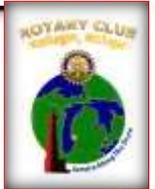




# Muskegon Rotary in Motion



Don Crandall, President  
Brianna Scott, President-Elect  
Susan Cloutier-Myers, Pres Nominee  
Larry Larsen, Secretary  
Kathy Byma, Treasurer  
Jay Wallace, Jr, Past President

## Muskegon Rotary Club

Club 216 (2809) – District 6290, Chartered May 1, 1916

April 17, 2014 12:10pm

Muskegon Harbor Holiday Inn

<http://www.muskegonrotary.org>

Pam Babbitt, Director  
Cathy Brubaker-Clarke, Director  
Dave Sipka, Director  
Josh Wallace, Director  
Mike Walsh, RIM Reporter  
Bill Johanson, 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?



## Program: “Muskegon’s New Farmers Market”

### MEETER / GREETER

Josh Wallace

### INVOCATION

Dan Sawka

### THIS MEETING’S MENU

Salisbury Steak; green beans;  
salad bar w/6 toppings, 3  
dressings; assorted desserts

### STUDENT GUESTS

Muskegon Catholic Crusaders

### NEXT WEEK’S BIRTHDAYS

Camille Jourden-Mark Apr 18

### PROGRAMS/EVENTS

- 04/24 Lake Express - 2nd Decade
- 05/01 Water Filter Experience
- 05/08 One in 21 Update
- 05/15 Every Rotarian Every Year
- 05/22 MHS State B-Ball Champs
- 06/12 Miss Michigan Contestants
- 06/19 STRIVE
- 06/26 Downtown Muskegon Now
- 09/17 *Grape Escape*



Our own Deni Hunter is a person of many talents, some maybe not apparent at Club where she leaves the showboating to others. But, make no mistake, when she takes the stage with her popular band – she’s shown here performing with percussionist Kathy Houseman Eacker – another, dynamic persona emerges. And we’ll see yet another side of Deni as she co-chairs this year’s (9/17) *Grape Escape* with Mary Beth Ramos. Should either of these lady Rotarians ask for your help in the coming months, please say yes. More Deni: [http://www.mlive.com/entertainment/muskegon/index.ssf/2014/01/muskegon\\_band\\_profile\\_deni\\_hun.html](http://www.mlive.com/entertainment/muskegon/index.ssf/2014/01/muskegon_band_profile_deni_hun.html)

## Some Club Housekeeping

Ed Note: Readers may have noticed that RIM is reporting only one birthday this week: Camille’s, on the 18<sup>th</sup> of April. (That’s also, BTW, the 239<sup>th</sup> anniversary of the midnight ride of Paul Revere in 1775, but we digress.) Really, our one birthday opened up a RIM newsroom discussion; in effect, might there be other birthdays next week that we’re missing in RIM? Well yes, if some members have neglected to update their ClubRunner profiles. Please do so right away, any of you who haven’t. Besides, didja know, it’s a requirement of the badge red star removal process... that ClubRunner profiles be updated and kept that way. Thanks for your help.



## RIM Correspondents

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This publication, *Muskegon Rotary in Motion* (RIM), is intended for the private use of our members and friends. The deadline for RIM announcements is Thursday noon for the following week’s issue. Submit brief announcements in writing to one of the RIM Correspondents listed above.

## This Week on Stage

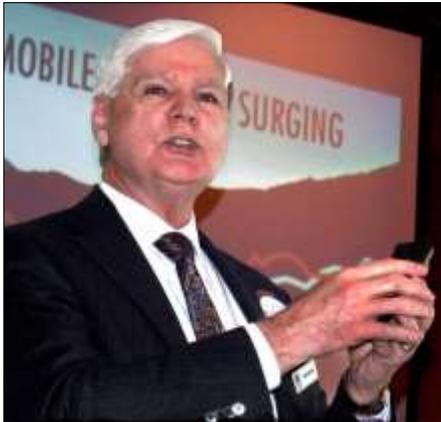
The new Muskegon Farmers Market is opening next month. This site will increase space for vendors and include utilities at every stall plus a community kitchen. Market promoters will be at Club and have more to share. Meanwhile, check out: [www.muskegonfarmersmarket.com/about](http://www.muskegonfarmersmarket.com/about)



Sun. Heavenly SUN!!! Spring at last?

