






# “Service Above Self” Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



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



**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

**OCTOBER 15, 2020 12:00-1:00pm**

**FROM HOME, OFFICE, HAMMOCK, BARN**

**ReWine Sat Club – 10/15 - 5:15pm Rad Dad's**

**Mary Anne Gorman, Director**  
**Jeff Lewis, Director**  
**Ginny Sprague, Director**  
**JD Wallace, Sr, Director**  
**Doug Wood, Director**  
**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?

## (10/22/20) “Cutting Edge Cancer Detection” Roger Spoelman

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

- \* Remember those wonderful days of live meeters and greeters, and vice versa? Good, 'cause they remember you...and you...and you.

### REFLECTOR

Michael Miller

### THIS WEEK'S MENU

Waiting to be discovered

### NEXT WEEK'S BIRTHDAYS

Dan Hartmann	Oct 22
Linda Juarez	Oct 23
Eric Ringelberg	Oct 27
Jenny McNeill	Oct 28

### PROGRAMS / EVENTS

10/22 **Zoom Meeting**  
 10/29 Sr Resources W Mich  
 11/05 HealthWest

## Muskegon Rotary Board

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## ANNOUNCEMENTS, KUDOS, VISITORS

### ReWine

Meets tonight **10/15 at Rad Dad's at 5:15 pm.**

### Visitors

**Kathy Brubaker-Clark** introduced Rob Cook from Central United Methodist Church. Welcome back to Muskegon, Rob!



**Marty Sytsema** introduced two student guests from West Michigan Christian HS, Isaiah and Raj, along with their counselor Jeff Schipper.



Corrections and apologies for the misspelling of **Lisa Hegenbart** and **Don Hutchins'** last names in recent editions of RIM and their participation with the Food Trucks. We greatly appreciate Lisa and Don's time and contribution to this worthwhile cause. Feel free to call out this Editor any time for corrections.

## TREE-mendous Success!



The Mona Shores Interactors had a very fruitful sale at the Muskegon Farmer's Market last Saturday. With **John Noling's** help this amazing group of kids sold \$130 worth of trees and received \$99 in donations!

Said MS Club President **Simran Tumber**, "As being part of this amazing sale, I highly urge other schools to also get involved. It was a great success and I enjoyed meeting new people. I loved that everyone walking by acknowledged our stall and showed interest. Even if they did not end up buying one, they were still generous enough to donate to our club and what we stand for. My day just started with a great event and I am thankful to have been a part of it!"



A special thanks to **Vonnie Reames** for all you did to get us a booth and license for the market and **Kevin and Esther Ricco** for lots of help getting ready!



Under the leadership of **President Simran Tumber**, MS Interact Club is off to an energetic start despite Covid-19 restrictions. They have successfully cashed in two big loads of pop cans (thanks to Rotary!), volunteered at Causeway Park cleanup, conducted a successful TREE-Mendous tree sale at Farmers Market, and volunteered for the last two Food Truck distributions sponsored by Rotary.



We appreciate their efforts to conduct successful Zoom meetings and galvanize their membership for action in the community! Your good works are not going unnoticed!

## 18 Brave Rotarians So Far

**Ginny Sprague** is still looking for 2 more participants for *A Dark and Stormy Night*.

The journey will run from **Thursday, November 5, through Thursday, January 21, 2021**. Each week the title and author of two selected quotes is revealed, and the participants matched to each sentence will be eliminated from the contest.

As in past contests, each participant will contribute \$100. Typically, the contributions cover the cost of two Paul Harris Fellow awards. Instead, the Muskegon Rotary Club will use Recognition Points for the two Paul Harris Fellow awards, and all money collected will be contributed to the End Polio Now campaign. These contributions are matched, 2 to 1, by the Bill and Melinda Gates Foundation.

Each contestant will write a check to The Rotary Foundation and write End Polio Now in the memo. Please mail your check to **Ginny Sprague, 1050 Harbor Point Court, Norton Shores, MI 49441 by Thursday, October 29, 2020**.

If you wish to pay by credit card, please call **Ginny 231.740.0916** with your credit card information.

## COVID-19 Updates

**Kathy Moore** - as of late Monday, our numbers are gradually inclining. However, our positivity rate is continuing to decline--we are now at a 2.5% or slightly below. This could be just an indication of more testing capacity. Early on it was really hard to get a test and required a physician referral; most of those referred were having symptoms. That resulted in a higher than 10% rate.

