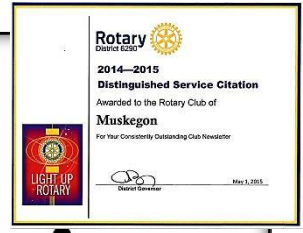


"Service Above Self" Muskegon Rotary in Motion



<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 7, 12-1:30pm
Hybrid Style – The Delta & Zoom
ReWine Sat Club – Next mtg 10/14 5:15 pm

Mary Anne Gorman, Director
Jeff Lewis, Director
Doug Wood, Director
Asaline Scott, Director
David Ramos, Director
Marty Gerencer, Director
Meredith Smillie, 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 (10/7/21) — Manufacturing Week

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

Jane Mountain Sept 30
Mary Anne Gorman Oct 7
Joanie Smith Oct 14

Rabbi Alpert is looking for Rotarians to do the Reflection at our October and November meetings. Email him if you're interested at fivea@me.com.

NEXT WEEK'S BIRTHDAYS

Heidi Sytsema Oct 11
Ed Hendrickson Oct 12
Missy Horton Oct 12
Don't forget [Caring Connection Fund!](#)

PROGRAMS / EVENTS

9/30 The Fish Monger's Wife
10/7 Manufacturing Week
10/14 Gary Chenoweth, Rotary District 6290 Governor

Trivia Question

Q: In what country was the first Rotary Club outside of the United States?



A: The first non-USA Rotary Club was in Winnipeg, Canada, in 1910.

VISITORS & GUESTS



Denise Montambo, EVP at MiBiz Business Publication was the guest of Eric Seifert.



Heather Placko, the MMA's new Curator of Education, came to lunch with Kirk Hallman.



Kayla Archer was the guest of Jen Loehle.

Donna Joyce (not pictured) was a guest of returning member, Bill Erickson.

ANNOUNCEMENTS

DEI Book Club

Need to sign up? Email Nancy McCarthy mccarthynance@yahoo.com.

Below is the zoom link for the *Caste* book discussion at noon on **Wednesday, October 6**. Please be sure to watch the YouTube video beforehand. Google "Isabel Wilkerson and Bryan Stevenson interview" and it will take you right to it.

Topic: *Caste* - A Book Talk
Time: Oct 6, 2021 12:00 PM Eastern
Zoom link [here](#)

Meeting ID: 848 9981 7587
One tap mobile 1-312-626-6799

Condolences

Ellen Barens passed away this past week. Ellen is a former Rotarian and very active in the greater Muskegon Community.

Last Call: President's Survey

Share your feedback on our club meetings. The survey will take 3-5 minutes. [Click here](#).

A Rotary Asset

The addition of an asset that improves services is often associated with the donor or the name of someone who enabled the gift. The addition of Meggie Kwiatkowski to the AV Support Team is a gift to the club.

The Muskegon Rotary sound system employed today for the first time is the Meggie Kwiatkowski Public Address system, hereafter known as the MKPA.



Mike Vogas represented all of the Rotary Club of Muskegon with his expression of gratitude for **Meggie Kwiatkowski**.

A Challenge for Rotarians

From Eric Seifert

I would like to salute the quiet and unassuming **Bob Scolnik** for his generous gift to the Boys and Girls Club building project. Of course, this initiative is near and dear to our club with our focus on community service and especially youth programming, and the adjacent Rotary Park.

I'd like to challenge you, my fellow Rotarians, to continue the momentum that started with **Chris McGuigan** and Gary Neal's million-dollar gift and fortified with Bob's recent generosity.

I 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. Let's get behind this project and watch the community enjoy a revitalized lakefront gem.

Welcome Back to Muskegon Rotary, Bill Erickson

Bill Erickson and his wife of 36 years (Teresa) were both born and raised in Muskegon. They raised two wonderful children in the Reeths Puffer area (Brad and Angie). Now, in their September years, they take great delight in grandparenting and loving on three- and one-half grandchildren all under the age of 3.



Bill enjoyed a previous 5-year stint with Muskegon Rotary and now, after a short hiatus, returns as a proud representative of Muskegon Rescue Mission. He finds that serving in the development field to be incredibly satisfying and quite fulfilling.

He enjoys classic cars, ice cream, and Lake Michigan sunsets. He's happiest when those three things occur simultaneously.

Vocational Spotlight

Let's take a look at **Eric Seifert** this week. Watch the full video [here](#). Eric joined Rotary in 1994, starting out in the Grand Haven Club. His background takes him back 45 years in business.

Eric was a business banker for 32 years, then joined GVSU's Small



Business Center Program where he helped businesses start, expand, survive, and

fine-tune for 10 years. After seeing a need for business brokerage in Muskegon five years ago, Eric

established his own brokerage office and has been extremely busy since then. He recognized a need to help business owners exit their businesses, a complete change from helping them start and grow.