**Last Week's Program**  
**MLive Media Group**  
 By Mike Walsh

Technology drives changes in news and advertising delivery, but doesn't affect long-held principles of outstanding journalism and commitment to community, Dan Gaydou, below, president of MLive Media Group, told Rotarians at their April 10<sup>th</sup> meeting at Muskegon



County Club.

Opening a briefcase, Mr. Gaydou presented a number of new media devices including a Kindle, a Nook with backlight, an iPad, Dragon Touch, Amazon Nexis, Google Glass, and an android smartphone. "We're going through a technological revolution," he said.

Smartphones, particularly the I-Phone, are "changing everything about the way we do business," Mr. Gaydou said. "It's our personal assistant. These are the things you and I use when we think about >>>

>>> information." *The Muskegon Chronicle*, which celebrates its 157<sup>th</sup> anniversary this year, remains a seven-day-a-week newspaper although it is home-delivered only three days per week. Still, it and its electronic partner, MLive, continue to put community first with outstanding journalism through the publication of a daily newspaper and hour-by-hour publication of online breaking news.

Showing pictures and articles at a recent criminal trial that appeared in *The Chronicle*, Mr. Gaydou credited the reporter and photographers for continuing the publication's reputation for top-notch reporting and photojournalism. Pointing to Rotarian *Dave Alexander*, *The Chronicle's* long-time business reporter and recently appointed community engagement director, Mr. Gaydou called him "Mr. Muskegon."

"We are concentrating on what matters," Dan said. "We are providing pages and pages of Muskegon news and we're doing it live. We're the online leader in Michigan and the local leader in this community and every community where we serve. What really matters is our culture and our journalism."

By "culture," Mr. Gaydou said the news industry "has to change the way we do business."

Pointing to the now vacant *Chronicle* building at 3<sup>rd</sup> and Clay in Muskegon, Mr. Gaydou said such old buildings are "unapproachable" by today's advertisers and newsmakers. Instead, MLive now employs news "hubs" in the communities it serves

and provides backpacks and laptop computers to reporters rather than desks. The expectation is greater



community involvement and accountability. The message to such employees is – get out into the community.

Citing statistics that 95 percent of us have email, 60 percent have smartphones, and 45 percent use tablets, Mr. Gaydou said the newspaper industry had to

reevaluate how it delivered news and advertising or become irrelevant and therefore extinct. "If we continued (the newspaper only) we'd be out of business," he said. "We are better today than we've ever been, and we want to help Muskegon and Michigan grow and prosper."

Today more than ever, *The Chronicle* and MLive are placing a greater emphasis on helping businesses succeed. "We don't sell ads; we sell solutions. Join us as a business partner," he said.

**'Round Rotary's RIM**



**Mike Alstrom** led us in the Pledge of Allegiance last week. Rabbi **Alan Alpert** conducted the invocation.



Sponsor **Kathy Moore**, center, had the pleasure of removing red stars from the badges of newbie Rotarians **Sara Damm**, left, and **Jenna Blamer**. Both ladies completed a plethora of duties.



**Above, Peg West join Dan on stage to provide some expertise on the subject of editing.**

**Steve Westphal** and **Garry Olson** presented two new members for induction: **Kirk Hallman** and **James Line**, respectively. In photo, from left, are: James, Gary, **President Don**, Steve and Kirk. We certainly welcome these new Rotarians to our "Service Above Self" organization.



## Announcements

**Alan Alpert** said the annual Shoah (Holocaust) Remembrance will be held at 3:30pm, **April 27** and 28, at Samuel Lutheran Church.

**Brianna Scott** of the Diversity/Inclusion Committee, said the first annual impact forum concerning our local judicial system, law enforcement, public defender, and community trust will be held from 5 - 8pm, April 24, at the Muskegon High School cafeteria. Hors d'oeuvres will be served. Most Muskegon County police chiefs, Prosecutor **DJ Hilson**, and Public Defender Fred Johnson are among individuals who will participate.

