



Muskegon Rotary in Motion



Brianna Scott, President
 Susan Cloutier-Myers, President-Elect
 Josh Wallace, Pres Nominee
 Pam Babbitt, Secretary
 Kathy Byma, Treasurer
 Don Crandall, Imm. Past President



Muskegon Rotary Club

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

July 3, 2014 12:10pm

Lake House Waterfront Grille

<http://www.muskegonrotary.org>



Cathy Brubaker-Clarke, Director
 Larry Larsen, Director
 Kathy Moore, Director
 Dave Sipka, Director
 Garry Olsen, 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: "Rotary Year 2014-15 Begins" Presidents Don, Brianna

MEETER / GREETER

Tom Powers

INVOCATION

Bill Erickson

THIS MEETING'S MENU

Lemon Basil Chicken with
 lemon/basil/parmesan cream
 sauce, steamed redskin
 potatoes, fresh vegetable;
 Caesar salad bar; cookies

NEXT WEEK'S BIRTHDAYS

Doug Pollock	July 3
Bob Szymoniak	July 3
Bob Irwin	July 6
Mary Beth Ramos	July 6
Colonel Winnick	July 7
Adam Zuwerink	July 7
Bill Johanson	July 8

PROGRAMS/EVENTS

07/10 Drug Abuse/Awareness
 07/17 Vege Van, YMCA
 08/15 Rotary's *Party in the Park*
 09/17 *Grape Escape*

This Week on Stage

This, our first meeting of Rotary Year 2014-15, will set the tone for all that follows. Not to fear monger or anything like that, but, just as outgoing US presidents grant surprising pardons and sometimes introduce sweeping, even unpopular change, our departing leader might want to do something similar. Don't miss the excitement.

Presidential Succession

Doctor, Lawyer...



Don Crandall



Brianna Scott

Little impacts our organization more than the annual "change at the top." For **President Don**, he's not exactly riding off into the sunset; he still has a year of Board responsibilities and other Rotary duties. And **President Brianna** isn't coming in cold turkey; she's been working her way up to the presidency for quite a while now, and definitely will be hitting the ground running. Yet, both Club CEOs know that their success – really, *our* success – depends on committed members stepping up, either when called upon or on their own. That said, Rotary's motto, "Service Above Self" implies teamwork, leadership, and a willingness to do whatever's good for community and citizenry, near and far. Let's all look to 2014-2015 as a motto model year, maybe our best ever.



In "shameless plug" deference to our new Club president, we present **Brianna Scott** (above, second from right), her posse, and the big honkin' advertising banner they proudly carried recently in the Muskegon Heights Parade.

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.

Parties in the Park

Friday, August 15

"It's never too early to sign-up"

Networking: We Mean Business

A new organization from the Club, the Rotary Business Group, is going full-swing. Jason Piasecki, co-owner of Revel, kicked off its first Rotary



Business Connection, above, on June 12. Jason's talk on Entrepreneurialism was held at *The Chronicle*/MLive hub and attended by 19 Rotarians. Jason described several beliefs, including building and supporting a strong, committed, and effective staff, that helped him earn the Chamber's honor of Entrepreneur of the Year.

Two additional meetings are scheduled; please jot them down:

- July 10, 7am, The Block, "Networking"
- August 14, 7am, location and program topic TBA

We're having a party

An important fundraiser on the Club calendar every year is our Party in the Park. This year's is on Friday, Aug 15, 5-9pm. Lots of volunteers are needed for easy, friend-filled duty. Two-hour shifts are all that's required, the 7-9pm shift being the most exciting. Please consider being part of this event; meanwhile, other parties are scheduled for many of this summer's Fridays. Below are the bands booked, a couple of them featuring talented Club members or alumni:

- Jun 27: Dutch Henry
- Jul 11: WS Soul Surfers
- Jul 25: Groove Solution
- Aug 1: Whoopee Kat
- Aug 15: Stolen Horses
- Aug 22: Malachi



Click for July 4th Weekend Line-up
<https://www.facebook.com/photo.php?fbid=646224768787352&set=a.640328822710280.1073741830.622888857787610&type=1&theater>



Mercy Health Seaway Run's 5K course changes

Peruse below *Chronicle*/MLive article:
http://www.mlive.com/sports/muskegon/index.ssf/2014/06/changes_to_5k_course_mark_annu.html

Seaway Run, the healthy community event also serving as a fundraiser for 1 in 21 and the YMCA, is seeking volunteers for the Muskegon Rotary Club Spirit Station to hand out water and



cheer for runners. Chris Burnaw says online registration goes through June 26, with late registration at Fricano's Place on Thursday evening and Friday at the Expo. Again, volunteers are still needed for the event. Because the event supports Rotary's 1 in 21 efforts, we would like to have a strong showing of Rotarians! Visit www.seawayrun.com to register for the run, walk, or volunteering; contact Tom Powers to join the Spirit Station Crew.

Drive Safely this Holiday

'Round Rotary's RIM



Announcements...

President Don reported on the Club's "Every Rotarian/Every Year" goal for the year. We have met the challenge averaging \$63 per Muskegon Rotarian, \$13 more than we pledged. Good goin', Rotarians.

Tom Powers made a desperate plea for Seaway Run/Rotary Water Station volunteers this Saturday at Harrison and Denmark, 8:30-11:00am. Please contact Tom asap at (new "e") tompowers012@gmail.com.

Linda Juarez announced Seaway Run, registration @ Fricano's Place EXPO this Friday. More volunteers are needed; ½ the proceeds goes to Rotary's "One in 21" initiative.

Steve Westphal let us know the next Rotary Business Connection will be Thursday, July 10, 7am at The Block. The program will be on "Successful Networking" presented by **Doug McKibben**.

