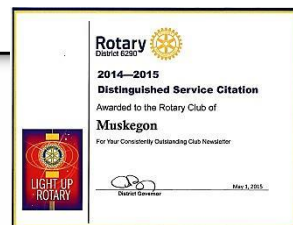


**"Service Above Self"**

# Muskegon Rotary in Motion

<http://www.muskegonrotary.org>



Linda Juarez, President  
Mark Meyers, President-Elect  
Jason Piasecki, President Nominee  
Tim Arter, Treasurer  
Kathy Moore, Past President  
Kathy Betts, Secretary  
Jane Clingman-Scott, Director



## Muskegon Rotary Club

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

**MAY 14, 2020 12:00-1:00pm**

**FROM YOUR HOME, OFFICE, TV STUDIO**

**ReWine Satellite Club – No Mtg at 5:15pm**



Mary Anne Gorman, Director  
Orville Crain, Director  
Ginny Sprague, Director  
JD Wallace, Sr, Director  
Doug Wood, Director  
Ammy Seymour, 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?

## (5/14/20) "THIS WILL BE A SURPRISE"

### MEETER / GREETER

\* Rich Berry

### REFLECTOR

Michael Miller

### THIS WEEK'S MENU

\* Corn & Sausage Roast  
(only when corn's on cob)

### STUDENT GUESTS

\* Western Michigan Christian

### NEXT WEEK'S BIRTHDAYS

Arn Boezaart May 15

### FUTURE PROGRAMS / EVENTS

05/14 **Boom Conference**

05/14 Come Find Out

05/21 Gr Lakes Stewardship

05/28 Pigeon Hill Brewing

06/04 Festival Panel

06/05 **Party in the Park**

10/07 **Grape Escape**

\* **SCHEDULED BUT CANCELLED**

### Melissa Moore Mom Message

## Searching for a Florida Connection

My son, Lachlan Moore, is 22 and just graduated from Rensselaer (RPI) with a degree in Aeronautical Engineering. He found out a few



weeks ago that he will be working at Crane Aerospace in Ft Walton Beach, FL for the summer (May 25-Aug 21) before

returning to RPI to start his master's degree. It's a crazy time to be looking for housing! We've been desperately searching for a short term, furnished rental that he can afford and have had no luck. I know that there are a lot of Rotary members with links to FL so I thought I'd get creative and asked if I might reach out to all of you through the RIM. I received a kind yes. So, if you have any connections that might

be helpful, this worried mom would really appreciate it if you would pass them on. You can reach me [Melissa.moore@readmuskegon.org](mailto:Melissa.moore@readmuskegon.org) or 231-830-5539. Thank You!

### **If you're not ZOOMING Muskegon Rotary every week, you're missing out!**

The stay-at-home order is extended until May 28. These extra weeks have the potential of impacting Muskegon Rotary meetings during that period.

**The new login information will be good every week through June 11.**

Please click [HERE](#) to join.

**Webinar ID: 670-340-645**

**Password: 984357**

**Or join by phone if your device does not have video/audio capability:**

**1-929-436-2866 or 1-312-626-6799**

**1-669-900-6833 or 1-253-215-8782**

**1-301-715-8592 or 1-346-248-7799**

Join from a PC, Mac, iPad, iPhone or Android device. (pants are optional but encouraged).



**WATCH MUSKEGON**

Stay Home. Stay Safe. Save Lives.

# ANNOUNCEMENTS

## Love *STILL* Lives Here

**Brianna Scott** spoke about negative and hurtful messages being spread throughout our community via social media. The pandemic has fueled these fires now more than ever. The Diversity, Equity & Inclusion Committee is jumping into action to help spread positivity *NOW*. **Love Lives Here** signs will be available soon at multiple locations for pickup (to be announced). Make sure you also share the **Love Lives Here** Facebook page!

