

“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--November 11, 12:00-1:30pm
Hybrid Style – The Delta & Zoom
ReWine Sat Club – Next mtg 11/18 5:15 pm

Mary Anne Gorman, Director
Jeff Lewis, Director
Doug Wood, Director
Asaline Scott, Director
David Ramos, Director
Marty Gerencer, Director
Susan Holkeboer, 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 (11/11/21) — Muskegon Sports Complex

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

Heidi Sytsema

REFLECTORS

Darlene Collet	Nov 4
Meredith Smillie	Nov 11
Jane Mountain	Nov 18

THIS WEEK'S MENU

Pasta Buffet with Garden Salad,
 Grilled Chicken, Meatballs, Penne,
 Red & White Sauces, & Cookie

NEXT WEEK'S BIRTHDAYS

Rich Kramer	Nov 11
Mike Vogas	Nov 11
Kris Collee	Nov 12
Patricia Walstra	Nov 16
Jeanette Hoyer	Nov 17

[Caring Connections Fund](#)

PROGRAMS / EVENTS

11/11 Muskegon Sports Complex
 11/18 Committee Palooza #1
 11/18 ReWine 5:15 PM

VISITORS & GUESTS



Dominique Bunker & Kara Zielinski
 (United Way) were introduced by
Christine Robere

-Sunny
 Crenshaw was
 introduced by
Kathy Moore



-Marjorie Jones was
 introduced by **Marcia
 Hovey-Wright**



Student Guests

Welcome Oakridge! **Marty Sytsema**
 introduced High School Counselor Kurt
 Kiesgen. Kurt introduced Seniors Gavin
 and Spencer Anderson (twins).
 Spencer is a kicker for the football team,
 goal keeper for the soccer team, secretary
 for NHS, and has future goals of becoming
 a Combat Rescue Officer out of the US Air
 Force Academy. Gavin also plays soccer, is
 the President for NHS, and has future
 goals for the US Air Force Academy as a
 Pilot.

Red Star Removal

Congratulations to **Melissa Horton**,
Kristi Nagengast, and **Kristen Woods**
 for completing their Red Star new
 member orientation!



November 4, 2021
 Muskegon Rotary Club Meeting Video
https://youtu.be/EezCBQA_mHk



ANNOUNCEMENTS

Diversity, Equity, & Inclusion

Book Discussion Groups:

Sum of Us

The discussions on the book, "The Sum of Us" will take place on Tuesday, Nov 9 at noon via zoom.

The discussions on the book, "Caste" will take place Wednesday, Nov 10 at noon.

Those who signed up will receive a zoom link on the Monday before. If anyone else is interested, please call **Nancy McCarthy** at 740-4631 or email mccaarthynance@yahoo.com. There are still books available.

Get Your Pinkie Purpled! at Rotary November 18th

Your donation will be TRIPLED!

Donate before or after the November 18th Rotary Meeting or at ReWine. Rotary/Interactor teams will be in the hallway (otherwise send checks to Muskegon Rotary Club c/o Kathy Betts or Kim Boersma).

- Polio mainly affects children under age 5.
- There is no cure, but polio is preventable with a vaccine.
- Only two countries remain endemic.
- We've reduced cases by 99.9% since 1988.
- Until we end polio forever, every child is at risk.

Muskegon Rotary Board

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New Induction: Valerie Blondin

Valerie was introduced by her sponsor, **Linda Garzelloni**. Valerie joined Hackley Community Care Center in 2011 and serves as the Health Center's CFO. As a lifelong resident of West Michigan, she attended Weest Michigan Christian Higher School and graduated with honors from Baker College with her bachelor's degree in Business Administration, with a major in Accounting and a minor in Management. Prior to her role at HCC, Valerie worked as an accounting manager at Hackley Hospital, transitioning to a Business Finance Director position at Mercy Health Partners, post-merger. She has a background with finance, accounting, and leadership. She and her husband Mark are members of Covenant Life Church and are avid boaters. She is a top notch, well-rounded person with highly creative skills as well as a great sense of humor.

RIM Reporting Team

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This Week's Spotlight: Meredith Smillie

Meredith joined Rotary in July 2017 when she was transferring from Ottawa to Muskegon County with Bethany Christian Services. She was looking to connect with like-minded professionals trying to make Muskegon County a better place. She grew up on the East side of Michigan and went to Western Michigan University where she met and fell in love with her husband, Trent, who was from Mona Shores. They have lived in Muskegon for the past 22 years where they have loved raising their 13 year-old son, Connor. Meredith also coaches high school volleyball at West Michigan Christian where they are currently ranked second in Division Three in the State. Meredith is the Director at Bethany Christian Services where they are the world's largest non-profit in the area of adoption, serving in 38 states and 17 foreign countries. Her job is mainly administrative but grew up in the areas of foster care, adoption, and refugee services in Muskegon County. With her boots-on-the-ground working with at-risk and poverty-stricken youth and families in our area, Meredith felt the strong connection with Rotary's mission of improving the lives of those in the community and around the world.



