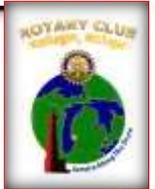




Muskegon Rotary in Motion



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 24, 2014 12:10pm

Muskegon Harbor Holiday Inn

<http://www.muskegonrotary.org>



Pam Babbitt, Director
Cathy Brubaker-Clarke, Director
Dave Sipka, Director
Josh Wallace, Director
Cindy Timmerman, 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: “Lake Express begins its Second Decade”

MEETER / GREETER

Josh Wallace

INVOCATION

Dan Barnum-Steggerda

THIS MEETING’S MENU

Grilled Chicken w/ Pico de Gallo; salad bar w/ 6 toppings, 3 dressings; tortilla chips w/ guacamole; and assorted desserts

STUDENT GUESTS

Muskegon Big Reds

NEXT WEEK’S BIRTHDAYS

Rem Sprague Apr 26
Gina Lister Apr 27
Frank Marczak Apr 27
Doug Wood Apr 30

PROGRAMS/FUNDRAISERS

05/01 Honduras Water Filters
05/08 One in 21 Update
05/15 Every Rotarian Every Year
06/12 Miss Michigan Contestants
06/19 STRIVE
06/26 Downtown Muskegon Now
08/15 *Party in the Park*
09/17 *Grape Escape*

This Week on Stage

What a pleasure, being able to go from Muskegon to Milwaukee in two restful hours. Lake Express CEO Ken Szallai covers the ferry’s next decade.



Last week was Spring Break for many Muskegon area families. Thanks to **Ellen Berends**, Facebook and a little Photoshopping, the peaceful scene below came courtesy of Anna Maria Island, Florida, during that week. Last weekend, however, when traveling breakers returned home, they were welcomed by a different sort of weather photo, also displayed on this page by Luke Sass, **Jay D Wallace, Sr**, **Eric Siefert**, and **Doug Pollock** (taken on 4/12/14).



Top photo, then clockwise: “Stormin’ at the Lakeshore”; “The Curve’ at Pere Marquette Beach”; “Cars I guess we got to move now tonight”; and “That was my favorite tree.” It all happened Saturday, about 5pm.



Jay D Wallace, Sr Photo



Eric Siefert Photo



Doug Pollock Photo

**Last Week's Program
The Muskegon Market -- New "Cornerstone of Downtown"**



By Cindy Timmerman

Kris Collee, below left, of the "Team Awesome" Programming Committee introduced **Steve Olsen**, Fundraising Co-Chair for the Muskegon Farmers Market Project.



Steve, below right,

who has been working on this project with Chuck Johnson since early in 2001,

presented a historical overview of downtown Muskegon and the many changes that have occurred over the last decades. As those of us that grew up in the community will remember, Western Avenue, a once a thriving business corridor was dramatically changed with the building and subsequent demolition of the mall.



In 2002 the DMDC, consisting of the Muskegon Chamber of Commerce, >>>

Weathered Out

Ed. Note: Effects of climate change are certainly major news items anymore and when last week's storm was photographed by members of our Rotary family, a grand opportunity presented itself for some RIM coverage on this week's cover page. Ironically, the snowstorm that followed found our virtual newsroom staff all weathered out; even so, we *acknowledge* the late snow surprise but look forward to a warm comfortable spring ... and political harmony in Washington, DC ... and world peace.

>>> Paul C Johnson Foundation and Community Foundation for Muskegon County, in cooperation with the City of Muskegon, purchased the eight blocks spanning over 23 acres of the former mall site for \$2 Million. Over \$25 Million in development has occurred since 2006. Now, after experiencing the second worst economic downturn in US history, the DMDC began looking at the development of the east end of the property. Their decision to relocate the Muskegon Farmers Market was not

without controversy. Members of the Muskegon City Council challenged the group to conduct a series of forums with the community and current vendors. Plans began to take shape for the new market based on the input gleaned from the community, receiving approval from the council.