Eric considers himself an 'unofficial' membership committee recruiter. Whenever he meets someone who isn't a member, he invites them along to find out more about our great club.

This Week's Program The Fish Monger's Wife: Amber Mae Peterson

By Meredith Smillie

Program Introduced by **Kris Collee**

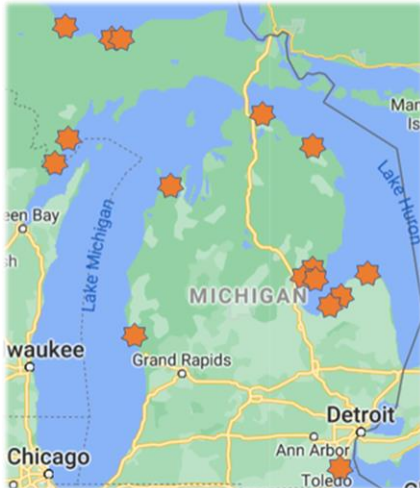
Amber Mae Peterson is the Fish Monger's Wife. She married a fourth generation Lake Michigan commercial fisherman, Eric. Their family has been commercial fishing for Great Lakes Whitefish in Muskegon since 1927.



Amber presented information regarding commercial fishing versus recreational or charter boat fishing. Commercial fishermen are licensed by the State of Michigan to fish within the Great Lakes and to sell fish commercially. Commercial fishermen catch large volumes of fish that are then made available to the general public. Commercial fishermen use a live net system and catch fish from a pot on to ice located on the boats.

Michigan's commercial fishing heritage began with the fur trade. Many trappers would fish throughout the summer and ship fish back to Europe and return to fur trapping in the winter. Peak fishing production was in the 1940's and 1950's with 1,800 to

2,000 commercial fishers shipping freshwater across the nation and the world. Currently, less than 25 families own and operate 50 licenses with 11 families fishing full time; and includes both the upper and lower peninsulas. Commercial fishing in US waters of the Great Lakes is regulated by either a state agency or tribal authorities. Before 1985 there was no difference between state and tribally licensed fishers and now all are licensed through the state.



Michigan's commercial fishing families by the numbers: the largest type of fish harvested is lake whitefish at 89.2% of all fish caught. Yellow perch is limited to Saginaw Bay which is why it is so small. Policy changes from federally-managed commercial fisheries to state regulated has tremendously impacted what fish may be harvested. In that process, there are more and more fishing and processing regulations. There is also a decline of public awareness of commercial fishing on the Great Lakes. Amber also noted there is a graying of the fleet of commercial fishermen. The next generation of fishermen is not growing. The Great Lakes are also seeing an increase of invasive species. This means that there are less fish available for people to buy.

We are not seeing a switch from volume to direct sales in Michigan. The Peterson family was the last family to have their own fish market locally. Other families would direct sell in their

community and sell commercially. Amber learned that there is a demand for direct sales after starting out by selling at the Muskegon Farmer's Market. 62% of seafood sales go to commercial distributors.



Having a location, The Fish Monger's Wife, has allowed the Peterson family to remain in business via direct sales in the Muskegon community. Amber has a knack for marketing and used the media for marketing and networking The Fish Monger's Wife. Amber also learned that families needed direction on how to cook and prepare fish. The Fish Monger's Wife has begun offering meal kits, in addition to cooking classes at their West Sherman location.

In the past year and a half, The Fish Monger's Wife has been offering precooked meal sales, curbside delivery of fish dishes. The Fish Monger's Wife also put 1,000 pounds of fish into local food pantries in 2021 and plan to also deliver 1,000 pounds in 2022. The Fish Monger's Wife has a strong following in the Muskegon community.

The future of commercial fishing is in question. Amber noted that they are optimistic and desire to remain fishing in the Great Lakes. Amber noted that commercial fishing is weather dependent--they can begin fishing as soon as the ice clears in the spring and closes at noon on November 1. Amber notes that the lamprey eel effects are declining, noting the lake whitefish are not being affected as much as ten years ago. Amber noted that lamprey

eels tend to target lake trout more versus whitefish. Amber did note that goldfish are often caught in the Great Lakes that are over one foot long. Please do not release your pets into the Great Lakes, as they are a nuisance fish. We are also seeing some fish species go away; there has not been a commercial perch fishery in Michigan since 1976. Perch is 100% coming out of Canada and caught in Lake Erie. Tribally-licensed fisheries are able to catch lake perch and these are the perch sold at The Fish Monger's Wife. If you want to save a perch, eat a walleye. Walleye feed on perch.



For fish facts, recipes, online shopping, cooking classes, and more check out their website here:

<https://www.thefishmongerswife.net/>

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