Food Trucks



The November 17 food truck at the Muskegon Heights Temple Methodist Church location will be the last truck that Rotary is sponsoring this year. Anyone who has thought about helping out 'one of these days'.... this is your last opportunity. We will need a good turn-out of at least 15 volunteers, friends, family, significant others etc. Volunteers who plan to join us will need to arrive between 3:00 and 3:15 to assist with set up. The actual food distribution will begin at 4:00 p.m. Please note that the start time for this last truck will begin an hour earlier than before, because of the change-over from daylight savings time the beginning of November. Anyone interested in helping out on November 17, please send **Arn Boezaart** an email or text message at 616-745-8465.

Oakridge Schools Interact

From Advisor Becky Mathis: Our first project went great. We had 14 students show up between the 2 meeting times. They made just over 30 appreciation cards for Mercy ER workers. We had 4 students that wanted a board position. The board is meeting on Thursday for the first time to begin to plan a canned food drive to restock Fellowship Church Pantry. This is a solid group of kids that show up when they say they will. We are also having more students interested in joining because their friends are enjoying it. Once we get some details worked out about the food drive I will let you know the details.

Interact Insider

Report on the Life Leadership Virtual Conference



Jessana Sorto Gavarrete,
Board Member, Mona Shores High
School Rotary Interact

This message is to share with you this wonderful experience you provided me. There will never be enough "Thanks" to show you how grateful I am. I really don't know what you saw in me but I will indeed take it to change others and to my surroundings. Even with the challenge of all being virtual, the quality of it was with the same value as if it was in person. I learned that no matter what you go through there is always a solution and that just like others make sacrifices for us, we should also make the same for others; since it's not about obstacles, but how you tackle them. Obstacles are always prevailed by adversity and are never used as a reason for not doing them. Resilience is what makes our future powerful; you grow undefeatable and with time, you'll look back and see the long way you've come through since your current situation never dictates your future.

THE BEND OF THE ROAD SOMETIMES MAKES IT HARD TO SEE PAST THE NEXT BEND. There is always a motivation behind something you do and you have to stick with it since it will help you back up. You are the owner of your own life and decisions and therefore there is no option to fail since the consequences will only affect you. Always do things that filled you with happiness and passion. Remember you are unique and in a world with a lot of change you need to prevail on keeping it and on showing others what makes you special to give them a sense of familiarity and to motivate them.

All of this just made me realize the long way I have ahead and the amount of change I will bring to this world who needs it. I always stop myself from sharing ideas but now I will with no regrets since its not only of giving but getting others to make it happen. I keep doing volunteering as much as I can and do all in my power to help those that need most. I have been given a beautiful gift that I will not save for myself. Thank you again so much! This program is amazing and I can't wait to see the new opportunities it will have for me in the future! Thank you for incentivizing young people and showing them the right way!

ReWine Meeting Last Thursday

Thank you **President Jason Piasecki** for capturing this picture at Fetch Brewing in Whitehall!



Yes, Cans and Bottles are Messy, But...

..our North Muskegon Rotary Interact club just added \$193 more to our club account for good works this year. Thanks to Rotarians and the Muskegon Yacht Club for your continued donations.



L to R: Riley McEvoy, Allie Lindsay, Communications/Outreach Officer, Gabriella Wingard, President, and Maddie Wright, Treasurer.

Battle of the Bayou

Jerry Wiersma and **President Jason Piasecki** attended the Spring Lake Rotary Meeting on Friday for a check presentation for their Battle of the Bayou fundraiser. The club presented a check for \$10,000 to the Helen DeVos Children's Hospital Foundation.

Boys and Girls Club Challenge Update

Eric Siefert was happy to announce we reached the goal of \$5000 for matching contributions. It came with some \$3200 from brave and generous Rotarians and also through a helpful Facebook post by **Bob Scolnik** that his friend, **Eric Siefert**, was inviting people into his wallet. That post raised another \$2000 so Eric is writing a check for the matching \$5000. Thank you Eric, Bob, and fellow Rotarians who donated!



Seaway Run—Committee Volunteers Needed

The committee's primary responsibilities are soliciting sponsorships and coordinating volunteers the day before and day of the race in June. We will be collaborating with the Grape Escape Committee so we can coordinate our fundraising efforts. Monthly meeting starting in December and more frequently closer to the race. See **President Jason Piasecki** or email him at jason@revel.in if you're interested.