The new market, scheduled for a soft opening on May 3 and a

formal Grand Opening on May 24, will increase the number of outdoor vendor spaces from 120 to 160 as well as 12 indoor stalls and a community kitchen. This \$3.9 Million investment will then be sold to the City of Muskegon for \$1.00 when finished as a gift from the DMDC. Market supporters will be pleased with the improved pedestrian and handicapped accessibility, access from four different roads leading to the market, as well as the close proximity to the bus station. Additionally, market vendors are feeling the excitement – every one of them has signed a contract for their space at the new market.

Chamber President **Cindy Larsen** shared that this is the largest building

project in the downtown since Heritage Landing was built and will be considered



the cornerstone of downtown. Cindy, left, also pointed out that local retail, restaurant and service businesses should be exploring the opportunity to

move into this exciting new downtown rather than seeing their competition occupying that space in the near future. The repeat traffic generated by the market will have obvious benefit to area merchants and is already stimulating investor interest and discussion for all remaining lots in the downtown area, a comment that was confirmed by Downtown Muskegon Now Executive Director Jonathan Seyferth. As Jonathan said, dirt and new construction excites developers and they are noticing the development of projects such as the bus station, Heritage Square Townhouses and more.

You may enjoy revisiting the slide show Steve utilized at the beginning of his presentation at www.muskegon-mi.gov/muskegon-downtown-history/.

Muskegon Rotary Board

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- Dave Sipka** dsipka@muskegonisd.org
- Josh Wallace** joshua@mckenzieprice.com

**'Round
Rotary's
RIM**



Joanne K. Hatch, a veteran tourism industry leader, county government official and Rotary member (2001-2010), died on Friday, April 11. Our condolences to her husband "Mac" and their family. A memorial service will be held at 3pm this Saturday, April 19, at The Lee Chapel of Sytsema Funeral Homes, Inc., 6291 S Harvey St in Norton Shores.



Josh Wallace announced that an average of 3-to-4 members is handing in their checks for the "Every Rotarian Every Year" campaign each week. The deadline to get your check in is June 1. Josh also reported that the Club's *Party in the Park* fundraiser is August 15, 5-9pm in downtown Hackley Park. Please mark it on your calendar. Help is needed.



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.



Last meeting, **Bill Loxterman** introduced the 2013 City of Muskegon Outstanding Citizenship Award recipients, above. This award is given to residents who have made a significant impact on their community. Listed below are just a few of the activities surrounding quality of life and economic development projects they have been involved in.

Greg Borgman was recognized in part for his work as Chair of the Nelson Neighborhood Committee and their many projects to better their neighborhood, and for bringing an extension office of Kandu into downtown.

Debra Griffin was honored for her work with SPARK, creating a website/parent forum for Muskegon Community Schools, development of a website called Big Girls Work Out group and more.

Shirley Green was honored for her work in the Lakeside area where she spearheaded the development of a pocket park, organized a Christmas basket drive for shut-ins and an annual Pumpkin Roll on the hill in front of her home.

Announcements from the Floor:

- **Julia Koch** announced The Sailor Color Run, sponsored by the Mona Shores Interact and Freshman Senate, will be on Saturday, April 26, to benefit the Hope Project, La Union MicroFinanza and the Kids Food Basket. Information at:

www.hopeprojectusa.org/break-the-chain-color-run

- **Chris Burnaw** and Dr. Zawde Abiade, below, invited attendees to create their own Dream Team



to participate with the Seaway Run on June 28. They are working to promote com-

munity inclusion by creating or joining a team made up of people from various racial and ethnic backgrounds. Register at www.IHAVEADREAM.COM

- **John VanWyck** invited all to attend the upcoming Music for Meds program on Saturday, May 17 at the Watermark, sponsored by the Mission for Area People. Funds generated will help those who are working to cover medical expenses. Tickets at 231-733-9672 or at the Family Financial Credit Unions in Muskegon and North Muskegon.
- **Brianna Scott** introduced the newly-formed Diversity and Inclusion Committee members and reminded us of their first event, ENPACT, Enhancement of Police and Community Trust will be on Thursday, April 24, at the Muskegon High School Cafeteria

from 5 – 8 p.m. Additional info with **Eric Grimm**, 231-728-1111 or ecgrimm@williamshugheslaw.com

- **Ellen Berends** invited members to attend a Euchre for Exchange on April 24, 7pm, to help pay for her son Christian's Rotary Exchange trip to Brazil. Christian was also collecting loose change at the door after the meeting.
- Those with an interest in deciding which beers to offer guests may participate with a beer-tasting event on at the Watermark. Cost to try five samples is just \$5.00. Sorry, we missed the time and date on this one. Anyone know? It sounds like a real fine time.
- **Dawn Johnson** of the Muskegon Lakeshore Chamber of Commerce announced that there are a limited number of tickets available for the April 21st at 11:30am Legislative Luncheon with Governor Rick Snyder. Additional information is at 231-722-3751 or www.muskegon.org/events/.