## COVID-19 Updates from Poppy Hernandez and Kathy Moore

Fellow Rotarian **Poppy Hernandez** is also known as the Regional Director of Committee Affairs for Governor Gretchen Whitmer's office. Poppy updated us on what the Governor's office is doing now to address plans for getting Michigan back to work, and how the Racial Disparity Taskforce is tackling the problem of disproportionate impact on health for communities of color throughout our state. COVID-19 has shone so much light on an already existing issue. Poppy acknowledged that the Taskforce is made up of mainly people from the southeast side of the state (not that she didn't fight for West Michigan to have a bigger voice), but it is obvious by the data that bigger problems are stemming from that region.

The Racial Disparity Task Force, formed by Governor Whitmer's Executive Order on April 20, 2020, strives to:

- Remove barriers to accessing physical and mental health care.
- Reduce the impact of medical bias in testing and treatment.

- Mitigate environmental and infrastructure factors contributing to increased exposure during pandemics resulting in mortality.
- Develop and improve systems for supporting long-term economic recovery and physical and mental health care following a pandemic.

When it comes to Michigan getting back to work, Poppy reminded us of the Governor's important message: this is not a switch we will flip on. It is a data-driven dial that will be adjusted and moved by the statistics.

Still have questions about where Michigan is headed? This Rotary club has a friend in the Governor's office in **Poppy**. Shoot her an email if you want more detail  
[HernandezP3@michigan.gov](mailto:HernandezP3@michigan.gov).

**Kathy Moore** echoed Poppy's message with Muskegon County statistics showing 335 positive cases of COVID-19 currently (but these numbers change rapidly). Like the rest of the U.S., it is disproportionately black with at least 40% of the positive cases. In comparison the population of Muskegon County is only 15% black. The largest age group with positive tests are 50-59-year-olds followed by 20-29-year-olds. Currently Muskegon County has 49 recovered cases of COVID-19 with an additional 95 expected next week.

The big news is that testing is expanding. Hackley Community Care is now testing; starting Friday, May 8, Walmart on Henry will begin testing; and RiteAid in North Muskegon will start Monday, May 11. The Public Health Department does expect more positive cases because of the increase in tests.

**Below is a link to the recording of the May 7<sup>th</sup> Rotary meeting:**

**[May 7<sup>th</sup> Rotary Meeting Recording](#)**

## Last Week's Program: 3-Minute Business Reports

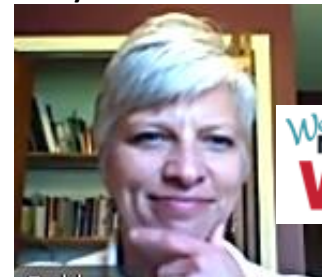
**By Ammy Seymour**

Tired of hearing about the negativity? Check out what our champion Rotarians are doing to make 'positivity' the new norm!

*Editor's note: due to a lack of program time, more 3-minute reports will be coming in a future Zoom meeting. Stay tuned!*

Creating  
Opportunities  
Viable  
In  
Disasters

## West Michigan Works Kathy Rohlman



The explosion of unemployment claims due to the pandemic thrust this agency into an unimaginable workload. Kathy Rohlman and the rest of the West MI Works team didn't delay in helping West Michigan when we needed it most. Just last week, with a skeleton crew, they helped 350 people. They are offering virtual hiring events April 21 & 23, and May 20 & 21. Job seeker registration will open Monday, May 11 and close Friday, May 15. Thanks to their hard work, there are still so many resources like workshop videos for the unemployed and employers who are hiring. Check out [www.westmiworks.org](http://www.westmiworks.org) for a list of all the tools.

## AgeWell Services - Serving the Senior Community



Together with community partners, **Kris Collee**, above, Executive Director of AgeWell, is working hard to keep aging adults connected to provide essential services and reduce social isolation. "Many seniors are now more home bound than ever. This isolation causes more fear and anxiety since their only source of information is media." Meals on Wheels are being delivered now M-W-F to 966 people but there is a wait list to serve 343 individuals. AgeWell needed to be "quick and innovative" to help newly home-bound seniors gain access to nutritious food. Together with the YMCA Veggie Van, they have distributed 24,711 meals to 5,960 Muskegon, Oceana and Ottawa County residents since the Governor's Stay at Home Order. They continue rides to 31 seniors to dialysis and cancer treatment with the help of 14 volunteers and paid staff. The famous "Dancing Francine" is keeping seniors moving through live and recorded Facebook fitness. AgeWell anticipates continuation of altered services through the end of July at this time, recreating how meals are conveyed and rides being given, but also to keep aging adults connected virtually. [www.agewellservices.org](http://www.agewellservices.org)