THIS WEEK'S PROGRAM:



United Way of the Lakeshore

United Way of the Lakeshore

Speakers: **Christine Robere** (President/CEO at United Way of the Lakeshore) and **Tom Schultz** (2021 Campaign Chair)
Moderator: **Rem Sprague**
RIM Reporter: **Susan Holkeboer**

Our program began with a short video titled "United Way: Making a Difference Every Day". It presented three brief stories of how United Way makes a difference in our community.



Sheree talked about making a difference in health care with AgeWell Services Senior transportation providing transport to medical appointments and what it means to her. It helps people to remain independent.



Tom talked about putting money back into the community with the Volunteer Income Tax Assistance (VITA) program helping people with free income tax assistance and understanding all the credits available. Some of the volunteers work at Goodwill Industries.



Caitlynn talked about an education program called Lights on After School which serves children in first through sixth grade at Orchard View Elementary with STEAM activities and field trips. They try not to be a traditional daycare. They are a fun day camp when they are out of school. After

school there are enriching activities that keeps kids' minds and bodies active so they never feel that "I am bored at daycare" feel. Tom Schulze encourage us to support these endeavors and said the easiest way is to give a dollar a day.



After the video, **Kris Collee**, Executive Director of AgeWell Services and this year's nonprofit chair for the campaign,

introduced our

program participants.

Before the introduction, Kris told us that she was born in 1976 at Hackley Hospital but that she could say she was born again in about 1992 when she happened to be sitting in an auditorium to learn about the Youth Volunteer Core program which was actually hosted in the basement of the United Way. That's where she got bitten by the United Way bug and has been a donor, a volunteer, and an advocate ever since. The programs she was involved with the United Way deeply changed her life And was where her entire career was started in the basement so It was comforting to see them all out of the basement. So after her experiences with the United Way she encourages all of us to become Every day heroes.

Tom Schultz is the 2021 Campaign chair for the United Way campaign of the Lakeshore. He's a proud Muskegon native and part owner of the Tyler Sales Company which is been an active part of the Muskegon community since 1934. His company adheres to the Anheuser-Busch credo "Making friends is our business" which aptly applies to the United Way's Legacy

of enhancing the quality of life for all of our friends in Muskegon, Oceana and Newaygo counties were we are the United Way that serves. Tom is a graduate of Muskegon Catholic, earned his BA from Western Michigan University and has his MBA from Notre Dame. He is married to his wife Kathy And together they have one daughter, Janae.



Christine Robere became president and CEO of United Way of the Lakeshore in January 2003 and she speaks for the local board and donors on human service issues and the importance of community stewardship. This is her 29th year as a United Way professional having worked previously at United Ways in Midland and Gaylord. Christine is a Michigan native and received her bachelors and Masters degrees from Michigan State University. She and her husband Marv have three adult sons John, Matthew, and Aron The three grandchildren and two more on the way.

Kris turned the program over to Remington Sprague who acted as moderator. Rem asked Tom to help us understand what is involved and the kinds of commitment that the job entails. Give us a sense of the challenges and the rewards of your role. Tom said being a chairman of a board is a commitment but United

Way has a great structure; they have a campaign cabinet and there are chairs of each of the different parts of the cabinet, for example there's a manufacturing division and a professional division. We just met this morning with Mercy Health and their physicians. The first job of a chair of a United Way campaign is to put together a solid team because they're the ones that make it happen and interestingly enough the campaign will go through the end of the year and starting in January the chair will start assembling the team for the coming year. Another thing I found out about the United Way is just how effective Christine and her staff are. All of us that are on the campaign cabinet are volunteers. The staff is who does the heavy lifting day in and day out and that makes a world of difference.



REM asked Christine what gives her the most positive feedback or personal satisfaction. She said she was amazed when thinking about being here 19 years. "It feels like I came yesterday." What makes the job exciting for her was the fact she

was a volunteer before she

was the United Way director/president. She gets to do what she loves and help people who want to build a better community connect with their community in ways that they haven't been able to. If someone has an idea of a way to change or improve the community, it's possible to sit down and strategize and make connections that make





something happen within a short period of time. Looking around the room, she could probably call out names of those who in some way had a key role in our organization and our community and made/are making a difference. To point out one example- Jim Fisher was very involved early on with education. In 2004, the superintendent of the intermediate school district, Mike Bosum, was the board chair. We had an education summit. It was very clear work needed to be done to improve our community around early education, after school programs and career awareness. Some of that work started with Lights on After School. In the video we saw, it talked about Lights on

After School. The person who talked about it was formerly in the program in the early years (2005). She has now come back as a coordinator and speaks eloquently about the importance of after school programming which is a key area in our community. In looking at data this year, we had set a goal 10+y ears ago to improve graduation dropout rates by 10%; we're now at 17% in Muskegon County. That is a huge sea change in the investment in this. It's by everyone (United Way agencies, educators, parents) focusing together. For the first time in recent history, Muskegon is 1% ahead of state on its graduation rate.

and that really is something that as a leader you need to try to develop people to get them to believe in the organization to carry that forward and to commit to being involved in a positive way and really making a difference. That's something not easily instilled, but I look around and there's a lot of very successful people in this room and I think they have a feel for why I'm talking about. It's not one person, it's a team, and I definitely see that in the United Way, and other organizations I've been involved in the community. The chamber is very similar; Cindy and her staff do a great job. We take to heart in our company that it's a privilege that we're able to be as involved as we are as a community and it's trying to rally people along the way both our employees and the different organizations we're involved in to make a positive difference. It's great to be able to transfer those business skills into working with social service agencies. It's not always easy but the efforts are appreciated.



