




“Service Above Self”

Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



Rotary District 6290
2014-2015
Distinguished Service Citation
Awarded to the Rotary Club of
Muskegon
For their Consistently Outstanding Club Newsletter





District Governor's Citation
Presented to
The Rotary Club of Muskegon
This Citation is awarded with high
distinction to the Rotary Club of
Muskegon for its outstanding
contribution to the community
in the District
Awarded this 3rd day of
May 2014
James C. Taylor



I'M A PROUD MEMBER

Jane Clingman-Scott, President
Ginny Sprague, President-Elect
Tim Arter, President Nominee
Jason Piasecki, Past President
Kristi Nagengast, Treasurer
Don Hutchins, Secretary
Kim Boersema, Club Coordinator



Muskegon Rotary Club

Club 16 (2809) – District 6290, Chartered May 1, 1916

Next Mtg—October 20, 2022, 12-1:30pm

The Lake House - Hybrid

ReWine Sat Club—Next mtg 10/20/22 5:15 pm

Craig Pirotta's house



Jeff Lewis, Director
Marty Sytsema, Director
Aaron Maike, Director
Asaline Scott, Director
David Ramos, Director
Marty Gerencer, Director
Roger Morgenstern, 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 (10/20/22) — Milwaukee Clipper

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

Meredith Smillie

REFLECTOR

Roger Morgenstern Oct 13
Darlene Collett Oct 20

NEXT WEEK'S BIRTHDAYS

JD Wallace Oct 21
Daniel Hartman Oct 22
Linda Garzelloni Oct 23

[Caring Connections Fund](#)

PROGRAMS / EVENTS

10/13 Norton Shores Economic
Development
10/20 Milwaukee Clipper
10/27 Muskegon Rotary Exchange
Students

To watch the recorded
10/13/22 meeting, click the link
[here](#).

RIM Reporting Team

Susan Besteman Lori Weiler
Chip Chipman Jackie Farrar
Susan Holkeboer Bill Johanson
Kathy Moore Roger Morgenstern
Meredith Smillie

VISITORS & GUESTS



Ammy Seymour introduced her
husband, Brad



Rob Taylor welcomed back Carim
Calkins



Jamie Hekker and her husband, Mike



Tim Arter and his guest Will Wright



Rem Sprague welcomed Paul Billings
and Lewis Churchwell

Upcoming Rotary Luncheons:

- October 20 The Lake House
- October 27 Back at The Delta
- No meetings Dec 22 or 29



Don Hutchins brought his wife, Molly



Marty Sytsema welcomed student guests from Reeths-Puffer HS Kyle Schlaff and Kennedy Hines, along with Assistant Principal Kristia Whitaker

THIS WEEK'S PROGRAM:

Norton Shores Economic Development

Speakers: Gary Nelund and Mark Meyers

Reporter – Roger Morgenstern



It doesn't grab the headlines often, but the City of Norton Shores has been steadily growing over the last 20-plus years both as a place to live but also a place to work. We had a great overview of the city's activities from two Past Presidents, Mayor Gary

Nelund (2008-09) and Administrator Mark Meyers (2020-21).

"I'll admit Norton Shores is kind of quiet," said Mayor Nelund. "We're a former township, so we're 24 square miles in size, and relatively young having become a city in 1968."

Gary said the city has 6 miles of Lake Michigan beach. Much of it is publicly accessible by P.J. Hoffmaster State Park, the city's Lake Harbor Park and Muskegon County's new Dune Harbor Park).

Many people likely don't know that Norton Shores used to be part of Ottawa County. Even today, 25 percent of the city's land lies within the Grand Haven Area Public School district, although most of the students who live in the city attend Mona Shores Public Schools. A small portion of the city is also in the Muskegon Public Schools district. The city is generally bordered by Sherman Boulevard to the north, Harvey Street to the east, the Ottawa County line to the south and Lake Michigan to the west. As Gary said "if you go too far west, you're going to get wet."

Norton Shores prides itself on having a lower millage rate than other communities and an efficient use of resources, with just 114 employees. Dedicated millages for public safety and roads also help keep the city a safe place to live and work with good infrastructure.

"Norton Shores has been on a continuous growth path over the last 20 years," said Nelund, mayor since 2009. The combined fair market value of all property of \$2.6 billion makes Norton Shores 32 percent higher than the city of Muskegon and 26 percent higher than the city of Grand Haven.

Norton Shores' estimated 2021 population, based on the 2020 Census, is a bit over 25,000. Nelund was surprised to learn that according to Census data, a city resident's average

age is 41 and 57 percent of the population is less than 45 years old.