Ellen Berends, representing "Here's to the Heroes," shared concern that many volunteers are still needed to make our salute to US Veterans a 4th of July weekend success...contact **Jay Wallace, Jr** or visit www.salutemuskegon.com.

Rotary Moment



Susan Cloutier-Myers and **Orville Crain** reported on the recent Rotary International Convention in Australia "Ausie, Ausie, Ausie – Oy, Oy, Oy" – it's this cheer that opened each and every session of the annual Rotary International gathering in Sydney. Speakers included Jack Simms who heads the World Toilet Association. Yes, you read that correctly! After all, "IT" Happens! Mr. Simms punctuated the notion that while clean water is important, sanitation is equally important. He highlighted that, in fact, sanitation was Rotary's first big project in Chicago at the Club's inception by Paul Harris. Tommy Spaulding promoted the idea that "Rotarians can change the world...one relationship at a time." Orville offered this question for each of us to ponder (it's a good question and worthy of >>>

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>>> some of our valuable "brain" time): What is Rotary? That is, if YOU are asked "What is Rotary?", how will you respond? It was clear that both Susan and Orville found the Rotary International Gathering a life-changing event!

Guests and Visiting Rotarians

Fricano's Place/Downtown Muskegon NOW Promotions Committee Chair Amanda Sukup, (**Dan Barnum-Steggerda**); Visiting Lynchburg VA Rotary Past President/Muskegon Rotary Past President **Nate McClure**; Muskegon County Economic Development Coordinator Jonathan Wilson (**Jenna Blamer**); Hon. 14th Circuit Court Judge Kathy Hoogstra (**Mike Walsh**); Muskegon County Commissioner Terry J Sabo (**Doug McKibben**); MLive Exec Sheila Reienelk (**Steve Westphal**); Retirees/former local football stars Wes Anderson and Douglas Bard (**Roger Andersen**); and MLive Sales Manager Eric Erickson and Account Exec Shelby Schweri (**Dave Alexander**).

New Members...

Shanda Nichols- Wilson, MLive, **Steve Westphal**, sponsor



Jonathan Seyferth, Downtown Muskegon NOW, **Jay Wallace, Jr.**, sponsor

Welcome, Rotarians

Last Week's Program

Downtown Muskegon Now By Dan Barnum-Steggerda

Muskegon, Muskegon, Muskegon – OY, OY, OY ... so went the program introduction offered by **Bob Chapla** as he presented Jonathan Seyferth of Downtown Muskegon NOW!

Mr Seyferth offered a three-point presentation on downtown Muskegon:

Where We Were

Jonathan shared many old pictures which highlight the hustle and bustle of our city in its early years. Pictures included shots of Western Avenue and a wonderful photo of the old downtown mall.

Aaahhh, those were the days, my friends!

Where We Are

As business traffic dwindled, efforts have been ongoing to revitalize this once vibrant and thriving downtown. Take note of some staggeringly positive stats:

Downtown Investment - \$200 Million

+2002-Present

(Completed, under construction & announced)

New Construction - 15 Buildings 2002-Present

Renovations - 22 Buildings 2002-Present

Downtown Employees - 3,760

Downtown Retail Shops - 47

Downtown Restaurants - 17

Downtown Breweries - 2

Muskegon Lake Boat Slips -1,041

Of course, it can be said that the shining star in the revitalization is the moving of the Farmer's Market. While there was hesitancy in the beginning and even during the construction phase, the success of the new Farmer's Market is undeniable. On average, 10,000 folks visit the market weekly. Vendors are finding themselves selling out of products. If you haven't visited the Farmer's Market – DO, you won't be disappointed!

The outside art coupled with our other cultural and sporting opportunities at the various museums, the Frauenthal Theater and the L.C. Walker Arena enhance our city's allure for tourism and commerce.

A number of eateries have moved customer seating to the sidewalks. This is a great asset to the downtown area, as potential

business people SEE people enjoying downtown Muskegon, NOW!

Where We Are Going

It is important to remember where we've been. It is important to celebrate where we are. However, it is vital to know where we're going. Every project, every potential new building, every potential new business in our downtown area must fit into the vision:

Downtown Muskegon envisions an attractive, vibrant and profitable downtown, teeming with positive economic, social and cultural activity 365 days-a-year. Downtown Muskegon's 2018 Vision Statement is in part:

In 2018, downtown Muskegon is universally accessible, has enviable public transit options

for a city its size, is pedestrian friendly, and provides a warm environment where all are welcome. Its historic commercial buildings and façades have been repaired and fully utilized, and sustainable, appropriate infill development has occurred creating a vibrant street wall, full of commercial activity. Downtown Muskegon has well maintained streetscape amenities and the decorative concrete and



wrought iron fixture streetscape has been extended to take in the entire downtown district. Public gathering places have been completed and boast child friendly and cultural amenities.

In 2018 downtown Muskegon is an event capital with its institutions operating at full capacity and with many top quality festivals, ethnic celebrations, special events, retail promotions and marketing activities. Downtown Muskegon sets the standard for downtown promotional activities with high quality, innovative marketing practices and materials that sell downtown Muskegon.

In 2018, downtown Muskegon has an award-winning, revitalization organization that serves as a model for other communities, is stably funded, fully-staffed and has a full and active complement of volunteer corps. The community has worked cooperatively and collaboratively in achieving this new vision for downtown Muskegon.

THERE IS NO DOUBT ABOUT IT...
DOWNTOWN MUSKEGON IS ALIVE!
MUSKEGON! MUSKEGON! MUSKEGON!
OY! OY! OY!