Well Deserved Congratulations



We salute fellow Rotarian and Club web master **Jason Piasecki** who, last week, was presented with the 2014 Entrepreneur Award by the

Muskegon Chamber of Commerce.

Out & About

Veterans Job Fair

Here's more on the Muskegon Veterans Job Fair on the [USS LST 393 Veterans Museum](http://USSLST393VeteransMuseum.com). We now have 25 businesses signed up. We still have room for more. [Alcoa](http://Alcoa.com) [Howmet](http://Howmet.com) is one of the employers on the ship. The event is May 16, from 10am to 2pm.

Registration forms are available from www.muskegonveterans.com. Completed forms may be faxed to 231-724-7147. For more information, contact Lisa Fleury at the Muskegon Veteran Center, 231-332-3859 or review the following: http://www.mlive.com/news/muskegon/index.ssf/2014/04/hire_a_veteran_businesses_can.html?fb_action_ids=779628302061473&fb_action_types=og.like&fb_ref=s%3DshowShareBarUI%3A%3Dfacebook-like

Rotarians, Spouses, Friends!

Get into the SPRING of things by walking or running next Saturday morning (26th) in the Mona Shores Color Run, sponsored by the Mona Shores Interact



Club and Freshman Senate. One-, two-, or three-mile courses, walking or running!! Get fit and get moving with fellow Rotarians and support a great project from our Rotary sponsored Mona Shores Interact Club.

Proceeds benefit Kids Food Basket, The Hope Project and UMF coffee. Meet and support a great group of Rotary Interact students!

It starts 8:30am at the Mona Shores Middle School Football Field. You can be done in an hour if you wish.

The donation is \$10, or \$15 to get the special shirt. We even have volunteer spots open if you just want to help out. Please e-mail **Shannan Conrad** if you can join us at: conrads@monashores.net.

Visiting Rotarians and Guests

Downtown Grand Rapids Rotarian **Roger Morgenstern**; Rotary exchange student/son Christian Berends (**Ellen Berends**); T-4 Group's Steve Novak and Downtown Muskegon Now CEO Jonathan Seyferth (**Steve Olsen**); Abiade & Abiade Assoc President Dr Zawde Abiade (**Luke Seward**); West MI law Office Manager Ami Gongalski (**Adam Zuwerink**); LLC student Hannah Kruckenber (**Judy Johnson**); Comerica Bank exec and prospective



It took a while – months even, go figure – but Darlene Witham, Shoreline Inn & Conference Center sales director, finally achieved Club membership. The induction ceremony included sponsor Doug Pollock, left, and President Don.

member Diane VanEpps (**Larry Larsen**); Outstanding Citizenship Award guests Ann Marie Cummings, Janet Bluhm, Chris Carter, Ellowise Hieftje, Shirley Green, Debra Griffin, Ciggzee Morris, and Greg Borgman (**Club**).



The Diversity and Inclusion Committee asked that we attach this mini flyer (you gotta zoom in briskly), and its link

below for our upcoming Community Forum next Thursday evening, April 24, at the Muskegon High School Cafeteria. The program, "A Safe, Secure and Just Community," will focus on our local judicial system, law enforcement, the public defender and community trust, and will be held from 5 - 8pm. Hors d'oeuvres will be served. Most of Muskegon County's police chiefs, Prosecutor **DJ Hilson**, and Public Defender Fred Johnson are among individuals who will participate.

<file:///C:/Users/Bill/Downloads/ENPACT%20flyer.pdf>

Blessings,
Dan "SJZ" Barnum-Steggerda