Cases as of late Monday were 1,635 active with 72 Covid deaths. Stats show 43% male and 56% female. We are seeing a resurgence in cases in long-term care and assisted living.

As of today, Mercy Health has 19 inpatients and as of 10/13 only one was on a ventilator. The gradual increase is also happening across the state.

Where to get tested? Christ Temple Church, 412 E Sherman Blvd., has testing available for any reason. It is recommended to call ahead so that you don't have to wait. Hours are Mondays & Tuesdays 10am-5pm, Thursdays noon-7 pm.

Mercy Health has also partnered to test individuals who may have been exposed to a positive confirmed case. The Mercy at the Lakes site will take referrals from a physician or Public Health.

Municipal Location			
Blue Lake Township	10	0.6%	
Casnovia Township	43	2.6%	
Casnovia Village	0	0.0%	
Cedar Creek Township	7	0.4%	
Dalton Township	57	3.5%	
Egelston Township	91	5.6%	
Fruitland Township	33	2.0%	
Fruitport Charter Township	96	5.9%	
Fruitport Village	6	0.4%	
Holt Township	15	0.9%	
Laketon Township	44	2.7%	
Lakewood Club Village	6	0.4%	
Montague, City	11	0.7%	
Montague Township	3	0.2%	
Moorland Township	13	0.8%	
Muskegon, City	485	29.7%	
Muskegon Charter Township	120	7.3%	
Muskegon Heights, City	185	11.3%	
North Muskegon, City	36	2.2%	
Norton Shores, City	178	10.9%	
Ravenna Township	28	1.7%	
Ravenna Village	4	0.2%	
Roosevelt Park, City	65	4.0%	
Sullivan Township	28	1.7%	
White River Township	4	0.2%	
Whitehall, City	13	0.8%	
Whitehall Township	10	0.6%	
Not Yet Determined*	44	2.7%	
(*unable to reach patient to confirm address)			
<b>Total Muskegon County</b>	<b>1635</b>		

**Christine Robere** from United Way of the Lakeshore reminded us that October is Domestic Violence Prevention Month and that stresses are high in family systems right now. We all need to be cognizant of that as well as remind ourselves of the need to support the shelters in our community.



Folks from the Rescue Mission reached out to say that they are planning for winter and the shelters are already full. There is always a greater need in winter and the housing availability in our community is already low.

There is a committee meeting next week at the United Way Lakeshore for finding ways to support our operations and the needs of families and children going into the winter months.

The UW campaign is still running and we encourage you to help in any way you can: make a gift or get involved in volunteering. Every little bit helps. Find out how you can help our community right [here](#).

## Food Truck Updates

A very successful food truck distribution Wednesday, October 14 afternoon at the Temple Methodist Supper House in Muskegon Heights. A big turnout of food recipients as well as Rotary volunteers. Special thanks to **John Noling** for dropping off the club aprons!



We had no less than 18 Rotary and related volunteers (too many to list here) on hand including three interactors from Mona Shores as well as an assortment of sons, spouses, significant others, etc. Just a great showing by our club. It was a big truck with a lot of unpacking of pallets and repackaging into portioned boxes/bundles for recipients. We were

glad to have so many on hand to help make the job manageable. Everyone had a good time and felt good about our 'service above self' effort. Upcoming Rotary food trucks at Temple Methodist, 2500 Jefferson St., Muskegon Heights:

**October 28**

**November 18**

**December 23**

Please arrive at the Temple Methodist Church parking lot location **by 3:00 p.m. with food distribution beginning at 5:00 p.m. and lasting until approximately 6:00 p.m.** Any help you can provide is greatly appreciated!

## Watch Muskegon Play Dedications

**Mike Vogas** provided a video of the past weekend's dedications at Johnny O. Harris and Rotary Parks. Thanks to the hard work of **Susan and Orville Crain** along with countless others, these larger-than-life instruments are a huge hit with kids!



A little girl of about 10 years told Susan, "I have to tell you thank you so much for these wonderful musical instruments. I played them right over there (7<sup>th</sup> and Shoreline)." As she took off, she looked back and said, "You all get an A plus!"



## This Week's Program:

### Andy O'Riley

*By Lori Weiler*

**Lisa Tyler** introduced the "Self-Declared Unofficial Mayor of Facebook" himself, Andy O'Riley, with a very consolidated summary of this remarkable guy's career and his impact on Muskegon.



