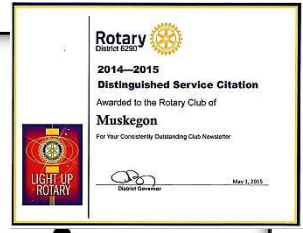


# "Service Above Self" Muskegon Rotary in Motion



<http://www.muskegonrotary.org>



Jason Piasecki, President  
Jane Clingman-Scott, President-Elect  
Ginny Sprague, President Nominee  
Mark Meyers, Immediate 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 Meeting October 14, 12-1:30pm  
Hybrid Style – **The Lake House**  
ReWine Sat Club – Next mtg 10/21 5:15 pm

Mary Anne Gorman, Director  
Jeff Lewis, Director  
Doug Wood, 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 (10/14/21) — Gary Chenoweth, District Governor at THE LAKE HOUSE**



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**  
Mary Anne Gorman Oct 7  
Joanie Smith Oct 14  
Susan Crain Oct 21  
Eric Seifert Oct 28

**NEXT WEEK'S BIRTHDAYS**  
Claire Root-Benson Oct 14  
Jackie Fisher Oct 16  
Chauncy Williams Oct 16  
Kim Dimmett Oct 17  
JD Wallace Oct 21  
Don't forget [Caring Connection Fund!](#)

**PROGRAMS / EVENTS**  
10/7 Manufacturing Week  
10/14 Gary Chenoweth, Rotary District 6290 Governor  
10/21 Community Foundation of Muskegon

**DEI Book Club**  
Another chance Wed, Oct. 13 at noon to discuss the YouTube interview between Isabelle Wilkerson and Bryan Stevenson regarding *Caste*.  
<https://us02web.zoom.us/j/87312375104>  
Meeting ID: 873 1237 5104

**REMINDER: Lunch meeting is back at the Lake House 10/21/21 only.**

**VISITORS & GUESTS**  
\*\*NOTE: The Editor sincerely apologizes for the poor picture quality this week. Her internet was down and she Zoomed on her phone.\*\*



Chris Chaney was the guest of **Jackie Fisher**. Chris has visited once before as the guest of **Jim Fisher**.



Rita Caviness was the guest of **Meredith Smillie**. Rita is the director of The Hope Project and is interested in becoming a Rotarian.



**Melissa Boughner** brought along **Donna Joyce** who will become a member of Muskegon Rescue Mission's corporate membership soon.

## **ANNOUNCEMENTS**

**New Member Updates**  
Congratulations to **Jennifer Loechle** and **Heather Ruffin** on completing their Red Star New Member Orientation!

## **Member Update**

**Mike Vogas** had successful surgery last Monday. He will be recovering at home over the next month if you would like to extend get-well wishes to him.

**Donald Mathews Memorial**  
Beth Mathews, daughter of Don Mathews, recently reached out to update us on an upcoming memorial service for her dad. Don was President of Muskegon Rotary in 2004-2005. She

said every time she or her brothers came into town, he would ask them if we were available to go with him to Rotary on Thursdays for lunch. He had many friends here. And it was thanks to a notice in an early newsletter that she became a Rotary exchange student to Japan, which changed her life.

He died in April 2020, and it is only now that they have been able to organize a service. His memorial service will be on Oct. 23 at 2pm at the First Presbyterian Church, 2577 Wickham Dr., Muskegon.

[Here is a link](#) to his obituary.

## Are You Up to The Challenge?

**Eric Siefert** announced his challenge a week ago to match up to \$5,000 for contributions to the Boys and Girls Club. So far, the campaign has been very successful. "We have had two very generous gifts and while we need a little bit more, I'm going to have to look at writing that \$5,000 check pretty soon," he happily told the Club.

**Eric will match donations from Rotary members up to \$5,000 in total, made within the next 30 days.**

Please make your gift directly to the Boys and Girls Club and be sure to indicate your Rotary membership.

## Vocational Spotlight

This week we focused on **David Ramos**, owner of Ramos & Sons Body Shop since 2003. To see the entire video, click [here](#).



David joined the Club in 2007 at the request of past President Larry Wright. As a lifetime Muskegon resident, David has enjoyed serving his community in

many ways, including 24 years in law enforcement with the Muskegon County Sheriff's Department, the Muskegon Township Police Department and finally the Muskegon Police Department. Now as a business owner and community volunteer, he sees his Rotary involvement as another way of giving back locally and globally. He and his former wife, fellow Rotarian **Mary Beth Ramos**, have two grown children.