**Mary Beth Ramos** said the *Grape Escape* Committee will meet at 4:30pm, April 14, at the Holiday Inn. A few new committee members would be welcomed additions, she pleaded.

**Holly Hughes** said the Veterans Job Fair will be held from 10am - 2pm, Friday May 16, aboard the LST 393. More Job Fair in the next column.

**Darlene Collet** (last name sounds like Chevrolet's) said Music for Meds will take place at the WaterMark 920 Banquet Facility from 7-11pm, Saturday May 17. It's a fundraiser for Mission for Area People. Tickets are \$20 in advance and \$25 at the door. There will be a cash bar and silent auction.

**Dan Barnum-Steggerda** said Keni Thomas, an Army veteran of the "Black Hawk Down" mission, will speak at the LC Walker Arena at 11:30am, Tuesday May 6. Tickets are \$10 adult, \$8 military/student, and \$5 youth. Sounds like a great program.

**Visiting Rotarians and Guests** were hosted by **Josh Wallace**. Five members introduced six guests:

*Chronicle/MLive* execs Dave DeCamp (**Dave Alexander**), Sheila Reineke (**Steve Westphal**), Nick Dionne and Laurel Chapman (**Peg West**); Splattered Ink Press owner and prospective member Tricia McDonald (**Barbara Lee**); and Volunteers of America Director Lisa Fleury (**Holly Hughes**).

## Out & About

From **Holly Hughes**...

If you know of someone looking for a job (veteran or not; everyone is welcome) or know of an employer who has job openings, please pass on the following for the Veterans Job Fair. Space is limited on the ship but we still have some openings at no cost to the employer. This is our 3<sup>rd</sup> year. Love Muskegon!

### Veterans Job Fair

**USS LST 393 Veterans Museum**  
Friday, May 16, 2014 - 10am - 2pm  
560 Mart Street, Muskegon, MI 49440

If you are a business looking to hire from an extensive talent pool of veterans, you'll want to attend this event. The job fair will be open to veterans and the public. Set-up will be both inside the museum and outside in tents.

Participants can begin setting up at 8am. Doors open at 10am. Forms are available at: [www.lst393.org](http://www.lst393.org) or [www.muskegonveterans.com](http://www.muskegonveterans.com)



Here's a fun way to help provide scholarships: Join Jayhawk on Friday, June 13, for the Foundation for Muskegon Community College

Jayhawk Scramble. You'll enjoy a great day of golf, lunch and fun, all while "chipping in" to support the FMCC General Scholarship Fund. The scramble format makes it enjoyable for golfers of all abilities, and everyone has the opportunity to win prizes for longest drive, closest to the pin, and other contests. If you're not available to golf, consider joining us for lunch - any level of participation will help provide more scholarships. Whether you join us for golf or just lunch, register by April 30 to take advantage of the early bird discounts!

To get more details or to register, please visit [www.muskegoncc.edu/chip](http://www.muskegoncc.edu/chip) or call 231-777-0660. - **Tina Dee, from MCC**



**Public Health**  
Prevent. Promote. Protect.  
Muskegon County

On Thursday, April 24 from 10:30 to 11:30am, Public Health Muskegon County will be sharing information on communicable disease trends in our community at Youngberg Auditorium on the Mercy Health Hackley Campus. This is a free event. All are invited. - **Jill Montgomery Keast**

## The Past Soon Coming Alive

**Bob Scolnik** recently drove up to Whitehall to see firsthand the progress that the [Lakeshore Museum Center](#) is making on their Hill's Landing Project, called the Michigan Heritage Trail. Bob said he was surprised to see an almost completely framed in, very large Visitor's Center and a completely framed in two story farmhouse that is one of the site's major features. The Heritage Trail will occupy 19 acres of the beautiful 230 acre site. When completed over the next 15 months, it will have a Logging Camp, a Civil War Camp, an Underground Railroad Stop, a Fur Traders Post and an 1880's Farmhouse. The construction phase is estimated to cost \$1.7 Million. This is sure to be a major tourist attraction for Muskegon County and a major learning opportunity for visitors.



Museum CEO John McGarry, right, gives Bob Scolnik a tour of the Visitor's Center under construction.