A native of Sparta, Andy charged into his future just 5 months after graduating from high school. After interning for a while, he found himself second in command. When Andy relocated to Muskegon 20 years ago he was asked to replace the morning guy who was going to be fired. Andy said, "no." That person was important to Muskegon and needed to stay on. He went on to help make that radio station #1 in the market in two years with very little resources.

After taking a year off to do a stint with Nascar, he returned and eventually started the [Positively Muskegon Blog](#) with a financed GoPro

and limited resources. His motivation arose from the moral situation he faced when a spaghetti fundraiser for a grandmother with cancer wouldn't be published on the radio without payment. Andy couldn't see that happening.

Armed with his new GoPro, Andy found himself with Andrea Rosema and four of her friends in Wolf Lake as she was in her freezing December garage-converted-to-she-shed putting on the biggest event she's ever done: cookies, soldier letters, wrapping presents, etc. He found he needed to give her an advertising tool with a relevant platform she wouldn't find anywhere else. He decided to take the Positively Muskegon Blog and start to find those stories and give those people the platform so they can say "look what I did," and somebody will notice and share all over social media.

*"Radio is where we gather a town hall every morning."*

As Positively Muskegon grew to 350,000 page views, they found they didn't want to damage the presence. They wanted a platform for "the little guy" who does something great, so they started Muskegon Channel [www.muskegonchannel.com](http://www.muskegonchannel.com); more of the same vibe, but daily and weekly programs, cooking, exercise, and today they are working on a Paranormal Muskegon episode.

For 20 years Andy has gone to schools to talk about broadcasting. He speaks to grades 8<sup>th</sup> on up and asks, "when you hear or see something about Muskegon on the news, what is it?" It's always the same answer: "somebody got shot."

As we all work to rebuild and reform and reshape the way we're seen, that perception sets their mindset that someday they're going to get out of here. That's the erosion of our future

and we have to start to change the way that is seen.

The betrayal of us has been so negative for so long Andy figured somebody had to start standing up. Big media only comes out when somebody gets shot and that is not doing Muskegon any favors. They started to do more and were challenged with how to get the message further out.

They started using things like YouTube, from there a different video server, then Roku and Amazon Fire. Soon folks were watching on big screens and it's available all over the world.

From there they took over a project called Skeetown Stereo and turned it into Muskegon Channel Radio and put it all on a phone app.

Meanwhile, Andy looked out into the future and supposed that someday Muskegon would have some big emergency; not that he wished for it, but realistically knew it would just happen and they would be able to show what having willful media means.

And then it did—a pandemic hit. Suddenly, everything was cancelled; but fortunately, through their growth they had everything in place. Public Health called and said "can you help?" They said 'absolutely' and in a moment's notice had all their live equipment ready to go. They got the word out across the internet, tv, radio, in an instant when the pandemic shutdown first started.

Andy started with a GoPro. Now there are multiple cameras, live stream on tv instantly, and an operator can be there in 5 minutes.

Today, video views from Muskegon Channel reach 455,000, Channel 96 has 80,000 all-time views and now local high school football, Mona Shores and Muskegon, equate to 76,000 of those. They tell sponsors, "your banner in the side of a stadium

is wonderful, but now we've got 76,000 people watching the games as well as a national audience." The goal long term is taking two-hour blocks with programs and have them directly benefit the schools. Inside those two hours, any ad dollars generated go back to the schools.

The future for programming on Channel 96 is community access to a program anybody can get on. Produce your own program and they'll help you get it on the air. The most important thing for all of us is to know what's going on here in town. We are big enough support a local access channel. We have the technology and know-how.

Check out more Andy here:

[Muskegon Channel](#)

[Muskegon Channel Radio](#)

[Positively Muskegon Blog](#)

[Positively Muskegon FaceBook Page](#)

## Rotary's Education Summit

There is still time to register for our Vroom, a Zoom, Zoom with Rotary event, starting this Saturday. You won't want to miss out on this awesome opportunity.

Sat, Oct 17, 9-10:00 am Dr. Mary Berge  
Mon, Oct 19, 7-8:00 pm Evan Burrell  
Tue, Oct 20, 7-8:00 pm Mary Beth Growney Selene

Wed, Oct 21, 7-8 pm Jenny Stotts  
Thu, Oct 22, 7-8 pm Jason Browne  
If you have already registered, you will be receiving an email with the Zoom invitation 1 day prior to the event!

If not, click [here](#) to register.

## RIM Reporting Team

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