Mark Meyers, who started with the city in 1995 and became the City Administrator in 2004, said housing is a major issue facing Norton Shores, as it is in all communities. He said back in 1999, the city had 160 new home starts; in 2010, coming out of the Great Recession, there were only 9 new homes constructed.

Total New Housing	
Year	Total Starts
2019	11
2020	16
2021	21
2022	16

While this number has increased, Meyers said "the lack of housing is a real challenge to future growth." He thanked fellow Rotarian **Todd Jacobs** for taking a leadership role at the Community Foundation for Muskegon County to convene a countywide housing study to see where our gaps are and how they can be addressed.

In Norton Shores, the outlook is good, Meyers said. The city has approved site plans for 780 different housing units, both single family homes, an innovative 47-unit mobile home park, condominiums and apartments.

The city has focused investments on Seminole Road, from Henry Street to Seaway Drive, with road improvements including pedestrian focused lighting, more sidewalks and benches, to give it a "sense of place" since Norton Shores doesn't have a traditional downtown. Closer to Seaway Drive, Meyers said the city took the initiative to buy, "for pennies on the dollar" seven vacant lots in the stalled Eastowne development which has now been sold to a private developer and will be home to 120 apartment units.

In addition to work related to a “Seminole Place Plan” the city completed several years ago, more recent investments include construction of a new cemetery at Ellis Road and U.S. 31, new facilities overlooking Mona Lake at Ross Park

The city has five industrial parks, three public and two private, which have seen a lot of activity in recent years. Some highlights: Smart Vision Lights has doubled in size in the last three years. LaColombe, the specialty coffee drink company, started in 2017 with 50 employees. They continue to grow and will be over 300 employees in the next two years.



A half dozen other companies, such as Klever Innovations, are moving to Norton Shores from northern Ottawa County. Their 74 employees are moving from the south side of Grand Haven, Meyers said, in part “because their employees were tired of driving in all the Grand Haven traffic on Beacon Boulevard.” Another reason for these moves is more of the companies’ workforce lives in Muskegon County.

At the end of the presentation, President Jane joked “Norton Shores is certainly growing and there’s a place for everyone....you can find places to live above ground or below ground!”

Pssst—stop by the City of Norton Shores and see Mark Meyers to get your newly-designed bling created in partnership with REVEL!

New Paul Harris Fellow: Paul Allen Billings



Rem and Ginny Sprague tag-teamed a heartfelt presentation from the Club of our latest Paul Harris Fellow. Paul A. Billings, PA, as he’s known to many, started his radio career in Muskegon, started a second station in Florida and has used that broadcasting platform to transform the lives of youth from Muskegon to Ghana. Paul was surprised and overcome with the award, saying his mother is in heaven “saying she didn’t labor in vain” in raising “this kid from Baker Street.”

Paul is a community activist, entrepreneur, philanthropist and social justice advocate.

He is a well-known radio personality, the founder of WUVS 103.7, The Beat, the first low power radio station launched in the US. The Beat reaches nearly one million households across Michigan. He later launched WHPB 98.5, The Wire in Orlando, Florida. Both stations present local news, education, music and interviews with area leaders.

Aside from his radio work, our awardee established West Michigan Community Help Network, a 501 (c) 3 whose mission is to help those in need through a variety of programs focused on education, work readiness, mentorship, empowerment and networking.

He founded Bestblacknews.com to provide the urban community an opportunity to spotlight positive news. He also founded Imara Entertainment, the record label for youth, creating a platform for young, aspiring musical artists.

Paul takes a personal interest in youth development in our community. He has sponsored trips to the Museum of African-American History and Culture in Washington, DC. He also established the Kids’ Free Trip to Africa Program, providing young people from our community the opportunity to visit Ghana and learn, first-hand about the culture through interaction with villagers there. He opened a library in Ghana and was made a Village Chief.



Ginny also used, as she said, the Bully Pulpit, to announce a couple other things on behalf of our Rotary Foundation. First, she recognized **Tim Arter** for his “Paul Harris Plus 3” award which was bestowed upon him a few months ago when he was unable to attend.

ANNOUNCEMENTS

2022 Muskegon Rotary Club Poetic License Brave Rotarians

Thank you to the Muskegon Rotary poet laureates who have volunteered for our Poetic License Brave Rotarian contest for their support of Rotary Foundation and World Polio Day.

Each contestant will contribute \$100 to the Muskegon Rotary Foundation, which will support Rotary International’s effort to eradicate polio worldwide in honor of World Polio Day on October 24.

Our contest will run from October 27 until January 12, when we declare the last two remaining contestants, the Poetic License Brave Rotarian winners. Each of the final two contestants will receive a Paul Harris Fellow award.

