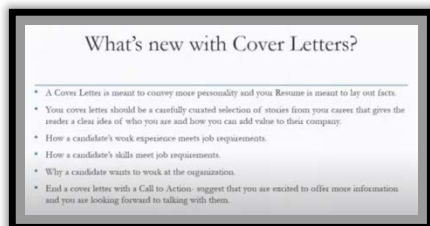


A resume ultimately is a selling piece for yourself in a competitive market. It is where one puts their numbers, metrics, accomplishments, and anything you have gained in your employment across multiple jobs.



Resume standards have changed over the years. Back in the day it was typical for someone to produce one resume and shoot it out to all potential employers. Nowadays, most are expecting a resume tailored specifically to job being applied for.

Furthermore, the modern resume should not have personal pronouns included, and rather than an objective are now expected to have a career summary, which is delves into specific skills, career focus, top achievements, and quantifiable changes and data. When possible use action verbs to show exactly what you've done. For example: "I advanced", "I boosted", "I Improved", etc. Other key areas to include are any education or certifications, key accomplishments professional, and areas of expertise.



Cover letters have evolved right alongside the resume. But do you actually need a cover letter? DeOndra says yes. If you want someone to get to know you beforehand, it is an opportunity to create that personal connection prior to ever interviewing, and is need if you want to land the job.

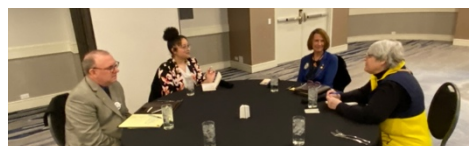
A cover letter "goes over information on your resume and expands this information to the reader, taking them on a guided journey of your greatest achievements." It should not be filled with redundancies from one's resume, but instead expand and provide curated narrative to the potential employer. Most importantly, the cover letter should end with a Call to Action, suggesting that you are excited and looking forward to talking with them.

If you are interested in learning more about the tips and hacks DeOndra has, check out her website www.PreciseWritings.com.

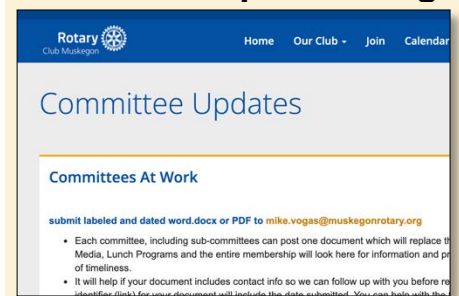


Happy 106th Birthday, Rotary Club of Muskegon!

Thank you, **Mike Vogas**, for your superb talent composing this special video. [CLICK HERE](#)



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](#). Mike.vogas@muskegonrotary.org



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.

[REGISTER NOW](#) by clicking Register Now.....did you click it?