## This Week's Program: Celebrating Manufacturing Week with ADAC Automotive

*By Roger Morgenstern  
Interview by DJ Hilson*

We celebrated Manufacturing Week by learning more about ADAC Automotive. Please click [here](#) for the video interview.

While based in Grand Rapids, ADAC's Peter Hungerford explained to our interview moderator, **D.J. Hilson**, that the Tier 1 automotive supplier has approximately 1,000 employees in Muskegon.



ADAC designs, engineers and manufactures interior and exterior door handles for customers around the globe, Hungerford said. It wasn't long ago that their customer base was the Big Three automakers with sales limited to North America. As cars and door handles essentially becoming a "consumer electronic device" (think of all the design and engineering that goes into your ability to open your door without a key!), their customers are all over the world.

"The landscape has changed quite a bit," Hungerford said. "There are a lot more electronics involved and they're tied into the car's performance."

With the increasing use of Uber and other ride-sharing programs, some of the technology ADAC deals with includes other ways of accessing entry to a car, such as through a user's smartphone. Hungerford said that's a far cry from the primarily mechanical door handle operations of 10 or 15 years ago.

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*"Regardless of title, we all have a role."*

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He said ADAC's Muskegon associates have a good work culture which values everyone's contributions. "Regardless of title we all have a role."

This culture is reflected in ADAC's corporate philanthropy, with the company supporting causes deemed important by their employees.

Looking to the future, Hungerford pointed to several key areas.

- The likely re-emergence of regional supply chains vs global supply chains, which with COVID-19 have shown how "fragile" they can be and are less of a value proposition.
- Embracing sustainability practices and balancing those practices with the business's economic viability.
- Increased automation and, where it makes sense when robots are more efficient than humans, "relinquishing to machines, which is tough for many of us."

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*"Help one another. There's no time like the present, and no present like the time."*

*– James Durst*



## Trivia Question

Q: To celebrate Manufacturing Week, which Muskegon-made product is credited as being the predecessor to the snowboard?



Bonus: Who invented the product?

A: Paul Harris Fellow Sherman Poppen invented the “snurfer” in 1964 for his daughters by fastening two skis together and attaching a rope to one end so he would have some control as they stood on the board and glided downhill.



(Photo courtesy of NorthernExpress.com)

He licensed the idea to Brunswick Corporation who sold about a million snurfers over the next decade.

In a story on NPR Radio after his passing, Poppen's daughter said her father only had one regret:

“Jake Burton wanted to buy the word ‘snurfer,’ but my dad kept the name. And if he had sold it, now it would be called snurfing, not snowboarding.”

For more information about this local legend, click [here](#).

## In case you were not aware...it's Spooky season.

### Depot to Depot Fall Color Tour October 2-23!

Take your car or bike on this self-guided color tour; stretching from the Muskegon South Pierhead Light to the White River Light Station.

Wind your way along Lake Michigan. Travel the historic West Michigan Pike Byway. And see the scenic roads of Muskegon County in all their autumn glory. Soar over a canopy of fall colors, see the sites, snap some “selfies” and discover our local shops, restaurants, attractions and more. More info is [here](#).

**Halloween Bash** at the Muskegon Farmer's Market this Saturday, **October 16 from 10am-1pm** featuring trick or treating, pumpkin decorating, critter barn, princesses, superheroes, games and prizes!



The Lakeshore Museum and Muskegon Civic Theater are partnering up to terrify us. Get your tickets for Fright Night at the Museum [here](#).



## Interact Insider

John Noling spoke with North Muskegon Rotary Advisor John Slocum about the start for the club this year. Four officers are finally in place, the President and VP swapped positions recently, both very stretched with other school leadership and sports, but they have a plan now.

- President Gabriella Wingard
- VP Gabby Gaston
- Secretary Allie Friesner
- Treasurer Maddie Wright

As for projects, John reports 11 major organizations/projects to work with this year, but first three are:

Turkey Trot- collaborate with elementary school Phys Ed in November.

Food Drive- for Mission for Area People for Thanksgiving food help starts this week Wed, includes extra food for pantry.

Cancer support- for two HS students who have been undergoing treatments, financial and other support for their families.

### Muskegon Rotary Board

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