Meredith Smillie let us know that "Rotary at Courses" is back! The event will be 6 p.m. Nov. 10 at Courses, the student-run restaurant of the Culinary Institute of Michigan, 336 W. Clay downtown. The cost for this Club fundraiser is \$75 per person. Click [here](#) to sign up via the online EventBrite app. Contact Meredith at msmillie@bethany.org or 616-566-9828 with any questions.

This Week's Spotlight: Melissa Moore



This week we featured **Melissa Moore**, the Executive Director of Read Muskegon. She joined Rotary in about 2013 and is looking forward to working with President Jane and the Board on linking the wide array of literacy-related issues to Rotary's work this year. She and her husband Tom, a native of Australia, moved to Muskegon from New Hampshire 17 years ago. They have three grown children. To view the video, click [here](#).

Muskegon Rotary Board

Jane Clingman-Scott	Ginny Sprague
Tim Arter	Jason Piasecki
Kristi Nagengast	Don Hutchins
Marty Sytsema	Kim Boersema
Jeff Lewis	Asaline Scott
David Ramos	Marty Gerencer

Please email Club Board Members through this [link](#):



ROTARY @ COURSES

Where:

Courses
Muskegon-Culinary Institute of Michigan
336 West Clay, Muskegon, MI 49441

When:

Thursday, November 10, 2022
6:00PM

What:

Muskegon Rotary Club Fundraiser-\$75.00 per person
All ticket sales benefit Muskegon Rotary Club
Tips appreciated and will go towards student needs

How:

Register via EventBrite
<https://www.eventbrite.com/e/muskegon-rotary-club-courses-tickets-440455392937>

Questions: msmillie@bethany.org or 616-566-9828



United Way
of the Lakeshore

The United Way of the Lakeshore team is proud to announce and host a Women's Personal Safety and Self-Defense class on October 27th, from 5:30 7:00 pm at United Way of the Lakeshore 31 East Clay Avenue, downtown Muskegon. This class is the result of two volunteer safety experts who wanted to do something special in honor of October being Domestic Violence Awareness Month.

These two experts have put together a 2-part class covering women's personal safety and defense tactics. The first part of the class will be a presentation about safety awareness, your surroundings, and tips that they have for taking steps in protecting yourself. This information comes from years of experience and field expertise! The second part of the class will be hands-on self-defense tactics and training so please wear comfortable clothing.

**Click here
to register!**

Interact Insider

Life Leadership Conference Reports



Esteban Martinez

**Junior, Muskegon High School
Muskegon High School Rotary
Interact Club**

"To be honest, I wasn't really planning on attending the Life Leadership Conference, or even knew much of anything about it. I expected them to only talk about leadership skills. Yet, I at least had some interest, and agreed on attending, not knowing that it would be worth it. I learned a lot more about myself and how much I am still learning, especially when hearing about the speakers and their messages to the audience. Listening about how these speakers have been in situations in life that seem like a dead end, they still managed to push forward and continue on. I started thinking back to the times I went to Mexico and how much I've grown as a person. The first time I went, I was trying to find purpose in my life.

I've always been told by my parents to not end up like them and to not make their sacrifices in life useless. I was always lost on what and why am I doing this? What have I been doing these past 16 years? Would it be better if I wasn't around? After constant dead ends in life, it can feel like there's no way out, so I use every opportunity I have to grow and help myself.

To carry my parents' hopes and dreams of me being successful, I work hard at everything, and yet it took going to my family's home in Mexico to realize this whole time I was heading in the right direction for 16 years. I carry a legacy of culture, heritage, hard work, and sacrifice behind me constantly wherever I go to represent my people, no matter what others think. So, I used this opportunity to attend the conference and learn more along with others.

The following week after the conference I went to Mexico and, surprisingly, I witnessed the same type of leaders when I was playing volleyball and soccer. We all had different past experiences and yet we still came together and helped one another. I realized how much of an impact I had on others, showing them how well I can come up with ideas and present them, all the while working together. I noticed how much of the messages being presented in this conference were things I already knew, which was good to reflect on. I feel as though this conference is more for reflecting on what you have been doing for yourself and what impact you have had on others as a leader, but most importantly as a person, a part of this community.

I would like to give thanks to Muskegon Rotary for giving me this opportunity. I believe that each of us that attended LLC learned something

that will help us throughout our lives. Even though I didn't speak much at the time, I enjoyed being with others and all the speakers. I am proud to represent my culture and have my head up. Thank you."

Interact Gets It Done



We had some pretty tough soil conditions, but MS Interactors still had some fun after school Thursday and successfully planted 100 spruce and pine trees from the Rotary tree nursery in 90 minutes for Rotarian **Craig Pirrotta** of Norton Shores to enhance the value of his property. Thank you so much, Rotarian Craig, for your generous support of their efforts to do good in their community and in the world!