### West Michigan Food Processing Marty Gerencer, Executive Director

**Business:** the food supply chain has been disrupted due to the COVID crisis. Although our food processors have used PPE equipment like plastic gloves, masks, gowns and sanitizer for many years, we've found ourselves in a place where we needed to research and learn the latest policies and

procedures for re-opening safely. Our teams have researched, assessed, strategized and implemented new COVID safety practices quickly to ensure our food reaches our retailers and consumers in a timely way.

**Social:** because of the abrupt close of restaurants and other institutions, our food processors and distributors found themselves with a lot of fresh inventory which could not all be re-routed to retailers because of packaging and other reasons. Our Association has worked at the regional level with colleagues in Ottawa County, at the state level with MDARD, and national level with USDA, to assist distributors in West Michigan to deliver excess product to area food pantries, senior centers and other organizations with immediate food needs.

**Education:** Our Association's partnership with Muskegon Community College and Michigan State University has been critical and we have all quickly pivoted to provide educational resources to our food processing industry that will assist them in re-opening, gearing up operations and other work that will lead to a strengthened food supply chain in Muskegon County, West Michigan and beyond.



On a wonderfully positive note, the COVID crisis has created a new awakening in that people are truly understanding "where their food comes from" and how important food is to critical infrastructure and our overall health and well-being. Please remember to visit our vast local farms and markets in Muskegon County and around the West Michigan region and

buy local food and beverages whenever possible now and as the COVID order relax. Our west Michigan food supply is abundant and well! <https://www.westmichfoodprocessingassn.com/>

### Michigan's Energy Protections and Assistance During COVID-19 Pandemic



**Jonathan Wilson, DTE Energy / Regional Manager Corporate and Government Affairs**

The State of Michigan and local energy companies are working to ensure protections are in place for customers as efforts to help slow the spread of the coronavirus impact families and businesses across the state.

#### For Residential Customers:

Be proactive in contacting your utility company as soon as you know you will be unable to pay your bill on time. Call 2-1-1 or visit [www.mi211.org](http://www.mi211.org) for critical needs such as food, child care and more. Trained operators will connect you to assistance for a range of needs.

#### For low Income Households

See if you qualify for State Emergency Relief (SER) to help pay part of your energy bill, assist in keeping energy services, or help restore service. Call your local Department of Health and Human Services (DHHS) office for information or apply on MI Bridges.

#### Help for Residential Customers

New Personalized Service Protection Available to customers impacted by COVID-19. Extended coverage for customers enrolled in our senior and low-income plans

#### Help for Business Customers

If your business is challenged by this crisis, we can discuss payment option place with you. We'll show you have to



secure a forgivable loan and connect you to helpful resources.

### Help for Communities

From donating more than 2 million respirator masks to first responders to supporting those non-profits that ensure basic needs are met for our family and neighbors, the DTE Energy Foundation is fully activated to help the communities in which we live and serve to survive this crisis.

### Resuming Critical Work

Work is resuming work on important maintenance projects and infrastructure upgrades. Michigan businesses and service providers need safe, reliable energy and this work ensure those needs will be met.



### **Redefining virtual space**

**Chanda Cregg, District Sales Manager**  
Business marketing, communication & design needs have changed in response to COVID 19

- Channel Disruptions:
  - Communication channels
  - Sales channels
  - Distribution channels

Business owners understand they need new ways to communicate with their customers and are seeking new ways to minimize the channel disruptions.