Rem asked Tom to share some of the methods he uses with his volunteers rely on his skills and sensitivities to develop their capabilities, to engage them and bring out their best efforts. Tom said he's been very fortunate since he got out of school and started his career that he's learned from some great people and volunteering is something that all of us do. It's not easy to instill that in somebody but as a leader we are fortunate our company has been involved in the community for many, many years. The biggest trait to being effective is being involved. Being there and getting people to be involved. A lot of people want to be involved but they don't produce. You're there to make an impact, you're there to be involved, you want to be the person that's going to make a difference,



United Way has grown in many ways including now receiving HUD money. It was amazing to Christine that a community with so much poverty wasn't receiving its fair share of Federal Housing Development dollars. It was a matter of bringing the different housing organizations together in the community and getting them to meet to driving in those dollars for our community. Estimating close to a million dollars specifically in

funding from that organization to support our homeless and team who work in that area. Now, so much more is being done because of the collaboration of different communities. Being aware of what's available has helped even their organization of opportunities to be engaged locally and in the state with best practices. They are also now more engaged with the national association.

parent/guardian, 1/3 from the employer, 1/3 from state funding.

Christine appreciated the input from not only the Board of Directors and staff, but also from the public for bringing to light the real needs of the community. The work of United Way and the work they get excited about is that they can pool people, groups, and different organizations (including political and faith-based) together for the needs of the community. Rotary was there in the beginning by creating the United Way in 1918. Addressing systems that support communities and even impacting government decisions.

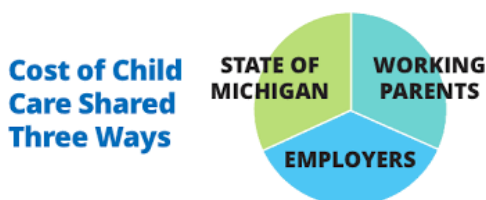
now. The biggest challenge is asking people for money. This is a volunteer organization and the 80/20 rule (20 percent of the people do 80 percent of the work) seems to hold true so the biggest way to help is to volunteer and/or donate. They would love our help in reaching more people. Most people just need to be asked and they could use our help in asking for the help and/or donations. What has built this organization is the volunteers and if you want to get involved, contact Christine, Tom, the Board of Directors, or any of the organizations that are associated with United Way of the Lakeshore.

In case you haven't heard, as a thank you to United Way and honor veterans, the Board of Directors brought in the Budweiser Clydsdales for Thursday, November 11th. They will be parading down Western from 4-5pm and then a concert will follow from 6-9pm with the West Side Soul Surfers. They will be paying tribute to a 100-year-old WWII veteran and a 90-year-old Korean veteran. Zaneta Adams, Director of the Michigan Veterans Affairs Agency, will be joining as well as Congressman Bill Huizenga, State Senator Jon Bumstead, Representative VanWoerkom, Representative Sabo, and **Bob Scolnik** to present awards to these two veterans.

A key area of recognized improvement was in their need for a database to make it easier for people to connect to resources. 211 evolved from that. It was a dream of Christine's to make it easier for people to call for resources such as suicide prevention and Muskegon really led the way and opened the door. Kudos to Senior Resources who was a key partner in creating that programming and all of the other agencies for collaborating and updating data. This has been so successful that the state has used this for such programs as the VITA program, flood issues, human service delivery system, COVID hotline, etc.



Sometimes there are miles to go before you sleep when you have a goal to reach. Rem asked what are some of the challenges that must be overcome to reach the goal that has been set? Tom mentioned that Muskegon, Newaygo, and Oceana Counties are the focus of United Way of the Lakeshore. During the past year, over 101,000 families were helped from programs or services provided by United Way of the Lakeshore. Their goal for the coming year is a little over \$2 million (about a 9% increase). They were affected by COVID in that their numbers decreased so they are looking to get back on track through pacesetter campaigns. They started the kickoff in August and those campaigns were already very successful but the major campaigns are kicking off right



Another program highly praised is the early education and childcare. The Trishare Program takes the expensive cost of daycare and breaks it down to three payers instead of one; 1/3 from the