[www.TMBPartners.com](http://www.TMBPartners.com)

### **Muskegon Community College Going Forward**

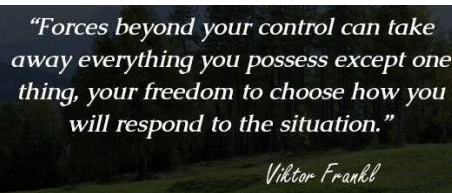
**Don Crandall, MCC Trustee**

- 300 MCC students graduated this month despite social distancing!
- Infrastructure was in place to offer remote learning. Ten percent of the classes were already online and 100% of courses transitioned to online ending the semester with success.
- 100/150 Emergency beds are available at the MCC gymnasium for COVID-19 patients.
- 3.5 million dollars of Federal Funds were awarded to MCC supporting

students and the institution during the pandemic.

- Lakeshore Fitness Center will permanently close in conjunction with the campus response to the coronavirus, effective immediately. The Lakeshore Fitness Center has been a financial challenge for the college since MCC purchased the facility in August 2015 from the Muskegon Family YMCA for \$1.17 million as part of MCC's community-focused health and wellness initiative, which included the construction in 2017 of the Health and Wellness Center on campus. MCC used its own assets and none of the bond issue funds to buy the building, which was renamed the MCC Lakeshore Fitness Center. The sale of the building allowed the YMCA to pay off its debt.

[www.muskegoncc.edu](http://www.muskegoncc.edu)



### **Shoreline Insurance Agency Josh Silvis, Account Executive Insurance and mood of his business clients**

"Uncertainty but NOT panic"  
Connecting with local businesses regarding payroll protection and re-entry plans. Business is 'getting done' but differently. COVID is encouraging process changes and technology comfort that wasn't there before.

[www.Shorelineagency.com](http://www.Shorelineagency.com)

### **RIM Reporting Team**

Susan Besteman [susan@bestemanproperties.com](mailto:susan@bestemanproperties.com)  
Stacey Cornell [staceylee826@gmail.com](mailto:staceylee826@gmail.com)  
Jackie Farrar [farrarjackie@yahoo.com](mailto:farrarjackie@yahoo.com)  
Susan Holkeboer [sholkebo1905@aol.com](mailto:sholkebo1905@aol.com)  
Bill Johanson [bill.johanson@yahoo.com](mailto:bill.johanson@yahoo.com)  
Peg Maniates [margaret.hennelly.maniates@gmail.com](mailto:margaret.hennelly.maniates@gmail.com)  
Kathy Moore [MooreKa@co.muskegon.mi.us](mailto:MooreKa@co.muskegon.mi.us)  
Wes O'Donnell [wes@warriorlodge.com](mailto:wes@warriorlodge.com)  
Jason Piasecki [jason@revel.in](mailto:jason@revel.in)  
Ammy Seymour [aseymour@harborhospicemi.org](mailto:aseymour@harborhospicemi.org)  
Meredith Smillie [msmillie@bethany.org](mailto:msmillie@bethany.org)  
Lori Weiler [lori.weiler@summitlawncare.net](mailto:lori.weiler@summitlawncare.net)

### **Rotary International District 6290 Rotary Foundation 500 Recognition Point Match Program**

For a limited time only, May 01, 2020 through June 08, 2020, on a first-come first-served basis, Rotary International District 6290 is offering to match your gift of \$500 to The Rotary Foundation's Annual Fund, with 500 recognition points enabling you to name a Paul Harris Fellow. Donations to qualify for a match must be received between 5/1/20 and 6/8/20. (Earlier donations cannot be counted towards the match.)

Please complete the information below and send together with a \$500 USD check payable to The Rotary Foundation to:

DRFC Gernot Runschke  
District Rotary Foundation Committee  
1624 Gladys Circle  
Grand Haven, MI 49417

Forms must be accompanied by a \$500 USD check payable to The Rotary Foundation, postmarked no later than June 08, 2020.

The following Rotarian wants to participate in the district 6290 recognition points match program:

Rotarian's Name

Member ID Number

Rotarian's Address

Rotarian's Phone Number

Rotarian's email address

Rotarian's Club Name

\$500 Check payable to The Rotary Foundation, check # \_\_\_\_\_

Name (as it is to appear on PHF certificate) of person to receive Paul Harris Fellow

Questions? Contact Gernot Runschke at 616-566-3815, or [gernotrunschke@gm](mailto:gernotrunschke@gm)